

## Feedback and Feedforward

Formative Research	Goals & Objectives	Strategies/ Approaches	Implementation	Evaluation
<p><b>Product description:</b>  <i>Product</i> is getting nutrition-related issues on meeting agendas and enacting policy that supports healthy eating.</p> <p>Competition is low priority, lack of training, and budgetary demands.</p> <p>Benefits are better achievement, attendance, and reduced disease</p>	<p><b>With marketing mindset:</b>            Increase the frequency with which nutrition-related policy issues appear on agendas of school board meetings.</p> <p>Increase the number of school districts enacting and enforcing policies that support healthy eating.</p>	<p><b>Strategies:</b>            Exploit formative research to shape marketing decisions.</p> <p>Are developed around the 4Ps.</p> <p>Include materials development and pilot testing, product development, and a system for coordinating, monitoring and tracking.</p>	<p><b>Action plan includes:</b>            Resource assessment</p> <p>Coordination</p> <p>Timelines</p> <p>Consideration of sustainability</p> <p>Training and motivation for strategy implementation</p> <p>Distribution of materials</p>	<p><b>Evaluation included:</b>            School board member baseline and follow-up surveys</p> <p>Stakeholder analysis</p> <p>Key informant interviews (e.g., utility of the <i>Successful Students through Healthy Food Policies Guide</i>)</p> <p>Workshop training</p> <p>Newspaper coverage</p> <p>CSBA Web data</p> <p>Evidence of policy introduced on agendas</p>

Source: McDermott, R.J., Berends, V., McCormack Brown, K.R., Agron, P., Black, K.M., & Pitt Barnes, S. (2005). Impact of the California Project LEAN school board member social marketing campaign. *Social Marketing Quarterly*, 11(2), 18-40.