

WISCONSIN NUTRITION EDUCATION NETWORK
UW-Extension/ Department of Nutritional Sciences
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WALK, DANCE, PLAY...Be Active Every Day!
Campaign 2003
Executive Summary

WALK, DANCE, PLAY...Be Active Every Day! a physical activity and nutrition education campaign sponsored by the Wisconsin Nutrition Education Network, was conducted in 47 counties during March, April, and May 2003. The campaign directly reached 18,968 adults through group lessons/activities and interactive displays. In addition, over 338,121 adults received indirect contact via tip sheets, posters, menu backs, newsletters and the media – radio, television and newspapers.

Key Findings

- 95% of program participants reported that they intended to make favorable behavior changes after direct participation in the campaign activities.
- 71% of local agency representatives said the campaign initiated partnering relationships or strengthened/expanded a prior relationship; 29% stated that their partnering relationship stayed the same.
- 76% of local agency representatives indicated that they participated in both the 2001/2002 *JUMP 'N JIVE* and the current *WALK, DANCE, PLAY...Be Active Every Day!* campaigns. Fifty-seven percent of those included different partners for the *WALK, DANCE, PLAY* campaign.
- Collaborating agencies reinforced the campaign message via delivery channels tailored to the needs of their target audiences.
- Local agencies/programs indicated that tip sheets, parent handouts, interactive displays, and magnets were the most effective campaign materials.

The Wisconsin Nutrition Education Network's *WALK, DANCE, PLAY...Be Active Every Day!* campaign was successful in promoting more active lifestyle changes to the target audience and participating synergistic partnerships of local/state agencies and programs. Combining awareness-raising activities and community-based education was successful in promoting more healthful eating behaviors. The 2003 *WALK, DANCE, PLAY* campaign replicated many of the key findings of the *JUMP 'N JIVE* 2000 and 2001 campaigns. Participating agencies and programs rated the quality of the materials and opportunity for collaboration between partners very highly.

Background

When local agencies/programs completed their evaluation surveys in December 2001 for the ***JUMP 'N JIVE...Come Alive With Fruit!*** campaign, they told us that the theme/topic most helpful in addressing the needs of their limited-income audiences was “Be Active.” In addition, during the fall of 2001, the Surgeon General released a Call to Action based on research and advice of policy makers and community members recommending ways communities can help prevent overweight and obesity. One of the key actions outlined in the Surgeon General’s report was to conduct a national campaign on the benefits of regular physical activity and healthful dietary choices. The report also stated that members of lower-income families generally experience a greater prevalence of overweight and obesity than those from higher-income families. The 2001 campaign evaluation results coupled with the Surgeon General’s report set the direction for a Wisconsin Nutrition Education Network sponsored nutrition education and physical activity campaign, ***WALK, DANCE, PLAY...Be Active Every Day!***

The Network’s physical activity workgroup gathered background information for the development of a nutrition education campaign to help Wisconsin’s food stamp eligible audience adopt healthy exercise and eating behaviors consistent with the Dietary Guidelines for Healthy Americans. Social marketing research and materials from other states were reviewed and three campaign messages and three types of graphics were selected for pilot testing. The testing took place at Dane County WIC clinics in December 2001. The messages tested were: “Step Lively!” “Jump 'N Jive...Be Active and Alive!” and “Walk, Dance, Play -- Be Active Every Day!” The graphics were active animals, active people, and active fruits/vegetables. The most preferred message was “Walk, Dance, Play -- Be Active Every Day!” because participants said, “it tells you what to do to be active.” Participants preferred the picture of active people because it showed a parent and a child being active together.

The next steps in planning the Network’s new campaign were working with an artist on the graphics and logo design that would be used on the education materials as well as identifying, developing, and testing the actual campaign materials. Materials that were developed for the campaign included tip sheets, interactive displays, refrigerator magnets, posters, templates for newsletter articles, and school lunch menu backs. With the exception of the tip sheets, posters, and magnets, the other materials were designed to be downloadable from the Network’s campaign web site.

The Network solicited applications for the statewide promotion of the ***Walk, Dance, Play...Be Active Every Day!*** campaign in August and September 2002. As in previous Network sponsored campaigns, local applicants were required to meet the following criteria:

1. Collaborate with at least 3 local partners who reach limited-income individuals and families with young children. Potential partners may include but are not limited to: WIC, public health, UW-Extension, Aging Services, Head Start, schools and food pantries.

2. Participate in the Network campaign teleconference on October 31, 2002. Local team partners gathered at local agency/program offices equipped with both a speakerphone and a computer with Internet access.
3. Conduct the campaign in one or more of the following months: March, April, and May 2003.
4. Collect and submit evaluation data for the campaign.

Impact

One hundred seventy-eight partner agencies in forty seven counties, Great Lakes Inter-Tribal Council, and the Menominee Reservation met all the requirements and participated in *Walk, Dance, Play...Be Active Every Day!* campaign during March, April, and May 2003. Nutrition educators from WNEP, WIC, Aging Services, Schools, and Head Start promoted the *Walk, Dance, Play* message with interactive displays, tip sheets, posters, magnets, press releases, newsletter articles, school lunch menu backs, and other nutrition education activities.

The multi-agency nutrition education campaign educated food stamp eligible parents, grandparents, and guardians about the need to serve as good role models by engaging in regular physical activity and healthy eating habits with their children and grandchildren

Combining awareness-raising activities and community-based education was successful in promoting more healthful eating behaviors. The campaign reached 338,121 people (direct and indirect contacts). Interactive, educational programming through local agencies directly reached 18,968 adults. Ninety-five percent of direct contacts reported intentions to “be more active” and 96% intended to “choose healthier snacks.”

Several local teams added complementary education activities to the *Walk, Dance, Play* campaign. For example, Burnett County held a “family dance night” at a local elementary school, featuring health-fair type educational activities along with an opportunity for families to be active together. Price County developed a handout listing places to be active in their county, which led to getting involved in their Community Needs Assessment. Washburn County credited the media with contributing to their campaign’s success: during ten weeks, three local newspapers published fifteen articles.

Feedback from participating agencies/programs about the campaign was very positive. As part of the campaign evaluation, partners rated the effectiveness of the campaign materials. The most widely used materials were tip sheets, posters and magnets. Parent handouts/menu backs, tip sheets, and interactive displays were also effective as reported by the partners who used them.

Two core evaluation questions were used when a direct contact was made. The questions were worded broadly so they could be used in a variety of settings. 10,162 participants used a ballot format to indicate their intentions to adopt one or more of the suggested activity or dietary changes. Ninety-five percent of 9,579 participants that answered the activity question said, “Yes, I will be more active,” and 96% of the 9,306 participants that

answered the snack question said, “Yes, I will choose healthier snacks.” Home visitors in one county reported seeing tip sheets and magnets on people’s refrigerators several months after the campaign ended.

As in the Network’s previous ***JUMP ‘N JIVE ...Come Alive With Fruit*** campaign, ***WALK, DANCE, PLAY...Be Active Every Day!*** strengthened the level of partnering between participating agencies that provide nutrition education to limited-income audiences. Seventy one percent of respondents indicated that the partnering component of the campaign either initiated a new partnership activity or strengthened/expanded a prior relationship; 29% stated that their partnering remained the same.

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WALK, DANCE, PLAY... Be Active Every Day! Campaign 2003 Evaluation Results (10/09/03)

Campaign partner: Received evals from 40 teams (3 teams missing) representing

County/location: 44 counties & GLITC

Agency/program/business: _____

Address: _____

Phone: _____ Email: _____

PART A: Outcome Data

Each campaign partner conducting nutrition education activities, eg, interactive displays, demonstrations, group sessions, etc. will ask participants standardized questions using the ballot included with the interactive display materials (see campaign website).

Each partner should tally the number of responses to each ballot question and mail, fax or email all evaluation forms to the address above by June 15, 2003.

Evaluation question	Number answering "YES"	Number answering "NO"
I will be more active.	9,076 95% of 9,579	503 5% of 9,579
I will choose healthier snacks.	9,306 96% of 9,667	361 4% of 9,667

Total number of ballots collected: 10,162

PART B: Participants Reached

Participants include food stamp eligible parents, grandparents and guardians of children. Each partner should record how many people participated directly or indirectly in the following contacts:

Direct contacts:

<u>6,914</u>	Adults participating in group lessons/activities
<u>12,054</u>	Adults attending interactive displays
18,968	total direct contacts

Indirect contacts:

(Don't count people who received these during direct contacts)

<u>19,918</u>	Tip sheets or other handouts
<u>16,513</u>	Posters
<u>7,820</u>	Magnets
<u>7,369</u>	School lunch menu backs
<u>13,493</u>	Materials sent to parents/caregivers by schools or Head Start centers
<i>(Estimate number of contacts or contact TV/radio station or circulation dept. of newspaper for estimates)</i>	
<u>17,931</u>	"Un-manned" display viewers
<u>35,495</u>	Newsletter readers
<u>45,285</u>	Radio listeners
<u>60,000</u>	TV viewers
<u>103,227</u>	Newspaper article readers
<u>11,070</u>	Other _____
<u>338,121</u>	total indirect contacts

PART C: Campaign Partner/Coordinator Survey

In which month(s) did you conduct campaign activities?

<u>17</u>	March & April	<u>44</u>	All 3 months (50%)
<u>8</u>	April & May		
<u>3</u>	March		
<u>9</u>	April		
<u>7</u>	May		

Did you participate in a Jump 'n' Jive campaign in 2000 or 2001?

76% (n=68) yes 24% (n=21) no

If yes, were this year's campaign partners the same as previous years?

43% (n=29) yes 57% (n=39) no

What effect did this year's WALK, DANCE, PLAY campaign have on your partnering with other agencies that provide nutrition education to limited-income audiences?

6% (n=5)	Started something
65% (n=57)	Strengthened or expanded prior relationship
29% (n=26)	Stayed the same
0	Weakened the relationship

How effective were each of the following campaign materials in reaching your audience?

<i>(circle one)</i>	<i>not effective</i>	<i>somewhat effective</i>	<i>effective</i>	<i>didn't use</i>
Tipsheets		27%	73%	n=86
Posters	2%	48%	50%	n=80
Interactive displays	5%	22%	73%	n=63
Magnets	4%	29%	67%	n=83
School lunch menu backs		37%	63%	n=8
Parent handouts	3%	27%	70%	n=37
Newsletter articles		47%	53%	n=38
News releases		45%	55%	n=29

How helpful was the October teleconference for your campaign?

52% (n=32)	Helpful
45% (n=28)	Somewhat helpful
3% (n=2)	Not helpful
	Didn't attend

WALK, DANCE PLAY 2003 County Reports

county	DIRECT CONTACTS	INDIRECT CONTACTS
Adams		
Ashland & Bayfield	301	2,666
Barron	330	7200
Brown	1,044	6,440
Burnett	147	8,308
City of Madison	3,098	20,304
Columbia & Dodge	80	100
Dane	276	130
Door/Kewanee	115	2,372
Douglas	321	3,396
Dunn	308	3,510
Eau Claire	155	13,345
Florence	66	374
Forest	38	60
GLITC	169	2,642
Iowa	137	0
Jackson	38	168
Juneau	560	1,520
Kenosha	1,128	5,772
LaCrosse	439	105,975
Manitowoc	195	455
Marathon	437	7,417
Marinette & Oconto	1,307	3,146
Marquette/Green Lake/Waushara	111	95
Menominee County/ Reservation		
Milwaukee	4,071	37,865
Oneida	657	12,230
Pierce	375	200
Polk	542	6,600
Portage	316	4,636
Price	356	507
Racine	10	234
Richland & Sauk		
Rusk		
Shawano	130	12,315
Sheboygan	115	50
St Croix		
Trempeleau	338	11,888
Washburn	91	49,888
Washington & Ozaukee	68	180
Waukesha	874	2,522
Waupaca	225	4,611
TOTAL	18,968	338,121

County	I will be more active	I will be more active	I will choose healthier snacks	I will choose healthier snacks	Total
	YES	NO	YES	NO	
Adams					
Ashland & Bayfield	176	2	171	3	178
Barron	164	5	165	4	169
Brown	405	11	410	6	419
Burnett	30	0	30	0	30
City of Madison	675	69	642	85	817
Columbia & Dodge	121	2	121	2	123
Dane	265	11	264	12	276
Door/Keweenaw	79	6	82	1	85
Douglas	321	0	321	0	321
Dunn	186	7	186	7	193
Eau Claire	171	5	0	0	176
Florence	66	0	66	0	66
Forest	38	0	38	0	38
GLITC	64	21	73	15	94
Iowa					
Jackson	11	0	11	0	11
Juneau	585	36	576	45	621
Kenosha	513	26	438	6	539
LaCrosse	62	9	0	0	72
Manitowoc	288	18	288	14	310
Marathon	226	6	230	2	232
Marinette & Oconto	1,066	10	1,071	6	1,077
Marquette/Green Lake/Waushara	105	4	106	3	109
Menominee County/ Reservation	37	0	37	0	37
Milwaukee	1,287	177	1,362	67	1,426
Oneida	117	3	593	4	597
Pierce	142	3	143	2	145
Polk	66	0	66	0	66
Portage	356	23	352	27	379
Price	351	5	355	1	356
Racine	9	1	8	2	10
Richland & Sauk					
Rusk					
Shawano	32	0	32	1	33
Sheboygan	114	1	114	1	115
St Croix	28	4	29	3	32
Trempeleau	256	24	274	11	292
Washburn	4	0	10	0	20
Washington & Ozaukee	214	11	208	17	229
Waukesha	288	2	280	10	290
Waupaca	158	1	154	4	159

TOTAL 9,076 503 9,306 361 10,162

WALK, DANCE, PLAY 2003 Agency Partners

Type of agency	Number of partners
WIC	42
UWExtension	39
Head Start	29
Aging	13
Health Dept (unspecified)	12
Schools	10
Childcare, other early childhood (ex 0-3)	7
Health care, clinics, etc.	7
Food pantries	3
Family support/enhancement	5
Other	11
Total	178