

JUMP ‘N JIVE...Come Alive with Fruit
Campaign 2001
Executive Summary

JUMP ‘N JIVE...Come Alive with Fruit, a social marketing and nutrition education campaign sponsored by the Wisconsin Nutrition Education Network, was conducted in 34 counties during October and November 2001. The campaign directly reached 12,219 adults and 12,880 children through group lessons/activities, interactive displays, or food demonstrations. In addition, over 217,791 people received indirect contact via tip sheets, posters, menu backs, newsletters and newspaper articles, TV/radio, stickers, materials sent to parents/caregivers and “unmanned” displays.

Key Findings

- 86% of program participants intended to make favorable behavior changes.
- 64% of local agency representatives said the campaign initiated partnering relationships or strengthened/expanded a prior relationship; 36% stated that their partnering relationship stayed the same.
- 71% of local agencies/programs indicated that the partnering component of the campaign strengthened their nutrition education programs; 29% stated that their programs stayed the same.
- 81% of the local agencies/programs that indicated the campaign either initiated partnering relationships or strengthened a prior relationship also indicated that the campaign strengthened their nutrition education programs.
- Collaborating agencies reinforced the campaign message via delivery channels tailored to the needs of their target audiences.
- Local agencies/programs indicated that tip sheets, interactive displays, food demonstration packets, and stickers were the most effective campaign materials.

The Wisconsin Nutrition Education Network’s ***JUMP ‘N JIVE...Come Alive with Fruit!*** campaign was well liked by the audience and participating agencies and programs. Combining awareness-raising activities and community-based education was successful in promoting more healthful eating behaviors. Campaign 2001 replicated many of the key findings of the 1999 pilot campaign and Campaign 2000. Participating agencies and programs rated the quality of the materials and opportunity for collaboration between partners very highly.

JUMP ‘N JIVE...Come Alive with Fruit!
A Social Marketing and Nutrition Education Campaign
Wisconsin Nutrition Education Network

Background

Wisconsin studies and nationwide surveys have demonstrated that low-income children and adults have fruit and vegetable intakes that fall far below the recommended daily amounts. A 1999 Wisconsin/Minnesota study identified specific behaviors associated with adequate fruit and vegetable consumption in low-income mothers.¹ As part of that research, low-income mothers who were low consumers of fruit/vegetables were asked to select from a variety of behaviors that would be easy to do to increase their consumption of fruit/vegetables. 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 set the direction for the Network’s campaign, ***JUMP ‘N JIVE...Come Alive with Fruit!***

Goals and Methodology

The primary goal of the campaign was to promote fruit/juice at breakfast to caregivers of children (preschool through eighth grade) who were eligible to receive food stamps. The logo, ***JUMP ‘N JIVE...Come Alive with Fruit!*** illustrated seven active, fun fruits: kiwis, apples, pears, bananas, orange juice, canned peaches, and cranberries. These fruits are available, well liked, nutritious, and affordable by the target audience. The target audiences for the message were parents, grandparents, childcare providers, and other caregivers of children. The intent of the campaign was to improve the nutritional health of low-income individuals and families in participating Wisconsin counties through collaborative efforts among local partners.

In addition to promoting fruit/juice, the eight-week campaign was planned to strengthen local partnerships for health and nutrition programs. Posters, newsletter articles, school lunch menu backs, stickers, balloons, interactive display kits, food demonstration ideas, and tip sheets were among the materials and activities available for partners. Tip sheets were printed in both English and Spanish and included information specific to the fruit, i.e., *How to Buy Apples*, *How to Store Apples*, *Quick and Easy Tips*, and a *Breakfast Recipe*.

Pilot Campaign 1999

JUMP ‘N JIVE...Come Alive with Fruit! was piloted in Rock, Dane and LaCrosse counties during the months of September, October and November 1999. In addition to the previously mentioned awareness building materials, billboards helped to reach about 84,000 people. Although it was estimated that over 131,000 people saw the 14

¹ Quan T, Salomon J, Nitzke S, Reicks M, Journal of the American Dietetic Association, May 1999, p. 567-570.

billboards, case study interviews with the eight local participating agencies indicated that six of the eight agencies thought the billboards were somewhat to not effective.

An interactive educational intervention through local agencies reached over 3,500 adults and 1,200 children in Wisconsin. A small number of group lesson participants were asked if and how what they had learned would prompt them to change their eating habits. Nearly half of those interviewed said that they intended to make favorable behavior changes. A notable achievement of the campaign was enhanced local collaboration in participating communities. Case study interviews documented that all agencies/programs involved with the campaign felt that it strengthened the level of partnering between agencies irrespective of a prior history of partnering. In addition, those agencies/programs indicated that the campaign improved the effectiveness of their own nutrition education programs. Overall, partners gave very positive ratings to the quality of the materials and opportunity for collaboration between agencies.

Based on the pilot campaign's evaluation, the following recommendations were incorporated into the ***JUMP 'N JIVE*** Campaign 2000:

- Involve schools early enough to allow sufficient planning time for utilization of school lunch menu backs (early Spring).
- Involve more school teachers.
- Revise format of interactive display kits to be more user-friendly.
- Have ready-to-use articles for easy incorporation in local newsletters, shopper guides, etc.
- Include local nutrition educators on the materials development committee.
- Provide materials in Spanish.
- Continue to provide training workshops; they increase awareness of other agencies/programs and what those agencies/programs provide.
- Discontinue billboards based on substantial expense with sporadic indications of effectiveness in reaching target audience.

JUMP 'N JIVE Campaign 2000

In February 2000, the Network solicited applications for promotion of ***JUMP 'N JIVE...Come Alive with Fruit!*** campaign. Local partners were invited to participate in the campaign if they agreed to:

1. Collaborate with at least three partnering agencies/programs.
2. Participate in a May 2000 regional training workshop.
3. Promote the campaign in October and November 2000.
4. Participate in the campaign's evaluation activities.

Twenty-eight counties and Great Lakes Inter-Tribal Council (GLITC) met all requirements for application approval and participated in the Fall 2000 campaign.

The *JUMP 'N JIVE* 2000 campaign directly reached 18,900 adults and 2,050 children through group lessons/activities, interactive displays, or food demonstrations. In addition, 219,877 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 “stand alone” displays. Following are the key findings and recommendations from Campaign 2000.

Key Findings

- 84 % of learners intended to make favorable behavior changes, i.e., they would eat fruit or drink juice more often after the interactive display, fruit demonstration, classroom lesson, etc.
- 78% of local agency representatives said the campaign initiated partnering relationships or strengthened/expanded a prior relationship; 22% stated that their partnering relationship stayed the same.
- 64% of local agencies/programs indicated that the partnering component of the campaign strengthened their nutrition education programs; 36% stated that their programs stayed the same.
- Agencies/programs rated the campaign’s nutrition education materials’ effectiveness in reaching the target audience. Tip sheets, classroom lessons and parent handouts, and interactive displays were rated as effective by 84%, 83%, and 80% of the respondents, respectively.
- Agencies/programs rated posters, newsletter articles, press releases, school lunch menu backs, stickers, and handouts in relation to creating awareness of the campaign message. Handouts, stickers, and posters were ranked the highest with 79%, 70%, and 57% of respondents who used them rating them effective.
- 58% of local agencies/programs indicated that they would like a future Network-sponsored campaign theme to include a “be active” message.

Recommendations from Campaign 2000

- Encourage all partners to attend the training workshops.
- Reword the standardized evaluation question (“Do you think you will eat fruit or drink juice more often after today?”) to allow for variances in existing fruit consumption, i.e., “some of the participants already ate a lot of fruit, so they marked no.”
- Continue to provide materials/activities via a campaign web site.
- Provide a mechanism for sharing ideas among partners in the campaign on an on-going basis, i.e., “some on-going sharing by e-mail.”
- “Recommend at least a 2-year program rotation of ideas.”
- Involve more schools.

JUMP ‘N JIVE Campaign 2001

The Network solicited applications for promotion of the **JUMP ‘N JIVE...Come Alive with Fruit!** 2001 Campaign in February and March of 2001. Local partners were invited to participate in the campaign if they agreed to:

1. Collaborate with at least three partnering agencies/programs.
2. Participate in a May 2001 regional training workshop.
3. Promote the campaign in October and November 2001.
4. Participate in the campaign’s evaluation activities.

Thirty-four counties met all requirements and participated in the 2001 Campaign:

Adams	Jackson	Rusk/Sawyer
Barron	Kewaunee	Sauk
Brown	Manitowoc	Shawano
Columbia/Dodge	Marinette	Sheboygan
Crawford	Menominee	St. Croix
Door	Milwaukee	Taylor
Douglas	Oconto	Trempealeau
Dunn	Oneida	Washburn
Florence	Pepin	Washington
Fond du Lac	Polk	Waukesha
Iowa	Racine	

Thirty-one of the thirty-four counties returned at least one of the three sections of the three-part evaluation. Eighty-three agencies/programs in those thirty-one counties returned evaluation data.

May Training Workshops

Almost 90 nutrition educators from WNEP/Extension, WIC/Public Health, Head Start, schools, Elderly Nutrition and other agencies with a nutrition education component attended the **JUMP ‘N JIVE** workshops that were held in Green Bay, Medford, and Madison during the last two weeks of May 2001. The workshops began with a brief history of the Wisconsin Nutrition Education Network and an overview of the social marketing model. In addition, research that informed the development of the campaign’s message and logo were presented along with the campaign’s nutrition education materials. Evaluation results of Campaign 2000 were reviewed and plans for the evaluation of Campaign 2001 were discussed. The workshops culminated with time for nutrition educators to connect with their colleagues from other agencies and programs, share ideas, and develop plans for their campaigns.

Participants rated each segment on how well it helped them in planning for their local *JUMP ‘N JIVE* campaign. (5=very helpful and 1=not helpful.) Average workshop evaluation scores were 4.67 in Green Bay, 4.32 in Medford, and 4.11 in Madison. Participants felt the Group Planning segment and Sharing Results segment were the most helpful segments with average scores of 4.37 and 4.33, respectively.

Participants Reached

The *JUMP ‘N JIVE* Campaign 2001 directly reached 25,099 persons (12,219 adults and 12,880 children) through group lessons/activities, interactive displays, or food demonstrations. In addition, 212,057 persons 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, “stand alone” displays, radio, and TV.

Table 1: Direct and Indirect Contacts

	2000	2001
Direct Contacts		
Children	7,652	12,880
Adults – groups	4,286	3,723
Adults – displays	6,962	7,187
Adults – demos	<u>2,050</u>	<u>1,309</u>
Total direct contacts	20,950	25,099
Indirect Contacts		
Tip sheets	17,195	21,313
Posters	18,231	14,775
Menu backs	14,485	3,121
Materials for parents	4,001	6,914
Newsletter articles	20,867	21,085
Displays	9,177	8,893
Radio	*	18,225
Television	*	67,100
Newspaper	121,316	33,255
Stickers	<u>14,495</u>	<u>17,376</u>
Total indirect contacts	219,767	212,057

* unable to estimate

Behavior Change

Each campaign partner that conducted nutrition activities, e.g., interactive displays, fruit demonstrations, etc., interviewed participants utilizing the following standardized questions:

1. Do you think you will eat fruit or drink juice more often after today?
2. Did you eat 2 or more servings of fruit or juice yesterday?

Each campaign partner was then requested to tally ballots with a possible eight different combinations of responses (see Data Collection Form for Outcome Data.) Due to inconsistency in completing this data collection form, the two questions are being reported separately. Eighty-six percent of respondents answered “yes” to the first question with only 14% answering “no.” Sixty-six percent of respondents answered “yes” to the second question with 34% answering “no.” (The high percentage of participants (66%) indicating that they ate “2 or more servings of fruit or juice” on the previous day may reflect over-reporting, partly due to the lack of differentiation between 100% fruit juice and fruit-flavored sugar drinks in this population.)

Table 2: Behavior Change

	2000		2001	
	<u>Yes % (n)</u>	<u>No % (n)</u>	<u>Yes % (n)</u>	<u>No % (n)</u>
Do you think you will eat fruit or drink juice more often after today?	86 (6,592)	14 (1,037)	86 (6,504)	14 (1,042)
Did you eat 2 or more servings of fruit or juice yesterday?			66 (3,489)	34 (1,820)

Social Marketing Resources

Posters, newsletter articles, news releases, school lunch menu backs, and stickers were used as social marketing resources in the campaign. Agency partners rated them in relation to creating awareness of the campaign message. Stickers, news releases, and school lunch menu backs were ranked the highest with 66%, 64%, and 56% of agencies that used them rating them as effective. Overall, agencies that used the stickers indicated that “kids loved them” and several nutrition programs for older adults felt they provided an opportunity for seniors to discuss the importance of fruit consumption with their grandchildren.

News releases and menu backs were under utilized -- only 14 and 16 of the 83 responding agencies used news releases and menu backs. One WNEP Coordinator said that her “clients don’t read or get newspapers” and an Elderly Nutrition site indicated, “Not all newspapers published the article even though it was sent to them.” Posters were used by 56 of the 83 campaign partners with 38% and 55% rating them as “effective” and “somewhat effective” respectively. Comments were generally positive from “nice and colorful” to “central part of interactive display.”

Table 3: Social Marketing Resources

		2000	2001
		<u>% (n)</u>	<u>% (n)</u>
Posters	Effective	57 (34)	38 (21)
	Somewhat effective	43 (26)	55 (31)
	Not effective	0	7 (4)
Newsletter articles	Effective	42 (13)	36 (9)
	Somewhat effective	55 (17)	64 (16)
	Not effective	3 (1)	0
News releases	Effective	36 (10)	64 (9)
	Somewhat effective	53 (15)	36 (5)
	Not effective	11 (3)	0
Menu backs	Effective	42 (8)	56 (9)
	Somewhat effective	58 (11)	44 (7)
	Not effective	0	0
Stickers	Effective	70 (40)	66 (39)
	Somewhat effective	30 (17)	32 (19)
	Not effective	0	2 (1)

Nutrition Education Materials

The Network developed tip sheets, interactive displays, and food demonstration packets for the campaign. Campaign partners rated them on their effectiveness in reaching the target audience. All three types of nutrition education materials were rated very highly. Eighty-two percent of the respondents who used tip sheets rated them effective with very positive comments from schools, WIC, Head Start, Elderly Nutrition Program, and UW-Extension. Frequent comments were “participants really enjoyed,” “very popular,” and “very effective.” Seventy-three percent of the respondents who used the food demonstrations rated them effective, although only 22 of the 83 agencies used them. Fifty of the 83 agencies used the interactive displays and 68% rated the displays effective. Comments were mixed, ranging from “concepts were simple to understand and teach” to several indicating, “it was hard to involve participants in all the activities in a short time and fill in the evaluations.”

Table 4: Nutrition Education Materials

		2000	2001
		<u>% (n)</u>	<u>% (n)</u>
Tip sheets	Effective	84 (51)	82 (50)
	Somewhat effective	16 (10)	18 (11)
	Not effective	0	0
Interactive displays	Effective	80 (44)	68 (34)
	Somewhat effective	20 (11)	24 (12)
	Not effective	0	8 (4)
Food demos	Effective	77 (24)	73 (22)
	Somewhat effective	23 (7)	23 (7)
	Not effective	0	3 (1)

Building Partnerships/Programs

When local agencies/programs were asked what effect the campaign had on their partnering with other agencies that provide nutrition education to limited-income audiences, 64% said that it either “started something” or that it “strengthened or expanded a prior relationship” with 36% indicating that it “stayed the same.” Comments included, “Our partnering continues to strengthen relationships” and “brought some awareness of our existence to a local grocery store.” Seventy-eight percent of Campaign 2000 partners said that the campaign either “started something” or that it “strengthened or expanded a prior relationship” compared to 64% in Campaign 2001. (Thirteen counties in Campaign 2000 repeated the campaign with the same partners in 2001.)

Local agencies/programs were also asked what effect the partnering component of the campaign had on their nutrition education programs. Seventy-one percent of 2001 partners responding indicated that it “strengthened nutrition education programs” and 29% indicated, “nutrition education programs stayed the same.” Comments were very positive, e.g., “We were all delivering the same message, so there was consistency in the information being given and received” and “we love the setup and have expanded it.” This was an improvement over Campaign 2000 evaluations where 64% indicated that it “strengthened nutrition education programs” and 36% indicated, “nutrition education programs stayed the same.”

Table 5: Partnering

		2000	2001
		<u>% (n)</u>	<u>% (n)</u>
What effect did the campaign have on your partnering with other agencies?	Started something	21 (13)	6 (4)
	Strengthened the relationship	57 (36)	58 (39)
	Stayed the same	22 (14)	36 (24)
	Weakened the relationship	0	0
What effect did the partnering component of the campaign have on your nutrition education programs?	Strengthened	64 (39)	71 (45)
	Stayed the same	36 (22)	29 (18)
	Weakened	0	0

A notable finding is 81% of the local agencies/programs that indicated the campaign either initiated partnering relationships or strengthened a prior relationship also indicated that the campaign strengthened their nutrition education programs.

Table 6: Effect of Campaign 2001 on Partnering and Nutrition Education Efforts

		Nutrition education efforts:	
		– stayed the same	- strengthened
Partnering:	– started something	0	4
	-- stayed the same	10	10
	-- strengthened	8	31

Recommendations and Comments

Recommendations and comments from campaign partners were based on the final question in the survey – “Is there anything else you would like us to know about the planning, implementing and /or evaluating of your **JUMP ‘N JIVE** campaign? Twenty-four campaign partners responded with recommendations or comments.

- Several respondents indicated that participants did not want to fill out questions on the ballot. One campaign partner shared that “we raffled off a 5-A- Day sweatshirt to encourage people to fill out their ballots.” Another stated “it would be nice to do a drawing, maybe give away a fruit basket [as an incentive] for those who fill out questions.”

- Two respondents shared that the “web site was great” and found it very helpful to have the materials available for downloading from the campaign web site.
- Three respondents commented that they were disappointed that the “materials were the same as last year’s materials.” (The campaign was intended to be a multi-year campaign, with revisions based on recommendations from the previous year’s campaign. For example, Campaign 2000’s responses indicated a need for further translation of materials, i.e., interactive displays and cranberry tip sheets. The translations were thus incorporated into Campaign 2001. In future multi-year Network campaigns, this constancy will need to be emphasized with campaign partners.)
- Two respondents referred to a time problem, i.e., “I needed more time for demonstrations, activities and data collection.” However, both respondents were from a county that started planning their campaign activities several months after the original solicitation process.
- Many respondents had very positive comments regarding the **JUMP ‘N JIVE** campaign, e.g., “well received by families I talked with” and “well received, great advertising, WIC parents were tickled!” Other comments include:
 - “**JUMP ‘N JIVE** is an excellent program. I will continue to use it in Head Start.”
 - “We used this curriculum with a diverse audience and different age groups – schools, elderly, EFNEP moms and kids...curriculum was wonderful.”
 - “Thanks for all the time and resources that went into developing this at the state level – it saved time and resources at the county level. Thanks for camera ready masters to download and thanks for translating the materials.”

Conclusion

The Wisconsin Nutrition Education Network’s **JUMP ‘N JIVE...Come Alive with Fruit!** campaign was well liked by the audience and participating agencies and programs. Collaborating agencies reinforced the campaign message via delivery channels tailored to the needs of their target audiences. Eighty-six percent of participants reported an intention to make favorable behavior changes.

Campaign 2001 replicated many of the key findings of the 1999 pilot and Campaign 2000. Campaign 2001 strengthened the level of partnering between participating agencies as well as enhanced the effectiveness of those agencies’ nutrition education programs. The quality of the materials and opportunity for collaboration among partners were generally viewed as program strengths.

Appendix: Evaluation data by county

Table 7: Direct and Indirect Contacts by County

County	Direct Contacts				Indirect Contacts
	Children	Adults – group	Adults – displays	Adults - demos	
Adams	492	43	276	0	29,104
Barron	31	42	438	0	2,431
Brown	0	435	277	277	2,842
Columbia/Dodge	110	47	191	0	1,770
Crawford	0	17	89	107	1,925
Door	64	17	197	17	292
Douglas	202	0	155	76	610
Dunn	18	27	18	9	48
Florence	116	0	0	88	472
Fond du Lac	55	10	0	0	4,405
Iowa	19	96	139	42	0
Jackson	208	38	5	35	730
Kewaunee	0	30	30	0	60
Manitowoc	0	0	417	0	3,213
Marinette	376	128	100	69	2,596
Milwaukee	2,839	1,533	1,706	99	94,371
Oconto	38	38	60	16	687
Oneida	48	14	136	87	8,959
Pepin/Dunn	0	0	318	0	1,025
Polk	900	115	67	0	3,630
Racine	4,730	60	746	0	24,387
Sauk	1,060	15	240	240	2,297
Shawano	128	16	8	8	242
Sheboygan	501	30	110	58	920
St Croix	0	0	540	0	1,350
Taylor	353	205	0	0	1,526
Trempeleau	85	75	273	75	20,263
Washburn	45	0	115	0	2,518
Washington	102	4	11	4	823
Waukesha	360	688	525	2	2,905
Total	12,880	3,723	7,187	1,309	217,791

Table 8: Behavior Change Questions by County

County	Do you think you will eat fruit or drink juice more often after today?		Did you eat 2 or more servings of fruit or juice yesterday?	
	Yes	No	Yes	No
Adams	689	67	665	66
Barron	194	30	179	47
Brown	263	38	205	74
Columbia/Dodge	153	38	145	46
Crawford	134	69	109	91
Door	193	30	158	65
Douglas	189	5	39	131
Dunn	32	2	19	15
Florence	169	35	154	50
Fond du Lac				
Iowa				
Jackson	25	0	0	25
Kewaunee	27	3		
Manitowoc				
Marinette	203	79	144	139
Milwaukee	2,072	253	143	66
Oconto	70	10	22	46
Oneida	50	6	48	9
Pepin/Dunn	75	9	61	23
Polk	11	6	11	6
Racine	519	13	282	250
Sauk	315	25	58	260
Shawano				
Sheboygan	224	9	113	20
St Croix	51	4	35	20
Taylor	419	135	453	105
Trempeleau	131	51	140	47
Washburn	60	55	41	74
Washington	120	18	29	16
Waukesha	208	48	196	60
Total	6,504	1,042	3,489	1,820