

Social Marketing 201

Katie Bogue, RD, LD

Iowa Nutrition Network

Pick a better snack™ &



ACT



Overview

- USDA guidance regarding social marketing (specifically mass media)
- USDA guidance regarding FSNE targeting
- Iowa: a rural social marketing adventure
- ASNNA census tract survey results
- Barriers and limitations of social marketing within FSNE
- Implications and creative solutions

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USDA Guidance Regarding Social Marketing

- “Allowable costs: Local media activities must provide a justification as to why local media activities are reasonable and necessary, and provide the target audience income data that qualifies the activities for FSNE funding. All paid media costs and activities must target FSNE eligibles in qualified census tracts.”

USDA Guidance Regarding Social Marketing

- “Allowable costs: paid or public service radio and television commercials, or advertisements promoting healthy eating directed toward FSNE eligibles within the community.”
 - USDA approved radio station outlets
 - TV
 - Newspapers

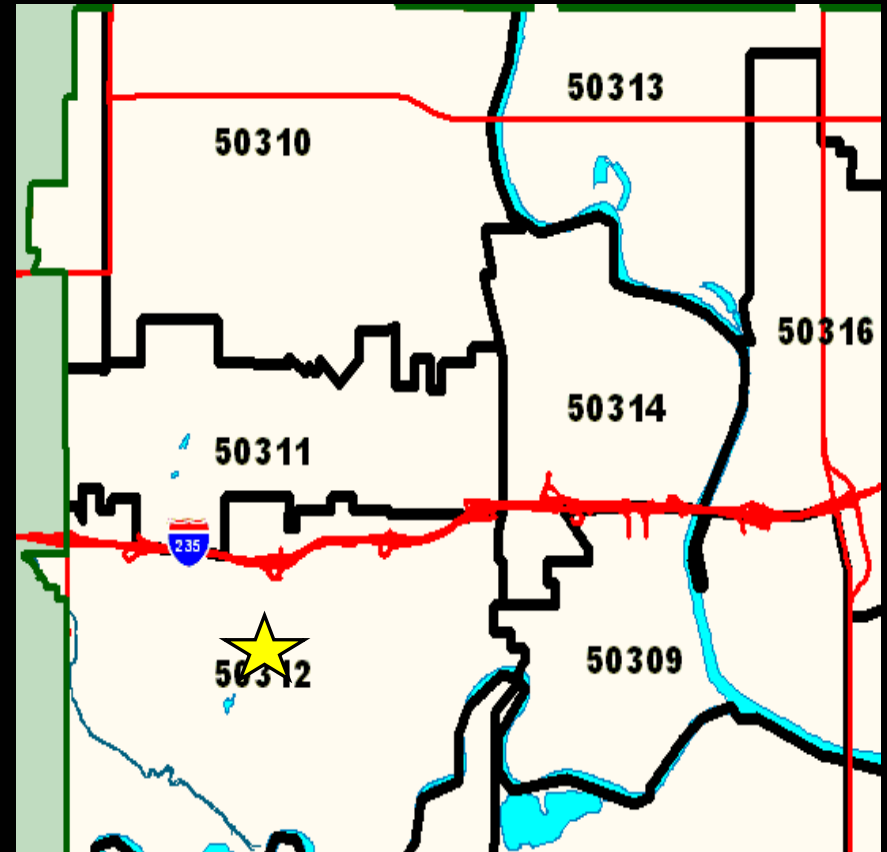
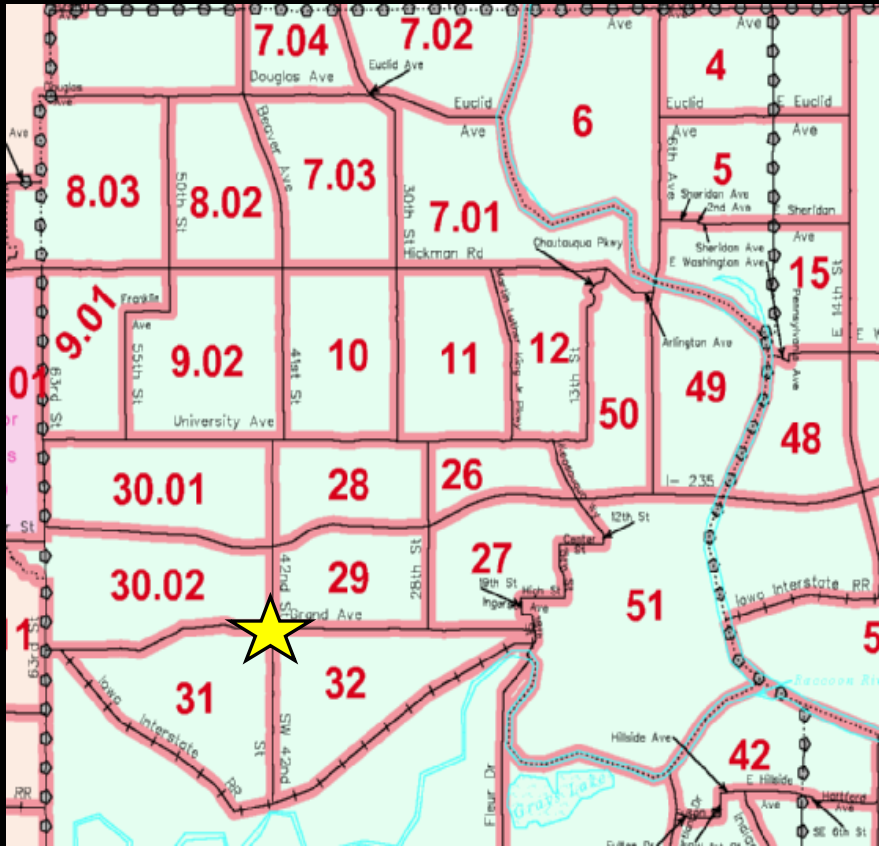
USDA Guidance Regarding Social Marketing

- “Unallowable Costs: Social marketing campaigns that target the general population. In some instances, prorated costs based upon the number of likely FSP eligibles (<130% of FPL, with certain exceptions) that will be reached with the campaign may be allowed.”

Census Tracts

- Small, relatively permanent geographic entities within counties (or the statistical equivalents of counties) delineated by a committee of local data users.
- Have between 2,500 and 8,000 residents and boundaries that follow visible features.
- When first established, census tracts are to be as homogeneous as possible.

Census Tracts vs. Zip Codes



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USDA Guidance Regarding FSNE Targeting

- Category 1
 - Certified eligibles
- Category 2
 - Likely eligibles by income or location
- Category 3
 - Potentially eligible by site/location

Category 1 Known Eligibles

- “Persons currently participating in or applying for the FSP and/or persons residing in a FSP household.”
 - FSP office
 - Direct marketing to FSP participants
 - Food Distribution Program on Indian Reservations
 - FSP Job Readiness Training Program

Category 2 Likely Eligibles

- By Income: “Persons not falling into category 1 that have gross incomes at or below 130% of poverty guidelines.”
 - Referred by WIC, Medicaid, or Child Nutrition Programs
 - Receiving SSI or TANF
 - TANF Job Readiness Training Programs

Category 2

Likely Eligibles

- By Location: “Persons receiving FSNE at FSP/TANF offices, public housing, or food banks, food pantries and soup kitchens in conjunction with the distribution of foods to needy persons at these sites.”
 - TANF office waiting room
 - Public housing apartment building
 - Food pantry or soup kitchen

Category 3

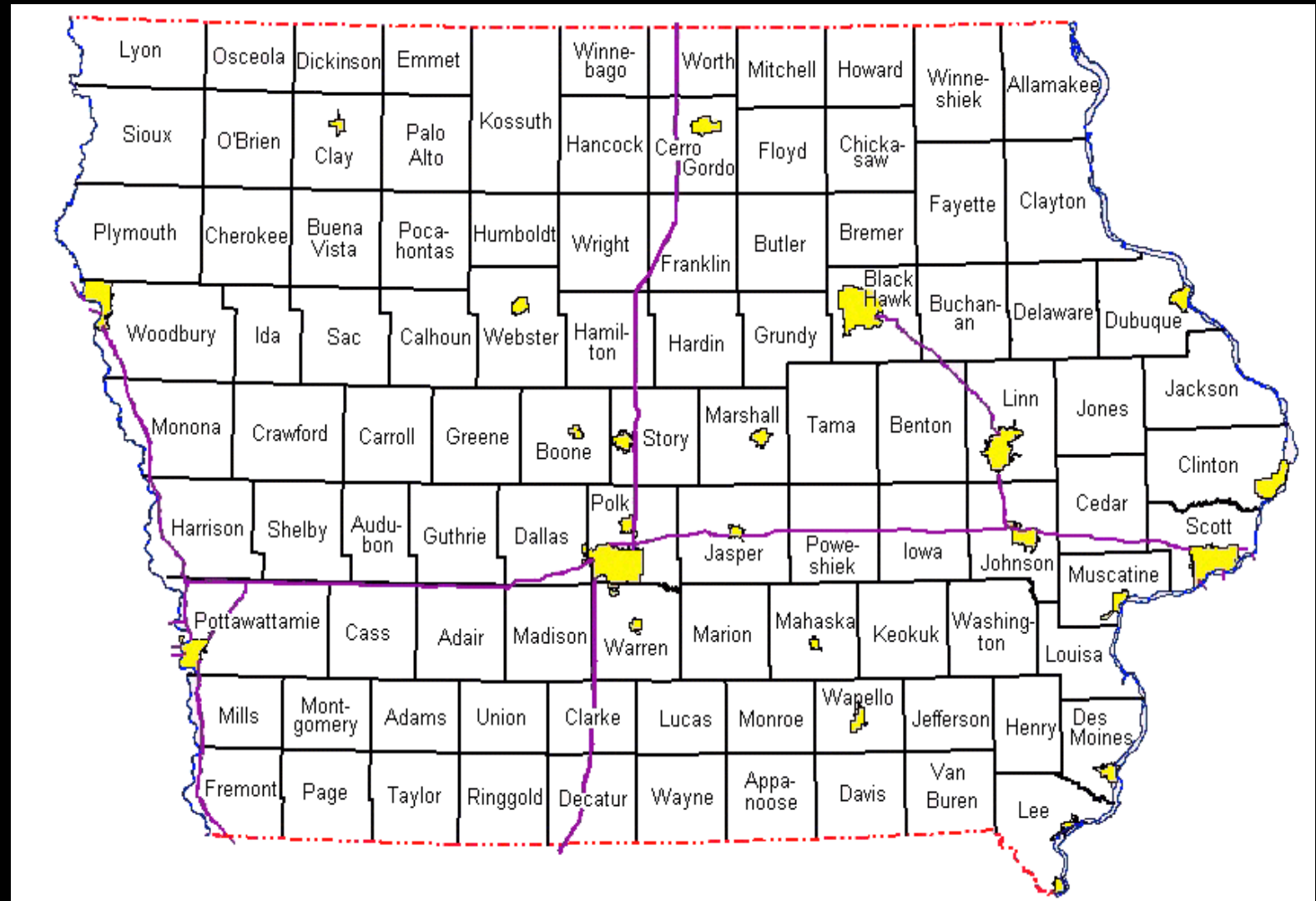
Potentially Eligible by Site/Location

- “Persons residing in census tracts where at least 50% of persons have gross incomes that are equal to or less than 185% of the poverty threshold.”
 - Schools where > 50% of children receive FRPM
 - WIC participants
 - Census tracts where > 50% of persons have gross incomes \leq 185% of the poverty threshold
 - Shoppers at high volume retail stores

Overview

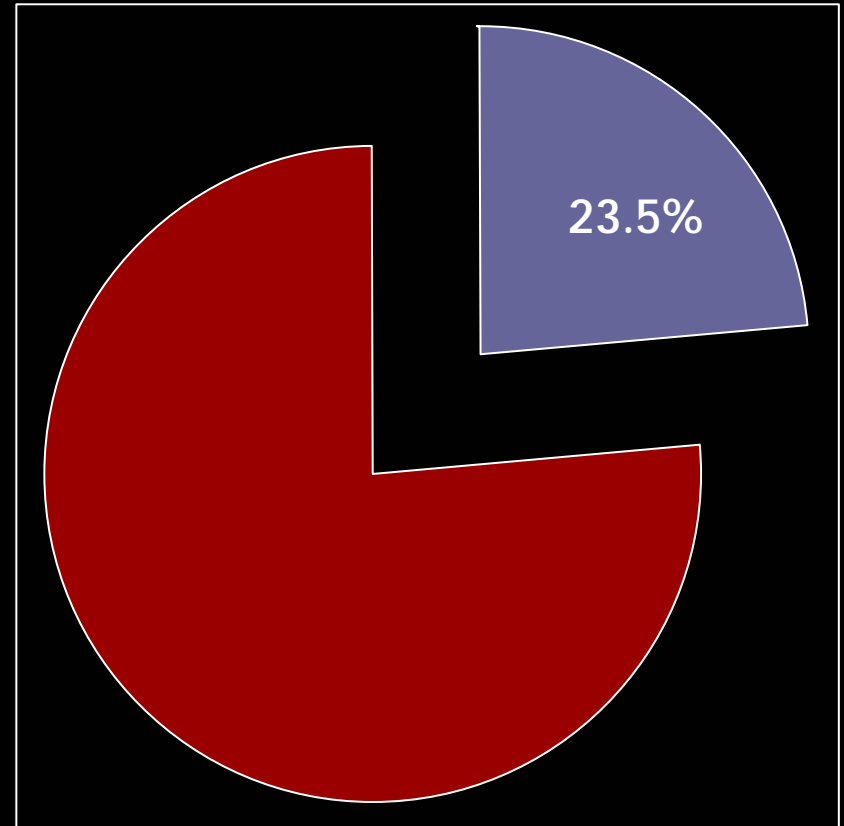
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Iowa: A Social Marketing Adventure



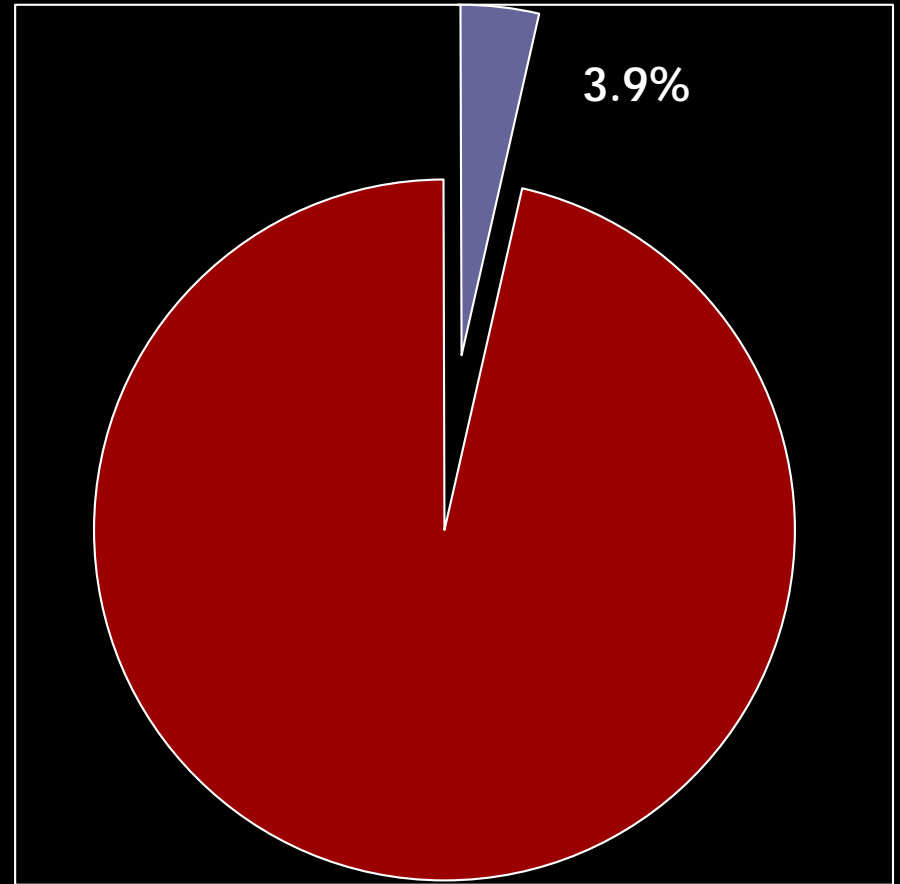
Iowa Demographics

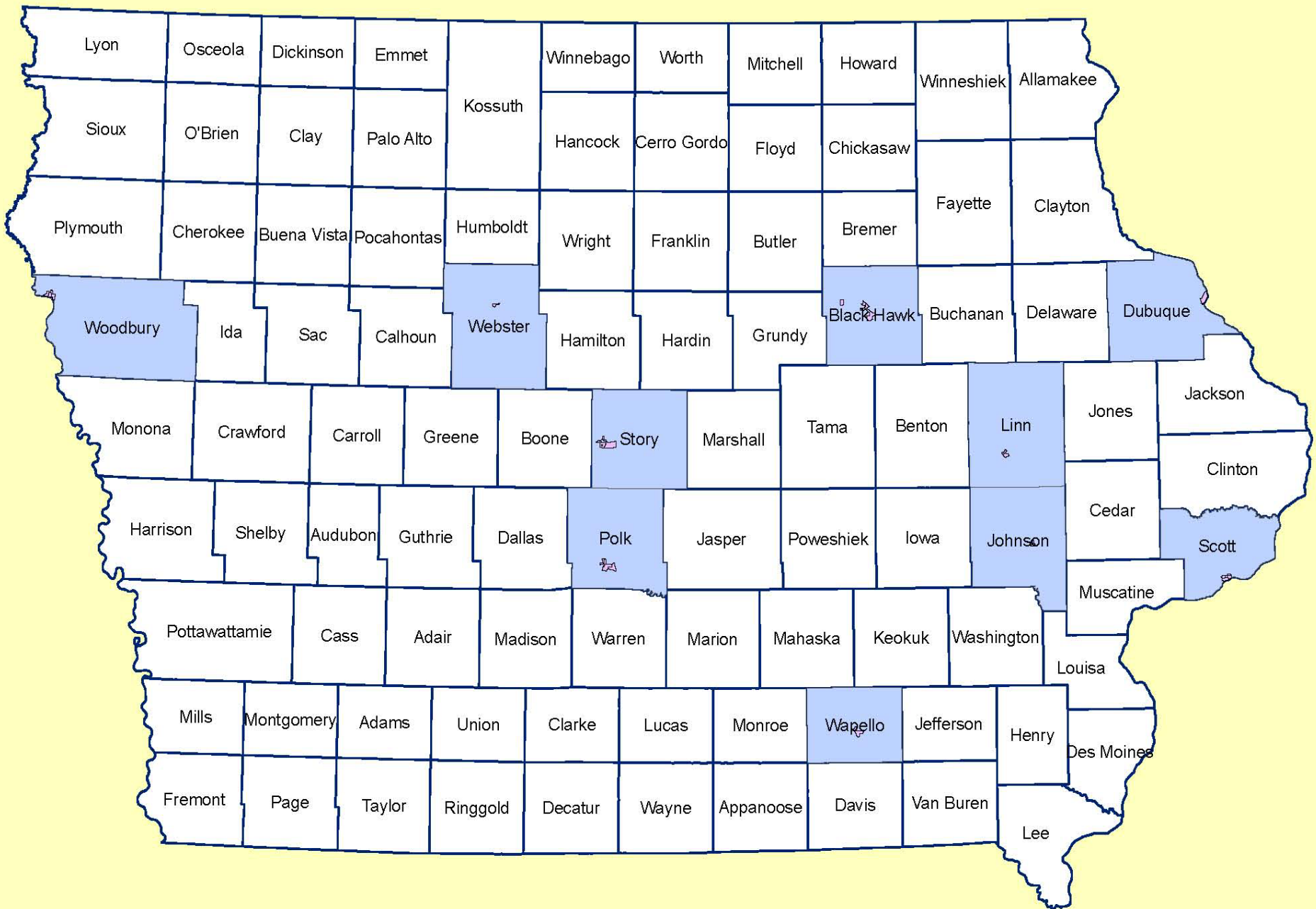
- In 2000, 2.8 million people lived in Iowa.
- 38.9% of Iowans live in rural areas.
- 23.5% of Iowans are potentially FSNE eligible (\leq 185% Federal Poverty Level).



FSNE Qualifying Census Tracts

- There are 793 total census tracts in Iowa.
- 31 tracts qualify for FSNE ($\geq 50\%$ of population is $\leq 185\%$ FPL).

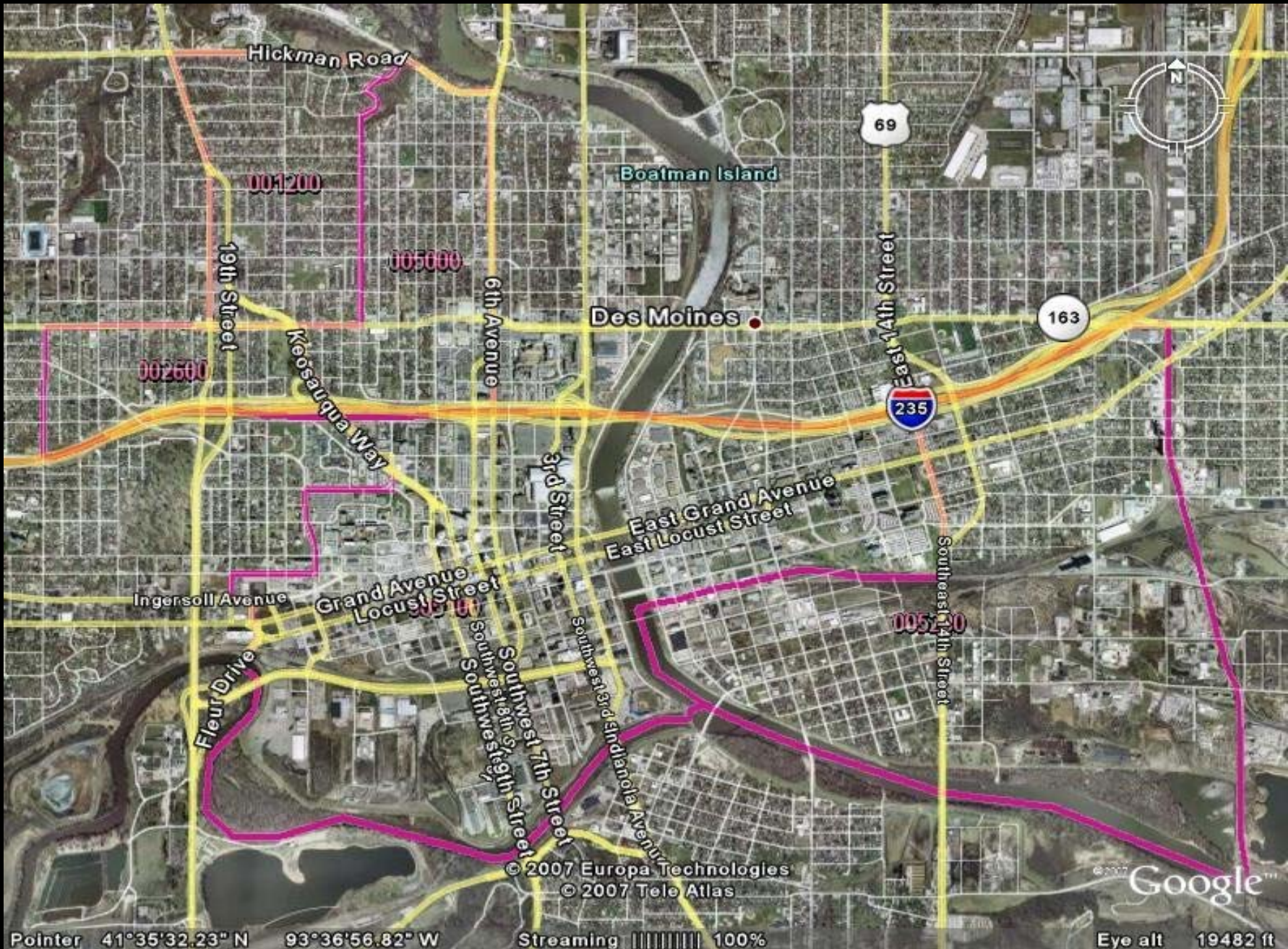




Aerial View of a Qualifying Census Tract

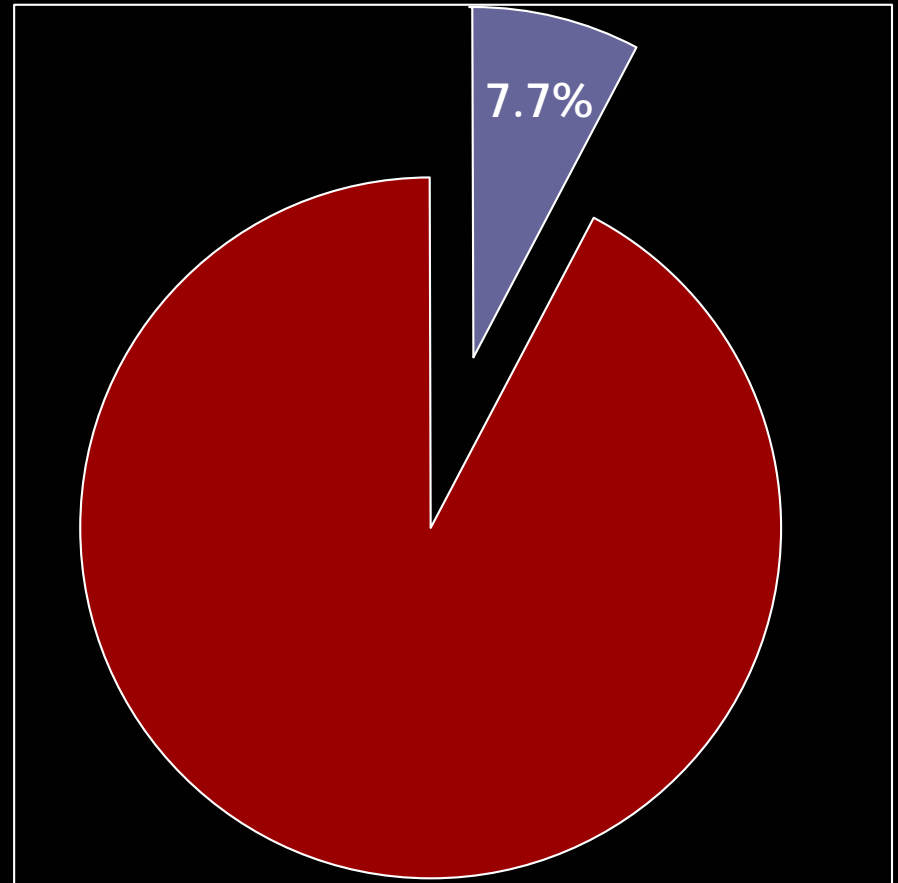


Population = 48

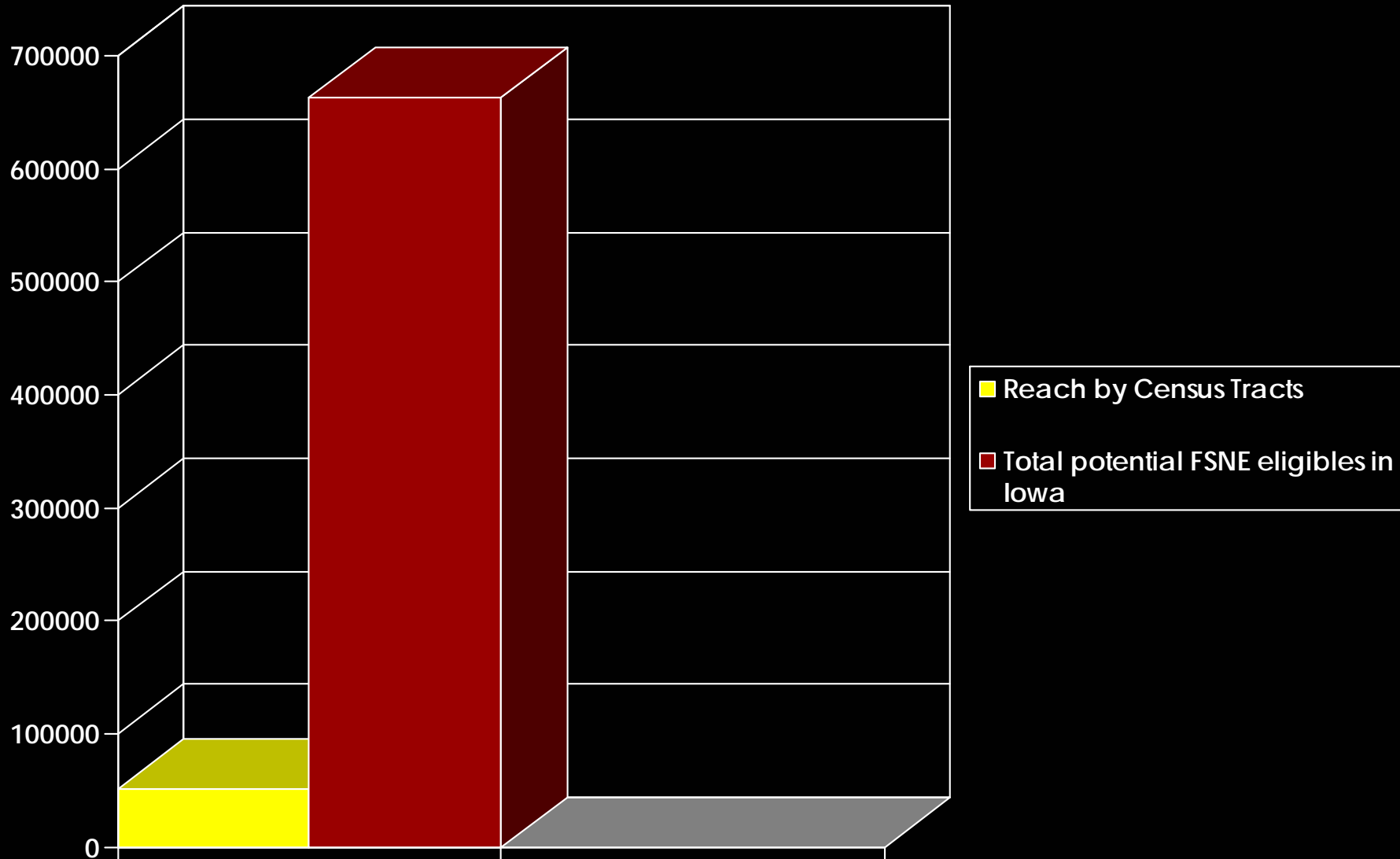


Population in Census Tracts

- Based on census tracts, 7.7% of lowans potentially eligible for FSNE can be reached.



Reach of Potentially FSNE Eligibles through Census Tracts



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- **ASNNA census tract survey results**
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ASNNA Results

- 25 states accessed the Survey Monkey during August and September 2007.
- Half of the respondents did not complete the census tract questions, many stating “unavailable, don’t know, or can’t find this info.”
- Data is based on the average of the information provided by nine states: Arkansas, California, Hawaii, Iowa, Louisiana, Mississippi, Nebraska, Oregon, and Texas.

ASNNA Results

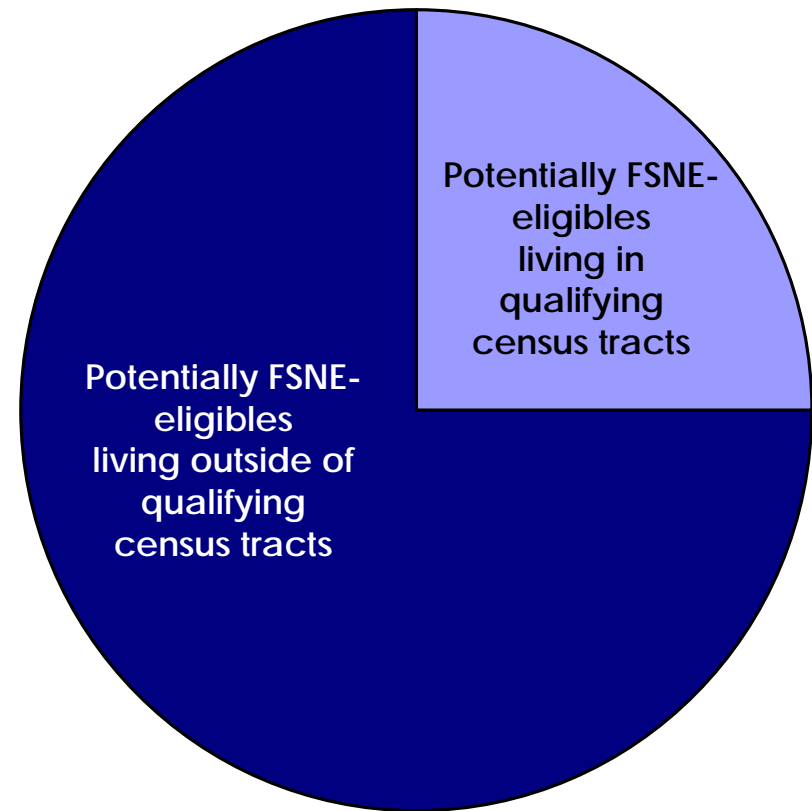
- 21% of the total state population are FSNE eligible (gross incomes \leq 130% of the poverty threshold).
- 32% of the total state population are potentially FSNE eligible (gross incomes \leq 185% of the poverty threshold).

ASNNA Results

- 18% of total census tracts qualify for FSNE (in that at least 50% of persons have gross incomes \leq 185% of the poverty threshold).

ASNNA Results

- 75% of potentially FSNE-eligible individuals do not live in FSNE-qualifying census tracts.



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Limitations



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Implications

- Census tracts are extremely limited in reaching FSNE-eligible population, particularly in rural states.
- Most state Nutrition Networks do not have the systems in place to target using census tracts.
 - USDA technical assistance
- Targeting requirements allowing outreach outside of qualifying census tracts needs to be explored.
 - High volume retail stores

Solutions for Collateral Gain

- Proration
 - Allowable in some instances
- Blending with Food Stamp Outreach
 - Pilot project
- Buffering around qualifying sites outside of qualifying census tracts
 - Currently not allowable

Solution: Proration?

- “Unallowable Costs: Social marketing campaigns that target the general population. In some instances, prorated costs based upon the number of likely FSP eligibles (<130% of FPL, with certain exceptions) that will be reached with the campaign may be allowed.”

FSNE Allowable Social Marketing Expenses

- FSNE funds can pay 100% of costs of billboards or print ads in the 31 qualifying census tracts.
- Social marketing materials in other census tracts must be prorated to 130% of FPL.
- Statewide, 13.2% of lowans are \leq 130% FPL.

Sample "Joint Effort" Billboard

CLEAR CHANNEL

Make half your plate
fruits & veggies!
We can help.

Iowa WIC Program
800-532-1579

I-877-YES-FOOD
www.yesfood.iowa.gov
FOOD ASSISTANCE
MAKES IOWA STRONGER

Funded by USDA, an equal opportunity provider and employer, through the Iowa Department of Public Health.

Pick a better snack & ACT

001432

NOTE: No FSNE funds were used for this billboard.

Solution: Blend Food Stamp Outreach with Nut Ed?

- Food Stamp Program State Outreach Plan Guidance: “Because outreach promotes the nutrition benefits of food stamps, your outreach plan may include a very minimum amount of nutrition education and nutrition messages, as long as the primary purpose and focus of the plan remains outreach.”
- Opportunity to extend social marketing elements and expertise to the Food Stamp program.

Solution: Blend Food Stamp Outreach with Nut Ed?

Pick a better snack.

We can help. **877-YES-FOOD**



Funded by USDA's Food Stamp Program, an equal opportunity provider and employer, through the Iowa Dept. of Public Health and Dept. of Human Services .

Leveraging Funds with Food Stamp Outreach and Nut Ed?

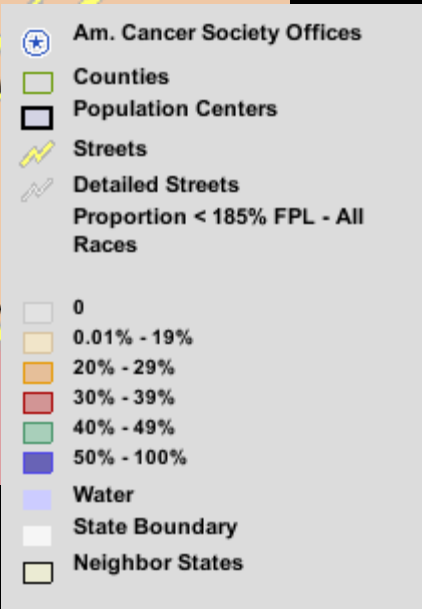
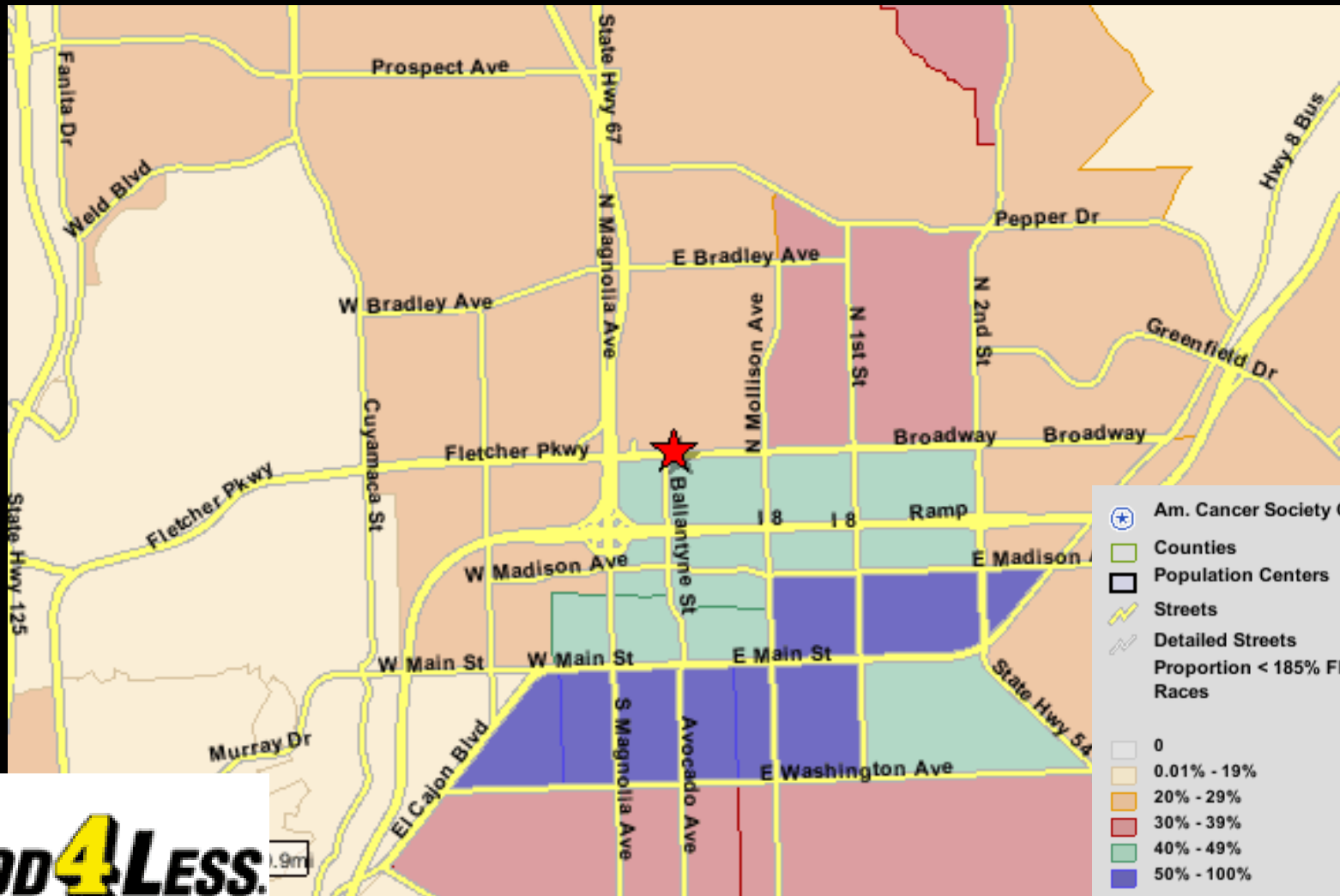
MESSAGE	FSNE \$	FSO \$*	BILLBOARDS IN FSNE CENSUS TRACTS	BOARDS OUT OF FSNE CENSUS TRACTS (allowable?)
Pick a better snack.	\$60,000		60	
Pick a better snack. We can help. 877-YES-FOOD	\$40,000	\$20,000	60	
	\$60,000	\$30,000	90	
	\$40,000	\$40,000	60	20 (100% FSO funds)
	\$60,000	\$60,000	90	30 (100% FSO funds)

* Assumes 2/3 of the billboard space is FSNE and 1/3 of board space is FSO.

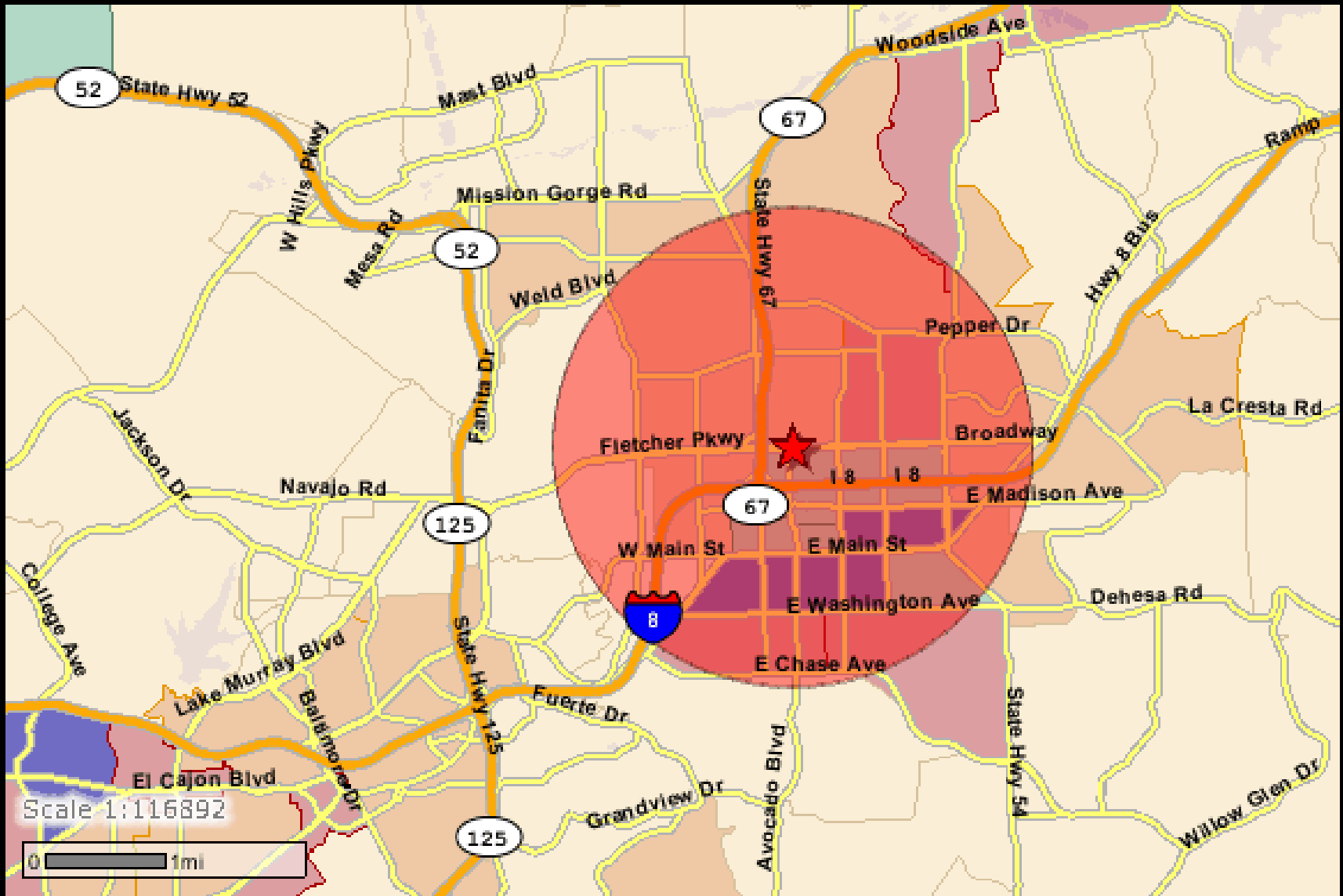
Solution: Buffering?

- Buffer 1-2 miles around qualifying sites that are outside of qualifying census tracts
 - High volume retail stores
 - Schools
 - WIC clinics
 - FSP offices

Solution: Buffering?



Solution: Buffering?



Additional Solutions?