

Arizona Nutrition Network

Integrated Food Stamp
Nutrition Education
Utilizing Social Marketing and
Community Education Approaches

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Arizona Food Stamp Participants

- 88.9% have incomes less than the poverty level
- 54.2% are children and teens
- 5.4% are elderly
- Most live in Pima and Maricopa counties
- More than 500,000 persons receive monthly benefits

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Arizona Nutrition Network

- 1995 - USDA Network Funding
- 1998 - Approved FSNE Plan \$535,656
- 2001 - Local Incentive Award Program
Approved FSNE Plan \$2.9 million
- 2008 – Approved FSNE Plan \$26.1 million

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Partners

- Department of Economic Security
- Arizona Department of Health Services
- University of Arizona Cooperative Extension
- Local Incentive Award Partners
 - Schools
 - Cities
 - County Health Departments
 - Tribes
 - Non-Profit Agencies

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Social Marketing Efforts

- Three campaigns a year:
 - Fruits and Vegetables
 - Low Fat Milk – Go Low!
 - Healthy Eating/Family Meals – Grow a Healthy Child
- Website, www.eatwellbewell.org
- Number for free recipes: 1-800-695-3335
- Costume, games, display board and interactive inflatable reservations available for partners for various events
- Educational promotional items



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Fruit and Vegetable Campaign

- 5 concepts were created by an advertising agency, Moses Anshell
- These concepts were pre-tested among 8 groups of food stamp eligible women, 18-49, with children 2-11.
 - Total of 46 English speaking women
 - Total of 39 Spanish speaking women
- Among all concepts, the Discover the Power of Fruits and Veggies was chosen as the favorite

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Discover the Power of Fruits and Veggies

- Concept:
 - A family of explorers is searching the jungle when they find a treasure chest. They open it up and jump for joy at the “treasures” they find. When the camera zooms in on the chest, you see that it is full of fruits and vegetables.

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Discover the Power of Fruits and Veggies

- Concept (cont.):
 - Everyone begins eating something from the chest and the son of the family grabs an apple, tossing it to Bobby B Well who then explains the benefits of fruits and vegetables.

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Discover the Power of Fruits and Veggies

- Reasons they liked the concept:
 - Shows that fruits and veggies are more valuable and important than gold or treasures
 - They liked the overall message
 - They thought the idea was intriguing and would like to know what happens next

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Discover the Power of Fruits and Veggies

- Suggestions/Comments:
 - Make the explorer a kid so it would be more appealing to children
 - Do not directly state the fruits and vegetables are more valuable than gold (leave it implied)

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Campaign Elements

- TV
- Outdoor boards
- Transit boards
- Payphones
- Door hangers
- Fun Food News
- Recipe Cards
- Event in a Box
- Tips for Working with the Media
- Media Alert
- Radio Script

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Campaign Timeline

- The campaign ran from June 2007 through September 2007
- Introduced “Fruits and Veggies – More Matters™”

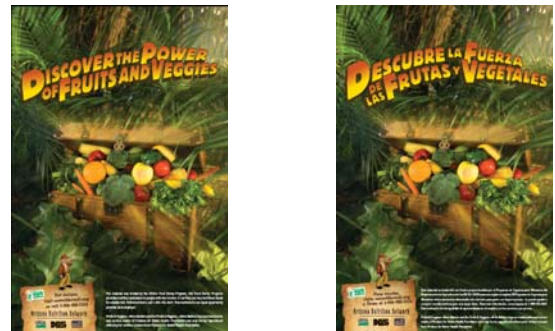
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TV Spot

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Poster



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Door Hanger



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Fun Food News



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Event in a Box



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Media Impressions for Campaign

Channel	Number of Impressions
Television	39,278,000
Payphones	45,600,000
Transit/Bus Shelters	16,689,000
Door Hangers	68,000
Billboards	4,294,400
Website	28,496 (web visits)
TOTAL	105,957,896

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Post-Test Evaluation

- 400 food-stamp eligible women 18-49 with children 2-11 were interviewed
- Interviews took place in front of Food City stores in Phoenix, Tucson, Yuma and Cottonwood

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Post-Test Evaluation

- 53% of respondents said there were eating more fruits and vegetables at that time then 6 months ago
- 40% recalled the ad on an aided basis, 12% recalled the ad on an unaided basis
- 99% of mothers said the spot was easy to understand
- TV was reported as the #1 medium for seeing the campaign
- 94% of women said they liked the advertising

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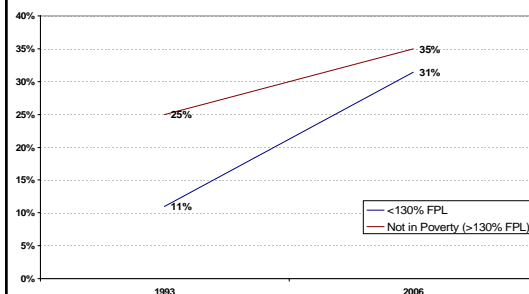
Post-test Evaluation

- Reason women liked the ad:
 - Tells you about eating healthy/educational
 - Entertaining/eye-catching
 - Fun for kids
 - Colorful

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Consumption of 5 or More Servings of Fruits and Vegetables per Day by Poverty Level, Arizona BRFSS



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