

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

Evaluation Report of the ***JUMP ‘N JIVE*** Campaign 2000
February 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 28 counties and Great Lakes Inter-Tribal Council (GLITC) during October and November 2000. The campaign directly reached 18,900 adults and 2,050 children through group lessons/activities, interactive displays, or food demonstrations. In addition, over 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 “unmanned” displays.

Key Findings

- Eighty-four percent of program participants intended to make favorable behavior changes.
- The campaign strengthened or expanded prior relationships between local agencies/programs.
- Interagency collaboration provided agencies with limited budgets, an opportunity to enhance 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, classroom lessons with parent handouts, food demonstration packets, posters, and stickers were the most “effective” campaign materials.
- Participating agencies/programs recommended that the campaign’s ***JUMP ‘N JIVE*** theme be expanded to include a “be active” message.

Recommendations

- Provide local agencies/programs with fresh fruits for food demonstrations and promotion.
- 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 campaigns 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.

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 2000 duplicated many of the key findings of the 1999 pilot campaign. The quality of the materials and opportunity for collaboration between partners received very positive ratings.

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Background

Wisconsin studies and nationwide surveys have demonstrated that low-income children and adults are falling far below the recommended daily intakes of fruits and vegetables. A 1999 Wisconsin/Minnesota study identified specific behaviors associated with adequate fruit and vegetable consumption in low-income mothers.¹ As part of the methodology of the 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. They represent fruits that were 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.

Interactive, educational programming through local agencies reached over 3,500 adults and 1,200 children. 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 county/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 questionable 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 2000. 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. Those participating are listed as follows:

Ashland	Juneau	Portage
Bayfield	Kenosha	Price
Brown	Langlade	Rusk
Burnett	Lincoln	Sauk
Dane	Marathon	Shawano
Douglas	Marinette	Sheboygan
Eau Claire	Menominee	Taylor
Grant	Oconto	Walworth
Iowa	Oneida	GLITC
Iron	Pierce	

Response to the *JUMP ‘N JIVE* campaign evaluation was relatively comprehensive. All twenty-eight counties and Great Lakes Inter-Tribal Council returned at least two of the three sections of a three-part evaluation. Sixty-four agencies/programs returned evaluations. In a number of counties, the campaign coordinator tallied the results of his/her partners, so the actual number of participating agencies/programs is under reported.

Participants Reached/Response

The *JUMP ‘N JIVE* campaign 2000 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. The numbers of radio listeners and TV viewers were difficult to estimate for participating agencies. Radio shows, local access cable, and school district cable were some of the communication mediums that were utilized.

Each county agency or program that conducted nutrition activities, e.g., interactive displays, demonstrations, classroom lessons, etc., interviewed participants utilizing the following standardized evaluation question: “Do you think you will eat fruit or drink juice more often after today? Eighty-four percent of respondents answered “yes” to this question while 13% answered “no” and 2% answered, “don’t know.” It should be noted that many county agencies stated that participants often responded “no” to this question because they “already ate enough.” The majority of those agencies included the “already ate enough” responses in the “no” category.

Social Marketing Resources

Posters, newsletter articles, press releases, school lunch menu backs, stickers, and handouts were used as social marketing resources in the campaign. Agencies/programs rated them 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. Comments indicated that children in schools and Head Start shared the handouts with other family members. All agencies that used stickers rated them highly. One WIC agency said that they were “a good teaching tool

since kids could choose stickers of fruits they know or fruits they'd like to try." Both WIC and Extension respondents shared that the *JUMP 'N JIVE* posters were "eye-catching" and "attracted people to the interactive display or food demo." Newsletter articles, news releases and school lunch menu backs were not used as extensively as the posters and stickers. Approximately 40% of the respondents that used these resources rated them as effective with 55-60% rating them as somewhat effective and less than 5% indicating that they were not effective. One southwestern Wisconsin school stated that the article "changed their breakfast program." The sample newsletter articles and press releases were adapted at the local level for their target audiences as intended. For example, one Head Start program combined news release with a photo of kids in front of the display board and received good media coverage. As in the pilot campaign, school lunch menu backs were underutilized. However, those programs that did make use of them shared positive feedback e.g., "Excellent information! Useable in a variety of situations" and "Worked well with our program (Head Start) as our menu backs are usually left blank."

Nutrition Education Materials

The Network developed tip sheets, interactive displays, food demonstration packets, classroom lessons and parent handouts for the campaign. Agencies/programs rated their effectiveness in reaching the target audience. Tip sheets, classroom lessons and parent handouts, and interactive displays ranked the highest with 84%, 83%, and 80% of the respondents who used them rating them effective.

Tip sheets were used most extensively with 61 of the 64 responding agencies/programs using them. Comments were very positive and effective with all age groups. Seniors "loved the suggestions and recipes." One school reported that "kids enjoyed getting these to take home; some parents noticed if they did not arrive during the week." WIC programs found them "excellent, most popular of all materials," "bright and colorful, useful information," and "participants really enjoyed the cranberry tip sheet – especially, the cranberry muffin recipe."

Classroom lessons and parent handouts were used by 24 of the 64 respondents; the majority of them from Head Start, WIC programs, and WNEP Coordinators working with schools. One WNEP Coordinator indicated that he was "contacted by several school teachers who had read our news release on *JUMP 'N JIVE*. I searched the [campaign] web site address with them and received positive feedback from them. They taught the lessons in their classrooms and sent handouts home to parents." One eastern Wisconsin WIC program shared "the handouts were excellent! Miva Yang R.N. used 'bits and pieces' from the handout for our Hmong clientele (translated in Hmong.)"

Interactive displays were also popular and used by 55 of the 64 respondents. According to one Elderly Nutrition Site coordinator, "they lead to wonderful discussions." A Head Start program indicated that "parents loved them at the Parent Group Meeting" and one southwestern Wisconsin school said, "very neat; kids like it a lot." Both WNEP and WIC educators had positive comments, e.g. "[What Can I Buy] activity worked well. It was fun to do! Board very attractive and eye catching" and "made people think about the cost

of fruit and that it can be within their budget.” Staff in both the WNEP and WIC programs also shared that they adapted the displays to meet the needs/interests of their specific audience.

Food demonstration packets were used by 31 of the 64 respondents with 24 (77%) rating them as effective. One WIC program stated that the packets had “lots of good information to use with future nutrition education presentations.” WNEP Coordinator comments ranged from “easy to follow and use” to “we used our own food demonstration materials.”

May Training Workshops

Almost 100 nutrition educators from WNEP, WIC, Head Start, schools, Elderly Nutrition and other agencies with a nutrition education component attended the *JUMP ‘N JIVE* workshops that were held in Eau Claire, Lac du Flambeau, Madison, and Green Bay the last two weeks of May 2000. 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 the 1999 pilot campaign were reviewed and plans for the evaluation of Campaign 2000 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.

One of the evaluation questions asked agency/program nutrition educators how helpful they felt the May workshops were in planning for the campaign. Seventy-two percent answered “helpful,” 26% answered “somewhat helpful” and only one respondent answered “not helpful.” Comments that were shared include the following:

- WIC – “Great job! Excellent ideas! Thanks for all the time you put into this campaign, to save us time in terms of planning, implementing, and evaluating.” Also, “Need to have all partners attend.”
- WNEP – “We were able to design our entire campaign at the workshop.” Also, “I felt the campaign could have easily been managed with local meetings only with the materials given to us. The campaign was pretty much self-explanatory. I also thought the presentation could have easily been accomplished in a half day session rather than a full day.”
- Head Start – “Good information to get us motivated and familiar with all the *JUMP ‘N JIVE* material.” Also, “Gave new partners a good beginning place to meet and start the planning of the campaign together.”

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, 21 % said that it “started something,” 57% said that it “strengthened or expanded prior relationship,” and 22% said that it “stayed the same.” Comments that were shared include the following:

- Schools - “My first time working with UW-Extension. I found making the connection important. Great resource.”
- WIC – “We had already been partnering with our Family Nutrition Program. But I think this campaign helped us to strengthen our relationship. And I think we were able to expand our relationship with Head Start and start a relationship with our Even Start programs.”
- UW-Extension – “Also provided a foot in the door to meet cooks in area schools and let them know about our agency.”
- Head Start – “These were new partnerships for all of us and we hope to continue working together in some fashion in the future as well.”
- Elderly Nutrition – “It was great working with others – lots of ideas.”

Local agencies/programs were also asked what effect the partnering component of the campaign had on their nutrition education programs. Sixty-four percent indicated that it “strengthened nutrition education programs” and 36% indicated, “Nutrition education programs stayed the same.” One WIC program shared “We were all delivering the same message so, there was consistency in the nutrition education message delivered and received. Very powerful and good.” A Head Start program stated, “ Teachers commented they do not have these nutrition programs, or the time to do them. They liked the idea of presenting one fruit at a time (or one food group.)”

Future Network Campaign

When asked whether the Network should continue with the *JUMP ‘N JIVE* campaign next year, expand the theme of the campaign or sponsor a new campaign, 58% of the survey respondents indicated that they would like the campaign theme expanded. The theme/topic most helpful in addressing the needs of respondents’ limited-income audience was “Be Active.” The average score was 3.2 (5=most helpful and 1=least helpful.) The runners-up were “Bone Up” with an average score of 2.6 and “Take 5” with an average score of 2.4.

Recommendations/Comments

Recommendations from local agencies/programs 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?”

- Provide local agencies/programs with fresh fruits for food demonstrations and promotion.
- Encourage all partners to attend the training workshops.
- Reword the standardized question to allow for variances in 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 – “I was able to download all the information that I needed. This was a terrific idea to use the Internet for these displays and parent information sheets.”
- 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 two-year program rotation of ideas.”
- “Need more Head Start ideas.”

- Involve more schools. “At one of the school functions, two principals asked to have materials and presentations at their schools.”
- Provide Spanish materials prior to beginning of campaign.
- “Very comprehensive.”
- “Many thanks for a job well done.”
- “This was a very worthwhile project. Thank you for the time and energy put into it. I’d like to participate again.”
- “I feel that more reinforcement is needed than a one-time contact to really change behavior.”
- “We liked the materials and had positive feedback from some families on it.”
- “Lesson plans were very easy to use.”
- “Catchy slogan – many times throughout the Fall I heard both parents and staff members using it!”
- “I demonstrated the Banana Smoothie at our senior meal sites. Comments: will continue to make, couldn’t eat a banana alone -- like the combo of juice, yogurt, and banana, and was very refreshing.”
- “You did a wonderful job. I look forward to campaign #2.”

Key Findings

- Eighty-four percent of program participants intend to make favorable behavior changes.
- The campaign strengthened or expanded prior relationships between local agencies/programs.
- Interagency collaboration provided agencies with limited budgets, an opportunity to enhance their nutrition education programs.
- Collaborating agencies reinforced the campaign message to the target audience through different delivery channels.
- Local agencies/programs indicated that tip sheets, interactive displays, classroom lessons and parent handouts, food demonstration packets, posters, and stickers were the most “effective” campaign materials.
- Participating agencies/programs recommended that a future campaign theme be expanded to include a “be active” message.

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. Eighty-four percent of participants intended to make favorable behavior changes. Combining awareness raising activities and community-based education is successful in promoting more healthful eating behaviors.

Campaign 2000 duplicated many of the key findings of the pilot campaign. Campaign 2000 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 between partners received very positive ratings.