

Social Marketing
Discussion Session – 17 March 2004
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Question: What did you find from this conference that was helpful?

Participants voiced their opinions regarding their ability to prove that their social marketing campaigns actually target food stamp recipients. They said, that since they are able to use zip code data it really does help to define the population. Some states use demographics from advertising agencies.

Question: What kind of information do we want shared across states?

Participants shared the following ideas:

- Research the demographics. Hints to obtaining effective data
- Improve communication through the list serve and FNS Nutrition Connections website
- Share material across the state line so people won't have to start from scratch
- Encourage posting on the Nutrition Connections website
- Book with Social Marketing Campaign needs to be updated and put on the CSREES web site
- A separate section on social marketing needs to be developed.
- Department of Economic Security – FNS – Nutrition Network should look like Extension

Question: What are the challenges of evaluation with the FSNE expectations?

Participants shared some concerns and some evaluation ideas:

- Convey to FNS, CREES, ERS to choose carefully when tightening up strings for impact data
- A true social marketing campaign goes to the community
- Communication is important
- More round table discussions
- Promote the Nutrition Connections website
- Preserve 185% of poverty and reach the 49% that don't receive food stamps.

Sharing

Arizona and North Carolina shared what they do for evaluation. Arizona uses focus groups to evaluate materials. One person goes to all food stamp offices and does a survey. The survey takes 40 minutes.

North Carolina uses a "strive for five" campaign and does direct mail to food stamp recipients from the ages of 35 – 45 years. The Network does a random survey and provides a pre-test and post-test. The pre-test has four questions and the post- test has 6 – 8 questions. Through direct mail the food stamp recipients receive a magnetic coupon holder that has the logo on it. The direct mail "strive for five" campaign is written in English on one side and Spanish on the other. The local television station donated one spot per week to promote "strive for five."