

Case Study

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Social Marketing Approach

- Initial Planning
 - Background, purpose & focus
 - Situational analyses
 - Select target market
 - Specify goals & objectives
 - Market Research

- Strategy Development
 - Marketing plan
 - Evaluation plan
 - Implementation plan

- Program Development

- Implementation

- Evaluation

Initial Planning

Background (step 1)

- Nutrition, Physical Activity & Learning Literature Review
 - Improved attendance
 - Lower rates of tardiness
 - Improved behavior
 - Fewer visits to school nurse
 - Essential elements for brain development
 - Increased attention and creativity
 - Higher test scores

Situational Analysis (step 2)

- Reviewed state and national data regarding obesity and the role of schools
 - Trends, Stakeholders, Economic Forces, Political Forces

Partner with CSBA

- They decided to:
 - Choose One Behavior, That Was Measurable, And Do It Well

Select Target Market (step 3): School Board Members

Market Research (step 5)

- Based on marketing decisions
 - What to recommend: behavioral objective
 - How to refine segment
 - Which costs to lower
 - How to place the product and reinforce adoption
 - How to promote the product

Key Informant Interviews

Reasons School Board Members Become School Board Members

- Concerned about the overall well-being of youth
- Have a desire to give back to community

Healthy Food Choices are Rarely Brought to the Attention of School Board Members

Parents Need to Understand:

- How the school board operates so they can have a greater influence on policies
- The importance of health and nutrition for children

Survey

Opinion: 76% did not believe their school districts were doing everything to foster healthy eating behaviors among students

Knowledge: School board policies supporting good nutrition in schools could help reduce the number of overweight or obese students in the future (2/3)

Training:

- More than 50% not feel adequately prepared to develop nutrition-related policies
- 3/4 stated their district provided on-going professional development for school board members
- 2/3 would like to receive training on nutrition-related school health issues
- Preferred methods for learning about nutrition-related issues were: Internet, school board publications, email, school board conferences & seminars

Strategy Development

Marketing plan (step 1)

- Product
 - Core (Benefits)
 - Actual
- Price
- Place
- Promotion

Goal: Increase the number of school districts that have enacted school policies that support healthy eating for high school students, in which at least 50% or more are eligible for free and reduced price meals.

Primary Audience: School board members in rural and urban high school districts in which at least 50% or more students are eligible for free and/or reduced price meals.

Core Product:

- Link between nutrition & academic achievement
- Link between nutrition & improved attendance
- Practical benefit to students, both short (feeling better daily) and long term (potentially decrease obesity, cancer and other lifestyle chronic illnesses)

Actual Product:

- School board members bring forward school nutrition-related issues on the school board agenda
- School board members establish policies that support healthy eating

Price:

- Nutrition not a priority within school district and among parents and community members
- Inadequate preparation in developing nutrition-related school policies
- Budget considerations

Place:

Internet, via tailored electronic mail messages (email), school board publications, and school board conferences.

School board members are also receptive to receiving training on nutrition-related school health issues.

Call to Action: Include a school nutrition policy item on the school board agenda once each

quarter of the year.

Secondary: Adopt a healthy nutrition related policy.

Promotion:

Materials:

- ✓ Nutrition Policy Promotional Brochure
- ✓ School Board Nutrition Policy Handbook
- ✓ Promotional/Informational Advertising Print Slicks

Message:

- ✓ Nutrition programs increase student performance, attendance, and well being.
- ✓ Your actions can improve the lives of countless students in your school district.

Tone: Technical, Respectful, Straightforward

Manner: Scholarly, Authoritative

Appeal: Intellectual; Focuses attention on school board members' use of current information to make decisions that are in the best interests of the students

Spokesperson: Health expert, school food service staff, and school district superintendent.

Program Development

- ✓ Act Now For Their Future Healthy Children Through Healthy Food
- ✓ Building Healthy Communities Through Policy Initiatives
- ✓ Excellence For Our Children Through Healthy Eating
- ✓ Commitment To Kids Nutrition Policies For Optimal Achievement
- ✓ Ready To Lead, Ready To Learn: Healthy Foods For Academic Achievement

Concept Tested:

	
	

Final:



Implementation

- Distribution of promotional brochure
- Dissemination of NEW nutrition policies via CSBA
- Workshops, training
- Promotion of campaign with organizational partners (i.e., channels)

Evaluation Plan

- Process measures
 - Trainings, internet “hits”, emails to SBM
- Outcome measures
 - Offer more healthy choices in school vending & school meal program, restrict or ban ads in schools
- Increase visibility and importance of nutrition-related issues among SBM

- Program champions
- Policy changes within local school districts
- Changes in attitudes regarding:
 - Banning fast food sales
 - Banning a la carte food sales
 - Banning food & soda ads in school
 - Banning fast food in elementary
- Sustainable via CSBA & other partners

Resources

California Obesity Prevention Initiative

Found at: <http://www.dhs.ca.gov/cdic/copi/html/policies.htm>

McCormack Brown, K.R., Akintobi, T.H., Pitt, S., Berends, V., McDermott, R.J., Agron, P., & Purcell, A. (2004). School board members' perceptions of factors influencing school nutrition policy decision-making. *Journal of School Health*, 74(2): 52-58.

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