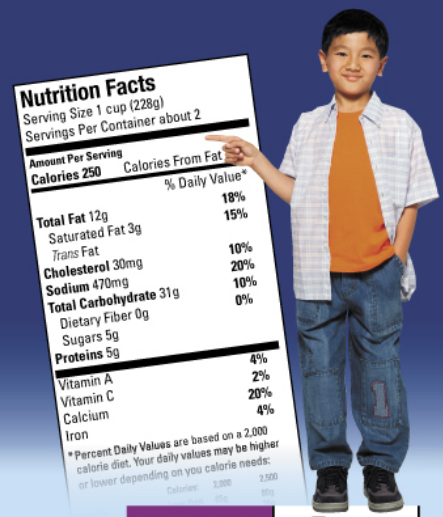
# Challenges of Evaluating Health Marketing Campaigns

# What is SPOT THE BLOCK?

- A health promotion campaign launched this year to help combat childhood obesity by encouraging “tweens” (ages 9 to 13) to use the Nutrition Facts to make healthful food choices

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# Why SPOT THE BLOCK?

- Response to FDA Obesity Working Group action plan calling for education for children on how to lead healthier lives through better nutrition


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# The Problem

- More than 65% of all Americans are now overweight and over 30% are obese
- 15% of children and adolescents ages 6 to 19 are overweight—nearly double the rate two decades ago


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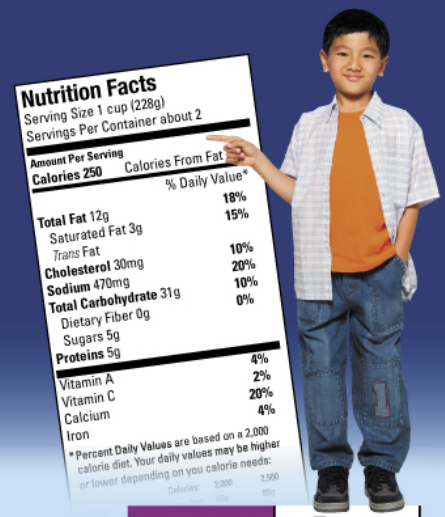
# Why TWEENS?

- Cognitively able to understand the label
- Making food choices on their own
- Want independence, but they are still influenced by their parents

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# What Some Tweens Eat

- No breakfast
- Lunch at school (10 AM to 1 PM) (chips and soda)
- After school snack (more chips, fast food)
- Dinner alone (pizza, chicken)


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# What do Some Tweens Think About the Nutrition Facts?

- Tweens don’t think about the label
- No compelling evidence what would motivate them to think about it


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# Two-tiered Strategy – Tweens

- Brand the campaign to appeal to Tweens
- Deliver messages through Tween media
- Focus on 3 key action-based nutrition messages


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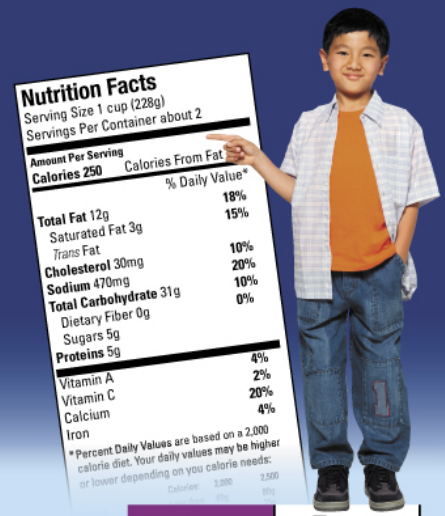
# Three Key Messages

(1) CHECK OUT THE SERVING SIZE – Remember one package isn't necessarily one serving

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# Key Messages

(2) CONSIDER THE CALORIES –

Remember 40 calories is low, 100 is moderate, 400 is high


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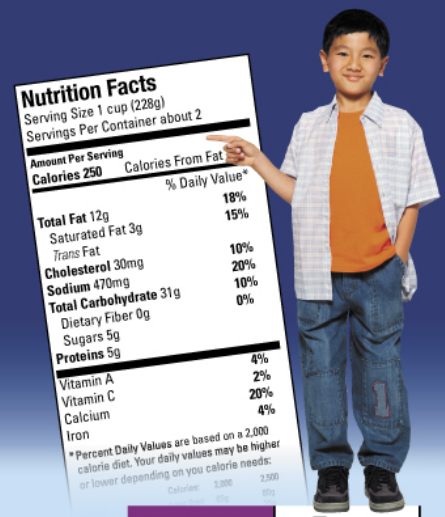
# Key Messages

(3) CHOOSE NUTRIENTS WISELY – Pick foods that are lower in certain fats, cholesterol and sodium,

5% DV is low; 20%DV is high

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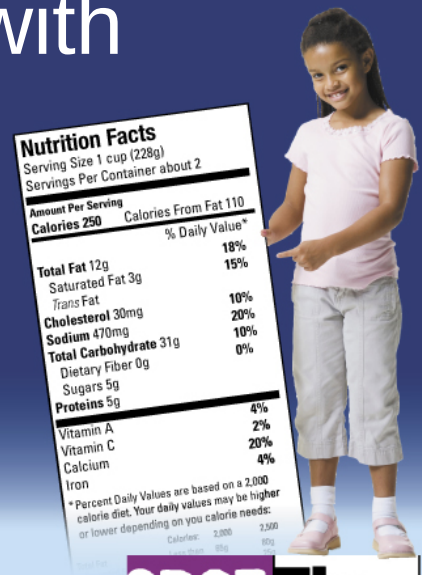
# Media Partner:

Time Warner's Cartoon Network

Reaching the Tween market

- On-air spots with Spot the Block messaging and CN licensed characters
- Custom designed mini-Web site with streaming spots and widgets
- Drive to web site

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# Media Partner:

Time Warner's Cartoon Network

## Reaching the Tween market (cont'd)

- "Get animated" community events

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PLAY the game
LEARN the basics
VIEW the buzz
GET the alarm
SPOT the videos

Spot the Block! Yo!
Spot the Block! Yo! Captions
Serving Size! Yo!
Serving Size! Yo! Captions

| | | | |
|---|---|---|---|
| Vitamin A | 0% | Vitamin C | 10% |
| Calcium | 0% | Iron | 2% |

www.SpotTheBlock.com

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## Nutrition Facts

1 Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving
2 **Calories** 250 Calories from Fat 110

| 3 | % Daily Value* |
|---|---|
| **Total Fat** 12g | 18% |
| Saturated Fat 3g | 15% |
| *Trans* Fat 3g | |
| **Cholesterol** 30mg | 10% |
| **Sodium** 470mg | 20% |
| **Potassium** 700mg | 20% |
| **Total Carbohydrate** 31g | 10% |
| Dietary Fiber 0g | 0% |
| Sugars 5g | |
| **Protein** 5g | |
| Vitamin A | 4% |
| Vitamin C | 2% |
| Calcium | 20% |
| Iron | 4% |

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on

### When making nutrition choices, remember these 3 basics:

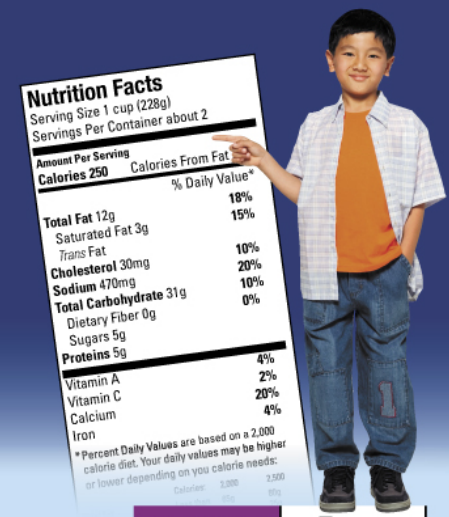
SPOT THE BLOCK and then . . .

3. Choose nutrients wisely.

- Pick foods that are lower in certain fats, cholesterol and sodium when making daily food choices.
  5% Daily Value (DV) is low.
  20% Daily Value (DV) is high.
- Nutrients to get less of (trans fat, saturated fat, cholesterol, sodium, and sugars)
- Nutrients to get more of (potassium, fiber, vitamins A & C, iron, calcium)

PRINT version

1 2 3

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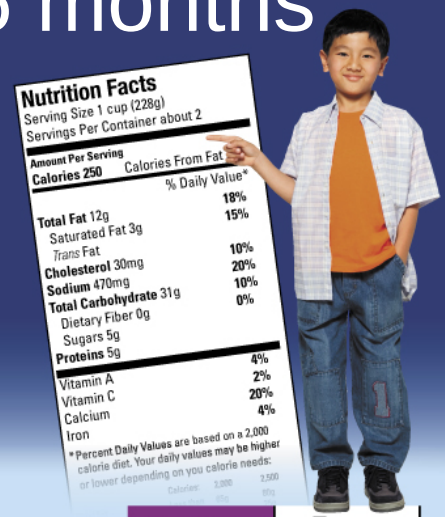
# Evaluation

- Developmental evaluation will continue as elements are produced
- Monitor impression # and usage of outlets over 70,000,000 impressions in 6 months

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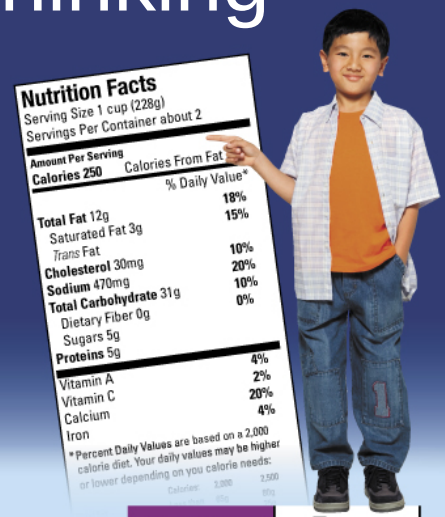
# Evaluation

- FDA/CN program is effective in getting children to respond to messages in SPOT THE BLOCK
- Significant increases in children thinking nutrition facts panel is important to them

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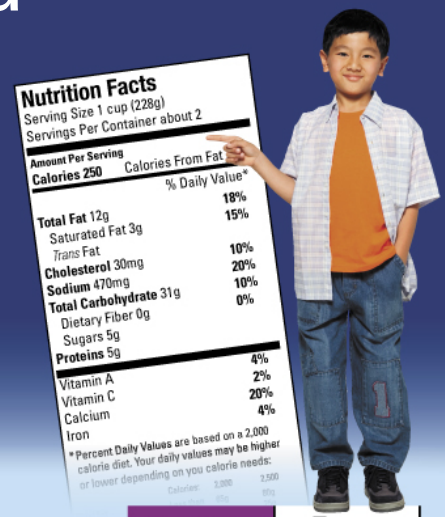
# Evaluation

- Significant increases in likelihood that children will tell their friends to check out the nutrition facts panel
- Significant increases in perceived importance of knowing the serving size

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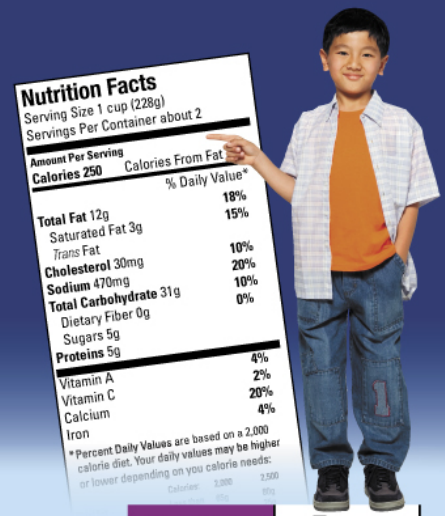
# Evaluation

- FDA's Health and Diet Survey

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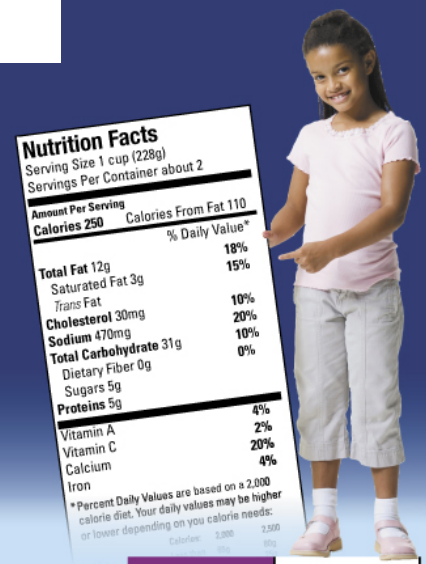
# Two-Tiered Strategy - Parents

**Help Your Kids**
Get their food facts first | SPOT The Block

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# Two-Tiered Strategy - Parents

- Hands-on Practical Advice for Parents to talk to their kids in “family dialogue” areas
  – home, lunchbox/cafeteria, supermarket, restaurants


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# Two-tiered Strategy - Parents

National PR Campaign

- Outreach to the adult media
- Parent web site


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# Leveraging with Partners

- Cartoon Network
- NASA
- National Science Teachers Association


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