

SNAP-Ed Executive Summary

RSE Runyon Saltzman & Einhorn (RS&E), prime contractor for the California Department of Public Health's *Network for a Healthy California (Network)*, and its subcontractors, Citizen Paine, National Opinion Research Center (NORC), MSC Consulting Services, Hill & Company Communications and Digital WkShop have continued to develop and implement a statewide campaign that includes advertising, public relations and outreach activities.

This report will focus on the SNAP-Ed advertising component of the campaign for federal fiscal year 2013 (FFY2013), which ran from October 1, 2012 through September 30, 2013. A companion executive summary and report provided by Citizen Paine will cover the public relations and community outreach activities for this time period.

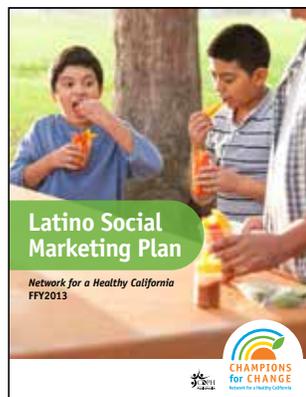
Media & Advertising

STRATEGIC PLANNING

Strategic planning for FFY2013 was focused on four key activities, including:

- The refinement of the Latino social marketing plan started in FFY2012 and completed in September 2013.
- The refinement of the African American social marketing plan started in FFY2012 and completed in April 2013.
- The development of creative briefs for the African American and Latino Multimedia Self-efficacy Materials (MSEM).
- The development of a creative strategy and brief for the Multicultural campaign.

The creative briefs for the Latino and African American MSEM were developed based on the ethnic social marketing plans. While the goal of both the Latino and African American MSEM is to increase low-income mothers' sense of their own ability to make healthy changes, the Latino MSEM brief focused on tips for preparing and eating a healthy breakfast, whereas the African American MSEM brief focused on tips to reduce fried and fast foods and increase physical activity.



The strategic direction for the Multicultural campaign was determined based on the results of the NEOP Platforms Testing, from which the Social Norms Appeal rose to the top. The platform suggests that if individuals are exposed to a social norms message, they have a greater potential to meet consumption goals for fruits and vegetables. Thus, the creative approach for the Multicultural campaign is to show local moms poignantly realizing their strength in numbers to create healthy norms and to offer nearby proof or examples.

Production & Distribution

MEDIA PLANNING AND PLACEMENT

The following provides a summary of paid media activity for the *Network* campaigns. Advertising ran from April 8 through September 29.

General Market/Multicultural English-language

- **Target audience:** low-income multicultural mothers (age 18-54) with children aged 0-14
- **Media components:** broadcast television, cable television, 30-sheet posters, 8-sheet posters and digital media
- **Broadcast television DMAs:** Bakersfield, Chico, Eureka, Fresno, Los Angeles, Sacramento, San Diego and Santa Barbara
- **Cable television markets:** Mono County
- **Out-of-home media markets:** Bakersfield DMA, Chico DMA, Fresno DMA and metro, Los Angeles DMA and metro, Inland Empire metro, Sacramento DMA, San Diego DMA, San Francisco DMA and East Bay and Santa Barbara DMA
- **Digital:** statewide coverage

Latino Spanish-language

- **Target audience:** low-income Spanish-speaking mothers (age 18-49) with children aged 0-14
- **Media components:** broadcast television, radio, 30-sheet posters, 8-sheet posters and digital media
- **Broadcast television DMAs:** Bakersfield, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento and San Diego
- **Radio metros:** Bakersfield, Chico, Fresno, Merced, Visalia, Imperial County, Los Angeles, Riverside, Oxnard/Ventura, Victor Valley, Monterey, Palm Springs, Sacramento, Stockton, Modesto, San Diego, Santa Barbara, Santa Maria and San Luis Obispo
- **Out-of-home media markets:** Bakersfield DMA, Fresno DMA, Imperial County, Los Angeles DMA and metro, Lancaster, Inland Empire, Coachella Valley, Sacramento DMA, San Joaquin County and San Diego DMA
- **Digital:** statewide coverage

African American English-language

- **Target audience:** low-income African American mothers (age 18-49) with children aged 0-14
- **Media components:** multicultural broadcast television, cable television, radio, 30-sheet posters and 8-sheet posters
- **Multicultural broadcast television DMAs:** Los Angeles, Sacramento and Fresno
- **Cable television markets:** Fresno, Los Angeles, Sacramento, San Diego
- **Out-of-home media markets:** Fresno DMA, Los Angeles DMA and metro, Inland Empire metro, Sacramento DMA, San Diego DMA, San Francisco DMA and East Bay

ADDED VALUE

RS&E and Clear Channel partnered once again to deliver the *Network's* key messages throughout the state. RS&E worked with Clear Channel to secure an added value package **valued at \$2,064,775**. Key activities included the fulfillment of radio remotes, rich media digital banner ads, vignettes, outreach at concerts and other community events by the PR Training Opportunity Team and a Half MyPlate radio and online promotion. In addition, RS&E worked with Clear Channel to design and develop a new online portal for the *Regional Networks* to request radio remotes.

LEGACY OF HEALTH/A MIS HIJOS NO TV PRODUCTION

Throughout the first half of FFY2013, RS&E oversaw the production of four television spots for the Legacy of Health and A Mis Hijos No/Not My Kids campaigns. Filmed in November, the Legacy spots were directed by Marcos Zavitsanos and produced by Zori Films. The A Mis Hijos No/Not My Kids spots, also filmed in November, were directed by Patricia Martinez de Velasco and produced by La Banda Films.

The two 30-second English-language TV spots produced for the Legacy of Health campaign are:

- Legacy of Health
- Changing Traditions

The single 30-second Spanish-language TV spot produced for the A Mis Hijos No campaign is:

- A Mis Hijos No

The single 30-second English-language TV spot produced for the Not My Kids campaign is:

- Not My Kids

LEGACY OF HEALTH/A MIS HIJOS NO RADIO PRODUCTION

RS&E also produced six new radio spots for the Legacy of Health and A Mis Hijos No/Not My Kids campaigns.

Two 60-second English-language spots were produced for the Legacy of Health campaign:

- Legacy of Health
- Changing Traditions

Two 60-second Spanish-language spots were produced for the A Mis Hijos No campaign:

- A Mis Hijos No
- A Mis Hijos No – Mamá y Papá

Two 60-second English-language spots were produced for the Not My Kids campaign:

- Not My Kids
- Not My Kids – Mom and Dad

LEGACY OF HEALTH/A MIS HIJOS NO OUT-OF-HOME PRODUCTION

In addition to television radio production, RS&E also developed outdoor boards to provide an additional touch point for the Legacy of Health and A Mis Hijos No/Not My Kids campaigns. Photography took place in November during the TV shoots for each campaign. The following executions were approved for placement:

Legacy of Health (English-language):

- My new legacy is a healthier family.
- A legacy of play is a legacy of health.

A Mis Hijos No (Spanish-language):

- Enséñeles a elegir alimentos saludables.
- Caminen juntos hacia un futuro más saludable.

Not My Kids (English-language):

- Plant the seeds for a healthier future.
- Move them to a healthier life.



LEGACY OF HEALTH/A MIS HIJOS NO DIGITAL PRODUCTION

Finally, RS&E produced animated Web banners for the Legacy of Health and A Mis Hijos No/Not My Kids campaigns. The following executions were produced:

Legacy of Health (English-language):

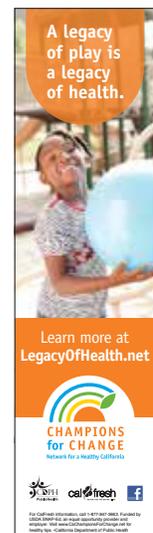
- Healthy traditions are passed from neighbor to neighbor.
- A legacy of play is a legacy of health.
- My new legacy is a healthier family.

A Mis Hijos No (Spanish-language):

- La salud de mi familia está en mis manos.
- Cultiven juntos un futuro más saludable.
- Familia activa, familia más saludable.

Not My Kids (English-language):

- Plant the seeds for a healthier future.
- Move them to a healthier life.
- My family's health is in my hands.



DR. OZ TV PRODUCTION

In the first half of FFY2013, RS&E also completed production on a 30-second TV spot featuring Dr. Mehmet Oz, host of the popular *The Dr. Oz Show*. The spot was made possible through a partnership with HealthCorps, and Dr. Oz donated his time and talent at no charge to the *Network*. Animation for the Dr. Oz Half Your Plate TV spot began in November, and the spot was completed in March.



TRAFFIC CREATIVE

RS&E prepared and trafficked out-of-home, radio, TV and digital executions according to the FFY2013 media buy.

LOCAL NETWORK SUPPORT

At the request of the *Regional Networks* and the *Network Media and Communications* team, RS&E fulfilled specific requests for support, including developing customized versions of campaign materials for local placement, assisting in placement recommendation and reproducing and shipping CDs of advertising materials throughout FFY2013.

TESTIMONIAL VIDEOS

While filming the Legacy of Health and A Mis Hijos No/Not My Kids television executions, RS&E seized the opportunity to capture unscripted interviews with Champions Moms and Dads speaking from the heart about healthy changes they've made in their lives. The produced testimonial videos include:

Legacy of Health (English-language):

- Lakeysha Sowunmi (pending approval)
- Angela (Price) Diaz

A Mis Hijos No (Spanish-language):

- Marlene Cornelio Bruno (Jimenez)
- Froy Ruiz

Not My Kids (English-language):

- Maria Ruiz
- Rosalia Paz

NEOP NUTRITION SERIES – LANDING PAGES

As part of the Legacy of Health and A Mis Hijos No/Not My Kids campaigns, RS&E created campaign-specific landing pages. Advertising directs the target audience to the landing pages, which house campaign-specific resources, including healthy recipes, physical activity tips and nutritional tips.



NEOP NUTRITION SERIES – MSEM

Based on the creative briefs put together through the strategic planning process, RS&E produced targeted African American and Latino (English- and Spanish-language) self-efficacy materials. Focused on behaviors specific to each ethnic group, the materials provide the target audience with the confidence that they can make healthy changes by showing them how.



MSEM QUALITATIVE TESTING

Red flag testing for the MSEM pieces took place in September. Overall, the materials performed very well – no red flags were identified and participants reacted positively to the materials.

NEOP MULTICULTURAL CREATIVE CONCEPT DEVELOPMENT

Following development of a creative brief, RS&E developed and presented creative concepts to the *Network* for the Multicultural campaign. Of the six concepts presented to the Media and Communications Unit in both English and Spanish, the following three concepts were selected for testing:

- The New Norm
- We're in This Together
- Like/Comment

MULTICULTURAL QUALITATIVE TESTING

Focus group testing for the Multicultural campaign concepts took place April 16 through 22 in Los Angeles, Oakland and Sacramento. Final findings led to the recommendation to move forward with the concept We're in This Together. Participants exhibited a higher level of comprehensive of the normative message from the We're in This Together concept than the two other concepts tested.

MULTICULTURAL TV PRODUCTION

In August, RS&E oversaw creation of the sixth and seventh SNAP-Ed TV spots produced in FFY2013. RS&E again partnered with director Marcos Zavitsanos and production house Zori Films to film the We're in This Together executions in September. RS&E produced one English-language and one Spanish-language 30-second TV spot, as well as one English-language and one Spanish-language 50-second extended spot at no additional charge.

MULTICULTURAL OUT-OF-HOME PRODUCTION

Simultaneous to TV production, RS&E also produced English- and Spanish-language outdoor executions for the We're in This Together campaign, including:

- Join the Movement (English-language)
- Help Fight Childhood Obesity (English-language)
- Nos Unimos al Movimiento (Spanish-language)
- Ayude a Luchar Contra La Obesidad Infantil (Spanish-language)



MULTICULTURAL DIGITAL PRODUCTION

Finally, as part of the We're in This Together campaign, RS&E oversaw the design of English- and Spanish-language digital banner ads. Photos for the banners were taken during the Multicultural campaign TV shoot, and designs for the English- and Spanish-language banners were completed before the end of the contract.

HALF MYPLATE TV PRODUCTION

In August and September, RS&E revised the CalFresh Fresh and Fresco TV spots to promote fruit and vegetable consumption rather than CalFresh and changed the executions' call to action to visit CaChampionsForChange.net rather than CalFresh.ca.gov.

TALENT RESIDUALS

RS&E worked with GMMB to secure talent usage rights for the Before That English-language radio spot previously produced by the USDA. The spot ran in the San Diego, Los Angeles, Riverside/San Bernardino, Fresno and Sacramento radio markets as added value bonus placements.

FOOD DAY FLIERS

In the first half of FFY2013, RS&E finished work on six Food Day fliers originally started in FFY2012. After lowering the literacy level and updating artwork on the English-language fliers, RS&E translated and designed six Spanish-language fliers. These fliers include:

- Tips for Starting an Edible Container Garden/Consejos para empezar un jardín
- Vegetable Gardening in Containers/Cultivo de verduras en contenedores
- How to Start a Community Garden Where You Live/Cómo empezar un jardín comunitario donde usted vive
- How to Start a Farmers' Market/Cómo empezar un mercado sobre ruedas
- Start a Walking Club/Empezar un club de caminantes
- Start a Walking Club at Work/Empezar un club de caminantes en el trabajo



A PLACE TO GROW

At the direction of the *Network*, RS&E copy edited, designed and printed the 30-page publication titled “A Place to Grow.”

SNAP-ED VIDEO SERIES

Throughout FFY2013, RS&E worked with Digital WkShop to complete production on the SNAP-Ed Video Series, originally started in FFY2012. The final series includes the following segments:

- **Urban Gardens** – Chef Nikki at a community garden in Oakland (English-language)
- **Eating Fresh from the Garden** – Demonstration on how to cook garden-grown tips greens by Chef Nikki (English-language)
- **Dylan and Dora** – Testimonial from low-income parents who have encouraged their children to increase their physical activity (English-language)
- **Latino Corner Store Shopping Tips** – Chef Maggie and Champion Mom Rosa (Spanish-language)

- **MyPlate Lunch/Dinner** – Chef Maggie and Champion Mom Rosa (Spanish-language)
- **Dylan and Dora** – Testimonial from low-income parents who have encouraged their children to increase their physical activity (Spanish-language voiceover)

CFORK REVISIONS

RS&E completed final revisions to the English- and Spanish-language CFORK brochures and posters and sent print-ready files to the *Network* team.

GOOD FOOD TV

RS&E updated the previously produced 20-minute English- and Spanish-language Good Food TV DVDs, according to the CalFresh and USDA MyPlate branding guidelines.

AWARD ENTRIES

RS&E submitted eligible creative work to the Aurora awards, Videographer awards and the National Public Health Information Coalition. The following pieces received recognition in the Videographer awards:

- I Had to Start With Me - Rosalia's Story (Award of Excellence)
- CalFresh Just the Basics DVD (Award of Excellence)
- CalFresh Fresh TV spot (Award of Distinction)
- Not My Kids TV spot (Honorable Mention)
- A Mis Hijos No TV spot (Honorable Mention)



Evaluation

In FFY2013, RS&E conducted qualitative research and analysis that included:

- **MSEM Literature Review** – RS&E and NORC conducted a literature review to uncover scientifically validated, ethnically tailored interventions that have proven effective in encouraging African American and Latino families to substitute healthy alternatives for unhealthy nutrition and physical activity behaviors.
- **Multicultural Focus Groups** – Qualitative testing of the Multicultural campaign concepts comprised of six individual focus groups. These took place with English- and Spanish-speaking low-income mothers from mixed race/ethnic backgrounds in Los Angeles, Oakland and Sacramento in April.
- **MSEM Red Flag Testing** – This research was designed to test the Latino and African American MSEM materials not in a research facility, but in the actual type of location in which the materials would be distributed. Thirty-eight interviews were conducted in offices in Fresno, Oakland and Los Angeles.
- **Multicultural Advertising Literature Review** – RS&E worked with NORC to conduct a literature review of best practices for addressing ethnic and cultural considerations in health communications. Although NORC included 161 articles in the literature review, the findings showed a gap in the evidence base for addressing the core issue of which is more effective: developing multicultural campaigns, or developing ethnically targeted campaigns. This does not mean that either strategy is ineffective, rather that they both have pros and cons, and that there is limited research to use as a definitive basis for decision-making.
- **Formative Platform Analysis** – Continuing work originally started in FFY2012, RS&E worked with NORC to complete the analysis of the formative platforms research. The results suggest that audiences exposed to Social Norms messaging show higher potential for making healthy changes for themselves and their families.

In addition, RS&E also conducted qualitative research and analysis, including:

- **2012 Benchmark Media Tracking Survey** – Working with RS&E, NORC completed survey interviews with 993 CalFresh Eligible and 1,026 CalFresh Recipient mothers to assess the rate of advertising and non-advertising exposure during a period when paid media support ran. The 2012 survey continues to measure annual

trends related to knowledge, social norms, self-efficacy, and family change behaviors regarding nutrition and physical activity. Most years also include interviews with >185% FPL and 130-185% FPL mothers; due to budget restrictions, this was not feasible for the 2012 study.

- **Secondary Analysis of Benchmark Media Tracking Survey** – RS&E and NORC analyzed data from the annual benchmark tracking surveys to determine if there is evidence of campaign effects. Specifically, we examined whether various types of exposure to the media campaign are associated with more positive beliefs (social norms and self-efficacy) and behavior (personal and family change) outcomes. The analysis shows that high ad recall is significantly and positively associated with a number of outcome measures. The findings have implications for planning of future advertising and non-advertising campaigns.

Pro Bono Staff Time

RS&E has provided staff time at a 15% discounted rate and **pro bono staff time valued at \$676,845** during the October 2012 to September 2013 time period.

Account Management

BUDGET RECAP

As the prime contractor, RS&E has maintained administrative control of all projects, budgets and billing to facilitate workflow and accountability. RS&E has worked closely with *Network* staff and subcontractors in providing strategic counsel on all program components and ensuring that campaign messages are strategically focused.

USDA EVALUATION

RS&E received notice in February that USDA, Western Regional Office had selected RS&E's contract for a programmatic, fiscal and administrative management evaluation review. On April 12, RS&E conducted a presentation to USDA, *Network* and California Department of Social Services staff highlighting the processes and deliverables that make-up RS&E's contract.