

Social Marketing – 2012 Messaging

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Bureau of Nutrition and Physical Activity

Health and Wellness for all Arizonans



2011–13 USDA MESSAGING

- **Balancing Calories**
- **Foods to Reduce**
- **Foods to Increase**
- **Be Active Your Way**

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USDA Messaging Calendar

DATE & THEME

- Sept. – Dec. 2011
~Foods to Increase
- Jan. – April 2012
~Balancing Calories
- May – Aug. 2012
~Foods to Reduce
- Sept. – Dec. 2012
~Foods to Increase

SELECTED KEY MESSAGE

- *Make half your plate fruits and vegetables*
- *Enjoy your food, but eat less.*
- *Drink water instead of sugary drinks.*
- *Make at least half your grains whole grains.*

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USDA Messaging Calendar continued

DATE & THEME

- Jan. – April 2013
~Balancing Calories
- May – Aug. 2013
~Foods to Reduce
- Sept. – Dec. 2013
~Foods to Increase

SELECTED KEY MESSAGE

- *Avoid oversized portions.*
- *Compare sodium in foods like soup, bread, and frozen meals – and choose the foods with lower numbers.*
- *Switch to fat-free or low-fat (1%) milk.*

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BNPA: Messaging Protocol

- USDA Messaging
 - Research Consideration
- Use of General Positioning Statements
 - Cultural Considerations
 - Maximizing Your Message
- Participant Centered Services Approach

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BNPA Research Consideration

- 2011 Fruits & Veggies Research Reports - AzNN
 - 2011 Whole Grains Campaign Recap - AzNN
 - 2011 Healthy Proteins Campaign Recap - AzNN
- 2010 Whole Grains/Healthy Proteins Message Testing Study- AzNN
- 2010 WIC Food Package Outreach/Post Campaign Report - WIC
 - 2009 Milk Message Study – WIC & AzNN
 - 2009 Behavioral Model Research - AzNN
- 2009 Champion for Change Concept Report - AzNN

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Positioning Statements

- I'm making healthy changes because my family is important to me
- New changes to the WIC Food Package
- You have to keep trying
- They learn from watching me
- Buzzwords: quick and easy, simple
- Kids don't always take to new foods right away

Cook together, eat together, talk together

Offer healthy snacks, make sure they are within reach.

Offer new...

A step in the right direction.

Give them a taste at first and be patient with kids.

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Cultural Considerations

- Buzz words for Spanish speaking Moms:



- Spanish Moms are very literal

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Maximizing Messaging

- Address the key behavioral outcomes.
- Use motivators and reinforcements that are personally relevant to the target audience.
- Employ multiple modes of communication.
- Actively engage the participant.
- Provide multiple exposures to the messages.

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Participant Centered Services Approach

- We (WIC staff)
 - “Offer suggestions”
 - “Share information”
 - “Meet the client where they are”

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Goal: Message Optimization

Goal:

To deliver consistent, accurate, and consumer-tested messages.

Bottom-line:

Compel our target audience to take action. Create behavioral change.

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Stay Tuned!

- WIC Participant Waiting Room Vignette:
The WIC Shopping Show
 - WIC Informational Videos (Web)
 - 2012 WIC Radio Spots
 - 2012 WIC Online Ads

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