2005 Marketing Plan

Lexington Tweens Nutrition & Physical Activity

A Marketing Plan for the Lexington Tweens Nutrition and Fitness Coalition
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Special Thanks to Lexington Tweens Nutrition and Fitness Youth Board
Table of Contents

Background 2
Understanding the Audience 3
Marketing Plans
  Physical Activity in Community 5
  Physical Activity in Schools 11
  Nutrition in Middle Schools 14
  Promoting Better Nutrition in Families 18
The Tweens Nutrition and Fitness Coalition is a consortium of over 50 community members dedicated to making healthy eating and regular physical activity popular and accessible among tweens (ages 9-13) in Lexington, KY. The Coalition, formed in September 2003, uses community based prevention marketing, which combines the grass roots knowledge and support of a community coalition with the effective tools of social marketing. The coalition was organized by the Lexington-Fayette County Health Department and funded through an Obesity Prevention Grant from the Centers for Disease Control and Prevention (CDC), with support from the Florida Prevention Research Center.

This report summarizes the marketing plan developed by the Tweens Coalition to improve healthy eating and increase physical activity among tweens in Lexington. Drawing on results of marketing research conducted with national and local samples, coalition members met for four all-day strategy development sessions. The group selected segments of the tween audience to receive the greatest attention in program offerings, and determined the product, pricing, placement, and promotional strategies that will guide their efforts to design a community-wide intervention.

Outline and How to Use Report

This report gives a brief summary of the marketing guidelines that will serve as a blue print for coalition activities in the coming year. It contains the following sections:

- Understanding the audience: tweens and their parents
- Product, Pricing, Placement and Promotion Strategies and Action Plans for four topic areas:
  - Physical Activity in the Community
  - Physical Activity in Schools
  - Nutrition in Schools
  - Nutrition in Families

This marketing plan is intended to be used as a template for all partners designing interventions that promote healthy eating and physical activity among Lexington tweens. In this way, a well-researched, coordinated message will be utilized that has the greatest chance of having a positive impact on the health behaviors of tweens in Lexington. As one coalition member summed it up, “When in doubt, go to the plan.”
**Tweens / General Characteristics**

Program interventions will be designed to promote physical activity and good nutrition for tweens (ages 9 to 13). Tweens are characterized by their distinctive needs and desires:

- Belonging and acceptance by peers
- Mastering new skills
- Gaining a sense of power and freedom
- Having fun
- Unconditional love, support, and guidance from parents
- Fear of embarrassment

**Parents / General Characteristics**

Program interventions will be designed to reach parents of children who are most likely to be sedentary and practice poor nutritional habits. These parents are likely to:

- Feel guilty and sad about inability to provide more opportunities
- Extremely busy and feel overwhelmed
- Dislike fighting with children and try to have peace
- Find it exhausting to stay on top of all demands and scheduling issues
- Just trying to make it through the day so not able to focus on preventive health
- Give children a great deal of choice
- Want to do the right thing but don’t know how
- Want to spend time relaxing with children rather than doing more hectic activities
- Resent implications that they do not have a good relationship with their children
In research designed to test media concepts to promote physical activity, these parents were found to:

- Prefer positive messages rather than negatives ones
- Like to focus on positive things their children do
- Dislike scare tactics
- Like ideas of simple things they can do to help their children (although the ideas must be truly helpful and easy to do)
This section of the marketing workbook will guide the development of interventions to promote physical activity among tweens (ages 9 to 13) in community settings in Lexington, KY.

**Product Strategy**

In a social marketing plan, the ‘product’ refers to the behavior being promoted – regular physical activity. To be marketed successfully, social marketers believe the product must provide a solution to problems that consumers consider important and/or offer them benefits they truly want. In promoting physical activity, the benefits that will be emphasized are the opportunities it creates to:

- spend time with friends
- have fun
- master new skills
- spend time with family, separate from friends

To align local activities with the national VERB™ Campaign, and build on its brand equity, physical activity will be positioned as a way to have fun and excitement. Physical activity’s health benefits will *not* be promoted to tweens.

**Pricing Strategy**

The goal of the pricing strategy is to identify the costs of being physically active and develop ways to make those costs more affordable for tweens and their families. The major costs of being active identified by tweens and recommendations for lowering these costs are outlined below.

- Fear of embarrassment in front of one’s peers
o Provide “Train the Trainer Programs” to teach adult leaders how to lead youth in fun physical activities in group settings that don’t exclude or humiliate any participants

o Design community activities that are non-competitive and allow all participants to succeed

• Monetary costs for equipment, uniforms, or team fees
  o Offer free and low cost activities in a variety of community settings

• Lack of transportation
  o Provide free or low cost transportation to some community activities
  o Offer activities in neighborhood settings
  o Utilize LexTran as a transportation option

• Lack of access to safe places to play
  o Recruit and support families who are willing to invite neighborhood children to their homes to play
  o Support increased funding for Parks and Recreation to offer low cost neighborhood camps and supervised playground programs
  o Recruit community organizations that parents know and trust to offer activities for tweens

Placement Strategy
The placement strategy includes recommendations for creating action outlets - where and when tweens can be physically active – and encouraging program partners – organizations and people – that can provide information, goods and services and perform other functions that promote physical activity.

Action Outlets
To increase the number and variety of opportunities tweens have to be physically active throughout the summer months, the coalition will sponsor the VERB™ Summer Scorecard program in 2005. Evaluation results from the 2004 pilot project will be used to modify the card format, improve card distribution, and improve communication with tweens’ families and retail partners.
Partners
Parents play a major role in their children's lives during the tween years. The coalition will recruit parents’ active assistance in encouraging and supporting their children to be physically active. Messages and other strategies designed to reach parents will:

- Focus on the future success of children and inform parents that success is dependent on more than just grades
- Emphasize that physical activity can help develop the social, moral and leadership skills children need to succeed
- Promise physical activity will help children feel better now to make it relevant today
- Acknowledge that safety is important

Tweens also are influenced by their teachers, coaches, religious leaders and other adults (PortiCO Research, 2000). Efforts to involve these partners include:

- Offer physical activity opportunities as part of after-school programs
- Encourage and train coaches to be more tween-centric
- Train youth mentors who can encourage tweens to be more physically active and provide them with role models, training, and guidance

Promotional Strategy
The Promotional Strategy includes guidelines for designing attention-getting and effective messages, spokespersons, and designation of appropriate information channels for reaching tweens and their parents.

General Communication Guidelines
In designing and promoting program activities, the coalition will:

- Continue to seek tween input
- Keep parents in the loop
- Translate materials into Spanish whenever resources permit

Spokespersons
Although a variety of spokespersons may be used to promote physical activity, the coalition will rely most heavily on teens and older tweens. Celebrities will not be used.
**Information Channels**

The program will supplement national advertising by the VERB™ Campaign with local advertising via the following outlets:

- Billboards
- Movie previews
- Lexington Family Magazine
- Schools
- McDonald’s franchises
- Public library
- YMCA
- Links with partner sites
- Vendor marquees and advertising
- KET, Urban County Government
- *Stu’s News*
- TV and radio

Other activities for promoting physical activity in the community are described in the following action plan.
<table>
<thead>
<tr>
<th>Action</th>
<th>Timeline</th>
<th>Partners</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train adults to lead tweens in PA in group settings</td>
<td>1-05 - 6-05</td>
<td>LFCHD, Dr. Aaron Beighle, Alyssa Weisberg, YWCA</td>
<td>Offer more non-competitive, low-cost, lifestyle activities (dances, games) based on feedback from tweens.</td>
</tr>
<tr>
<td>Develop neighborhood groups to lead regular neighborhood games</td>
<td>3-05 - 8-06</td>
<td>Pam Miller, LFCHD</td>
<td>Pam and Ann will recruit 4 groups. Stipends/Training Tupperware format. Possible neighborhoods: Valley, Winburn, Georgetown, Charles, Aspendale, BG.</td>
</tr>
<tr>
<td>Offer more non-competitive, low-cost lifestyle activities, (dances, yoga, tae bo) targeting tweens</td>
<td>1-05 -- indefinitely</td>
<td>YMCA, Parks &amp; Recreation, LFCHD</td>
<td>Both organizations are doing. Pam, Health Dept. Staff from other organizations. Community Center Staff, Camp Staff, 4-H Leaders, Faith Youth Group Leaders, Girl &amp; Boy Scout Leaders, After-school Program Staff. Groups to reach: Density of tweens in PA in group settings. Train adults to lead.</td>
</tr>
<tr>
<td>Time</td>
<td>Strategy</td>
<td>Supporting Partners</td>
<td>Lead Partner</td>
</tr>
<tr>
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<td>--------------</td>
</tr>
<tr>
<td>3-05</td>
<td>LFCHD</td>
<td>Aaron Beighle</td>
<td>LFCHD</td>
</tr>
<tr>
<td></td>
<td>LFCHD</td>
<td>YMCA</td>
<td>LFCHD</td>
</tr>
<tr>
<td></td>
<td>LFCHD</td>
<td>Parks and Rec</td>
<td>LFCHD</td>
</tr>
<tr>
<td>1-05</td>
<td>LFCHD</td>
<td>Pleasant Green Church</td>
<td>LFCHD</td>
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<tr>
<td></td>
<td>LFCHD</td>
<td>UK-PRC</td>
<td>LFCHD</td>
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<td></td>
<td>LFCHD</td>
<td>AHEC</td>
<td>LFCHD</td>
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<td></td>
<td>LFCHD</td>
<td>TEAMS clinic</td>
<td>LFCHD</td>
</tr>
</tbody>
</table>

**Meeting with Mayor to discuss budget support for community-based physical activity programs**

- LFCHD TEAMS Clinic
- AHECParks and Rec UK-PR
- Pleasant Green Church Coop.

**Goal:** Increase funding for Parks and Rec.

- LFCHD
- YMCA
- Parks and Rec

- Aaron Beighle: will offer special trainings for coaches.

- LFCHD: Negotiating a bus pass this summer.

- LFCHD: Promoting LexTRAN as a transportation option for coaches.

- LFCHD: Train youth mentors.

- LFCHD: Train coaches.

- LFCHD: Train coaches.

- LFCHD: Promote LexTRAN as a transportation option.

- LFCHD: Train coaches.
A number of occurrences have set the stage for changes in physical activity practices in Fayette County Public Schools (FCPS):

- FCPS received a $400,000 Physical Education Program grant to address physical education over a three-year period in 17 schools.

- A federal mandate requires that school districts participating in the School Lunch Program develop a wellness policy that includes goals for physical activity nutrition education and by June 30, 2006.

- KY legislation passed which requires SBDM’s in elementary schools to develop and implement a wellness policy that includes daily physical activity. It allows up to 30 minutes a day or 150 minutes of week of the physical activity to be included as instructional time.

A marketing plan was not developed for promoting physical activity in the schools, but an action plan was crafted.
<table>
<thead>
<tr>
<th>TIME</th>
<th>FRAME</th>
<th>PARTNERS</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>03-05—05-06</td>
<td>FCPS will consult / LFCHD and GARY WISEMAN</td>
<td>CANDY CABLE / ANITA COURTNEY / LISA BEIGHLE</td>
<td>PARENTS FOR PHYSICAL ACTIVITY TO INCREASE PA IN SCHOOLS</td>
</tr>
<tr>
<td>03-05-05-06</td>
<td>PARENTS FOR PHYSICAL ACTIVITY TO INCREASE PA IN SCHOOLS</td>
<td>BFHS</td>
<td>DEVELOP A PARENT GROUP:</td>
</tr>
<tr>
<td>STRATEGY</td>
<td>LEAD PARTNER</td>
<td>SUPPORTING PARTNERS</td>
<td>TIME FRAME</td>
</tr>
<tr>
<td>----------</td>
<td>--------------</td>
<td>---------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Share info with middle school principals on opportunities for increasing PA in school curriculum</td>
<td>Anita Courtney, Becky Bernat</td>
<td>Paul Rhorer, Sheila McIntosh, Mike Kennedy</td>
<td>03-05-05-05-06</td>
</tr>
<tr>
<td>YMCA after-school program</td>
<td>Ongoing</td>
<td>Keely Easton, YMCA</td>
<td>03-05-05-05-06</td>
</tr>
<tr>
<td>Increase communication between after school YMCA staff and PE teachers</td>
<td>Kelly Easton, YMCA</td>
<td>Ongoing</td>
<td>YMCA after-school program coordinators will meet with school PE teacher to coordinate.</td>
</tr>
<tr>
<td>Intramurals</td>
<td>Possibly</td>
<td>Lisa Car</td>
<td>03-05-05-05-06</td>
</tr>
<tr>
<td>More physical activity in teachers' classrooms</td>
<td>Sheila McIntosh, Candy Cable</td>
<td>Ongoing</td>
<td>YMCA after-school program coordinators will meet with school PE teacher to coordinate.</td>
</tr>
<tr>
<td>Curriculum</td>
<td>Possibly</td>
<td>Lisa Car</td>
<td>03-05-05-05-06</td>
</tr>
</tbody>
</table>

**Tweens Nutrition and Fitness Coalition**

**ACTION PLAN FOR PHYSICAL ACTIVITY IN THE SCHOOL**
This section of the workbook covers the Grab-N-Go breakfast concept. Most recommendations are
designed to promote the concept to school personnel and guide their development of the program.

Product Strategy for Promoting
School Breakfast
The impact breakfast has on CATS scores and
classroom behavior is the major benefit that
will be promoted to principals, teachers, and
other school personnel.

Pricing Strategy (Overcoming Barriers)
School personnel face a host of barriers in im-
plementing a Grab-N-Go breakfast that must
be overcome. These costs and recommenda-
tions for lowering each are outlined below.
  • Student Rejection
    o Prepare and store foods so they are the
      appropriate temperature
    o Actively involve students in selecting foods, designing menus and decorating the cafeteria dining area
    o Present food in manner students find attractive
    o Redesign cafeteria dining areas to be more conducive to mature eating behaviors
    o Offer a variety of items each day
    o Make presentation of food appealing
    o Use state of the art merchandising techniques to promote healthy foods
  • Messiness
    o Provide garbage bins in areas where students eat
    o Set sanctions and expectations that promote neat practices
  • Misbehavior
    o Provide monitors in areas where student eat
    o Reduce perception of chaos for school administrators
Placement Strategy
The placement strategy guides the location breakfast is sold and consumed in middle schools. Recommendations include:

Sales
- Minimize the amount of time needed to purchase
- Make sales and consumption compatible with bus schedules

Consumption
- Allow students to eat breakfast in locations where they can socialize with friends
- If students are segregated by grade, assign the older students to the cafeteria to prevent this location from being stigmatized or devalued
- Allow students to eat breakfast during the first or second periods to eat in classroom

Promotional Strategy
The Promotional Strategy includes recommendations for promoting the program to tweens and their parents.

Communication Guidelines
Spokespersons
Use older tweens and high school students to promote regular breakfast consumption.

Information Channels
In promoting the program to parents, the following channels will be used:
- Word of mouth
- Information sent home to parents
- Announcements placed on signs in area where parents pick up their children
- Information placed on websites
<table>
<thead>
<tr>
<th>COMMENTS</th>
<th>FRAME</th>
<th>PARTNERS SUPPORTING</th>
<th>PARTNER LEAD</th>
<th>STRATEGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>4-05--5-06</td>
<td>Rachel Jones</td>
<td>Paul Rhorer</td>
<td>Gary Wiseman</td>
</tr>
<tr>
<td>Breakfast</td>
<td>4-05--5-06</td>
<td>Rachel Jones</td>
<td>Paul Rhorer</td>
<td>Gary Wiseman</td>
</tr>
<tr>
<td>Increase breakfast participation with Grab N Go or other strategies for addressing constraints</td>
<td></td>
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</tr>
</tbody>
</table>
### Action Plan for Nutrition in Schools

<table>
<thead>
<tr>
<th>Comments</th>
<th>FRAME</th>
<th>PARTNERS</th>
<th>LEAD</th>
<th>STRATEGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snacks and Vending</td>
<td>Snacks</td>
<td>Janet Tietyen, Amy Poppell, Lisa Miller</td>
<td>Lisa Miller</td>
<td>RCPS, LFCHD</td>
</tr>
<tr>
<td>Support equipment needed</td>
<td>Get state of the art nutrition materials supporting the curriculum adopted in FCPS</td>
<td>Rachel Jones</td>
<td>Rachel Jones</td>
<td>LFCHD</td>
</tr>
<tr>
<td>Support equipment needed</td>
<td>Contrast high sugar soft drinks</td>
<td>Diana Koone, LFCHD</td>
<td>Diana Koone, LFCHD</td>
<td>LFCHD</td>
</tr>
<tr>
<td>Café Environmental</td>
<td>Change dietary guidelines to cafeteria walls</td>
<td>Marty Flynn, LFCHD</td>
<td>Marty Flynn, LFCHD</td>
<td>LFCHD</td>
</tr>
<tr>
<td>Café Environmental</td>
<td>Change dietary guidelines to cafeteria walls</td>
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</tbody>
</table>

*This section of the marketing workbook describes recommendations for increasing participation in the school lunch program, limiting unhealthy snacks, and enhancing nutrition education in middle schools.*

**Other Guidelines for Improving Nutrition in the Schools**
This section of the marketing workbook includes recommendations for encouraging parents to increase their children’s consumption of healthy foods and beverages - setting limits on sweetened beverage consumption and improving the nutritional quality of meals and snacks served in the home and selected at restaurants.

Product Strategy

In promoting better nutritional practices to parents, the following benefits will be emphasized:

- Feeling like a good parent because you go the extra mile to do the right thing
- Knowing you are helping your children by setting limits
- Avoiding guilt and sadness from giving in to poor practices just because they are easier

Pricing Strategy (Overcoming Barriers)

The major costs identified by parents and recommendations for lowering each are outlined below.

- Time
  - Simple recipes that take less than 20 minutes prep time
  - Teach time saving ideas (slow cooker, planning strategies)
  - Use information channels that parents already use
  - Take advantages of places where parents are waiting: pediatrician’s office, sporting events
  - Design messages that are quick and easy to understand
  - Don’t expect parents to spend a lot of time attending classes and obtaining information

- Cost of healthy foods
  - Provide information on low-cost, healthy options
• Provide low cost recipes

• Lack of knowledge
  o Distinguishing healthy foods from unhealthy foods: easy to understand information

• Fear of displeasing children
  o Make healthy options more appealing
    • Water coolers, bottled waters, cool water bottles
  o Involve tweens in food choices
  o Offer more variety of healthy foods
  o Teach parents how to establish boundaries

Placement Strategy
The placement strategy focuses on ways to limit tweens’ access to unhealthy foods and beverages and increase access to healthy alternatives. Parents will be given advice and encouragement to:

• Limit unhealthy foods and beverages in homes
• Provide a variety of appealing healthy food and beverages in home
• Keep healthy foods within easy reach
• Set limits on unhealthy options consumed in restaurants

Promotional Strategy
The Promotional Strategy includes guidelines for designing attention-getting and effective messages, spokespersons, and designation of appropriate information channels for reaching tweens’ parents.

Communication guidelines
In designing and promoting program activities, the coalition will:

• Use conversational format rather than academic style
• Make messages simple and easy to grasp
• Use positive messages that focus on children’s successes
• Avoid scare tactics
Information channels

Information about ways to set limits, prepare healthy meals and snacks, and increase access to healthy foods and beverages will be communicated via the following outlets:

- Mommy network
- Schools (PTA, websites, materials sent home)
- Doctor’s office
- Grocery stores
- Coaches
- Faith based organizations
- Scouts and other youth organizations
- Other places spend time waiting for tweens (car, sports venues)
- Direct mail
- Family Resource Centers

Spokespersons

Parents of tweens who have adopted a variety of techniques to improve their tweens’ nutritional practices will serve as spokespersons.
<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>PARTNER</th>
<th>SUPPORTING PARTNERS</th>
<th>TIME FRAME</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tweens Nutrition and Fitness Coalition</td>
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<tr>
<td></td>
<td></td>
<td>Cooperative Extension LFCH</td>
<td>6/06</td>
<td>complete by Conference, Growing Healthy Kids 2005 for KY Dept for Public Health First part ready by November 2005 for Growing Healthy Kids 2005, through Cooperative Extension channels and other pediatric clinics and other media opportunities, etc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dr. Joan Griffith</td>
<td>6/06</td>
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<tr>
<td></td>
<td></td>
<td>Dr. Carol Bryant</td>
<td>6/06</td>
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<tr>
<td></td>
<td></td>
<td>Donna Leonard of Down with Donna on Channel 27</td>
<td>6/06</td>
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</tbody>
</table>

Interest in co-sponsoring Channel 27 has expressed. Channel 27 has agreed to be a part of. Social marketing principles will be used in development, testing and evaluation of product. Social marketing principles will be used in development, testing and evaluation of product. Cooperative Extension LFCH has agreed to be a part of. Tweens Nutrition and Fitness Coalition will be used in development, testing and evaluation of product.

Address sweetened beverages, healthy snacks and making quick family meals at home with a comprehensive kit (calendar, video, print comprehensive kit).