



INN Partnership Meeting
"Marketing" Nutrition and Health Messages
Lucas State Office Building
July 18, 2017

Susan Roberts, JD, MS, RD, Partnership for a Healthier America (PHA)

Susan gave an overview of the history and goals of the Partnership for a Healthier America and spent the bulk of her time sharing details on the FNV: We Stand for Fruits & Veggies initiative. FNV recently launched a social marketing campaign that taps into emotion using a team of celebrities who have committed to the cause (without pay). A pilot was completed in California and Virginia: 7 out of 10 people who saw FNV said they ate more fruits and vegetables after seeing the campaign. During 2016-2017, a national campaign was launched in 17 cities. FNV works with the marketing firm APCO and is currently partnering with SNAP-Ed in California and Colorado, as well as BCBS in North Carolina. Susan discussed options for bringing FNV to Iowa and discussed the benefit of a FNV and SNAP-Ed Partnership: 1) *Drive Demand*: Create an emotional connection to change behavior 2) *Campaign Value*: Create value by using PHA's expertise, relationships, and creative assets and 3) *Simplicity*: Create successes with turn-key program

PHA: <https://www.ahealthieramerica.org/>

FNV: <http://fnv.com/>

Contact: Susan Roberts sroberts@ahealthieramerica.org.

Shaela Meister (IDPH): Marketing and Communications

Shaela shared examples of marketing strategies that have been used throughout the department in recent months including print campaigns (HIV Program); billboards (Comprehensive Cancer Control, Skin Cancer Prevention, HPV Vaccine); online advertising and social media. She also introduced new cartoon characters being used for immunizations, the Healthy Habit All Stars.

Contact: Shaela Meister shaela.meister@idph.iowa.gov

Suzy Wilson (IDPH): Iowa Nutrition Network School Grant Program (INNSGP)

The INNSGP provides nutrition education into low-income schools through Pick a Better Snack and incorporates social marketing. Suzy gave a history of the INNSGP's three main campaigns – *Pick a better snackTM*, *Play Your Way* and *Their bodies change. So should their milk*. INN began working with ZLR Ignition and Vernon Research Group in the fall of 2016 to update the campaigns. Formative research took place in five locations during

April and May 2017. New campaigns were developed and tested for both Pick a Better Snack and Play Your Way as well as a new milk campaign. A report summarizing key from the research was provided to INN. ZLR and INN will be working to finalize the updated campaigns in the near future. Please contact Suzy for more information on formative research or if you are interested in utilizing some of these messages.

INNSGP: <https://idph.iowa.gov/inn/school-grants>

Contact: Suzy Wilson suzy.wilson@idph.iowa.gov

Suzy Wilson (IDPH): Shop Healthy Iowa

Shop Healthy Iowa is a partnership between IDPH, University of Iowa College of Public Health, Iowa State University College of Human Sciences and Iowa State University Extension and Outreach. It began as a pilot project in 2015 and has continued to grow. The program goal is to increase consumption and purchase of fresh fruits and vegetables in Latino food stores by improving store layouts, making structural changes and add signage. Three new locations will be added this year and partners will be working with ZLR to conduct formative research, understand the audience and create and test materials (radio and newspaper).

Contact: Carol Voss carol.voss@idph.iowa.gov and Jennifer Colyer jennifer.colyer@idph.iowa.gov

Nikki Davenport (IDPH): WIC

Iowa WIC has been participating in a national campaign at the urging of the National WIC Association (NWA). NWA suggested all 90 state agencies participate in a national campaign to help create more unified message throughout the country. WIC is working with Meredith Corporation on the campaign to improve awareness, drive enrollment, and improve perceptions of WIC. The proposal was to integrate a multi-platform approach in English and Spanish, print and digital. They are currently in year two.

WIC: www.signupwic.com

Contact: Nikki Davenport - Nikki.Davenport@idph.iowa.gov

Carrie Scheidel (Iowa Department of Education): Team Nutrition

Carrie shared details about several projects happening within Team Nutrition:

School Food Waste Pilot Project – Partnership with Iowa DNR & Iowa Food Waste Exchange. Schools applied (Sioux City, Waverly-Shellrock, Saydel, Des Moines, Southeast Polk, Ottumwa, Davis County, Center Point Urbana, Cedar Rapids, Trinity Lutheran) and

a project toolkit is on the way. The toolkit will include lessons learned, how to conduct an onsite waste audit, waste reduction strategies, minimization case studies, project management, effective communication and curriculum extension resources. Key learnings from this pilot were: engagement of various stakeholders is important; students need to know how to build a reimbursable meal. The overall goal is to increase consumption (i.e. by implementing offer vs serve; increasing food choices, ensuring students have ample time to eat, sharing tables).

Healthy Schools, Healthy Students – This is a new project for the 2017-2018 school year - 47 elementary schools applied and 20 schools were selected to participate (10 control and 10 intervention). The project includes:

- Classroom Nutrition Education
- Healthy School Environment
- Promotion of School Meals
- Engagement of School Staff, Parents, and the Community
- Funding to support project and hire a nutrition educator

RDN Coach Project – In partnership with the Academy of Nutrition and Dietetics (9 RDN Coaches, 30 school districts), the goal of this project is to strengthen district wellness policies and smart snacks compliance. So far, 12 schools have applied for the Healthier US School Challenge Award and the School Wellness web page has been streamlined.

Smarter Lunchroom Project – Six middle schools are involved in this project, which facilitates student and staff collaboration through tools like surveys, student assessments and signage.

Team Nutrition: <https://www.educateiowa.gov/pk-12/nutrition-programs/team-nutrition>

Contact: Carrie Scheidel carrie.scheidel@iowa.gov

Aryn McLaren (Healthiest State and Double Up Food Bucks)

Aryn shared a video explaining how Double Up Food Bucks works. ISU Extension and Outreach and ISU Design Lab helped develop signage for Double Up Food Bucks. Imaging is being developed to help spread word about the steps of using Double Up Food Bucks. More farmers' markets are getting involved. SNAP-Ed has been brought in once a month at five farmers' markets for education and demonstration.

Double Up Food Bucks:

<http://www.iowahealthieststate.com/resources/communities/double-up-food-bucks/>

Aubrey Alvarez (Eat Greater Des Moines) – Aubrey shared copies of *Fresh Food. Friendly Neighbors*. Flyer. A 2016 FINI grant allowed for expansion of technology and they will be reapplying with the goal of expanding in grocery stores.

Eat Greater Des Moines – Fresh Food. Friendly Neighbors:

<https://www.eatgreaterdesmoines.org/initiatives/fresh-food-friendly-neighbors/>

Julie McMillin – Hy-Vee

Julie talked about several programs happening within Hy-Vee:

- One Step Program – Harrison Barnes helped expand reach of all cereals to Meals from the Heartland; grants for Community Gardens
- Free fruit (apples, oranges, and bananas) will now be available for kids who shop at Hy-Vee! Helps reduce food waste and provides a healthier alternative to the bakery cookies.
- Misfits program – Ugly fruit program (often smaller portions and better prices)
- Salad Bar Takeovers – Dietitian gets to choose what goes in the salad bar for 1 day
- Company-wide launch of a clean, honest label – no high fructose corn syrup, no partially hydrogenated labels, suppliers have to meet certain guidelines
- NuVal as a company went away; launching more personalized signage

Hy-Vee: <https://www.hy-vee.com/>

Christine Hradek – SpendSmart EatSmart

Christine coordinates SNAP-Ed and EFNEP at ISU Extension and Outreach. She shared a glimpse of Coordinate SNAP-Ed and EFNEP at ISUEO. Food Systems Programming – donation gardening, food rescue, partnerships. Our online face is a suite of tools called SpendSmart. EatSmart. Last year, set out to do an overhaul of Spend Smart Eat Smart web site; mobile friendly layout and also an app. Find menu planning tools, grocery budget calculator (web only); shop (shopping tools – aisle by aisle, label reading); cook (organizing space, minimizing food waste, produce basics – great for food pantries); blog; recipes. New web site and Spend Smart. Eat Smart. App is available.

SSSES: <https://spendsmart.extension.iastate.edu/>

Contact: Christine Hradek hradek@iastate.edu

Alyson Fendrick (Midwest Dairy)

Alyson shared that a national campaign was recently launched called Undeniably Dairy and is about the enjoyability of dairy. The logo is a Cow with a heart on its nose.

Midwest Dairy Council: <https://www.midwestdairy.com/>

Carlene Russell (Iowa Department on Aging)

A report that came out last week that evaluates the effects of Older Americans Act nutrition services on participants, food security, socialization, and diet quality.

Lifelong Links: <https://www.lifelonglinks.org/>

Reginia Hurte (Iowa Food Bank Association)

Reginia is brand new to Iowa and the executive director of the Iowa Food Bank Association. She wanted to remind us all of the Iowa Food Bank Association Hotline – 855-944-FOOD (3663) and encouraged us to let people know they can call to get help with the Food Assistance application. The hotline is open 8 am to 4:30 pm Monday through Friday.

Attendees

Cindy Zortman (ISU Extension Sioux City); Carissa Brown (Mid-Iowa Community Action); Julie McMillin (Hy-Vee); Allison Fendrick (Midwest Dairy Council); Carrie Scheidel (IDE Team Nutrition); Aryn McLaren (Healthiest State); Aubrey Alvarez (Eat Greater Des Moines); Bernice Sanchez (MICAH); Natoshia ASkelson (U of Iowa); Patrick Brady (U of Iowa); Sue Roberts (Partnership for a Healthier America); Nikki Davenport (IDPH); Jill Lange (IDPH); Marilyn Jones (IDPH); Suzy Wilson (IDPH); Shaela Meister (IDPH); Carlene Russell (DA); Cathy Lillehoj (IDPH); Jennifer Colyer (IDPH); Reginia Hurte (Food Bank Association of Iowa); Sherry (IDPH); Doris Montgomery (IDPH)