

# Arizona Nutrition Network Integrated Food Stamp Nutrition Education Utilizing Social Marketing and Community Education Approaches



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# Arizona Food Stamp Participants

- 89.6% have incomes less than the poverty level
- 55.9% are children
- 5.2% are elderly
- Most live in Pima and Maricopa counties
- 544,740 persons receive monthly benefits



# Arizona Food Stamp Participants

- 44.8% Hispanic
- 32.6% White, non-Hispanic
- 14.3% American Indian
- 7.8% African American
- 1.5% Other Race or Ethnicity



# Arizona Food Stamp Participants

- Prefer television as means to receive nutrition information
- Want “new” nutrition information
- Most have cable or satellite television
- Do not know how to prepare many fruits and vegetables
- Consume whole or 2% milk most often
- Indicate confusion over portion size messages



# Arizona Nutrition Network

- 1995 - USDA Network Funding
- 1998 - Approved FSNE Plan \$535,656
- 2001 - Local Incentive Award Program  
Approved FSNE Plan \$2.9 million
- 2006 - Requested FSNE Plan \$17.3 million



# Partners

- Arizona Department of Economic Security
- Arizona Department of Health Services
- University of Arizona Cooperative Extension
- Local Incentive Award Partners

Schools

Cities

County Health Departments

Tribes

Non-Profit Agencies



# **Cooperative Extension and Public Health Partnership**

- One FSNE Program
- Common Messages and Materials
- Joint Reporting
- Link of Social Marketing and Community Education Efforts
- Common Outcome Goals
- Statewide Planning

# Common Messages

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





# Social Marketing

- 30 second TV Ad in English and Spanish
- Fun Food News – Client Newsletter
- Poster
- Website
- Community Tool Kit
- Recipes
- Nutrition Education Items

# Bobby B. Well



# Community Education

- Food Demonstrations
- Classes
- Events



# Cooperative Extension

- In 6 of 15 counties, 17 units
- 110 schools
- Head Start, Preschools
- Neighborhood and Wellness Centers
- Food Banks, Shelters
- Churches
- Elderly Feeding Sites



# Cooperative Extension

- Programs conducted by county faculty, staff
- To age groups-across the lifespan, concentrating on parents of school age children



# Cooperative Extension's Nutrition Education Mission

- To shape food consumption in positive way
- Promote healthy lifestyles
- Eat for disease prevention



# Cooperative Extension

Network's Three Common Message integrated into:

- School curriculums
- Food safety
- Obesity and disease prevention
- Physical activity
- Gardening activities



# Cooperative Extension

## Program Outputs:

- 13,377 parents & adults participated
- 12,562 children were reached
- 13,126 attended community events
- 4,894,931 media impressions print and radio



# Cooperative Extension

## Program Impacts:

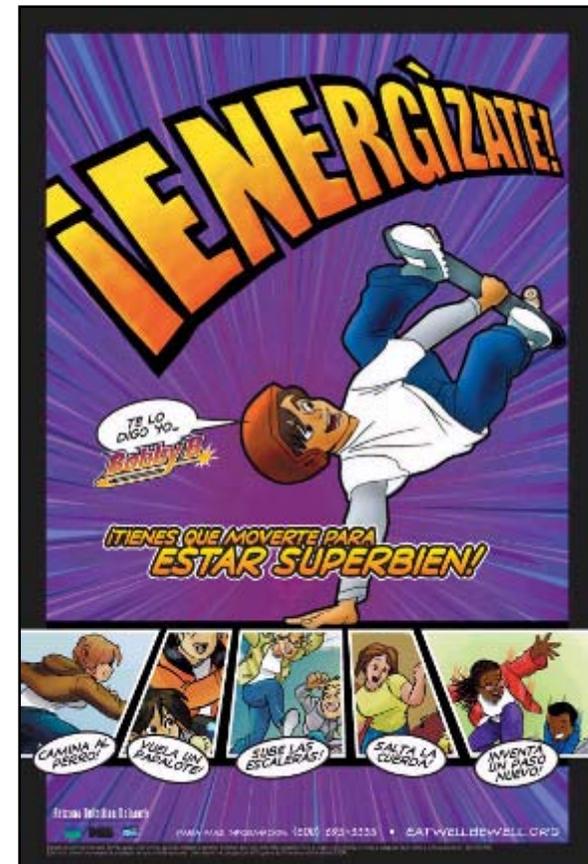
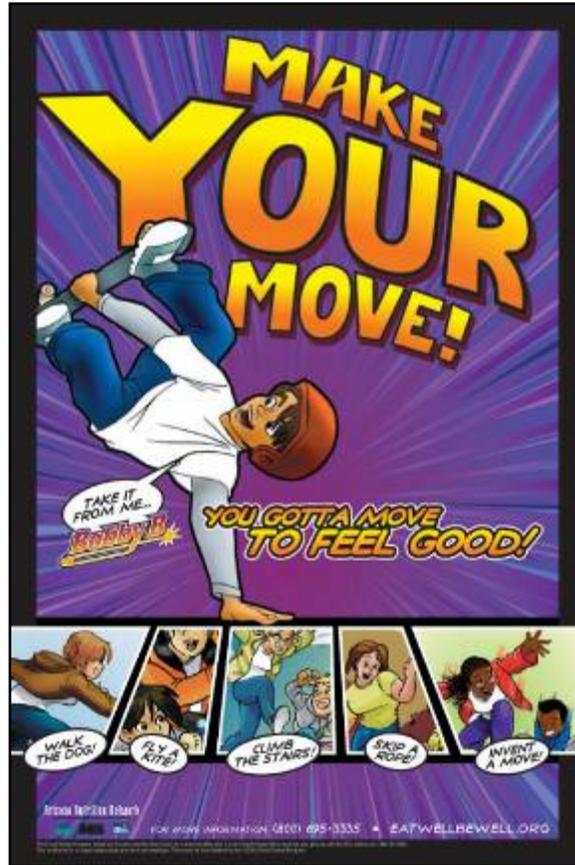
- Evaluations on 1-5 scale (1=poor, 5=excellent) most = 4.3 to 4.8

## Comments:

- I didn't know nutrition could be fun
- Child asked father to buy 100% juice not soda.
- We didn't know 1% milk was good for children.



# Physical Activity



# 1% or Less Fat Milk



A screenshot of a Netscape browser window displaying the Arizona Nutrition Network website. The browser's address bar shows 'http://www.aznn.org/milk.html'. The website has a light blue background with a white cloud-like shape in the center. At the top, there are navigation links: 'lowdown', 'let's play!', 'what's cookin'', and 'meet Bobby B.'. The main heading is 'All the goodness...'. In the center, a cartoon boy (Bobby B.) is running while holding a milk carton. To the right of the boy, there is a section titled 'Milk is a tasty drink...' with a yellow arrow pointing to the right. Below this, there is a paragraph of text: '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.' Below the text, there are more links: 'give us a shout!' and '...without all the fat!'. At the bottom right, there are logos for 'MILK YOUR MOVE!' and '5 A Day THE COLOR WAY'. At the bottom left, there is a 'Go Low!' logo with a yellow arrow pointing down. The footer contains a copyright notice: '©2001 Arizona Nutrition Network All Rights Reserved.' and a list of links: 'overview | facts &amp; figures | faq | camera | commercials | Bobby B. Web | Bobby's Buddies | recipes | contact us'. The browser's status bar at the bottom shows 'Transferring data from www.aznn.org...'.

# 5 a Day



## Fun Food News

### Very Veggie Fruit

**How to prepare:**

1. Wash and dry the fruit.

2. Cut the fruit into small pieces.

3. Add a little honey or fruit juice.

4. Mix well.

5. Serve immediately.

### Fruit Fruit Magic

**How to prepare:**

1. Wash and dry the fruit.

2. Cut the fruit into small pieces.

3. Add a little honey or fruit juice.

4. Mix well.

5. Serve immediately.

### Principles Power Salad

**How to prepare:**

1. Wash and dry the fruit.

2. Cut the fruit into small pieces.

3. Add a little honey or fruit juice.

4. Mix well.

5. Serve immediately.

### Tips Section

**A healthy way to experiment!**

1. Try to eat a variety of fruits and vegetables every day to keep the variety.

2. Try to eat a variety of fruits and vegetables every day to keep the variety.

3. Try to eat a variety of fruits and vegetables every day to keep the variety.

### Kid's Section

1. Try to eat a variety of fruits and vegetables every day to keep the variety.

2. Try to eat a variety of fruits and vegetables every day to keep the variety.

3. Try to eat a variety of fruits and vegetables every day to keep the variety.

apple  
grape  
cantaloupe  
strawberry  
orange

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

## Noticias Saludables

### Fruit Day Vegetables

**How to prepare:**

1. Wash and dry the fruit.

2. Cut the fruit into small pieces.

3. Add a little honey or fruit juice.

4. Mix well.

5. Serve immediately.

### Fruit Fruit Magic

**How to prepare:**

1. Wash and dry the fruit.

2. Cut the fruit into small pieces.

3. Add a little honey or fruit juice.

4. Mix well.

5. Serve immediately.

### Principles Power Salad

**How to prepare:**

1. Wash and dry the fruit.

2. Cut the fruit into small pieces.

3. Add a little honey or fruit juice.

4. Mix well.

5. Serve immediately.

### Section de sugerencias

1. Try to eat a variety of fruits and vegetables every day to keep the variety.

2. Try to eat a variety of fruits and vegetables every day to keep the variety.

3. Try to eat a variety of fruits and vegetables every day to keep the variety.

### Sección para niños

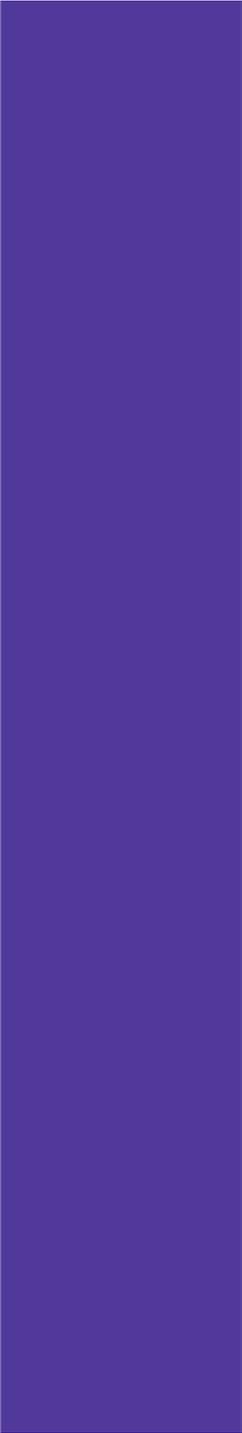
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# Statewide FY04 Outcomes

- Direct Contacts – 582,608  
    Cooperative Extension – 39,065
- Indirect Contacts – 56.2 Million
- Nutrition Education Materials –  
    1.1 Million Items



# Statewide FY03-04 Outcomes

Network Evaluation Survey (n= 719)

- 57.8% of target audience surveyed have seen Network message
- 66.5% report eating five or more servings of fruits and vegetables
- 19.7% report meeting physical activity recommendations
- 9.2% report drinking 1% or fat free milk



# Statewide FY03-04 Outcomes

Network Evaluation Survey (n= 719)

- 43.4% food insecure
- 31.2% food insecure with moderate to severe hunger
- People with incomes less than \$10,000 were twice as likely to report food insecurity than those with higher incomes



# Statewide FY03-04 Outcomes

Network Graphics and Common Messages  
Utilized by other Programs:

- WIC
- Summer Food Program
- Promoting Lifetime Activity for Youth
- Employee Wellness
- Nutrition and Physical Activity Program

# Integrated Efforts

## Keys to Success

- Collaborate across programs and agencies
- Share the effort
- Share the credit
- Meet each others needs
- Do what you do best
- Enjoy working together
- Have fun

