



Challenges of Evaluating Health Marketing Campaigns



What is SPOT THE BLOCK?

- A health promotion campaign launched this year to help combat childhood obesity by encouraging “tweens” (ages 9 to 13) to use the Nutrition Facts to make healthful food choices



Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container about 2	
Amount Per Serving	
Calories 250	Calories From Fat
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat	10%
Cholesterol 30mg	20%
Sodium 470mg	10%
Total Carbohydrate 31g	0%
Dietary Fiber 0g	
Sugars 5g	
Proteins 5g	4%
Vitamin A	2%
Vitamin C	20%
Calcium	4%
Iron	

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

Calories	2,000	2,500
	50%	60%

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Get your food facts first



Why SPOT THE BLOCK?

- Response to FDA Obesity Working Group action plan calling for education for children on how to lead healthier lives through better nutrition



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Proteins 5g	4%
Vitamin A	2%
Vitamin C	20%
Calcium	4%
Iron	

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Calories: 2,000 2,500
Total Fat: 65g 80g



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The Problem

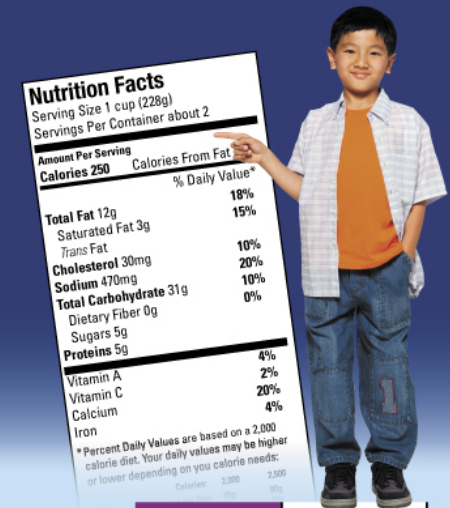
- More than 65% of all Americans are now overweight and over 30% are obese
- 15% of children and adolescents ages 6 to 19 are overweight—nearly double the rate two decades ago



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Why TWEENS?

- Cognitively able to understand the label
- Making food choices on their own
- Want independence, but they are still influenced by their parents



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Calories: 1,000 2,000 3,000



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What Some Tweens Eat

- No breakfast
- Lunch at school (10 AM to 1 PM) (chips and soda)
- After school snack (more chips, fast food)
- Dinner alone (pizza, chicken)



Nutrition Facts
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Amount Per Serving	Calories From	% Daily Value*
Calories 250		
Total Fat 12g		18%
Saturated Fat 3g		15%
Trans Fat		10%
Cholesterol 30mg		20%
Sodium 470mg		10%
Total Carbohydrate 31g		9%
Dietary Fiber 0g		
Sugars 5g		
Proteins 5g		4%
Vitamin A		2%
Vitamin C		20%
Calcium		4%
Iron		

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What do Some Tweens Think About the Nutrition Facts?

- Tweens don't think about the label
- No compelling evidence what would motivate them to think about it



Two-tiered Strategy – Tweens

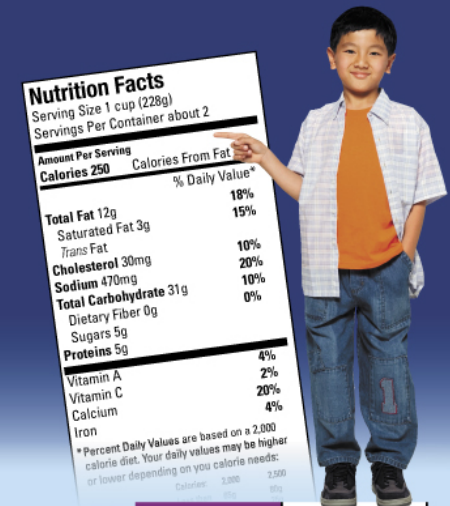
- Brand the campaign to appeal to Tweens
- Deliver messages through Tween media
- Focus on 3 key action-based nutrition messages



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Three Key Messages

(1) CHECK OUT THE SERVING SIZE –
Remember one package isn't necessarily
one serving



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Key Messages

(2) CONSIDER THE CALORIES –

Remember 40 calories is low, 100 is moderate, 400 is high

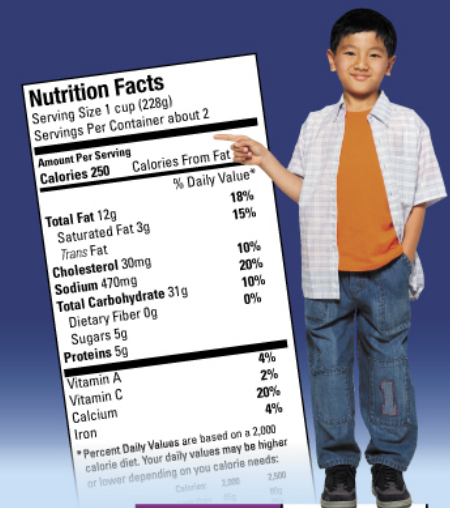


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Key Messages

(3) CHOOSE NUTRIENTS WISELY – Pick foods that are lower in certain fats, cholesterol and sodium, 5% DV is low; 20% DV is high



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Media Partner:

Time Warner's Cartoon Network



Reaching the Tween market

- On-air spots with Spot the Block messaging and CN licensed characters
- Custom designed mini-Web site with streaming spots and widgets
- Drive to web site

A young girl with dark hair, wearing a light pink shirt and white pants, is holding a large, oversized Nutrition Facts label. The label is tilted and contains the following information:

Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container about 2	
Amount Per Serving	
Calories 250	Calories From Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Proteins 5g	4%
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Calories: 2,000 2,500
Total Fat: 65g 80g

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Reaching the Tween market (cont'd)

- “Get animated” community events



Nutrition Facts
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Calories: 200 250
Total Fat: 10g 12g

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SPOT The Block

Get your food facts first

PLAY
the game

LEARN
the basics

VIEW
the buzz

GET
the alarm

SPOT
the videos

Spot the Block! Yo!

Spot the Block! Yo! Captions

Serving Size! Yo!

Serving Size! Yo! Captions

Vitamin A 0%	•	Vitamin C 10%
Calcium 0%	•	Iron 2%

www.SpotTheBlock.com



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Nutrition Facts

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Trans Fat 3g			
Cholesterol 30mg		10%	
Sodium 470mg		20%	
Potassium 700mg		20%	
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Dietary Fiber 0g		0%	
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Protein 5g			
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Vitamin C	2%		
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Iron	4%		

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When making nutrition choices, remember these 3 basics:
SPOT THE BLOCK and then...

3. Choose nutrients wisely.

- Pick foods that are **lower in certain fats, cholesterol and sodium** when making daily food choices.
5% Daily Value (DV) is low.
20% Daily Value (DV) is high.
- Nutrients to **get less of** (trans fat, saturated fat, cholesterol, sodium, and sugars)
- Nutrients to **get more of** (potassium, fiber, vitamins A & C, iron, calcium)

PRINT version

1 2 3



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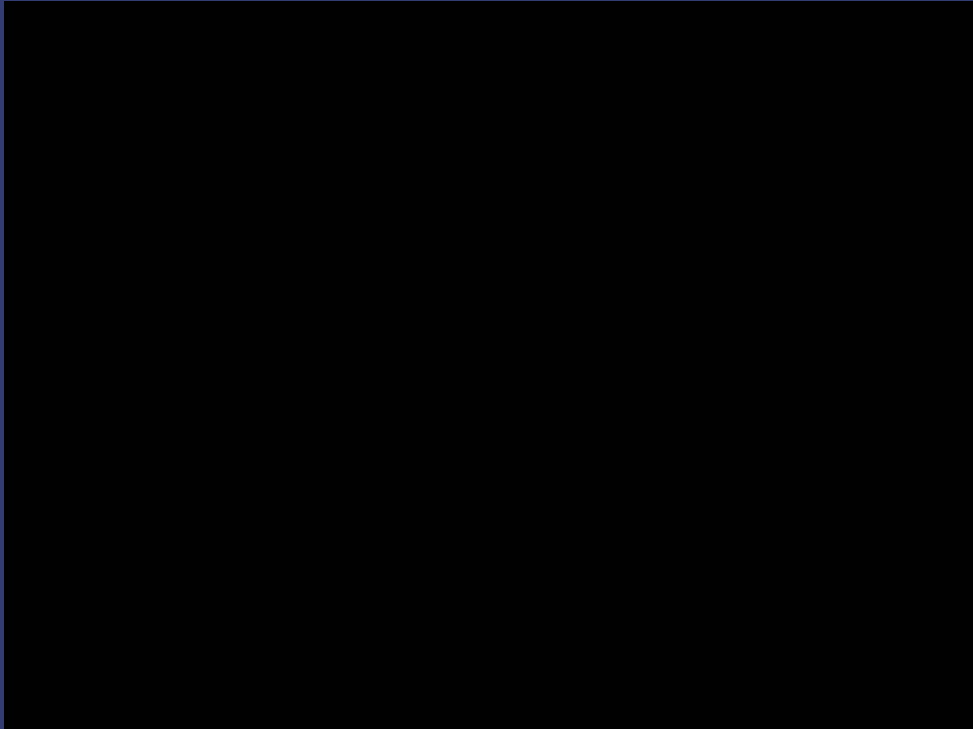
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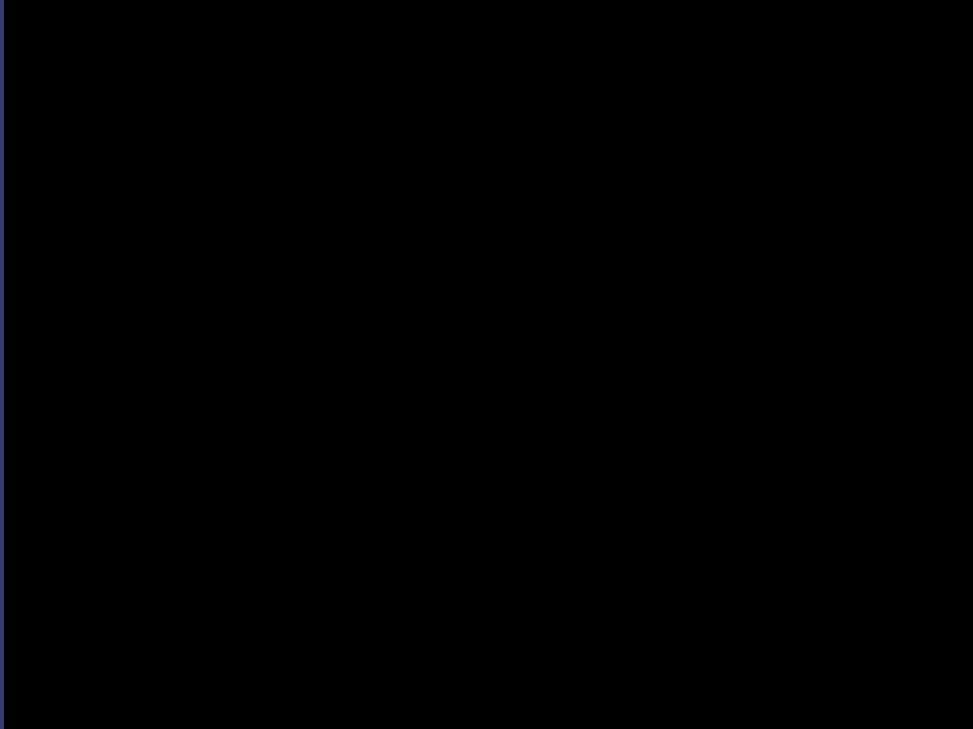
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Evaluation

- Developmental evaluation will continue as elements are produced
- Monitor impression # and usage of outlets over 70,000,000 impressions in 6 months



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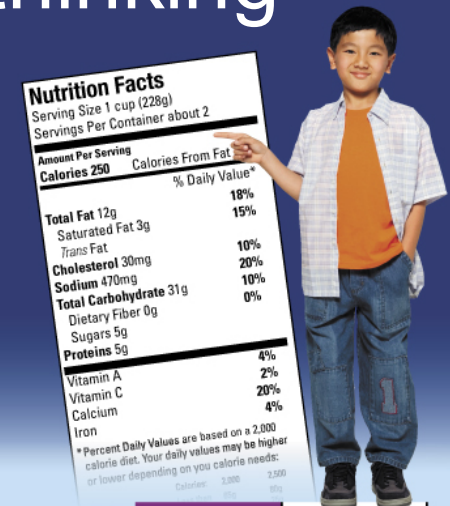
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Evaluation

- FDA/CN program is effective in getting children to respond to messages in SPOT THE BLOCK
- Significant increases in children thinking nutrition facts panel is important to them

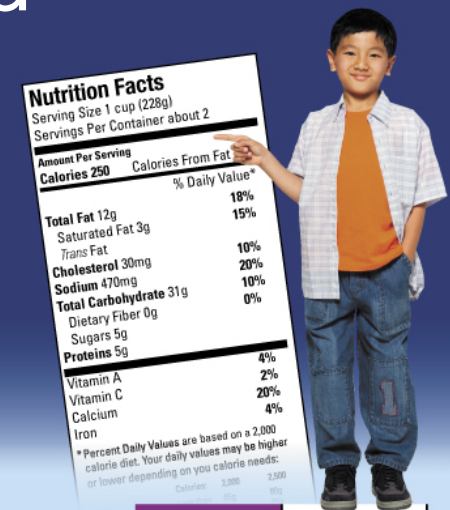


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Evaluation

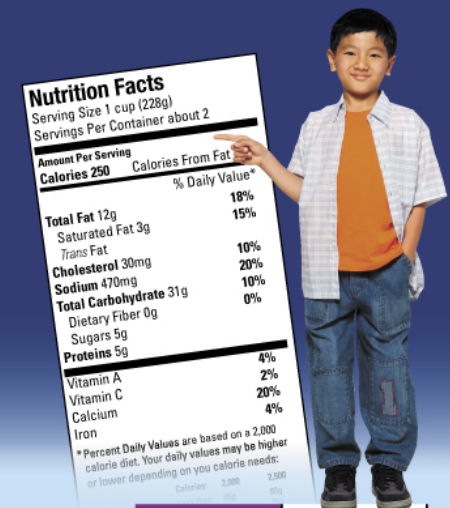
- Significant increases in likelihood that children will tell their friends to check out the nutrition facts panel
- Significant increases in perceived importance of knowing the serving size



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Evaluation

- FDA's Health and Diet Survey



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Two-Tiered Strategy - Parents

Help Your Kids
Get their food facts first



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Total Fat 65g 80g



Two-Tiered Strategy - Parents

- Hands-on Practical Advice for Parents to talk to their kids in “family dialogue” areas
 - home, lunchbox/cafeteria, supermarket, restaurants



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	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 25g	35g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	Less than 300g	375g
Dietary Fiber	25g	30g



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Two-tiered Strategy - Parents

National PR Campaign

- Outreach to the adult media
- Parent web site



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Leveraging with Partners

- Cartoon Network
- NASA
- National Science Teachers Association

