



What message platforms resonate with low-income SNAP-Ed audiences for obesity prevention?

FANOut

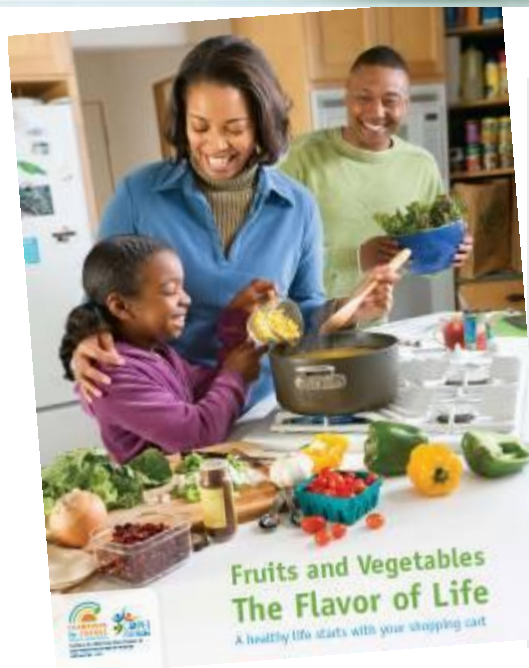
November 10, 2012

Presented by:

**Alyssa Ghirardelli, MPH, RD, Research Scientist I
Network for a Healthy California
Research and Evaluation Section
California Department of Public Health**

**Collaborators: Larry Bye, MS, Susan Foerster, RD, MPH,
Sharon Sugerman, RD, MS, FADA, Lex Matteini**

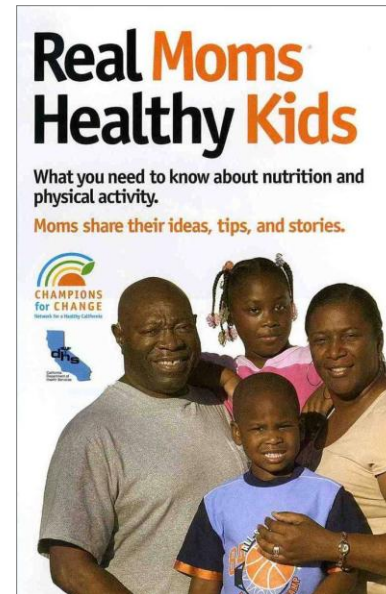
Social Marketing Campaign



Para sugerencias de cómo mejorar este sitio o información sobre el programa de Alimentos Saludables al 1-888-520-1461. Mensaje del Departamento de Servicios de Salud de California. Aprobado por el Programa de Alimentos Saludables del Departamento de Agricultura de los Estados Unidos.

Advertising Campaign 2008-2009

- **“Ownership Campaign”**
- **TV**—English, Spanish 2,
 - :30 spots
- **Radio**—Spanish Only 2,
 - :30 and :60 spots
- **Direct Mail Marketing**
 - (6 counties)
- **Outdoor, Catering Trucks**
- **TV Transit (LA only)**



Outdoor Campaign



**My kitchen.
My rules.**

Rule #1:
Eat more fruits
and vegetables.



For tips on obesity prevention or Food Stamp information, call 1-800-398-3463. A message from the California Department of Health Services. Funded by the U.S. Department of Agriculture's Food Stamp Program.



**My television.
My rules.**

Rule #2:
Turn it off and
go out and play.



For tips on obesity prevention or Food Stamp information, call 1-800-398-3463. A message from the California Department of Health Services. Funded by the U.S. Department of Agriculture's Food Stamp Program.



**Our neighborhood.
Our rules.**

Rule #3:
We speak up for
healthy changes.



For tips on obesity prevention or Food Stamp information, call 1-800-398-3463. A message from the California Department of Health Services. Funded by the U.S. Department of Agriculture's Food Stamp Program.



Advertising Campaign 2010, 2012

- **“What’s Harder”**
- **TV**—English, Spanish 2,
 - :30 spots
- **Radio**—Spanish Only 2,
 - :30 and :60 spots
- **Outdoor, Catering Trucks**
- **Transit TV (LA only)**



**Be a Champion
for Change**

CHAMPIONS
for CHANGE
Network for a Healthy California

f

**Make half your plate fruits
and vegetables.**

[Click for healthy tips and recipes.](#)

www.CaChampionsForChange.net

For CalFresh information, call 1-877-847-3663. Funded by
USDA SNAP, an equal opportunity provider and employer.
Visit www.CaChampionsForChange.net for healthy tips.
*California Department of Public Health

CDPH
Public Health

cal
fresh
SERVING HEALTHY AND DELICIOUS FOOD

2012 Outdoor “My Rules” Continued, New Rules



**My shopping cart.
My rules.**

**Rule #5:
Buy more fruits
and vegetables.**

For more information, visit www.healthychoices4all.org. Sponsored by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer. For more information, visit www.healthychoices4all.org for healthy tips. • California Department of Public Health


**CHAMPIONS
for CHANGE**
Network for a Healthy California

2013 Proposed “A Mis Hijos No”



“Eating healthy will help them celebrate many, many more.”

2013 Proposed “Legacy of Health”



Media Evaluation Survey

- **Target Population**

Mothers age 18-54 of school aged children 6 - 17 years old

- 1000 telephone interviews California SNAP recipients
- 1000 interviews with very low-income ($\leq 130\%$ Federal Poverty Level) Not SNAP recipients
- 600 interviews with low-income mothers whose household income level is too high for SNAP (between 131% and 185% FPL)

- **Comparison Group**

- 675 interviews random digit dial sample of general population of mothers ($>185\%$ FPL)



Media Evaluation Survey

- **Computer-assisted telephone interviewing (CATI) for the SNAP Recipient sample and the moms above 185% FPL**
- **For the SNAP Eligible and 130-185% FPL samples data are collected in shopping malls in low-income census tracts throughout the state**
- **Race/ethnicity quotas are set for in-person interviews**
 - **One-third African American,**
 - **One-third Hispanic,**
 - **One-third Others**
 - **Data are weighted by race/ethnicity only**



Media Evaluation Survey

I'm going to describe some TV ads to you. These TV ads show parents and children doing healthy things together, like playing actively in their living room, spending time together in the kitchen, preparing fruits and vegetables or sharing a healthy meal at a table in the backyard. Please tell me if you remember ever seeing them. (**READ ITEM, THEN ASK:**) Have you seen or not seen these ads? (**ROTATE LIST**)

(VOL. ONLY)

DON'T

YES NO DK REF WATCH TV

- () a. [How about] A TV ad where moms and dads are talking about how getting their kids to eat more fruits and vegetables is hard, but finding out that one of them has type 2 diabetes would be a lot harder; and how saying no to their kids when they want afternoon sweets is hard, but watching their child struggle with obesity would be a lot harder. The spot ends with a mom and a dad who say, "Realizing it was time for a change, now that wasn't very hard at all."

Have you seen or not seen this TV ad? 1 2 8 9 10



Media Evaluation Survey Findings: Aided Recall of Any Ads

- **SNAP Recipients**
 - 2010, 52%
 - 2011, 56% (no ad campaign running)
- **SNAP Eligibles**
 - 2010, 52%
 - 2011, 57% (no ad campaign running)
- **Spanish- speaking SNAP Eligibles**
 - 2010, 71%
 - 2011, 57% (no ad campaign running)
- **Spanish-speaking SNAP Recipients**
 - 2010, 74 %
 - 2011, 56 % (no ad campaign running)



**Misattribution
or Very
Memorable
Ads?**



Media Evaluation Survey

Preliminary Findings

- **High ad recall does appear to be related to personal and family fruit and vegetable consumption behaviors**
- **High ad recall also appears to be related to self-efficacy for personal fruit and vegetable consumption**
- **Further, high ad recall appears to be associated with self-efficacy for family physical activity and for actual physical activity behaviors**



Self-Efficacy?

- According to psychologist Albert Bandura, self-efficacy is our belief in our ability to succeed in certain situations. The concept plays a major role in Bandura's social learning theory, which focuses on how behavior is shaped by social experience and observational learning.
- A sense of self-efficacy has a major influence on how you approach challenges and goals. When confronted with a challenge, do you believe that you can succeed or are you convinced that you will fail? People with strong self-efficacy are those who believe that they are capable of performing well.

Remaining Questions



- What messages resonate?
- If we strip away production features, what are the underlying arguments that potentially drive behaviors or predictors?
- What are compelling arguments?
- How can they inform social marketing?
- Questions CANNOT always be answered through focus group methodology
- Current science does not provide understanding or insight



Research Design

- **Quasi-Experimental Design:**
 - 400 participants
 - English and Spanish
 - Randomized message delivery
 - Pre-Post Test
 - Exposure to 3 message platforms



- **Desired Outcomes:**

Intention to perform desired behaviors

- Increase fruit and vegetable consumption
- Increase healthy eating behaviors
- **Qualitative Items Following Exposure**





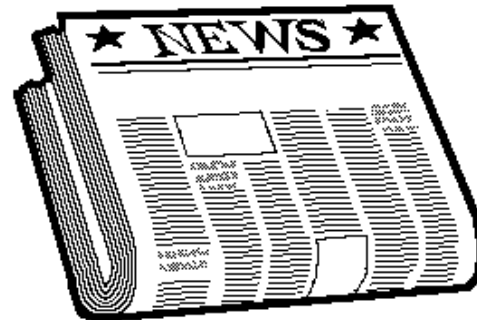
Use of Framing Theory to Create Structure of Appeals for Formative Research

**Entman (1993) suggests a way to think
about or “frame” ideas or events**

- 1. Define problems, raise salience**
- 2. Make moral judgments**
- 3. Suggest remedies**

Content Framing in Journalism

- Content or issue framing is evident in journalism, news and other reporting
- Shen, Lee, Sipes, & Hu, 2012 used unique “message frames” to compare concepts in journalism related to causal factors of obesity
- Episodic frame = personal responsibility
- Thematic frame = societal factors or social environment



Use of Framing Theory

- Drew from content framing in journalism
- Used framing theory to provide the structure of the messages
- To create "why" for target receivers or audiences to make individual or family change behaviors
- Message content also drew from theories in health behavior, psychology and communication



Frame 1

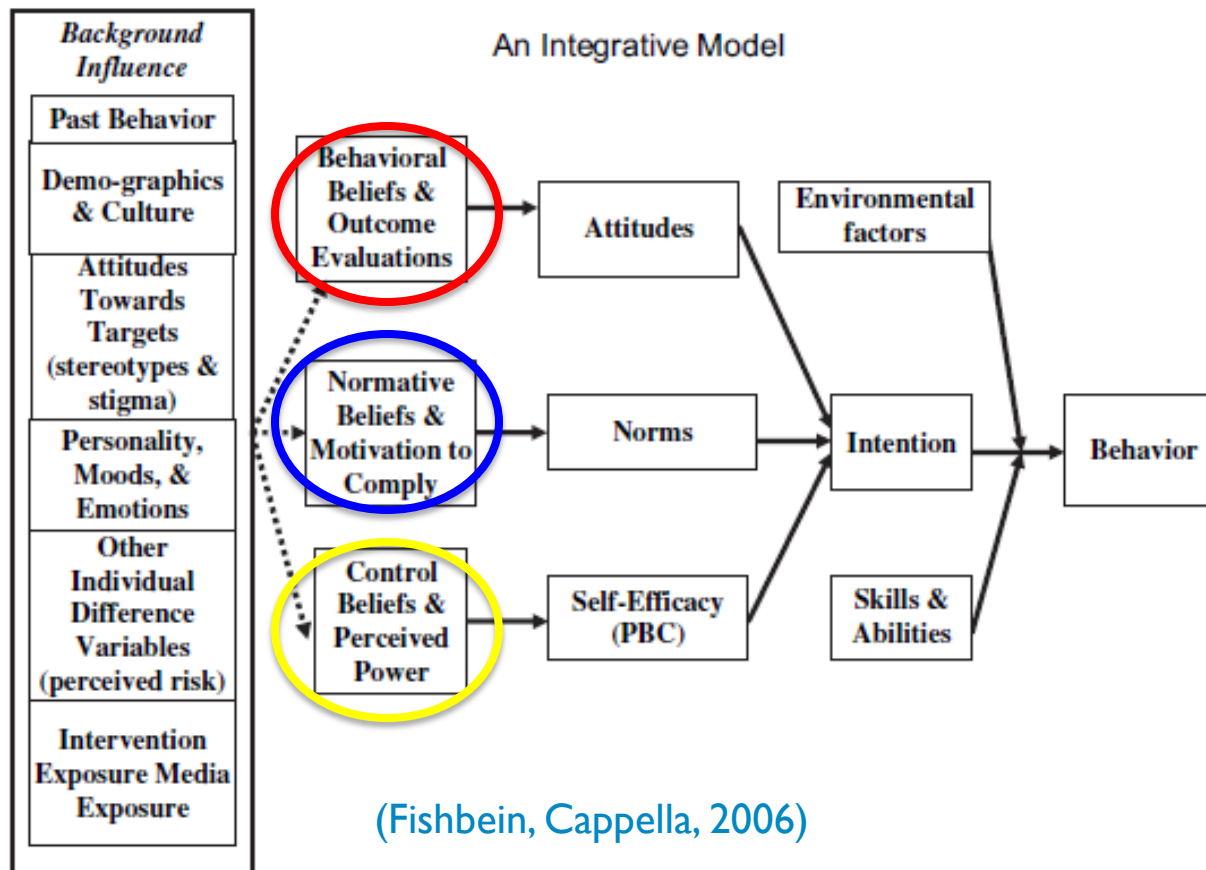
Outcome Evaluation: Social justice

Frame 2

Normative Influence: Join the movement

Frame 3

Control Beliefs: Parental protection



Social Justice Appeal

Thematic Frame – Societal Cause

Increase Salience- Define problem/ Diagnose Causes (newscaster)

News story type content focused on community conditions

Lack of healthy foods in low-income neighborhoods

Overabundance of fast food

Lack of safe places for families to play

Make Moral Judgment (Expert- Female)

Residents of low-income communities have poor access to healthy food

They have the right to have access

Suggest a Remedy (Text slide w/ voice over and photo montage- Female)

Residents can make changes to bring healthy food to neighborhood

Community groups can get together to decide what to do

Community change can create family change



Social Norms Appeal

Thematic and Episodic Frames

Increase Salience- Define problem/ Diagnose Causes (newscaster)

News story type content on unhealthy communities and individuals

More people are making changes, but there is still a problem with obesity

Many low-income neighborhoods are putting in farmers markets, community gardens, etc.

Make Moral Judgment (Expert- Female)

Things are changing in families and neighborhoods to eat healthy

People see the need to make personal and community-wide changes

Communities are sharing to make better choices to prevent obesity

More people need to join the movement

Suggest a Remedy (Text slide w/ voice over and photo montage-Female)

Join the movement to eat healthy and be active

Moms are doing things together to shop and prepare healthy foods

Moms are learning from each other- supporting each other

When ready to join, here's how you do it



Parental Protection Appeal

Episodic Frame – Individual Cause

Increase Salience- Define problem/ Diagnose Causes (newscaster)

News story type content showing obesity epidemic covering individuals

Parents want the best for their kids, care for kids, but hard to say no

Kids are at risk for obesity, chronic diseases, type II diabetes

Make Moral Judgment (Expert-Female)

Parents are responsible for health of children

More families need to take control for healthier lifestyles- shop, prepare, eat healthy

Parents must protect their family

Parents need to make better choices to prevent obesity in their families

Suggest a Remedy (Text slide w/ voice over and photo montage-Female)

Parents can be role models and gatekeepers

Parents can have healthy foods and drinks at home, eat out less, etc

Parents can get active with their kids

Important to take action to protect family/kids to prevent obesity

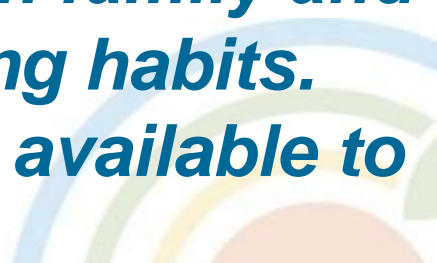


Preliminary Results

- Still in the field with data collection
- Qualitative findings show very positive response to all message appeals
- Statistical analysis will be able to tease apart potentially strongest platform

I like that “there's a lot more of the community being involved. That childhood obesity is being taken more seriously.”

The main message is “get together with family and friends to learn and share healthy eating habits. Make more fresh fruits and vegetables available to the children.”



Thanks!

Alyssa Ghirardelli, MPH, RD

**Research Scientist I
Network for a Healthy California
Research and Evaluation Unit
California Department of Public Health**

**alyssa.ghirardelli@cdph.ca.gov
916-449-5342**

