

**STATE LEVEL PROJECT SUMMARY  
FFY 2015**

**1. Project Title: Information and Communications - Champions for Change  
Social Marketing Campaign**

**Budget: \$11,000,000**

**a. Related State objectives:**

The Champions for Change Social Marketing Campaign supports 1, 2, 3 and 4 of the State Level Objectives.

**b. Audience:**

**Gender:** Female and Male

**Ethnicity:** All races and ethnicities with specific targeting for African American, Latino and Asian communities.

**Ages:** Adults 18+, primarily women with children, and children ages 5 – 17 years with concentrated efforts aimed at young adolescent's ages 9-11 years.

**SNAP-Ed Target:** Interventions target individuals and families at or below 185% FPL.

**c. Food and Activity Environments:**

Champions for Change Media and public relations activities will increase the SNAP-Ed audiences' awareness of healthy foods and beverages and places to be physically active from community events, TV, radio, outdoor and digital advertisements. These advertisements are in support of localized interventions that improve access through a variety of policies, systems and environmental change strategies.

**d. Project Description and Educational Strategies:**

1. Implement a statewide mass advertising campaign April through September 2015 using existing English and Spanish television, radio, outdoor and digital advertising that effectively reaches SNAP-Ed eligibles, and that will achieve U.S. Department of Agriculture's (USDA) requirement to deliver over 50 percent of purchased media impressions to individuals living in <130% FPL households delivering 1.6 billion indirect impressions. Media plans will be based on the approved strategic plan targeting California's low-income populations at or below 130% of the FPL, specifically multicultural English or Spanish dominant women with school-aged children. The media plan will conform to USDA Guidance specifying

## **STATE LEVEL PROJECT SUMMARY FFY 2015**

that over half of total impressions be received by California's low-income populations. Evaluation measure: The statewide Network Annual Tracking Survey (Benchmark) conducted via phone interviews and shopping mall intercept interviews to monitor consumer recall of Network advertising as well as beliefs, attitudes, and behavior related to nutrition and physical activity among eligible and SNAP-Ed recipients. (See PHI Research section)

2. The campaign will feature ads in English and Spanish, targeting low-income African American, Asian, Caucasian, and Latina moms. All advertising materials will include the USDA SNAP-Ed acknowledgement and promotion of CalFresh. A total of 20 weeks of TV will be "flighted" in order to extend advertising over a six-month period – April through September. All California media markets will receive advertising, representing coverage of around 95 percent of California's SNAP-Ed population.
3. Utilize statewide public relations activities to promote Champions for Change messaging and extend the new Champion ads in collaboration with LHDs. This will include but not limited to supporting community events around the following: Fruit and Veggie Fests in May, African American-targeted events in February and June, Power-Up Your Summer! activities in June through August, and Latino Health Awareness Month events in September. The Champions for Change Program will participate in other events directed to low-income audiences and co-sponsored by partners such as National Public Health Week. . Events will be designed to provide low-income Californians with nutrition education and will be held in qualifying low-income census tracts.
4. Provide public relations and media relations technical assistance to NEOPB-funded programs and partners on an as-needed basis and in support for promotional events held by LHD's throughout the state.
5. Build on the Champions for Change brand and Champion Program by identifying and instructing Champion for Change spokespeople and providing ongoing message point and media training assistance to LHD's. Media trainings will be conducted throughout the year to train both English and Spanish-language spokespeople.
6. Take advantage of Social Media opportunities on Twitter, Facebook, Pinterest including providing approved Champions for Change, MyPlate

## STATE LEVEL PROJECT SUMMARY FFY 2015

SNAP-Ed tips to Department of Health Care Services' Welltopia site (targeting MediCal recipients), CDPH consumer site.

### e. Evidence Base:

The Benchmark Survey will be a mechanism for evaluating association between levels of exposure to NEOPB Champion for Change Media, Advertising and Public Relations Campaign messages and self-reported behavioral outcomes. The current questionnaire will be revised to include unaided recall questions related to television, radio, and billboard exposure specific to the images and messages of 2015 Campaign.

### f. Environmental Supports:

The social marketing advertisements developed provide media support to funded partners/ LHD interventions and provide a direct education message and in many cases indirectly promote a policy, systems and/or environmental change message.

### g. Use of Existing Educational Materials:

"A Mis Hijos No/ Not My Kids" is designed to reach low-income Latino families in California. The campaign encourages families to protect their children from chronic disease (like type 2 diabetes) that result from childhood obesity.

"Legacy of Health" is targeted to the African American (AA) community. The campaign was designed to increase self-efficacy and family change behaviors for AA families and bring them to levels observed in the general population. The ads encourage AA families to start new, healthier traditions.

"Join the Movement" is designed to reach low-income families in California. The ads show Moms, Dads, Kids, and Grandparents of many different cultures and generations who are making healthy changes in their lives, in their family's lives, and in their communities. The ads features real people, not actors (and several Champion Moms!), who are holding up signs that talk about the healthy changes they are making to fight childhood obesity. The cards encourage community members to *Join the Movement* for healthy changes.

**Type of media:** 60-second English-language TV commercial, 60-second Spanish-language TV commercial, 60-second Spanish-language radio spots, English-language and Spanish Language billboards, and English and Spanish-Language digital advertising.

## STATE LEVEL PROJECT SUMMARY FFY 2015

### h. Developing New Materials

Plan, create, focus test and produce a comprehensive social marketing campaign promoting physical activity as primary message with nutrition education secondary message. The campaign will produce and deliver four TV commercial executions (English, Spanish, Asian and Multicultural), four radio commercials, six Out of Home executions, and 3 digital executions of the same creative theme.

Messaging will include PA recommendations (2.5 hours a week for adults and 60 minutes of active play a day for youth), the concept that physical activity does not have to be expensive, e.g. gym membership and free resources are available, Champions for Change (intergenerational) and active communities; bicycling, safe routes, safe parks, walking clubs, etc..

### i. Key Performance Measures/Indicators

35% percent of SNAP-Ed eligible/participants when aided can recall the nutrition and physical activity messaging found in the Champions for Change social marketing campaign. The Champions for Change campaign will deliver over 1.6 billion indirect impressions, reaching 95% of SNAP-Ed audience

Self- efficacy regarding family change behaviors improves by 10% post Benchmark survey.

## 2. Evaluation Plans

- a. **Name:** Champions for Change Benchmark Survey and Media Post Buy Analysis
- b. **Type: Formative** - Annual Benchmark survey (Please see REU State Project Summary for details).
- c. **Questions:** Moderators Guide developed by REU and Communications staff.
- d. **Evaluation** : A Benchmark Survey is conducted annually to assess campaign awareness, self-efficacy, knowledge levels, family change behaviors, behavioral intentions, social normative beliefs, and other important measures

Post Buy Analysis to report the details of the buy and impressions each medium was able to obtain.

**STATE LEVEL PROJECT SUMMARY  
FFY 2015**

**3. Coordination Efforts:**

All materials produced for use in FFY14 will be shared and made available to all LHDs, Network contractors, sister agencies in California, partners and all SNAP-Ed programs in California and other states. The Network will continue to coordinate with USDA on the promotion of new and updated materials including MyPlate icon, [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov) website and supporting materials and resources.

The Network will continue efforts to infuse the Champions for Change brand into all Network materials produced at the state and local levels. Such coordination accelerates brand equity and saliency of Network messaging.