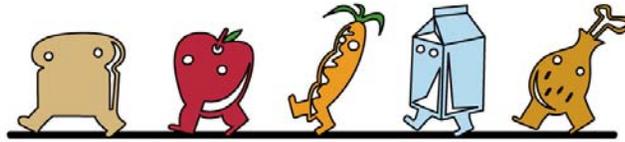


Arizona Nutrition Network



Take It From Me Bobby B.

**Arizona Nutrition Network
Social Marketing
Impact and Results**



Arizona Nutrition Network



Arizona – The Grand Canyon State

- Geographically Large
- Rapidly Growing
- Diverse Population
- 21 American Indian Tribes

Arizona Population

2000 Census – 5.1 Million People

- 63.8% White, non-Hispanics
- 25.3% Hispanics
- 5% American Indian
- 3.1% African American
- 2% Asian



Arizona Nutrition Network

Food Stamp Participants in Arizona FY 2002

Race/Ethnicity

38.0% White, non Hispanic

27.3% Hispanic

6.7% African American

14.2% Other



Food Stamp Participants in Arizona December 2003

- 535,187 Participants
- \$89.21 Average Monthly Allotment/Person
- \$47.7 Million/Month Coupon Issuance



Food Stamp Participants in Arizona FY 2002

Poverty Status

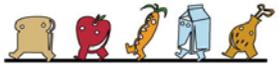
- Less than 50% FPL – 48.7%
- 51-100% FPL – 40.4%
- Greater than 101% FPL – 10.9%



Food Stamp Participants in Arizona FY 2002

Age

- 20.5% Preschool Children
- 37.9% School Age Children
- 37.2% Nonelderly Adults
- 4.4% Elderly



Arizona Nutrition Network

Arizona Food Stamp Poverty Penetration

December 01 - 48.8%

Number of Recipients – 357,834

December 02 – 57.9%

Number of Recipients – 436,453

December 03 – 67.6%

Number of Recipients – 535,187



Arizona Nutrition Network History

- 1995 USDA "Round 1" Network Funding
- First Approved FSNE Plan late FY98
- First Interventions September 1999
- Initiated Local Incentive Award Program FY01



Arizona Nutrition Network History

- Strong Support and Involvement from State Food Stamp Agency
- Integrated efforts with Cooperative Extension
- Coordinated social marketing and community education efforts



Arizona Nutrition Network Mission

To shape food consumption in a positive way, promote health, and reduce disease among all people living in Arizona.



Arizona Nutrition Network Key Directions

- Strengthen the Network
- Increase visibility of the Network
- Increase funding
- Evaluate efforts
- Promote healthy food choices



FY04 Budget

State/Local Share	\$ 6,814,293
Federal Share	<u>\$ 6,814,293</u>
Total	\$13,628,586



FY04 State/Local Funds

Local Incentive Award Program -
\$6,330,427

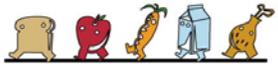
Arizona Department of Health Services -
\$483,866

- Community Nutrition Program: \$326,247
- Nutrition and Chronic Disease: \$157,619



Network Partners

- Matching
- Supporting
- Community



Arizona Nutrition Network

Local Incentive Award Program Matching Partners

34 LIA Partners

- 15 School Programs
- 5 Tribes
- 5 County Health Departments
- 3 City Governments
- 3 University Programs
- 3 Community Agencies



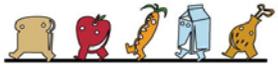
Funds to Expand Nutrition Education in Communities

\$3,655,554



Key Nutrition Issues – Healthy Arizona 2010

- Healthy Weight
- Fruit and Vegetable Intake
- Calcium Consumption
- Iron Intake
- Food Security
- Breastfeeding
- Folate
- Food Safety



Arizona Nutrition Network

Strategic Nutrition Action Plan (SNAP)

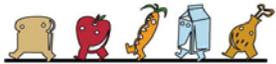
Childhood Obesity

- Arizona Department of Education
- Arizona Nutrition Network
- Arizona WIC Program
- Commodity Supplemental Food Program
- Farmers' Market Nutrition Program
- Navajo Nation WIC
- Inter Tribal Council of Arizona WIC



FY 04 Network Nutrition Priorities

- 5 a Day
- 1% or Less Fat Milk
- Physical Activity



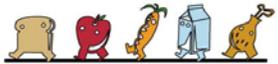
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FY04 Nutrition Priorities

Long-term efforts to promote behavior change

Primary prevention of chronic diseases

Essential behaviors to slow the increase in overweight children



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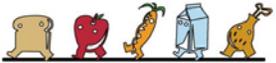
Arizona Nutrition Network

Linkage of Social Marketing and Community Education Approaches



Target Audience

Food Stamp Eligible women,
approximately 30 years old,
heads-of-household, Anglo or
Hispanic, with young children.



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Focus Groups

- Adults
- Household Income Below Federal Poverty Level
- Ten groups - Women with Young Children
- Two groups – Senior Citizens
- Conducted in English and Spanish



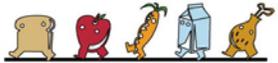
Focus Group Survey

- More than 75% participate in a food assistance program
- Of those that participate:
 - 50% Food Stamps
 - 40% WIC
 - 37% Free Breakfast/Lunch



Focus Group Survey

- 72% VCR's
- 52% CD Players
- 47% Cable Television



Arizona Nutrition Network

Focus Group Survey

- Chili Powder
- Cinnamon
- Garlic
- Oregano
- Pepper
- Salt



Social Marketing Campaign

Physical Activity: January-April



Arizona Nutrition Network

MAKE YOUR MOVE!

TAKE IT FROM ME...
Bobby B.

YOU GOTTA MOVE TO FEEL GOOD!

WALK THE DOG!
FLY KITE!
CLIMB THE STAIRS!
SKID ROPE!
INVENT A MOVE!

Arizona Nutrition Network
FOR MORE INFORMATION: (800) 695-3335 • EATWELLBELL.ORG

¡ENERGÍZATE!

TE LO DIGO YO...
Bobby B.

¡TIENES QUE MOVERTE PARA ESTAR SUPERBIEN!

CAMINA AL PERRO!
VUELA UN PAPAOTE!
SUBE LAS ESCALERAS!
SALTA LA CUERDA!
INVENTA UN PASO NUEVO!

Arizona Nutrition Network
PARA MÁS INFORMACIÓN: (800) 695-3335 • EATWELLBELL.ORG

Social Marketing Campaign

1% or less Fat Milk: May-August



Arizona Nutrition Network - Go Low! - Netscape

http://www.aznn.org/milk.html

Back Forward Reload Stop

Arizona Nutrition Network
LSDA DBS

lowdown let's play! meet Bobby B.
what's cookin'

All the goodness...

Milk is a tasty drink...

The only difference between fat free, 1%, 2% and whole milk is the amount of fat. Fat free milk has no fat. Try 1% milk for a very small amount of fat. All the vitamins, calcium and protein in whole milk are also in fat free or 1% milk.

give us a shout!

...without all the fat!

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Social Marketing Campaign

5 a Day: September-December



Social Marketing Campaigns

- 30-Second TV Ad
- Fun Food News
- Poster
- Community Tool Kit
- Event-in-a-Box
- Nutrition Education Items



Social Marketing Campaigns

- Website
- Billboards
- Comic Book
- Toll Free Number
- Public Relations



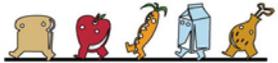
Bobby B. Well

"Take it from me" . . . Bobby B.

MAKE YOUR MOVE!!



Color yourself healthy!



Arizona Nutrition Network



Fun Food News



Arizona Nutrition Network

Fun Food News

Very Veggie Pizza

You'll need:

- 1 1/2 cups tomato sauce
- 1 1/2 cups shredded cheddar cheese
- 1 1/2 cups shredded carrots
- 1 1/2 cups shredded zucchini
- 1 1/2 cups shredded spinach
- 1 1/2 cups shredded cauliflower
- 1 1/2 cups shredded broccoli
- 1 1/2 cups shredded bell peppers
- 1 1/2 cups shredded mushrooms
- 1 1/2 cups shredded onions
- 1 1/2 cups shredded garlic
- 1 1/2 cups shredded basil
- 1 1/2 cups shredded oregano
- 1 1/2 cups shredded salt
- 1 1/2 cups shredded pepper
- 1 1/2 cups shredded olive oil

How to prepare:

1. Preheat the oven to 375°F.
2. Roll out the dough on a floured surface.
3. Spread the tomato sauce over the dough.
4. Sprinkle the cheese over the sauce.
5. Sprinkle the vegetables over the cheese.
6. Sprinkle the herbs over the vegetables.
7. Bake for 15-20 minutes.
8. Let cool for 5 minutes.
9. Slice and serve.

Pure Fruit Magic

You'll need:

- 1 1/2 cups strawberries
- 1 1/2 cups blueberries
- 1 1/2 cups raspberries
- 1 1/2 cups blackberries
- 1 1/2 cups kiwi
- 1 1/2 cups mango
- 1 1/2 cups pineapple
- 1 1/2 cups cantaloupe
- 1 1/2 cups watermelon
- 1 1/2 cups honeydew
- 1 1/2 cups cantaloupe
- 1 1/2 cups watermelon
- 1 1/2 cups honeydew

How to prepare:

1. Wash the fruit thoroughly.
2. Cut the fruit into small pieces.
3. Blend the fruit in a blender.
4. Strain the mixture through a fine mesh strainer.
5. Serve immediately.

Pineapple Pepper Salsa

You'll need:

- 1 1/2 cups diced pineapple
- 1 1/2 cups diced bell peppers
- 1 1/2 cups diced onions
- 1 1/2 cups diced tomatoes
- 1 1/2 cups diced jalapeños
- 1 1/2 cups diced cilantro
- 1 1/2 cups diced lime juice
- 1 1/2 cups diced salt
- 1 1/2 cups diced pepper
- 1 1/2 cups diced olive oil

How to prepare:

1. Wash the fruit and vegetables.
2. Dice the fruit and vegetables into small pieces.
3. Mix all the ingredients in a bowl.
4. Let it sit for 10 minutes.
5. Serve immediately.

Tips Section

A healthy way to sugarcoat!

Take a meat, poultry, salad, or add chopped vegetables. Reduces calories, boosts fiber and adds crunch and color.

Change up the recipe. Add a salad. Add carrots, watermelon, strawberries or strawberries.

Add chopped or grated vegetables to pasta with tomato sauce. Carrots, zucchini, onion or red peppers taste great. Bake an apple. Add raisins.

Kid's Section

Help Bobby decide the names of the five fruits and suggest the way to prepare by writing out their names in the blanks provided.

pprep
grona
cauliflower
clobetrow
parese

5 A Day THE COLOR WAY

Arizona Nutrition Network
DHS

For more information:
(800) 695-3335 • eatwellbwell.org

The Food Stamp Program helps low-income families buy foods for a more healthy diet. For the Food Stamp office nearest you, please call the DHS hotline at 1-800-352-0001. This brochure is an equal opportunity provider and employer. This material was funded by the USDA's Food Stamp Program.

Noticias Saludables

Pizza Muy Vegetariana

Lo que se necesitan:

- 1 1/2 cups tomato sauce
- 1 1/2 cups shredded cheddar cheese
- 1 1/2 cups shredded carrots
- 1 1/2 cups shredded zucchini
- 1 1/2 cups shredded spinach
- 1 1/2 cups shredded cauliflower
- 1 1/2 cups shredded broccoli
- 1 1/2 cups shredded bell peppers
- 1 1/2 cups shredded mushrooms
- 1 1/2 cups shredded onions
- 1 1/2 cups shredded garlic
- 1 1/2 cups shredded basil
- 1 1/2 cups shredded oregano
- 1 1/2 cups shredded salt
- 1 1/2 cups shredded pepper
- 1 1/2 cups shredded olive oil

Como prepararlo:

1. Preheat the oven to 375°F.
2. Roll out the dough on a floured surface.
3. Spread the tomato sauce over the dough.
4. Sprinkle the cheese over the sauce.
5. Sprinkle the vegetables over the cheese.
6. Sprinkle the herbs over the vegetables.
7. Bake for 15-20 minutes.
8. Let cool for 5 minutes.
9. Slice and serve.

Pura Fruta Mágica

Lo que se necesitan:

- 1 1/2 cups strawberries
- 1 1/2 cups blueberries
- 1 1/2 cups raspberries
- 1 1/2 cups blackberries
- 1 1/2 cups kiwi
- 1 1/2 cups mango
- 1 1/2 cups pineapple
- 1 1/2 cups cantaloupe
- 1 1/2 cups watermelon
- 1 1/2 cups honeydew
- 1 1/2 cups cantaloupe
- 1 1/2 cups watermelon
- 1 1/2 cups honeydew

Como prepararlo:

1. Wash the fruit thoroughly.
2. Cut the fruit into small pieces.
3. Blend the fruit in a blender.
4. Strain the mixture through a fine mesh strainer.
5. Serve immediately.

Salsa Pina Pimentón

Lo que se necesitan:

- 1 1/2 cups diced pineapple
- 1 1/2 cups diced bell peppers
- 1 1/2 cups diced onions
- 1 1/2 cups diced tomatoes
- 1 1/2 cups diced jalapeños
- 1 1/2 cups diced cilantro
- 1 1/2 cups diced lime juice
- 1 1/2 cups diced salt
- 1 1/2 cups diced pepper
- 1 1/2 cups diced olive oil

Como prepararlo:

1. Wash the fruit and vegetables.
2. Dice the fruit and vegetables into small pieces.
3. Mix all the ingredients in a bowl.
4. Let it sit for 10 minutes.
5. Serve immediately.

5 por Día (¡Cúlpese con Alimento!)

Mama siempre dice: "¡Comer los vegetales!" ¿Por qué? ¡Porque son saludables y ayudan a lo mejor! ¡Comer las verduras y frutas ayuda a mantenerse saludable y a sentirse bien! ¡Comer las verduras y frutas ayuda a mantenerse saludable y a sentirse bien! ¡Comer las verduras y frutas ayuda a mantenerse saludable y a sentirse bien!

¡Es tan fácil!

Comiendo 5-6 porciones de coloridas frutas y verduras cada día es fácil.

Una porción es:

- 1 pieza de fruta entera
- 3/4 taza de jugo 100% de fruta o verduras
- 1/2 taza de lentejas o verduras
- 1 taza de legumbres molidas
- 1/4 taza de sopa seca
- 1/2 taza de frijoles o guisantes secos y cocidos

Sección de sugerencias:

¡La manera saludable de ser grande!

¡Tiene una excelente opción vegetal y agrégale verduras coloridas. ¡Ayuda a mantenerse saludable y a sentirse bien! ¡Comer las verduras y frutas ayuda a mantenerse saludable y a sentirse bien!

Convierte un Sopa de frutas a una ensalada. ¡Agrégale manzana, sandía, melón o fresas.

¡Agrégale verduras cortadas o tropezos a la pasta con salsa de tomate. ¡La zanahoria, calabacín, calabocha o zanahoria roja son buenas. ¡Hornéalas en una sartén. ¡Agrégale pasta.

Sección para niños

Ayuda a Bobby descubrir el nombre de los cinco frutas y verduras con las que hacen un delicioso plato. ¡Comer las verduras y frutas ayuda a mantenerse saludable y a sentirse bien!

suav
orbiboi
joor romón
janraan
fittloroc

Arizona Nutrition Network
DHS

Para más información:
(800) 695-3335 • eatwellbwell.org

El programa de Comidas para Niños ayuda a las familias de bajos ingresos a comer alimentos saludables para sus hijos más saludables. Para encontrar la oficina más cercana a usted, por favor llame a la línea gratuita al 1-800-352-0001. Este folleto es un proveedor y un empleador de oportunidades equitativas. Este material fue otorgado por el Programa de Comidas para Niños del USDA.

Poster



Color yourself healthy!

Get stronger with green - you'll see what I mean!

Get ahead by eating red!

Get up and go with orange & yellow!

To keep feeling right, don't forget white!

Purples and blues are always good news!

Arizona Nutrition Network
For more information:
(800) 695-3335 • eatwellbewell.org

¡Coloréate de salud!

¡Con el verde serás el más fuerte!

¡Con el rojo dejarás de ser tan flojo!

¡A su vida le darás brillo, con naranja y amarillo!

¡Siendo franco, se sentirán bien con el blanco!

¡El azul y el morado te harán sentir animado!

Arizona Nutrition Network
Para más información:
(800) 695-3335 • eatwellbewell.org

Website eatwellbewell.org



Arizona Nutrition Network

Arizona Nutrition Network - 5 A Day - Netscape

http://www.aznn.org/5aday.html

Arizona Nutrition Network
USDA PBS

lowdown
let's play!
what's cookin'
meet Bobby B.
give us a shout!

1 2 3 4 5

5 A Day
THE COLOR WAY™

That's 5 a Day!
Have a healthy diet. Eating five or more servings of fruits and vegetables daily helps keep you fit and healthy. So eat plenty of fruits and vegetables along with having a physically active lifestyle. Not only is it fun, you'll feel great for it!

recipes

Go Low!
MAKE YOUR MOVE!

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Billboards



EVERY BODY BE WELL!

USDA DHS Arizona Department of Health Services

EATWELLBEWELL.ORG

Television Ads

- Bobby B. Animated Ads
- English and Spanish
- Visit "eatwellbewell.org"

Select "Resources"

5 a Day

Go Low

Physical Activity



Evaluation Activities

- Network Survey
- Formative Evaluation
- Process Measures
- Outcome Measures
- Evaluation Report



FY03 Process Measures

- 392,365 Direct Contacts
- 52.3 Million Indirect Contacts
- 634,492 Nutrition Education Materials Distributed



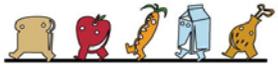
FY03 Formative Evaluation Message Recall

- Focus Groups

Children 5-7, Children 8-12, and
their Moms

19 children, 19 moms

- 47% of the children had awareness of Bobby B. Character or a previous campaign message



Arizona Nutrition Network

FY03 Formative Evaluation Message Recall

Recall "Make Your Move" TV Ad

- 40% of younger children
- 56% of older children
- 44% of the mothers



Evaluation Survey

- Ongoing evaluation of statewide Network nutrition education efforts
- Includes seven modules utilizing primarily existing sets of questions
- Conducted at randomly selected sites serving low-income families
- Trained Bi-lingual Interviewer



Evaluation Survey

Core Modules

Food Security

Dietary Quality

Demographics

Awareness of Network Messages



Evaluation Survey

Rotating Modules

Food Safety

Physical Activity

Food Resource Management and
Shopping Behaviors



FY03 Evaluation Survey

420 Surveys Completed

- 100% Food Stamp Eligible
- 69.3% Between 20-39 Years Old
- 46.9% Incomes Less than \$10,000
- 45.5% White, Non Hispanic
- 56.2% Hispanic
- 94.8% Female
- 636 Children
 - 48.7% less than 5 years of age



Arizona Nutrition Network

FY03 Evaluation Survey

- 49.5% Food Secure
- 33.5% Food Insecure without Hunger
- 16% Food Insecure with Hunger
- 1% Food Insecure with Severe Hunger



FY03 Evaluation Survey

Among All Participants:

61% Reported seeing one or more network message or material



FY03 Evaluation Survey

Among participants that had seen messages or materials:

- 89.9% Poster
- 74.9% Fun Food News
- 65.0% Hunger Does Not Discriminate
- 92.5% 5 a Day Brochure



FY03 Evaluation Survey

Reported adequate moderate
physical activity:

78.1% Hispanic

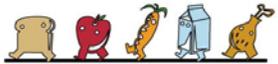
21.9% Non-Hispanic



FY03 Evaluation Survey

Type of Milk Consumed:

- 6.2% No Milk
- 42.9% Whole Milk
- 38.6% Reduced Fat (2%) Milk
- 6.9% Low Fat (1%) Milk
- 2.4% Nonfat/Skim Milk



FY03 Evaluation Survey

Among participants that had seen the Network logo:

63.8% \geq 5 or more servings of fruits/vegetables per day

Among participants that had not seen the Network logo:

52.3% \geq 5 or more servings of fruits/vegetables per day



Arizona Nutrition Network

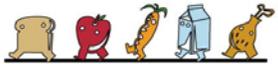
FY03 Evaluation Survey

Respondents that participate in leisure-time activity:

82.1% \geq 5 or more servings of fruits/vegetables per day

Respondents that do not participate in leisure-time activity:

17.9% \geq 5 or more servings of fruits/vegetables per day



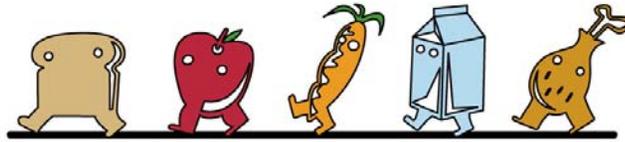
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FY03 Evaluation

Future Directions:

- Survey Annual Comparisons
- Survey Random Site Selection by Geographic Region
- Explore Utilizing Sales data
- Link With Other Programs
- Consider Innovative Methodologies





Arizona Nutrition Network



Take it from me, Bobby B . . .

Make Your Move!