

Arizona Nutrition Network – State and Local Messaging Project

For nearly 20 years, the Arizona Nutrition Network has provided SNAP-Ed services through an interagency agreement with the Department of Economic Security. The SNAP-Ed is the nutrition promotion and obesity-prevention component of Supplemental Nutrition Assistance Program (SNAP). Statewide services are provided through eight local implementing agencies to encourage behavioral changes including increased fruit and vegetable consumption, regular physical activity, and achieving calorie balance throughout the life cycle. In addition to direct education provided to SNAP and SNAP-eligible participants, the program has expanded to include a focus on policy, system and environmental changes (PSE) in areas of food systems, active living, school health, and early childhood. Taken together, education, marketing, and PSE changes are more effective than any of these strategies alone for preventing overweight and obesity.

To better reflect the current services, the Arizona Nutrition Network conducted formative research with local implementing agencies, state-level partners including WIC and chronic disease prevention programs, and the Department of Economic Security in May 2017. This research indicated that the name, logo, and web address no longer reflect the breadth of the program. The lack of consistency in visual assets such as the logo and tagline (Champions for Change) was confusing to all audiences. Including both nutrition and physical activity in new messaging that could be used at the state and local levels was identified as being very important.

Using this information, the Arizona Nutrition Network, conducted focus groups in English and in Spanish with SNAP-eligible mothers in Flagstaff, Phoenix, and Tucson to test concepts for a new name, logo, and tag line. Based on this input, the Arizona Department of Health Services is recommending a change in name to the AZ Health Zone with a tag line of “Good Health Starts Here.” This concept was developed by LaneTerralever, a Phoenix-based marketing firm.



AZ Health Zone

GOOD HEALTH STARTS HERE.

This concept was chosen because:

- AZ Health Zone was a favorite among participants in the Spanish focus groups
- English speaking focus group participants indicated the logo was clear and simple and they knew they would gain information on healthy living program and several mothers indicated they would click on it if they saw it online
- The tag line – Good Health Starts Here – provides clarity as to the purpose of the program
- AZ Health Zone adapts well to all the areas included in the SNAP-Ed Program in Arizona including food systems, active living, school health, early child education, direct education, and statewide social marketing

Some modification to the logo concept will be made based on the formative research findings. Possible changes may include use of brighter colors, inclusion of a graphic element representing physical activity or movement rather than the target symbol, and possible font changes to best meet the needs of a low literacy audience.

Final approved concept.



H E A L T H Y S T A R T S H E R E