

Social Marketing

Key Updates

Sue Briody

Materials

- 📍 Starting October 1, 2018 (FFY19) LIA's will no longer be required to send material to SIT for review and approval.

Materials - LIAs Responsibility

- Adhere to all graphic, disclaimer and nutritional standards
- Ensure all messaging requirements have been met.

Apple Pecan Bars

Ingredients


Non-stick spray	1/2 cup brown sugar, packed
4 cups shredded apples with peel (about 4 large red apples)	1 tablespoon cinnamon
2 1/2 cup quick cooking rolled oats	1 1/2 teaspoons baking powder
1/2 cup finely chopped pecans	1/2 teaspoon baking soda
2 eggs, beaten	1/2 teaspoon salt

Directions

1. Wash hands with warm water and soap. Wash fresh produce before preparing.
2. Preheat oven to 375°. Spray 9x9 pan with non-stick spray. Set aside.
3. Shred apples on a large-hole grater and place in a large mixing bowl. Discard core and seeds.
4. Combine oats, pecans, brown sugar, cinnamon, baking soda, and salt in a large mixing bowl. Mix well.
5. Add shredded apples and beaten eggs to dry mixture. Stir until well combined. Transfer to prepared pan.
6. Bake in preheated oven for 30 minutes or until golden brown and edges start to pull away from sides of pan. Let cool for 10 minutes prior to slicing. Cut into 8 bars.

For more free recipes, visit AZHealthZone.org

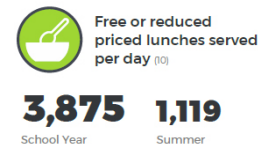
This material was federally funded by USDA's Supplemental Nutrition Assistance Program through the AZ Health Zone. This institution is an equal opportunity provider and employer. 4/16



Makes 8 servings, 1 bar each

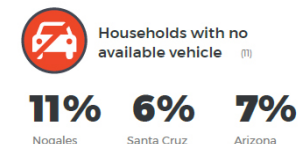
Nutrition Facts
per serving

Calories	260
Carbohydrates	37 g
Protein	7 g
Total Fat	10 g
Saturated Fat	1.5 g
Trans Fat	0 g
Cholesterol	45 mg
Fiber	6 g
Total Sugars	14 g
Sodium	330 mg
Calcium	55 mg
Folate	9.88 mcg
Iron	1.85 mg



(1) U.S. Census Bureau (2010)
(2) U.S. Census Bureau (2016). 2015 ACS 5-Year Estimates
(3) Feeding America (2016). Food Insecurity in the United States. map.feedingamerica.org
(4) (5) Arizona Department of Health Services (2017).
(6) (7) Arizona Department of Health Services (2017).
(8) (9) See Methodology.
(10) Arizona Department of Education.
(11) U.S. Census Bureau (2016).
November Fact Sheet - Covid 2017

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Materials Audit

- 📍 Random material audits will be completed through out the year.
- 📍 All materials developed will also be subject to review during technical assistance visits, and scheduled informal site visits.

Materials

- 📍 Educational Reinforcement Item (ERI) is now the **Nutritional Educational Reinforcement Item (NERI)**



Campaigns



📍 FFY2019 Campaigns

📍 Physical Activity

- 📍 Change behavior; specifically increase self-reported physical activity
- 📍 Create the perception that physical activity is fun, not a chore and comes in all forms
- 📍 Utilize AZ Health Zone Local Implementing Agencies (LIAs) for grassroots promotion
- 📍 Drive traffic to AZHealthZone.org/ZonadeSaludAZ.org

📍 Fruits and Vegetables - TBD

Language and Fonts

- 📍 Edits and size requirements
 - 📍 Additions, edits, or deletions to the Civil Rights statement are not allowed. The minimum font size for nondiscrimination statements for brochures is 8 point.
 - 📍 Fonts smaller than 8 points requires FNS CRD in writing.

Size 8 font

Language and Fonts

- 📍 Documents developed and adapted by State and Implementing Agencies receiving financial assistance from FNS MUST have the following shortened nondiscrimination statement:

Language and Fonts

English:

- 📍 This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP through the AZ Health Zone. This institution is an equal opportunity provider.

Spanish:

- 📍 Este material fue financiado por el Programa de Ayuda de Nutrición Suplementaria de USDA-SNAP a través de la Zona de Salud AZ. Esta institución ofrece igualdad de oportunidades.

Logos and Names

- 📍 Adhere to all graphic and disclaimer standards when developing utilizing AZ Health Zone branded materials.
- 📍 The tagline should be used whenever possible
 - 📍 if the format requires the logo to be scaled below 6 points, it is recommended that the tagline be removed.

HEALTHY STARTS HERE – 6 POINT

HEALTHY STARTS HERE – 8 POINT

HEALTHY STARTS HERE – 10 POINT

HEALTHY START HERE – 12 POINT



Logos and Names

- 📍 The SIT Social Marketing Manager is available to assist with questions on logos and names.



Activity

- 📍 What do you see?
 - 📍 Is anything missing?
 - 📍 Are the logos correct?
 - 📍 Is the disclaimer correct?
 - 📍 Anything else?

What Where Your Findings?

Get Moving in Santa Cruz County

Here's Where & How

Free Physical Activity Classes/Events

- **Zumba**
 - Nogales Women's Club
Thursday 9:00 – 10:00 am
Friday 10:00 – 11:00 am
 - Nogales Housing Authority
Monday, Wednesday, Friday
8:30 – 9:30
- **Yoga**
 - Mexican Consulate
Tuesdays 5:30 – 6:30 pm
 - Dinobones
Wednesday and Friday
8:30 – 9:30am
 - Nogales Women's Club
Wednesday 10:30 – 11:30 am
Friday 11:00 – 12:00 pm
- **Aerobics**
 - Nogales Women's Club
Monday and Wednesday 9:30 – 10:30
- **Bike Riding**
 - OS3 (zerostress) Family Night Bike Ride
Friday 6:00 pm
Meet at the Mercado on Morley Ave, loaner bikes available

Call Mariposa Community Health Center for

Tracks and Trails

- **Pierson Field**
 - Track open daylight hours- enter through side gate during school hours.
 - Field open after 3 pm daily
- **Nogales High School**
 - Track at Practice field open after school hours.
- **Rio Rico High School**
 - Track open after school hours
- **Manuel Tapia Memorial Trail –**

Nogales Parks and Recreation Center

- **Gymnasium –**
 - Open 8:00 am – 9:00 pm
 - Call 285-5780 for schedules and reservations



USDA is equal opportunity provider. This material was funded by USDA's Supplemental Nutrition Assistance Program – SNAP through the AZ Health Zone.

Correct, readable logo, correct disclaimer





Healthy Starts Here

Taking small steps to healthy habits

FOR TIPS AND RECIPES VISIT
www.eatwellbewell.org


Champions for Change
Arizona Nutrition Network

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Wrong logo, wrong disclaimer



JUNE 4TH - 27TH WALKING GROUP

Free 4-week walking group for seniors

Come join us in a free walking group to increase health and physical activity in Mohave County hosted by Arizona Health Zone Cooperative Extension Mohave County and Harrison Haven Senior Living Apartments.



USDA is an equal opportunity provider.

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Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperative on with the U.S. Department of Agriculture, Jeffrey C. Silvertooth, Associate Dean & Director, Economic Development & Extension, College of Agriculture and Life Sciences, The University of Arizona.

COME WALK WITH
US!

MONDAYS &
WEDNESDAYS
8:30 AM – 9:30 AM

HARRISON HAVEN
COMMUNITY ROOM
3338 HARRISON ST.
KINGMAN, AZ

FREE

WALK AT YOUR
OWN PACE!

TO SIGN UP CONTACT:

Bree Daugherty
(928) 753-3788
daugherty@email.arizona.edu

Correct logo, correct disclaimer





United States Department of Agriculture

You Are Invited To Join Us For...



Eat Smart, Live Strong

Enjoy fun and lively activities with other older adults!
Talk about easy ways to make smart food choices
and exercise more. Learn how you can Eat Smart
and Live Strong.



Date/Time:

Place:

Contact:



United States Department of Agriculture
Food and Nutrition Service
The USDA is an equal opportunity
employer and provider.

Preprinted material correct disclaimer



FREE PROFESSIONAL DEVELOPMENT TRAINING



Location:

Player 9th St. Youth Center
1309 W 9th St, Parker, AZ 85344

Time:

Tuesday May 29th, 2018
8:00 A.M. — 4:00 P.M.

CATCH Kids Club (CKC) is a physical activity and nutrition education program designed for elementary and middle school aged children (grades K – 8) in an after-school or summer setting. CKC is composed of nutrition education (including snack activities) and physical activity. The CKC program offers an easy-to-use format that both children and staff enjoy and is easy to implement.

**To register Please call Mandy Shank at the University of Arizona La Paz County Cooperative Extension Office
928-669-9843**

Come prepared to play games and laugh. Wear comfortable



This material was funded by USDA's Supplemental Nutrition Assistance Program-SNAP through the AZ Health Zone. The Supplemental Nutrition Assistance Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact 855-777-8590. This institution is an equal opportunity provider.

Correct logo, correct disclaimer



ARIZONA FARMERS MARKET SHOPPING GUIDE

WHAT IS IT CALLED?	WHAT DOES IT LOOK LIKE?	WHAT CAN YOU BUY?	WHICH AZ MARKETS ACCEPT?	VALUE/BONUS	EXPIRATION DATE
SNAP / EBT		Vegetables/Fruits Other items <i>Also accepted at grocery stores</i>	Visit www.AZHealthZone.org/farmersmarkets for a map of Arizona farmers markets.	Spend your SNAP benefits on the same items you buy at the store. Visit the info booth at the market to find out how to pay with your Quest/EBT card.	No expiration
SNAP MATCH / DOUBLE UP		Vegetables/Fruits <i>Also accepted at Fresh Express mobile markets</i>	Visit www.AZHealthZone.org/farmersmarkets for a map of Arizona farmers markets.	Spend \$1 with your SNAP/EBT card; get \$1 FREE "Double Up" bucks to spend on AZ-grown vegetables & fruits. Up to \$20 per day.	Available for a limited time only. No expiration.
FMNP FARMERS MARKET NUTRITION PROGRAM		Vegetables/Fruits	Visit www.AZHealthZone.org/farmersmarkets or azwic.gov/farmersmarkets	\$5 checks, up to \$30 total. Look for farmers at the market with "FMNP Approved Grower" signs.	October 31

*Cash accepted in all markets



To find a farmers market near you visit www.AZHealthZone.org/farmersmarkets

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Wrong disclaimer

Correct logo



Kid Zone

Fall  Harvest

Pears



FRUIT CRUNCH COBBLER

Ingredients:

1 - (15-ounce) can
sliced peaches, drained
1 - (15-ounce) can
pear halves, drained
¼ - teaspoon almond
or vanilla extract
¼ - teaspoon ground
cinnamon
¾ - cup low-fat grano-
la with raisins

Directions:

1. Wash hands with warm water and soap. Rinse off the strawberries.
2. Combine peaches, pears, extract, and ground cinnamon in a micro-wave safe bowl. Stir well.
3. Sprinkle granola over the top. Cover the bowl with a lid or plastic wrap. Leave a little opening for steam to get out.
4. Microwave on high for 5 minutes. Be careful removing bowl from microwave because it may be hot. Let cool slightly before serving.

Makes 4 servings. 1 cup per serving.

Nutrition information per serving: Calories 171, Carbohydrate 41 g, Dietary Fiber 4 g, Protein 3 g, Total Fat 1 g, Saturated Fat 0 g, Trans Fat 0 g, Cholesterol 0 mg, Sodium 54 mg

Health and Learning Success Go Hand-in-Hand:

Eating a balanced diet rich in fruits, vegetables, and whole grains supports a healthy body and mind. With Harvest of the Month, your family can explore, taste, and learn about eating more fruits and vegetables and being active every day.

Produce Tips

- Choose pears that look colorful and fresh with no bruises or holes.
- Test for ripeness by pressing gently near the stem. If it feels soft, it is ready to eat.
- To ripen a pear, place on countertop, in a bowl, or in a paper bag. If placed near apples, pears will ripen more quickly.
- Store ripe pears in the refrigerator.
- To keep sliced pears from turning brown, dip them into a mixture of one tablespoon 100% apple juice and one cup water

Let's Get Physical!

- Walk to the grocery store with your child.
- If you have to drive, park the car farther away than normal and walk the rest of the way.

Healthy Serving Ideas

- Cut a pear in half and remove the core. Fill the center of each half with all-natural peanut butter or low-fat yogurt. Sprinkle with granola and cinnamon for a healthy snack.
- Add sliced pears to spinach salads.
- Enjoy a whole pear for an afternoon snack.

How Much Do I Need?

- A ½ cup of sliced pears is about half of one pear. This is about the size of one cupped handful.
- A ½ cup of sliced pears has fiber and vitamin C.
- Fiber is a complex carbohydrate. It helps keep food in your stomach longer so that you feel full. It may help lower the risk of high blood pressure, heart disease, stroke, and some types of cancer.
- The amount of fruits and vegetables you need depends on your age, gender, and physical activity level. Look at the chart below to find out how much each person in your family needs to eat.

	Kids, Ages 5-12	Teens & Adults, Ages 13 and up
Male	2½ - 5 cups per day	4½ - 6½ cups per day
Female	2½ - 5 cups per day	3½ - 5 cups per day



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Correct logo, correct disclaimer



Wrong logo



Nutrition Presentation

FREE training is being offered for Home Visitors and childcare workers in Peach Springs on Tuesday, February 6, 2016 at 10:00 am. Training includes:



MyPlate for My Family– How MyPlate can help families with meal planning while ensuring they get all the nutrients their body needs.



Serving Sizes– How to help families understand what serving size their child needs.



Picky Eaters– Ideas to help families provide the nutrients their child needs, even during fussy eating stages.



Food Safety– Meal preparation and storage information to ensure that families are able to prevent food borne illnesses.

- Handouts for families
- Recipe ideas using less than 10 ingredients
- And more!

Nutrition Presentation
February 6, 2017

NO DISCLAIMER



Use logo without the tagline,

font is too small

FIND THE INGREDIENT SCAVENGER HUNT

Can you find some of the ingredients for today's recipe?

1. Solve the riddle and look for the ingredient picked fresh by one of our amazing farmers and vendors!
2. Bring back the completed scavenger hunt work sheet for a free gift and a copy and sample of the completed recipe!
3. Ask about our Double Up Food Bucks Program for more ways to bring fresh produce home!

INGREDIENT #1:

- Though I am often referred to as a vegetable, I'm actually a fruit.
- I'm high in vitamin C and an antioxidant called lycopene and good for your heart. In fact, when you cook me, I'm even higher in lycopene.
- Though you mostly think of me as red, I come in many colors. Even purple!

I AM _____

INGREDIENT #2:

- I'm one of the oldest vegetables known to humans.
- I grow underground and come in 27 varieties.
- Though I have a strong flavor – that's nothing to cry about! I'm packed with brain and heart boosting phytochemicals, antioxidants, and other nutrients. I'm so nutrient rich – it brings a tear to my eye!

I AM _____

INGREDIENT #3:

- I am a type of herb and part of the parsley family.
- I have a strong flavor – people either love me or hate me. It turns out, liking the taste of me may be genetic!
- My seeds are also ground down to make a powerful spice – coriander!

I AM _____

INGREDIENT #4:

- I'm a good source of vitamin A - though you typically won't eat a lot of me because I pack the heat!
- I am milder without my seeds.
- I grow mostly in the West and Southwest and I'm usually picked while I'm still green!

I AM _____

INGREDIENT #5:

- Though often called "the stinking rose," I am a bulb and a member of the lily family.
- I'm thought to be good for your heart and immune system!
- We don't know for sure if I'll help you sleep, but eat too much of me and I'll be sure to make you stink!

I AM _____

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correct disclaimer



Anthem

● ▲ Anthem Farmers Market
41703 N. Gavilan Peak Pkwy
Anthem, AZ 85086
623-848-1234
Nov – mid Aug on Sun 9:00 a.m. – 1:00 p.m.

Buckeye

● Verrado Community Farmers Market
Main Street and N. Verrado Way
Buckeye, AZ 85396
623-848-1234
Nov – May on Sun 9:00 a.m. – 1:00 p.m.

Carefree

● ▲ Carefree Farmers Market
1 Sundial Circle
Carefree, AZ 85377
623-848-1234
Jan – Dec on Fri 9:00 a.m. – 1:00 p.m.

Chandler

▲ Chandler Farmers Market
3 S. Arizona Ave
Chandler, AZ 85225
480-855-3539
Oct – Apr on Thu 3:00 a.m. – 7:00 p.m.

Glendale

● Glendale Farmers Market
NE Corner of 59th Avenue and Myrtle
Glendale, AZ 85301
602-920-0421
Oct – May on alternate Saturdays
9:00 a.m. – 1:00 p.m.

Goodyear

● ▲ Goodyear Community Farmers Market
3151 N. Litchfield Rd
Litchfield Park, AZ 85338
623-848-1234
Oct – May on Sat 8:00 a.m. – 12:00 p.m.

Peoria

● Peoria Farmers Market at Park West
9744 W. Northern Ave
Peoria, AZ 85345
602-703-7154
Sep – Apr on Sat 9:00 a.m. – 2:00 p.m.
May – Aug on Sat 8:00 a.m. – 1:00 p.m.
(indoors between Brighton and Grimaldes)

Scottsdale

● ▲ Old Town Scottsdale Farmers Market
3806 N. Brown Rd
Scottsdale, AZ 85251
623-848-1234
Oct – May on Sat 8:00 a.m. – 1:00 p.m.

Sun City

● ▲ Sun City Farmers Market
16820 N. 99th Ave
Sun City, AZ 85351
623-848-1234
Oct – May on Thu 9:00 a.m. – 1:00 p.m.

Phoenix

● ▲ Ahwatukee Farmers Market
4700 E. Warner Rd
Phoenix, AZ 85044
623-848-1234
Oct – May on Sun 9:00 a.m. – 1:00 p.m.
Jun – Sep on Sun 8:00 a.m. – 11:00 p.m.

● Capitol Farmers Market
1700 W. Adams St
Phoenix, AZ 85007
623-848-1234
Nov – Apr on Thu 10:30 a.m. – 1:30 p.m.

● Maryvale Farmers Market at El Oso Park
3451 N. 75th Ave
Phoenix, AZ 85033
623-848-1234
Oct – Nov on Sat 8:00 a.m. – 11:00 p.m.

● IRC New Roots Farmer Stand at Mountain Park Health Center
6601 W Thomas Rd
Phoenix, AZ 85033
602-433-2440 x198
Oct – May on Tue 9:00 a.m. – 1:00 p.m.
May – Jul, Sep on Tue 8:00 a.m. – 12:00 p.m.

● Orchard Farmers Market, Mountain Park Health Center
635 E. Baseline Rd
Phoenix, AZ 85042
602-509-6042
Jan – Dec on Mon 8:00 a.m. – 1:00 p.m.

● OCLC Our Harvest / Nuestra Cosecha
1198 W. Vineyard Ave
Phoenix, AZ 85041
602-509-6042
Jan – Dec on alternate Saturdays
8:00 a.m. – 12:00 p.m.

● Phoenix Public Market
721 N. Central Ave
Phoenix, AZ 85004
602-625-6736
Oct – Apr on Sat 8:00 a.m. – 1:00 p.m.
May – Sep on Sat 8:00 a.m. – 12:00 p.m.

● Roadrunner Park Farmers Market
3502 E. Cactus Rd
Phoenix, AZ 85032
623-848-1234
Oct – Apr on Sat 8:00 a.m. – 1:00 p.m.
May – Sep on Sat 7:00 a.m. – 11:00 a.m.

● Uptown Farmers Market
5757 N. Central Ave
Phoenix, AZ 85012
602-859-5648
May – Jun on Wed 8:00 a.m. – 12:00 p.m.
May – Sep on Sat 8:00 a.m. – 12:00 p.m.
Oct – Apr on Wed 9:00 a.m. – 1:00 p.m.
Oct – Apr on Sat 9:00 a.m. – 1:00 p.m.



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Correct
logo,
correct
disclaimer



Materials - Reminder

- 📍 Adhere to all graphic, disclaimer and nutritional standards
- 📍 Ensure all messaging requirements have been met.
- 📍 The SIT team is here to help!

Social Media

- 📍 Please check your social media accounts. If it says you work for ADHS (or anything that identifies where you work or what you do), then it is perceived you are representing the department in your posts, comments, shares, etc. You can be held accountable for posts, even if they are made in your free time on a personal device. Please see your supervisor with any questions or concerns.



I'm here to help!

Sue Briody susan.briody@azdhs.gov

602-364-3323

