

***WALK, DANCE, PLAY... Be Active Every Day!***  
**Campaign 2004**  
**Executive Summary**

***WALK, DANCE, PLAY... Be Active Every Day!***, a nutrition education campaign sponsored by the Wisconsin Nutrition Education Network, was conducted in 39 counties by 144 partner agencies during the months of March through August, 2004. Campaign partners made 11,036 direct educational contacts with Food Stamp recipients or applicants who were caregivers of children. In addition, over 122,481 members of the target audience received indirect contact via printed materials, TV/radio, or unattended displays.

**Key Findings**

- Approximately 65% of direct contacts completed an evaluation tool: 57% said they will be more active as a role model for children, 56% said they will be more active with children and 56% said they would encourage children to be more active every day. Some participants said they were already practicing these behaviors (40%, 41%, and 42% respectively). In addition, 60% of participants said they would choose healthier snacks for themselves and their children; 37% said they were already doing this.
- Partnering among agencies took many different forms, suited to the diverse needs of local communities. Non-WNEP partners reported that the ***Walk, Dance, Play*** campaign started, strengthened or expanded prior agency relationships (67%) or that those relationships stayed the same (33%).
- Local agencies/programs indicated that tip sheets, magnets, and interactive displays were helpful and effective. Spanish language materials were appreciated and well-utilized.

The Wisconsin Nutrition Education Network's ***WALK, DANCE, PLAY... Be Active Every Day!*** campaign was well liked by the audience and partner agencies and programs. Activities were effective in encouraging behavior change in the target audience.

# ***WALK, DANCE, PLAY... Be Active Every Day!***

## **Campaign 2004**

### **Final Report**

#### **Background**

When county partners completed their evaluations of the *Jump ‘n’ Jive – Come Alive With Fruit!* campaign in 2001, the Wisconsin Nutrition Education Network asked which topic they felt was most important for a 2003 campaign. The overwhelming choice was “Be Active.” The Surgeon General’s priorities for community action to prevent overweight and obesity emphasize educating parents to be good role models for physical activity and healthy eating. A two-year campaign focusing on physical activity and good nutrition for low-income caregivers of children has been both timely and on target for the Network and its partners.

#### **Campaign Objective and Audience**

The intent of the Wisconsin Nutrition Education Network’s campaigns is to improve the nutritional health of Food Stamp families in participating Wisconsin counties through collaborative efforts among local partners. The main objective of the *Walk, Dance, Play* campaign was to promote physical activity and healthy eating habits to food stamp eligible caregivers of children, consistent with the *Dietary Guidelines for Americans* and the *Food Guide Pyramid*. The target audience was adults, including parents, guardians, and grandparents of children, with the intent that this audience will serve as good role models for their children.

Another goal of the Network is to foster collaboration among state and local agencies that serve Food Stamp recipients and applicants. To participate in the campaign, agencies were required to collaborate in teams of at least three; to participate as a team in a training teleconference and planning session; to conduct the campaign during the designated months and to collect and submit evaluation data.

#### **Campaign Materials**

The Network’s physical activity workgroup gathered background information and reviewed research and materials from other states. Potential slogans and graphics were tested at Dane County WIC clinics. Materials were tailored to the audiences most commonly served by county partners: postpartum moms, parents of preschoolers, parents of school-age children, and grandparents. A committee of state-level partners from UW-Extension, WIC, DPI and DHFS developed and reviewed materials using WNEP standards. Local educators assisted with pilot testing.

Campaign 2003 materials included tip sheets, an interactive display, refrigerator magnets, posters, newsletter articles, and school lunch menu backs. For Campaign 2004, new displays and handouts were developed and more group and individual teaching activities were added. Displays, handouts and tip sheets were made available in Spanish. During both years of the campaign, tip sheets, posters, and magnets were provided by the Network, while the other materials could be downloaded from the Network’s website.

### **Campaign 2004 Participating Agencies**

Requirements for agencies wishing to participate in the 2004 campaign remained the same as 2003. Thirty-four teams, including 144 partners (27 WNEP) conducted activities in 39 counties plus Great Lakes Inter Tribal Council. Over half (19) of the teams were led by WNEP Coordinators or UW-Extension Family Living Agents.

As in 2003, a campaign training teleconference was held in October to acquaint partners with the Network, the campaign's objective and target audience, evaluation methods, and to preview campaign materials. Teams were encouraged to schedule additional time for planning together after the teleconference. As in 2003, most participants found the teleconference to be helpful or somewhat helpful and appreciated the teleconference format as it minimized travel time.

For the first time, WNEP coordinators were able to enter 2004 *Walk, Dance, Play* data in its own category in the WNEP reporting system. Also for the first time, other partners were able to submit their evaluation data via the Network website. This simplified the administrative tasks of compiling evaluation data, at the local and state levels.

### **New Educational Materials**

At the request of educators, new displays, handouts and activities were developed for 2004. Educators found the materials to be useful and effective. Comments included:

- The ready-made materials, lesson plans, displays and magnets have been especially helpful in spreading the message of healthy living to our community. I look forward to using campaigns developed in the future.
- Thank you for providing all of this. We do not have a WNEP person in our county so I really appreciated being able to access some of their resources.
- It is important to continue to provide materials in Spanish.
- *Walk, Dance, Play* was very helpful with our parent groups that had many questions about children with weight problems. We will continue to use the posters in classrooms and centers.
- The magnets are very popular. Our teachers at the elementary school have one in a conspicuous spot in their classroom, as they are trying to be good role models for their students. The slogan works!

### **Individuals Reached**

WNEP educators made 2,952 direct teaching contacts. Indirect contacts reported by WNEP educators included 5,952 print readers, 3,000 radio/tv listeners, and 1,830 unattended display viewers. Teaching contacts reported by non-WNEP agencies were 8,084 (total 11,036). Non-WNEP print readers were 68,473 (total 74,425); radio/tv 10,700 (total 13,700); unattended display viewers 32,526 (total 34,356). Total indirect contacts from all sources were 122,481.

### **Behavior Change**

An evaluation ballot was provided to go along with the interactive displays (figure 1). Approximately 65% of direct contacts completed the evaluation tool: 57% said they will be more active as a role model for children, 56% said they will be more active with children and 56% said they would encourage children to be more active every day. Some participants said they were

already practicing these behaviors (40%, 41 %, and 42 % respectively). In addition, 60% of participants said they would choose healthier snacks for themselves and their children; 37% said they were already doing this.

Figure 1: Evaluation ballot for interactive displays

	I am going to do this.	I always do this	I won't do this.
I will be more active as a <u>role model</u> for children.			
I will be more active <u>with</u> children.			
I will <u>encourage</u> children to be more active every day.			
I will <u>choose</u> healthier snacks.			

### Building Partnerships

The distribution of partner agencies (Table 1) reflected the campaign’s target audience, caregivers of children. Collaboration ranged from large-scale events such as community health fairs, to standard partnerships between WNEP and WIC. One agency commented that the campaign provided an opportunity to see what others in their community were doing to serve this audience and improved communication for referrals. Another commented that the campaign theme tied their activities to the efforts of the county Nutrition and Physical Activity Coalition.

Partnering among agencies took many different forms, suited to the diverse needs of local communities. One Milwaukee agency modified materials for their local audience and shared them among their team members. In Vernon County, most campaign activities featured several partners working together on larger scale events and included resources developed by the local Nutrition Coalition. In Washington County, the WNEP coordinator promoted the campaign among agencies with which there was an established partnering agreement and WNEP provided the education.

When non-WNEP partners were asked what effect the campaign had on their partnering with other agencies that provide nutrition education to limited-income audiences, 67% said that it either “started something” or that it “strengthened or expanded a prior relationship” with 34% indicating that it “stayed the same.” This is consistent with responses to this question for the 2001 *Jump ‘n’ Jive* campaign (64% and 36%) as well as the 2003 *Walk, Dance, Play* campaign (71% and 29%). 2004 data is not available for WNEP partners.

Table 1: Agency Partners

Type of agency	2003 number of partners	2004 number of partners
WIC	42	28
UWExtension	39	29
Head Start	29	22
Health Dept, health care, clinics, etc	19	15
Aging	13	10
Schools	10	8

Childcare, other early childhood (ex 0-3)	7	11
Food pantries	3	0
Family support/enhancement	5	7
Other	11	11
Total	178	144

## Recommendations and Comments

Because different questions were used in 2003 and 2004 to evaluate willingness to change behavior, we are unable to use them to compare the effectiveness of the two campaigns. The 2003 questions were intended to be broadly useful while the 2004 questions were much more specific. Educators commented that 2004 participants had difficulty with the format of the evaluation and did not always understand that they should check only one box per question. In preparing for Campaign 2005, the evaluation committee is consulting with UW-Extension's Evaluation Specialist in preparing that campaign's evaluation questions.

Fewer agencies participated in Campaign 2004. This decrease is similar to the second year of the *Jump 'n' Jive* campaign. Educators have commented that if a campaign is to be conducted for two years, the second year's materials must be significantly different in order to be appealing to participants in some counties where the same individuals participate year after year. In other counties, there is sufficient turnover of participants that a campaign can be run for two years and still reach new learners with the same materials. Campaign 2004 materials were late in being released and some counties may have decided not to participate because they could not preview the new materials by the application deadline. We will keep this in mind and adjust our timetable accordingly for the second year of the *Stepping Up* campaign.

Online submission of evaluation data, through the Network website and the WNEP database, saved a tremendous amount of administrative work for both team coordinators and state Network staff. However, some differences in the reporting format made it difficult to combine WNEP and non-WNEP data, and to compare 2003 and 2004 data. Specifically, direct contacts were reported differently by WNEP and non-WNEP agencies, and 2003 and 2004 direct and indirect contacts were calculated differently. Partners have suggested ways of clarifying instructions in the future and have requested that data collection tools be made available before campaign activities begin, to aid in accurate reporting. We hope to take advantage of this system again and refine our collection methods next year.

## Conclusion

The Wisconsin Nutrition Education Network's *WALK, DANCE, PLAY... Be Active Every Day!* 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. Participants reported an intention to make favorable behavior changes. Campaign 2004 continued to strengthen the partnering relationships between participating agencies. The quality of the materials and opportunity for collaboration among partners were generally viewed as program strengths.