Social Marketing – Connecting the Dots
Objectives

• Define Advertising and Marketing vs. Social Marketing
• Discuss the USDA approval process
• Review the ADHS and AZNN approval process
• Review the current “Brighten the Family Table” campaign
• Complete assignment by the next committee meeting
Advertising Definition

“The act or practice of calling public attention to one’s product, service, need, etc., especially by paid announcements in newspapers and magazines, radio, television and billboards.”
Social Marketing

Social Marketing is defined as the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society.

SNAP-Ed FSN FY2016 Guidance
Social Marketing is Unique

• **Commercial Sector Marketing**
  – Typically goods and services
  – For profit

• **Education**
  – Focus on information, knowledge, skill building
  – Often directed toward individuals or small groups

• **Advertising**
  – Only one of the communication options for influencing behavior in social marketing

• **Awareness Campaign**
  – Focuses on awareness, not behavior
Formative Research

• Understanding the audience is vital
  • We are not the experts, no matter how much we may think we know. In order to incite change, we must understand what motivates their behavior.
    • Emotion and logic

• Selecting the target behavior
  • The behavior should be as specific as possible
  • Use existing data when available
  • Conduct exploratory formative research as necessary

• Segmenting the audience
  • If your goal is to reach everyone, in reality you may reach no one.
The Basics
The Social Marketing Wheel

1. Planning and Strategy
2. Selecting Channels and Materials
3. Developing Materials & Presenting
4. Implementation
5. Assessing Effectiveness
6. Feedback to Refine Program

Research

Health and Wellness for all Arizonans
Step #1
Planning and Strategy

• Identify the health problem
• Identify your target audience
• Research the scope of the problem (formative research)
Step #1
Planning and Strategy

• Whom do you want to reach?
• What do you want them to do?
• What factors influence their behavior?
• Where do they act?
• Where should we offer services?
• How should we promote the program?
Step #2 Selecting Channels and Materials

- Identify the messages you want to send
- Choose appropriate and effective channels of communication
  - mass media, posters/brochures, newsletters, etc.
  - radio, television, billboards
Step #3 Developing Materials and Pretesting

- Develop messages
- Develop materials for delivering the messages
- Test materials with target audience
- Revise materials based on pretesting outcomes
Step #4
Implementation

• Promote and distribute through chosen channels
• Review activities and track audience reactions
Step #5
Assessing Effectiveness

- Evaluate the campaign
- Assess how the program affected the beliefs, attitudes and behaviors of the target population
Step #6
Feedback and Refinement

- Make revisions to the campaign (based on evaluation outcomes)
- Receive and provide feedback
What does a Social Marketing Campaign look like?
USDA Approval Process

• All AzNN social marketing campaigns are reviewed by USDA
• Campaigns must meet the same requirements as all site qualifying methodology.
• Each method (TV, radio, billboard, online targeting, grocery stores) must meet the requirements and is reviewed by meticulously USDA.
• FSNE social marketing campaigns are guided by the “50% requirement” rule for media activities delivered to persons.
• The current USDA formula for program selection is as follows:
  • Programs selected must have, on average, at least 50% of its women 18-49 audience that meet the target criteria, which is defined as women 18-49 with an annual household income of $25,000 or less (food stamp eligible).
# AZNN/ADHS Approval Process

## Communication Team Timelines

<table>
<thead>
<tr>
<th>Program Manager: Stephanie Martinez</th>
<th>Registered Dietitian: Kristi Mollner</th>
<th>Designer: Sue Briody</th>
<th>Translator: Patty Moraga-Quezada</th>
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### Vegetables and Fruits

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### Website Updates

- EWBB Home Page
- Champions for Change page
- Current Campaigns
- SNAP
- What’s Happening
- Campaign Recipes
- Misc. Materials

### Parent/Kids

- MYRIAD

### Media

- Television/Radio
- On-line Ads - Moses

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Health and Wellness for all Arizonans
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Health and Wellness for all Arizonans
Brighten the Family Table @ a Glance

- Campaign Materials
- Television
- Radio
- Out of Home
- Online and Mobile Ads
- Web Site Updates
- Social Media
Brighten the Family Table
Campaign Materials

Kid’s Fun Food News

Kid’s Poster

Health and Wellness for all Arizonans
Brighten the Family Table
Campaign Materials

Senior Bulletin

Recipe Card
Brighten the Family Table! Eating vegetables and fruits is a great way to keep your body healthy, strong, and full of energy. These colorful foods not only contain a wealth of nutrients but are also full of flavor! Enjoy tasty vegetables and fruits with your meals and snacks to keep you and your family healthy. For more information visit www.eatwellbewell.org

Make food fun. Serve fresh vegetable sticks (zucchini, yellow squash, celery, red pepper) with a fun dressing such as “Snow Princess Dip” (low-fat ranch dressing), hummus (puréed chickpeas, olive oil, and lemon juice), or “Alligator Eyelash Dip” (plain, low-fat yogurt mixed with dill or other herbs). For tips and recipes visit www.eatwellbewell.org/recipes

Brighten the Family Table! Colorful vegetables and fruits are foods you can eat throughout the day to make you feel and look healthy. Make it a habit to include these tasty foods in your family’s meals and snacks each day. There are so many colorful vegetables and fruits for you to try and enjoy! For more information visit www.eatwellbewell.org

Children learn about vegetables and fruits when they help prepare them. All of the mixing, mashing and measuring makes them want to taste what they are making. It’s a great way to tempt your picky eater into trying vegetables and fruits. For tips and recipes visit www.eatwellbewell.org/recipes
Brighten the Family Table. There are many colorful vegetables and fruits to try and enjoy! For more information visit www.eatwellbewell.org (140 w/spaces)

Celebrate the season. Look for vegetables and fruits that are in season. Visit www.eatwellbewell.org for tips and recipes. (124 w/spaces)

Your local farmers’ market is a great source of seasonal produce. For more information visit www.eatwellbewell.org (114 w/spaces)

Canned and frozen vegetables and fruits may be less expensive than fresh. For more information visit www.eatwellbewell.org (122 w/spaces)

Be a role model. Kids learn from watching you. Eat fruits and veggies and your kids will too. For tips and recipes visit www.eatwellbewell.org

Eat smart to play hard. Offer fruits and veggies at meals and snacks. For tips and recipes visit www.eatwellbewell.org (120 w/spaces)
Brighten the Family Table

http://www.eatwellbewell.org/parents/videos
Out of Home Advertisements

- Grocery Stores
- School Buses
- Billboards
- Transit Shelters
- Laundromats

Health and Wellness for all Arizonans
Online Advertisements
Website Analytics

Advantages of using Google Analytics:

• Target your online visitors
• Measure the results of your campaign
• Customize for greater exposure
• Evaluate traffic flow
• Improve your quality
Brighten the Family Table
Website Analytics

Audience Overview

Sessions: 303
Users: 220
Pageviews: 312

Pages / Session: 1.03
Avg. Session Duration: 00:00:33
Bounce Rate: 97.69%

Nov 6, 2015 - Dec 6, 2015

Health and Wellness for all Arizonans
Brighten the Family Table
Media Correlation BY MEDIUM
Assignment

Complete the Course Overview and the Social Marketing Basics of the CDC Social Marketing and Physical Activity Course by the next committee meeting on February 2, 2016.

http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm

Be prepared to report to the group three to four interesting points you learned from this course.