

Rethink Your Drink Campaign

Overview

This summer and fall, WVU Extension faculty and staff encouraged West Virginia adults and children to “Rethink their Drink” through a large scale social marketing and education campaign. Rethink Your Drink is a public health campaign designed to educate individuals about healthy drink options, identify drinks with added sugars and make connections between consumption of sugar-sweetened beverages and health risk. The Rethink Your Drink campaign is highlighted in the *SNAP-Ed Strategies and Interventions: An Obesity Prevention Toolkit for States* as a recommended social media/marketing strategy.

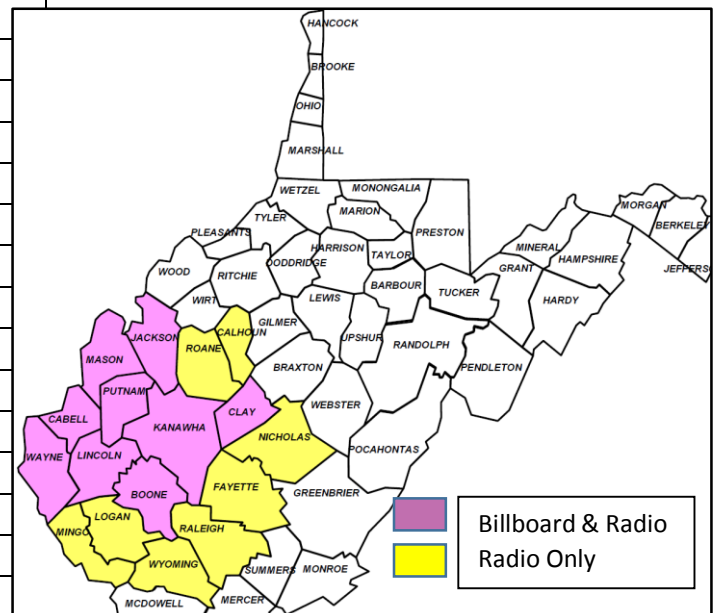
The social marketing campaign started in June, 2014 and will continue through January, 2015. The campaign targets low-income areas in the Charleston-Huntington corridor and surrounding counties with billboard, radio and digital marketing. In addition to social marketing, WVU Extension faculty and health educators with the family nutrition program have integrated Rethink Your Drink messages into community demonstrations at fairs, 4-H camps and other community events across the state.

Experimental County	Experimental City	Zip Code	% Households receiving SNAP (With children under 18 years)*
Clay	Big Otter	25113	83.80%
Lincoln	Hamlin	25523	51.00%
	West Hamlin	25571	57.00%
	Yawkey	25573	78.00%
Wayne	Kenova	25530	66.10%
	Lavalette	25535	56.40%
Boone	Danville	25053	54.40%
	Madison	25130	53.20%
	Whitesville	25209	69.40%
Jackson	Ravenswood	26164	50.40%
	Ripley	25271	50.60%
Cabell	Barboursville	25504	51.80%
	Huntington	25702	76.60%
		25703	53.20%
Putnam	Eleanor	25070	62.00%
Kanawha		25303	64.30%
	Clendenin	25045	52.40%
	Dunbar	25064	77.70%
	Elkview	25071	56.70%
	Marmet	25315	50.00%
	Pocatalico	25320	52.70%
	S. Charleston	25309	56.00%
	St. Albans	25177	51.70%

Targeted Communities

*2008-2012 American Community Survey 5-year estimates

Rethink Your Drink-Billboard and Radio Locations



Billboards



A total of 26 billboards have been placed in the low income communities listed and will remain in those locations until January, 2015.

Estimated Billboard Impressions (June-October, 2014):

- **Total Reach:** 20,280,260
- **SNAP recipient reach:** 12,123,539
- **Estimated cost/impression:** \$2.74/thousand

The average impressions/week for all billboards is 1,014,013 over an approximately 20 week campaign provides the total estimated reach of the campaign from June-October, 2014. SNAP reach is determined by multiplying the average %SNAP households in targeted area (59.8%) by total reach.

Radio

A sugar sweetened beverage campaign sponsored by the Boston Public Health commission designed the radio script used in the West Virginia campaign. Permission was received to replicate the radio ad recorded by local radio personality voices. The radio script used is below:

Radio Script

“You do so many things to protect your kids but there’s one thing that can hurt them you may not be aware of. Sugary drinks like sodas and sports drinks can contain 16 or more teaspoons of sugar. Too much sugar can cause obesity, Type 2 diabetes and tooth decay. Try something healthier like water, seltzer or low fat milk instead. After all, your kids are sweet enough already.”

This is a program of WVU Extension Service Family Nutrition Program. For more information on SNAP education, please visit www.familynutrition.ext.wvu.edu or contact your local SNAP office.

This material was funded by the USDA’s Supplemental Nutrition Program. This advertisement was originally created by the Boston Public Health Commission. Any further use is prohibited without their express permission

Radio ads were purchased from the two primary advertising/radio corporations in the targeted area, Bristol Broadcasting and West Virginia Radio Corporation. A total of 5 radio stations across both companies played the radio ad a total of 2250 times during the approximately 20 week campaign (June-October).

Bristol Broadcasting

Impressions/week: 13,808

Impressions/June-October: 276,166

Estimated SNAP Impressions: 118,751*

*(*Based on average SNAP participation in targeted area=43%)*

West Virginia Radio

Impressions/week: 17,533

Impressions/June-October: 350,666

Estimated SNAP Impressions: 172, 878**

(*Based on average SNAP participation in targeted area=49.3%)

Digital Marketing



Digital marketing was included in the WV Radio Corporation contract. A total of 500,000 digital impressions/month are displayed on specific websites with user demographics matching those of our target audience (low income, women, and 24-54 years of age). The image is connected to a link which individuals can click on for more information. The number of times the ad is “clicked” determine a “click through rate” (CTR).

The national CTR is .02%. The Rethink Your Drink campaign’s CTR exceeded the national rate in both June and July.

June Impressions: 502,071

of Clicks: 294

June CTR: .06%

July Impressions: 519,007

of Clicks: 453

July CTR: .09%

Community Outreach

WVU Extension faculty and staff participated in the Rethink Your Drink campaign by incorporating educational lessons, demonstrations and materials into existing community events, classes and camps. These events were held in various locations across the state and varied in terms of their target and reach.

An assessment of community outreach associated with the campaign was performed using survey monkey. The results show a multitude of WVU Extension agents, health educators and NOIs were able to offer Rethink Your Drink activities during camps, community events and county fairs. In the months of June-September, events were offered in 16 counties and represented a reach of around 7300 participants. Many events included a “hydration station” with fruit infused water samples and recipes. Many 4-H activities included more education around sugar content of popular beverages.



Social Marketing Evaluation

The effects of print media on health behavior change has been studied in a limited fashion over the past two decades. For instance, existing literature has examined the use of print and radio ads on behaviors such as low fat dairy consumption and walking. Findings of these interventions has varied greatly based on topic and setting. Very little work has examined the potential impact of media on sugary drink consumption and very few have compared print to radio media within the rural setting to identify benefits for each approach. Accordingly, the present study was designed to compare the effects of print (bulletin boards) and radio ads to "no media" control areas within rural, West Virginia (WV).

To carry out this evaluation, SNAP-Ed adult (18 years and older) participants living within a predetermined geographic area, including a group of participants in targeted media areas and those outside those areas, will receive a telephone-based survey. All participants will be asked to complete a short list of questions developed to assess potential exposure to the media in their area, their awareness of this media, their current health behaviors with regard to drink consumption, and their intentions to modify their drink consumption over the next three months.

The list of SNAP participants and their contact information will be provided by the WV Department of Health and Human Resources (DHHR). A total of 158 participants will need to be enrolled in this study to maintain adequate statistical power (0.80) at a significance level of 0.05 and effect size of 0.25. A partnership with Marshall University's call center will allow for completion of random calls to those individuals targeted. It is hoped this evaluation will be completed between February-April, 2015.