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“Eat Smart to Play Hard”: a social marketing intervention designed to increase consumption of fruit and vegetables by 8- to 10-year olds in New Mexico

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Background

Despite the many public health interventions in the past 40 years, in 2014, the United States Department of Agriculture reported that rates of obesity, overweight, and disease related to diet are high, indicating that education alone is not adequate to change behavior.¹ Social marketers have developed a specific planning process using traditional commercial marketing techniques to create positive social behavior change. Based on these principles and other specific strategies, the UNM PRC social marketing team developed and pilot tested a campaign in Santa Fe, NM, that showed promising results (an average increase of 0.76 serving per day, from baseline to follow-up, in fruit and vegetable consumption in the intervention group). The proposed intervention builds on these findings to test the campaign in rural communities across NM.

Research Question

Does the “Eat Smart to Play Hard” Social Marketing intervention, which has shown positive outcomes in Santa Fe, produce results among 8- to 10-year old elementary school students in rural communities in New Mexico?

Promotional Materials

Materials	Proposed Quantity
Passports (booklet)	1,524
Posters	300
Banners	24
Branded incentives	7,620
Newsletters	9,144
Bookmarks	1,524

Implementation Plan

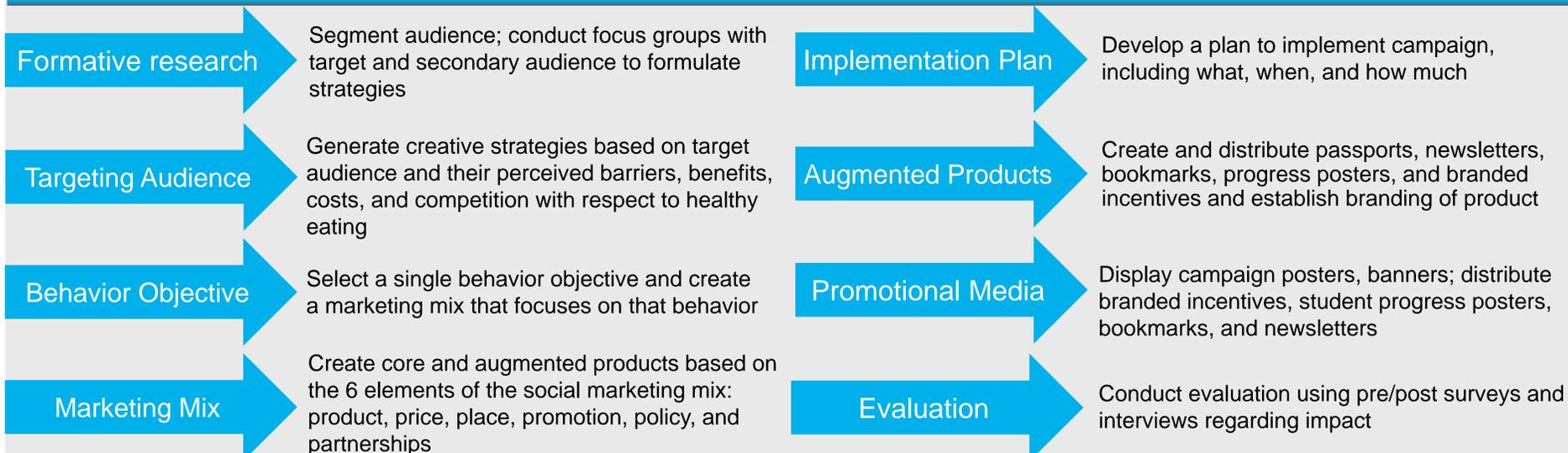


Community Impact

- Increased consumption of fruits and vegetables by children and their families
- Social norm changes (sustainability and policy change)
- Improved quality of life
- Help bridge communication gap between school and home
- Increase awareness of the benefits of healthy eating
- Establish a recognized product to challenge the competition for the desired behavior change



Proposed Methods



Reference

1. Gordon E, Dawkins-Lyn N, Hogan-Yarbro R, et al. *Approaches for Promoting Healthy Food Purchases by SNAP Participants*. Washington, DC; US Dept. of Agriculture. 2014; <http://www.fns.usda.gov/sites/default/files/ICF-IHC-Final-Report-0714.pdf>



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