

# **WISCONSIN NUTRITION EDUCATION NETWORK**

## **Evaluation Report**

**February 2000**

### **Background**

The Wisconsin Nutrition Education Network is a statewide alliance of primarily USDA funded agencies collaborating to promote healthful and enjoyable eating so that Wisconsin's low income individuals and families receive consistent, positive, relevant, accurate, and effective nutrition messages. The Network was funded from October 1996 through September 1999 with a nutrition education planning grant from the Food and Nutrition Service (FNS) of the USDA. (The Network receives its current funds from state in-kind contributions and private sources that are matched by USDA-FNS.)

The USDA's intention in developing State Networks was to create sustainable statewide nutrition partnerships that focus on four major objectives:

- Emphasize consistent messages based on the Dietary Guidelines
- Integrate community-based efforts
- Focus on social marketing\* approaches
- Target Food Stamp Program (FSP) participants and those eligible to participate in the FSP

In the spring of 1998, the Wisconsin Nutrition Education Network completed a needs assessment project with the Wisconsin Nutrition Education Program (WNEP). This compilation of quantitative and qualitative secondary data from Wisconsin studies and nationwide surveys demonstrated that low-income children and adults are falling far below the recommended daily intakes of fruits and vegetables. The Network decided to focus its efforts on a social marketing theme based on needs identified in those studies as well as a recent Wisconsin/Minnesota research project. As part of the methodology of the Wisconsin/Minnesota research project, low-income mothers who were low consumers of fruit/vegetables were asked which of several behaviors would be easy to do to increase fruit/vegetables in their diet. When presented with a variety of behaviors, a significant majority of the women stated that adding fruit/juice to their breakfasts would be a behavior that they could easily do. This research finding guided the development of the Network's campaign, i.e., promoting fruit/juice at breakfast.

### **The Social Marketing Campaign**

The goal of the Wisconsin Network campaign was to promote fruit/juice at breakfast to caregivers of children (preschool through eighth grade) who are eligible to receive food stamps. The target audience for the message was parents, grandparents, childcare

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\* Social marketing is defined as the use of commercial marketing techniques to influence people to change their behavior.

providers, and other caregivers of children. The Network's social marketing committee, in partnership with a private marketing consultant and graphic artist, developed the format and theme for the campaign. The slogan, "**JUMP 'N JIVE...Come Alive with Fruit,**" accompanied three very colorful, energetic swing dancing fruit partners, representing the six kinds of fruit that were available, well-liked, nutritious, and affordable by the target audience.

In the spring of 1999, the Wisconsin counties of Dane and Rock were selected to be pilot sites for the **JUMP 'N JIVE** campaign. The campaign was scheduled to run during the months of September and October 1999. In August 1999, LaCrosse County joined the Network pilot campaign and conducted their social marketing/education activities in October and November 1999.

The Network campaign consisted of two main components that are described below. Evaluation results regarding each of the campaign's delivery channels are included with each description.

## **I. Awareness Building**

1. **Billboards and Posters.** The Network rented fourteen 12' x 14' poster billboards containing the logo and slogan for four weeks of the campaign, i.e., September 13, 1999 to October 10, 1999 in Dane and Rock counties. However, LaCrosse County rented billboard space for 2 full months. The override (extra time the billboards remained displayed) averaged 20 extra days in Rock County, 4 days in Dane County and a full 3 months in LaCrosse County. The average daily effective circulation (D.E.C.) was 4,700 cars in Rock County, 11,833 cars in Dane County and 16,250 cars in LaCrosse County. (Daily effective circulation is defined as the number of cars that pass a billboard during a 24-hour period.) Interview responses from the 8-agency/program partners regarding the billboards ran the spectrum of "people did see them – both kids and parents" to "people didn't see them." In relation to reaching the audience, 4 of the partners rated them as "somewhat effective," one partner rated them as "effective", and 2 partners rated them as "not effective." (The latter two partners are Rock County representatives and their responses could possibly be related to lower billboard visibility in their area.) There were also 2,095 posters displayed in WIC clinics, Head Start sites, Elderly Nutrition Program meal sites, community centers, schools, childcare centers and food pantries. Interview responses from agency/program partners indicated that they were "kid-friendly" and that they captured the attention of parents and children and were a good reminder. Fifty three percent of the partners rated the posters as "effective" in reaching the audience.
2. **Newspaper Articles and Newsletters.** Articles on the campaign ran in both the Janesville and Beloit free shopper newspapers with an estimated readership of 68,000. The *Wisconsin State Journal*, a Madison area daily newspaper, completed an interview with Susan Nitzke regarding the **JUMP**

'*N JIVE* campaign that ran September 7, 1999. As a result of the story, 19 sets of tip sheets were requested and mailed to readers.

3. ***Stickers and Balloons.*** The Network purchased 60,000 stickers (20,000 of the three fruit designs) and 500 28"– 34" high Mylar balloons in 5 different fruit designs. Agency/program partner interviews indicated that stickers were most popular with children in WIC clinics, Head Start, and schools. Seven of the eight partners rated them as "effective" or "somewhat effective" in reaching the audience.
4. ***School Lunch Menu Backs.*** School lunch menu backs had proved to be the single best campaign vehicle for reaching persons in the target audience in the Michigan Network's "*Eat Healthy, Your Kids are Watching*" campaign. The Wisconsin Nutrition Education Network wanted to duplicate those results in their campaign. However, only one school district in the LaCrosse area was able to access the menu backs because the majority of Wisconsin schools do their menu planning in early spring and there was not enough lead time to design menu backs for the following fall.

## II. Local Partner Programming

Local nutrition educators from WNEP, WIC, Elderly Nutrition, schools and Head Start in Dane and Rock counties attended a planning and training workshop on May 21, 1999. The workshop consisted of a brief overview of the social marketing model, plans for the pilot and its evaluation, and goals for community collaboration. It also was an opportunity for nutrition educators to connect with their colleagues from other agencies and programs, share ideas, and develop activities for the campaign.

- ***Tip sheets.*** Six different tip sheets matched the fruits found on the billboards: apples, pears, bananas, peaches, kiwifruits, and oranges/orange juice. They covered the topics specific to that fruit: How to Buy (apples), How to Store (apples), Quick and Easy Tips, and a breakfast recipe. Interview responses from agency/program partners were very positive, i.e. 7 of the 8 partners rated them "effective" or "somewhat effective." Comments consisted of: "good quality", "good information", and "parents liked."
- ***Interactive Display Kits.*** The packet provided three different interactive display ideas: "*Name That Fruit*," "*Make a Breakfast*," and "*Which Costs \$5?*" Included in the packets were instructions for preparation and set-up, and lists and amounts for materials needed. The interactive display kits were rated "somewhat effective" by 4 of the 8 agency/program respondents. Comments included "not user friendly," "needed a lot of additional work," and "did my own thing." In addition, the interactive display kits incorporated their own evaluation questions. Only two agency partners completed this evaluation – both were county WIC programs. Dane County WIC Program collected comments from educators and participants using the "*Name That Fruit*" interactive display. Educator comments included the following: "clue card display too difficult to answer for most participants," "colorful display," "helpful information/recipes," "children too young to use clue cards," and

“have all items available in Spanish.” Some of the participant comments were: “wanted to sample fruits,” “we already eat fruit at breakfast,” and “liked the billboards.” LaCrosse County WIC Program also used the “*Name That Fruit*” interactive display. During the months of October and November, they asked 192 display participants, “Will you include fruit at breakfast more often?” Eighty seven percent of the participants answered “yes,” 7% said “maybe,” and only 1% answered “no”.

- **Food Demonstration Packets.** This packet offered six different fruit demonstration ideas, one each for kiwifruit, apples, pears, peaches, orange juice and bananas. Included were: instructions for preparation and set-up, lists and amounts for materials needed, interaction tips for the demonstrator, and some leads for finding food donations. The food demonstration packets were rated as effective by five of the agency/program respondents. Overall comments were very positive, including “extremely effective,” “very clear and well defined,” and user “friendly for staff.” Also suggested was the effectiveness of food samples with the food demonstrations and stretched budgets sometimes made this difficult to achieve.

### Expenditures

The following exhibit portrays the direct expenditures of the campaign. It does not include any estimates of in-kind Network or local partner contributions.

Item	Cost	# Ordered	# Remaining
Billboards Dane(6), Rock(6), LaCrosse(2)	Dane=\$4,800 (1 month space) \$4,125=Paper Rock=\$2,400 (1 month space) \$3,160=Marketing Consultant LaCrosse=\$660 (2 months space) \$15,185=TOTAL	14	0
Tip sheets*	\$5,000 (20,000 of each tip sheet)	120,000	78,000
Posters*		2,000	1,500
Stickers*	\$3,000 (20,000 of each design)	60,000	45,000
Interactive	Food Models= \$460	20	0
Displays	Banners for Display=\$150	36	3
Fruit Demos	In-Kind	20	0
Kiwis/Spoons**	2 bins (600/bin) Donated	1,200	0
Balloons	\$1,675 (100 of 5 designs)	500	450
	Total Cost of Items = \$25,430		

\*Print runs included extras for a second phase of the campaign in 2000.

\*\*WHOLE FOODS MARKET donated 1,200 kiwis and ZESPRI Kiwifruit donated 600 kiwi spoons that were used by Dane and Rock County WNEP in their fruit demonstrations.

## **Data Collection Methods/Results**

Data collection for “output” tallies (See Attachment 1) indicates that the *JUMP ‘N JIVE* campaign reached 3,591 adults in Dane, Rock, and LaCrosse counties who participated in group lessons/activities, interactive displays, or food demonstrations. Also reached were 1,262 children through group lessons/activities. In addition, 84,000 people received indirect contact via tip sheets, posters, menu backs, newsletters and newspaper articles, stickers, materials sent to parents/caregivers by schools or Head Start centers and “unmanned” displays.

Data collection for “outcome” tallies consisted of participant interviews completed by agency/program staff. (See Attachment 2). Because this was planned as an optional evaluation activity, a small number of participants (38) were interviewed. Only 23 of the 38 interviewees responded to the question of where they saw or heard the *JUMP ‘N JIVE* logo. Billboards and posters accounted for approximately 70% of the total awareness in this audience. When asked, “What does the phrase *JUMP ‘N JIVE: Come Alice with Fruit* mean to you?” over 80% of the answers were related to a health, energy, or feel-good theme. The children who participated in the group lesson conducted by Dane County WNEP also connected the fruit message with breakfast. When asked “Do you think you will eat fruit or drink juice more often next week than you did before you heard or saw this *JUMP ‘N JIVE* message?” 16 of the 38 (42%) respondents answered “yes.” When asked “Will you have fruit or juice *for breakfast* more often?” 22 of the 38 (58%) respondents answered “yes.”

Ann Marie Dawson and Kate Pederson conducted case study interviews with agency/program collaborators after the campaign in November and December 1999. (See Attachment 3 and 4). Interview results were included along with the description of the campaign components in the body of this report. A complete summary of the interview responses and comments is included at the end of this report.

## **Recommendations**

- Have all education materials available in Spanish.
- Involve schools in early spring to allow sufficient planning time for utilization of school lunch menu backs.
- Revise interactive display kits to a more user friendly format.
- Have ready-to-use articles for easy incorporation in local newsletters, shopper guides, etc.
- Include nutrition educators on the materials development committee.
- Involve other agencies that serve target audience, e.g., food pantries.
- Continue with training workshops; they increase awareness of other agencies/programs and what those agencies/programs provide.
- Work with public school administrators and involve more school teachers.

## Key Findings

- Interagency collaboration provided agencies with limited budgets an opportunity to enhance their nutrition education programs.
- The campaign strengthened or expanded prior relationships between agencies.
- Collaborating agencies reinforced the campaign message to the target audience through different delivery channels.
- Collaborating agencies felt that tip sheets, posters, and food demonstrations were the most “effective” campaign materials.
- Billboards and interactive displays were considered “somewhat to not effective’ due to visibility and user friendly comments.
- Six of the eight collaborating agencies target an audience with more than 50% eligibility for the Food Stamp Program.
- Five of the eight agencies utilize either a needs or a nutritional risk factor assessment in determination of the audience’s nutrition education needs.
- Six of the eight collaborating agencies felt that social marketing was very relevant to their ongoing nutrition education programming.
- All eight agencies provided the education component to the campaign, however only three agencies provided direct access to food samples due to budget constraints.

## Conclusion

The Wisconsin Nutrition Education Network’s *JUMP ‘N JIVE* campaign slogan “*JUMP ‘N JIVE – Come Alive with Fruit*” was well liked and understood by the target audience, but can’t in itself be counted upon to influence and change behavior. Preliminary indications show that nearly half of participants intended to make favorable behavior changes. However, the very low number of survey participants, limited the ability to draw conclusions on whether social marketing, combined with community based education, is successful in promoting more healthful eating behaviors.

The campaign strengthened the level of partnering between participating agencies as well as enhanced the effectiveness of those agencies’ nutrition education programs. Overall, partners rated the quality of the materials and opportunity for collaboration between agencies very positive. As one public health agency representative stated, “Extension educators providing food demonstrations were so positively received that the link between WIC staff and WNEP staff was strengthened; i.e., when the quality of materials presented is high, acceptance and trust of the presenters is greater.”

***JUMP ‘N JIVE...Come Alive with Fruit***

A Social Marketing and Nutrition Education Campaign

Wisconsin Nutrition Education Network

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