

Chapter 3 Social Marketing

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Health and Wellness for all Arizonans

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Social Marketing Overview

AzNN links comprehensive social marketing and community education efforts to change dietary behaviors and physical activity habits among SNAP participants and applicants in Arizona. Social marketing is a consumer-focused and research-based process and uses multiple channels of communications to achieve voluntary behavior change.



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Six Sections of Social Marketing

- I. Message and Material Development
- II. Disparaging Messages
- III. Use of AzNN Logos and Names
- IV. Ordering Materials
- V. Release of Photographs and Videos
- VI. Media Opportunities

I. Message and Material Development

- Utilizing social marketing principles
- Two message-specific campaigns
- Community education
- MyPlate and SNAP-Ed
- Disclaimers and credit are **REQUIRED**



II. Disparaging Messages

- Messages must be reviewed to ensure there are no disparaging messages
- All contractor media campaigns must be submitted and approved
- Messages provided in classes, activities, community events, and written materials must be reviewed

III. Use of Logos and Names

- It is required that Contractors work with the ADHS Social Marketing Manager before using Arizona Nutrition Network logos or graphics
- Contractors that develop materials with money from the AzNN Program must add the AzNN logo and disclaimer to materials
- Usage of the Fruit and Veggies More Matters[®] logo is strictly controlled as this is a copyrighted logo



IV. Ordering Materials / ERI

- Contractors must order all AzNN materials and items through the AzNN website, www.eatwellbewell.org
- Quantities of items ordered must be consistent with the estimated reach of the AzNN project

V. Release of Photographs/Videos

- All photographs and videos to be used in materials, presentations, reports, other printed materials, or on webpages must have a “Photo/Video Release” form completed for all persons in the photograph

VI. Media Opportunities

- AzNN welcomes all media opportunities and requests. For the purposes of this policy, media contact includes, but is not limited to: responding to media opportunities over the phone, via email, print, web, and interviews on television or radio