

# Nutrition Is Our Tradition: A Youth-Led Marketing Campaign to Improve Health in San Francisco

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## Intro to the Work

**Introduction to Youth Leadership Institute**  
Building healthy communities through youth engagement and leadership development

- Focus on environmental prevention and community level approach
- 4 Counties in California: San Mateo, Fresno, Marin, and SF
- Youth led action research

**Nutrition Soldiers - the \$**  
YLI receives funding through the CDC

Support the work of partners in Bayview

**Food Guardians, HEAL**

10 year transformation process

YLI is funded by the Affordable Care Act's Prevention and Public Health Fund. Design and implement community-level programs that prevent chronic diseases such as cancer, diabetes, and heart disease. The YLI program is expected to improve the health of more than 4 out of 10 U.S. citizens—about 130 million Americans.

## Messaging

- Tested 5 messages
  - corner stores, organizations, youth, community members
- Which message resonates with YOU?
  - eat right, get tight
  - eat strong, live long
  - make nutrition our tradition
  - what you eat in private shows in public
  - think health

**MAKE NUTRITION OUR TRADITION**

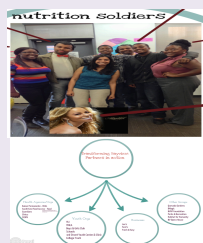
- MULTIGENERATIONAL
- MOTIVATIONAL
- VISUALIZE HEALTHY MEALS
- REDEFINING NUTRITION

## The Hits

- 100 MUNI Bus Ads targeted to Bayview
- 4 Bus Shelter Ads in Bayview
- 30 MUNI Light Rail Vehicle Ads targeted to Bayview
- 13 Billboards in Bayview (5.7M views)
- 3 Community Murals
- Local media
- 3 Transformed Businesses
- CBOs

## The Youth & Partnerships

### Youth Curriculum on Food Justice



- What are you really paying for?
- Health is more than an individual problem
- Being played by the fast food/junk food industry
- Counter advertising and messaging
- Messaging campaign development

## From Idea to Implementation

- Youth ideas on a community marketing campaign implemented
  - Billboards
  - Public Transportation Ads
  - Community Murals
  - Posters at Businesses/Orgs

## Evaluation

- Youth led survey design and implementation on:
  - Influences, beliefs, knowledge about healthy eating
  - Attitudes to support healthy eating
  - Intentions to eat healthier
  - Increased importance of healthy eating as a community issue
- Successes: youth engagement, ad viewing, intention to eat healthier
- Challenges: time frame, youth drop out, staffing

## Their Diagnosis

### Beginning steps in the Campaign

- Surveyed Community Members
- surveyed 50 community members
- What we found out
- Challenges we faced
- some survey participants were unresponsive
  - staffing changes
  - youth participation and engagement

Need more healthy messaging in Bayview!



## Lessons Learned & Next Steps

### What we learned and next steps



### Next Steps:

- Infuse messaging into existing programs
- Connect with more transformed businesses
- Integrate messaging with Healthy Retail SF Program

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