Network for a Healthy California–African American Campaign Best Practices

#### Presented by Asbury Jones at the FANOUT Meeting, Monday, December 10, 2012

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# Network for a Healthy California African American Campaign



# African American Health Disparities

California has an estimated 2.2 to 2.5 million African Americans (6.6% of the population), the largest population of Black or African Americans in the western U.S, and the 5th highest Black population in the United States.

#### What is the third leading cause of death for African Americans? A: Stroke

Source: CDC, National Vital Statistics Report, v.53, November 2005

# What is the second leading cause of death among African Americans?

A: Cancer

What is the number one leading cause of death for African Americans?A: Coronary Heart Disease

What is the fourth leading cause of death for African Americans? A: Diabetes

# African American Campaign

The African American Campaign is designed to improve the health of the low-income African American community by providing education about healthy eating and physical activity. Through the work of three (3) Faith-based Projects and six (6) Régional Networks, the Campaign uses multiple venues to facilitate behavior change where low-income Californians live, shop and worship.



Best Practices

### **Social Marketing**

Application of commercial marketing concepts, knowledge, and techniques to non-commercial ends (such as campaigns against smoking and drunken driving) for the society's welfare.

# Social Buckle Up Marketing?



Know Your Numbers

Use of marketing principles to influence human behavior in order to improve health or benefit society.

Get aStop SmokingMammogramDon't Litter

### **Targeted Marketing**

Targeted Marketing involves identifying a target market after detailed research, and developing specific marketing campaigns focused at it.

# Place-Based Targeted Interventions

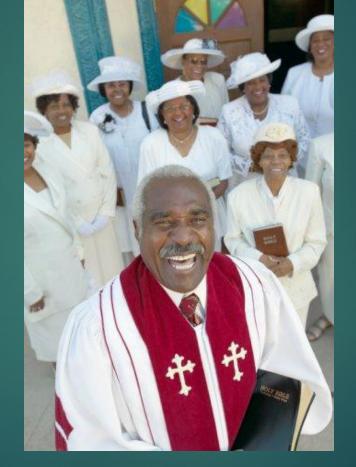
### 1. Faith Interventions

2.

Beauty Salon/Supply Store Interventions

# The African American Church and Health Promotion







# Why Faith?

African-Americans are markedly more religious on a variety of measures than the U.S. population as a whole, including level of affiliation with a religion, attendance at religious services, frequency of prayer and religion's importance in life... with fully 87% of African-Americans describing themselves as belonging to one religious group or another

Source: U.S. Religious Landscape Survey, conducted in 2007 by the Pew Research Center's Forum on Religion & Public Life.

# Body & Soul

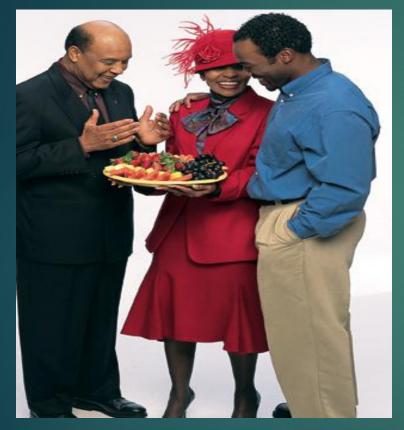
A Celebration of Healthy Eating & Living



A GUIDE FOR YOUR CHURCH



# What is Body & Soul?



- Body & Soul is a wellness program for African American churches
- It empowers church members to eat the recommended amounts of fruits and vegetables every day for better health
- It works by combining:
  - Pastoral leadership
  - Educational activities
  - A church environment that supports healthy eating
  - Peer counseling

### Body & Soul - Evaluation

- Body & Soul was evaluated in 15 churches across the country by the American Cancer Society and NCI through work with researchers from the University of North Carolina and Emory.
- Body & Soul is a model program that has demonstrated significant increases in fruit and vegetable consumption; decrease in fat consumption; increase in internal motivation and self-efficacy among participants; key behaviors in prevention and maintenance of chronic disease.

Beauty Salons & Beauty Supply Stores

#### Why Beauty Salons/ Supply Stores? According to a study conducted in 2009 by the General Merchandise Distributor's Council, African-Americans make up 13% of the US population, but account for 33% of hair care sales.





# A Social Outlet for The Community

- Beauty Shop as *multi-functional* space
- African American woman's refuge



- Place to feel pampered and
- beautiful, as well as a place to vent,
- where frank talk from politics to whose hair is (or isn't) real is on the table.
- Historically speaking, these spaces have been seen not only as safe *hair* havens, but also safe platforms for candid talk about everything from race to relationships.



# Beauty Salon Pilot Project 2012

A total of 64 clients were recruited from 10 Bay Area Salons; participants resided in 39 different zip codes.

- Almost all the women experienced a change in knowledge, attitude, or made a significant change in their lives as a result of their participation in the SFH pilot study.
- Fifty-two percent of the women reported that they learned something new about nutrition or physical activity

- Forty-one percent stated that they experienced a change in attitude about nutrition or physical activity
- Forty-four percent reported that they were able to make a change in a nutrition or physical activity behavior over the course of the intervention.

### **Target Advertising**

... [targeted ads] generally score higher than general market advertising in each of the four critical areas of advertising performance:

**impact** – the degree to which the ads standout in clutter;

**comprehension** – the degree to which the desired message is clear, credible and compelling;

**appeal** – the likeability of the ad and its key elements;

**motivation** – the degree to which the advertising establishes positive attitudes toward the advertiser and moves the viewer toward buying behavior.

Source: Dan Murphy, "Targeted and Tested" April 2004. "Quirk's Marketing Research Review" 2 February 2012.

# Introducing the

# VO: Traditions aren't always passed



# VO: from generation to generation.



VO: Sometimes they're passed from neighbor to neighbor, VO: and healthsmart daughter, to old school mom.





VO: But one thing's for sure, with the right tools and information, we can begin to change those traditions,



VO: away from high blood pressure and type 2 diabetes, and toward better exercise and health.



### **Contact Information**

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http://www.cdph.ca.gov/pro grams/cpns/Pages/AfricanA mericanCampaign.aspx



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