

Audience and Behavior Comparison Chart

Planning Team's Criteria

	Option 1	Option 2	Option 3
PRIMARY TARGET AUDIENCE	Mothers of infants	Children	Children
BEHAVIOR	Breastfeeding	Increasing fruit and vegetable intake	Reducing TV screen time
<i>Audience should be easily accessible</i>	Mothers of infants are somewhat accessible through members of Wellington Community Coalition who work with them	Children (and their parents) are easily accessible through various partner organizations we have strong relationships with	Children (and their parents) are easily accessible through various partner organizations we have strong relationships with
<i>Audience should be affected by obesity</i>	Mothers will be the ones who will make the choice to do or not do the behavior, while the infants' health is what may be impacted	Children highly affected by obesity. Local data shows children with high BMI levels in second grade (ages 7-8).	Children highly affected by obesity. Local data shows children with high BMI levels in second grade (ages 7-8).
<i>Audience should be at risk for health problems</i>	At risk for obesity, may want to try and catch infants before becoming overweight	Local data shows that of children with high BMI levels, 60% have at least one associated cardiovascular disease risk factor	Local data shows that of children with high BMI levels, 60% have at least one associated cardiovascular disease risk factor
<i>There should be sufficient stakeholder and partner interest</i>	Several members of the Wellington Community Coalition work closely with this group and want to meet their needs	Coalition interest is high for children; moderate for working with fruits and vegetables Strong partnerships with organizations that work with children	Coalition interest is high for children; also seem interested in exploring TV behavior Strong partnerships with organizations that work with children
<i>Audience should be priority for Heartland State Health Department</i>	Audience not specifically listed within health department's priorities	Health department recognizes children as a priority audience; management support is available	Health department recognizes children as a priority audience; management support is available
<i>Behavior should have impact on obesity</i>	Evidence comes from observational studies, they link breastfeeding and breastfeeding duration with lower levels of obesity	If fruits and vegetables are substituted for higher energy dense foods, they can help manage weight; not much is known about this in children	Other interventions have shown decreases in weight when reducing time spent watching television; Link between TV time and obesity found in literature, but mechanism not yet known
<i>Recommendations exist for the behavior</i>	Yes. American Academy of Pediatrics recommends exclusive breastfeeding for first six months.	Yes. Recommendations are to consume between 1-2 cups of fruit per day and 1-3 ½ cups of vegetables per day for children. Specific amount depend on gender, age, and activity levels.	Yes. American Academy of Pediatrics recommends no TV for children under 2 and only 1-2 hours per day for children 2 and older.
<i>Current research is available (will limit amount of formative research we'll have to do)</i>	National-level research is available, but very little local data.	National-level research is available, but most is on adults. Some local projects have been done in this area (Heartland College Nutrition Department studies)	National-level data are available. Several different programs have been implemented to reduce TV time in children. Some local research is available from Wellington's TV-Turnoff chapter.

This fictional scenario document is designed to illustrate components of social marketing within the Social Marketing for Nutrition and Physical Activity web course. We have drawn upon literature, experience from technical assistance and consultation, and other background as necessary to create documents which meet the learning objectives of the course.