

Vibrant Fruits and Vegetables Campaign

“Snack Your Way to Five-a-Day!”



Social Marketing and Health Communication
SAMPLE: Actual Client Approved Presentation
by Neville George
Summary/Overview

Our Vibrant Fruits and Vegetables (VfV) Campaign is a social marketing campaign aimed at increasing fruit and vegetable intake by high-risk adolescents in New York City schools. Specifically, VfV targets certain snack-eating patterns as opportunities to encourage and increase transitioning to fruit and vegetable intake. Based upon formative assessments, the campaign has decided to focus on schools in the Bronx, since this is the borough with the lowest fruit and vegetable consumption in NYC. By way of a variety of channels, including social media platforms, VfV promotes the benefits of fruit and vegetable intake and invites participants to share their experiences. VfV also offers augmented products, promoting improved health and weight status as well as improved self esteem by providing fresh fruits and vegetables in schools in order to increase familiarity and socialization.

The Health Problem

Fruits and vegetables are essential and beneficial to children's health. According to the Centers of Disease Control (CDC, 2011) weekly report, a diet high in fruits and vegetables is associated with decreased risks of chronic diseases and cancers, and can aid in weight management. Researchers Jennings et al. (2012) also noted that increased consumption of fruits and vegetables is associated with the prevention of chronic diseases. The importance of adolescent consumption of fruits and vegetables is promoted and reflected in the objectives of Healthy People 2020. Despite these efforts and understandings, current findings indicate ongoing inadequate consumption of fruits and vegetables by children and adolescents.

According to the Centers of Disease and Control (2011) findings from a National Nutrition Examination survey, the median frequency of daily consumption of fruits and vegetables was measured to be 1.2. No demographic subpopulation exceeded 1.5. About 28.5 percent of students ate fruit less than once daily, while 33.2 percent of students ate vegetables less than once daily. Findings from the 2011 Youth Risk Behavior Surveillance System (YRBSS) are consistent with those from the National Nutrition Examination survey. According to YRBSS data for 2011, vegetable intake three or more times per day was 15.3 percent. Fruit intake at that frequency was 22.4 percent.

These findings highlight the need to implement strategies aimed at increasing high school student consumption of fruits and vegetables. Many interventions were designed and implemented at the individual level to address this health concern. These involved addressing issues such as student knowledge, attitude and beliefs (Jennings et al., 2012). Other intervention efforts focused on adolescents have shown inconsistent results (Granner & Evans, 2012). In addition, adolescents who develop poor eating habits during adolescence tend to carry these into adulthood.

In order to address this health concern, researchers (Granner & Evans, 2012, Jennings et al., 2012) recommended that attention be given to multiple and interacting ecological factors such as social, physical and environmental factors.

Behavioral and environmental risk factors

One of the first steps in designing an intervention to improve fruit and vegetable consumption among adolescents is to identify environmental, personal and behavioral risk factors that are associated with fruit and vegetable intake. Social Cognitive Theory has been used to explore these factors in order to provide insights and understanding, however, a more in-depth exploration is needed. Risk factors associated with fruit and vegetable consumption include socio-environmental, personal and behavioral factors.

Personal Factors

Personal risk factors include preferences/liking and variety, as well as, nutrition and health knowledge and cultural beliefs.

Studies have concluded that “taste is a main reason for not liking fruits and vegetables” (Krolner et al., 2011, p.26). Adolescents’ perception of the taste of fruits and vegetables tend to influence how much fruit and vegetable they consume. Familiarity of taste and early exposure to fruits and vegetables were key to adolescents’ acceptance of the diet (Krolner et al., 2011). Other reasons for disliking consumption of fruits and vegetables are based on smell, color, shape and the quality of the experience (Nago et al., 2012). Vegetables may be liked or disliked based on the way they are prepared, as well.

Other personal factors include adolescents' perception of the "filling power" of fruits and vegetables. For example, several studies reported that children had certain misconceptions about how much of a fruit and vegetable diet it would take to satisfy their hunger (Krolner et al., 2011).

Knowledge of nutrition and health is another important personal risk factor. Studies showed that a majority of children in the United States are aware that fruits and vegetables are good for them and may nevertheless be unfamiliar with the health benefits (Krolner et al., 2011). Some adolescents may not understand what the definition of a "serving" of fruit and vegetable means, thus leading them not to eat the recommended daily amounts.

Some adolescents may also have cultural beliefs about fruit and vegetable consumption that reflect inaccurately upon the reality. An example of this is a response, such as, "Okra reduces the testicles and decreases memory." (Nago et al., 20120).

Behavioral Factors

Rating patterns of adolescents can also affect their consumption levels of fruits and vegetables. Some adolescents may eat more fruits and vegetables on the weekend, because additional time is available for preparation. Also, based upon an adolescent's socioeconomic status, a wider variety might be available. Children from a higher socioeconomic status might be exposed to a larger variety of fruits and vegetables at home, resulting in an increase in consumption.

Factors such as accessibility, visibility, convenience, cost, affordability, and TV/media influence have been highlighted as barriers to eating fruits and vegetables (Krolner et al., 2011). Another barrier could be constant exposure to unhealthy foods in the school environment.

Schools may not make fruits and vegetables accessible in refrigerated vending machines and the high cost of fruits and vegetables in school might be prohibitive.

The influence of TV/media is also an identified factor in the way it promotes unhealthy food compared to its promotion of foods such as fruits and vegetables, thus offering another barrier for fruit and vegetable consumption (Krolner et al., 2011).

Socio-environmental Factors

Accessibility and availability of fruits and vegetables in school and at home were also barrier factors to healthy consumption (Nago et al., 2012). In a school environment there is often limited accessibility to fruits and vegetables. In the home environment parental influences has an overwhelming impact. For example, if there is positive social support and motivation from adults within the family to eat healthy, this will have a positive impact.

Peer influence might also a factor. Krolner et al., (2011) noted that there was a negative peer influence on eating vegetables in school.

Target / Priority Audience

Eating habits formed in adolescent years have been shown to shape food choices and behaviors throughout to adulthood. A prospective cohort study surveyed adolescents about intake and resurveyed them six and twenty-one years later, respectively. It was found that dietary choices established in early childhood are sustained into adulthood (Mikkila et al., 2005). Fruits and vegetables have been shown to reduce the risk of multiple chronic diseases (Riboli and Norat, 2003). It has been shown that diet-related factors in adolescent years, such as BMI, have a significant impact on the risk of developing cardiovascular disease in adulthood (Baker et al., 2007). According to Healthy People 2020, in the baseline years 2001-2004, the contribution of fruits to diets of those two years and older was .5 cup per 1,000 calories. The contribution of vegetables was .8 cup per 1,000 calories. The objective is to increase these to a target of .9 and 1.1, respectively (Healthy People 2020). A study using NHANES data found only 6.2% of adolescents meet recommendations for fruits; and only 5.8% meet recommendations for vegetables (Kimmons et al., 2009). It is clear the population is not meeting recommendations for fruit and vegetable intake. Because dietary habits from adolescence carry on into adulthood, it is prudent to market behavior change to an audience at an impressionable age.

Snacking in adolescents has increased in recent years and contributes a significant amount of daily caloric intake (Sebastian et al., 2008). In the 1970s 74% of adolescents reported snacking, whereas

98% of adolescents in the 2000s reported snacking. Snacks make up 27% of daily energy intake; however fruits and vegetables comprise only a small portion of snack patterns, 6.3% for vegetable and legume choices and 3.1% for whole fruit choices (Niklas et al. 2013). Because snacking provides an additional opportunity to incorporate fruits and vegetables into the diet, snacking is a good behavior to target for change. It is easier to implement behavior change when the replacement behavior is similar to the current behavior (Resnick and Siegel, 2013). Because a large percentage of adolescents reported snacking, it can be determined the current behavior of snacking is ubiquitous. The replacement behavior, eating fruits and vegetables as snacks is a feasible change.

Targeted Behavioral / Environmental Changes

The primary target for the VFV campaign is adolescents in high school. Because this subset of adolescents is more independent and has more power in selecting what foods they are consuming, the adolescents can be targeted directly. In a younger subset, the parents might be the primary audience as they are more influential in food/snacks available at home. The secondary target for this campaign is the staff at the schools the adolescents attend as well as the parents of the adolescents. Changes targeted in this campaign include:

Individual:

Increased fruit and vegetable intake at snack times

Interpersonal:

Increased availability of fruits and vegetables in school and home setting

Increased encouragement to consume fruits and vegetables

Increased education and awareness of fruits and vegetables in the school setting

Formative Research Plan

The formative assessment to plan for the VFV campaign will employ qualitative and quantitative

approaches. The New York Risk Behavior Survey will be used to identify those boroughs with the lowest fruits and vegetable consumption over the last four years (See Appendix 3). This survey is a part of the Centers for Disease Control and Prevention National Youth Risk Behavior Surveillance System (YRBSS). The YRBSS was developed in 1990 to monitor priority health behaviors. Its data is used to assess trends and measure objectives for Healthy People 2020, as well as, to plan, evaluate and improve school and community programs. The NYC Youth Risk Behavior Survey (YRBS) is a bi-annual survey conducted by collaboration between the New York City Department of Health and Mental Hygiene (DOHMH) and the Department of Education (DOE).

A review of the NYC Youth Risk Behavior Survey (2010 to 2013) data on diet and nutrition will provide the information to select a target population within chosen high schools. For example, survey results will identify percentage of students in specific boroughs that ate fruit or drank 100% fruit juices less than once per day. Similarly, results will show the percentage of students who ate vegetables less than once per day.

The target population for this campaign, as determined from the YRBS data, will be the borough of high schools with the lowest fruit and vegetable consumption over the last four years. Additional assessment of the target population will be conducted in order to gather data on students' knowledge, attitudes and beliefs about fruits and vegetable consumption.

To gather this information, in-depth interviews will be conducted at these schools, along with information from focus groups and intercept surveys, which will help in our understanding of barriers, challenges, and concerns, wants and needs related to factors associated with low fruits and vegetable intake. Surveys, focus groups and interviews will also be conducted amongst parents and caregivers in order to identify cultural norms, beliefs and behaviors about eating fruits and vegetables. Information from interviews of school cafeteria staff will highlight barriers as well as consumption patterns for fruits and vegetables among high school students.

Additional questions that the focus groups and surveys will attempt to answer what channels of distribution will be the most effective in reaching the students. A an initial review of the literature reveals

that adolescents spend a significant amount of time on social media, so this could be a successful way to reach them with. A study by Lenhart et al. (2010) found 93% of teens use the internet and 73% of teens use social media. Surveys will gauge level of time spent on screen-based media and what social-media platforms are most used by students. Also, during the formative research phase it will be determined what kind of spokesperson will this audience find credible, for example, athletes.

Audience Segmentation

The results from the formative research process will provide a guide for audience segmentation. Students in high schools in the Bronx (the borough with the lowest fruits and vegetable intake) will complete a demographic, geographic, behavioral and lifestyle profile. This analysis should help to differentiate between students who are already eating the required daily amounts of fruits and vegetables and those who are not. In addition, this information will provide valuable insights into students' perceptions, self-efficacy, fundamental values and beliefs, lifestyles and interests.

To decide which borough to target for this campaign, data from the YRBSS is being used. Information about this data is organized by high school. By creating a spreadsheet using the information from the survey, we will be able to do two things: select a borough that is the most at need and cluster the schools by severity of need. See appendix for an example of how this information will be processed.

The schools will be separated by borough and the average of fruit and vegetable intake across each school in the borough will be calculated. The borough with the lowest average will be selected as the target audience. Then the schools in this borough will be sorted from lowest to highest fruit and vegetable intake and clustered into tiers based on level of intake. By breaking the borough out into tiers, the audience is segmented based on need. A further assessment of each tier will be completed to determine what specific barriers are presented for each group, so the campaign can be tailored to addressing these barriers. The data about the clusters of schools will be put into a GIS mapping system to determine if geographical location and built environment has an effect on intake. It is possible schools in the same tier fall in the same neighborhoods (for example, schools in an area deemed a "food desert" might have the

lowest intake). Surveys will be distributed at the schools and information about intake, barriers and knowledge will be assessed for each tier. By separating the audience into levels of need, the intervention can be adjusted to better meet the needs of each audience segment.

Goals and objectives

The overall goal of the VFV campaign is to increase fruit and vegetable consumption. The message focuses specifically on increasing intake at snack times; however, overall increase of fruit and vegetables will be encouraged. By promoting the benefits of fruits and vegetables, increasing availability and encouraging social exchange of intake, the campaign aims to bridge the gap between recommendations and actual intake.

Goal: Increase fruit and vegetable consumption amongst adolescents in an area with particularly low levels of intake.

Objective 1: Incorporate messages about fruits and vegetables into the curriculum of health and physical education classes.

Objective 2: Increase amount of fruits and vegetables bought at home by family members in charge of shopping.

Objective 3: Increase availability of fruits and vegetables in local stores.

Objective 4: Have students participate in social media sharing intake of fruits and vegetables

Objective 5: Enroll students in automated text messaging program that prompts fruit and vegetable intake.

Theoretical Framework

According to Maibach and Parrott (1995) the Trans theoretical model has being effectively used for audience segmentation. Similarly, The Stages of Change or Trans theoretical model has also been used. It will be used in this program to identify current behaviors, awareness levels and information for

message design. The message designed is tailored towards each group of students' cognitive and behavioral conditions at each stage (Maibach and Parrott, 1995).

The Health Belief Model will provide insights on current attitudes, perceived benefits and consequences, predisposing factors to adopt specific behaviors and self-efficacy (students belief in their personal ability to adopt the behavior), and cue to action.

Social cognitive theory has been used in many health message designs for behaviors such as diet and nutrition, weight loss etc. (Maibach and Parrott, 1995). It will be used to address personal, environmental and behavioral factors. Additionally, an ecological model will be used to design and promote the message by looking at how social, interpersonal, organizational, community and public policy factors interact to support and maintain healthy behaviors.

Theory of Planned Behavior focuses on perceptions of what others who are held in high esteem would do or expect him or her to do in similar situations (Bensley and Brookins-Fisher, 2008). Adolescents emulate values and style of "elite peers". Family and peer influence can be significant factors in adolescent lives. For example, parents can be influential in how children approach information about serious topics (Maibach and Parrott, 1995).

Planning Process

The VFV campaign will use a logic model for program planning. This model will also guide the evaluation process. A similar model was used for a highly successful campaign called VERB (CDC, 2006). The logic model will consist of the following sections: 1) problem/ issue, 2) activities, 3) short and midterm outcome, and 4) long term outcomes.

Activities on the model will refer to advertising through posters, web, public service announcements, and community outreach. The objectives for these activities are to increase awareness and to produce change in high school students (subjective norms, beliefs, and self-efficacy, perceived behavioral control) together with addressing parents and peers changes in knowledge, beliefs and attitudes

towards fruits and vegetable consumption.

In order to monitor progress, formative evaluation will be done through quantitative surveys to determine knowledge, awareness, and self-reported behavior among the populations (Resnick and Siegel, (2013). A special tracking survey will be used to assess the number of high school students who have an awareness and understanding of the need to increase their fruits and vegetable consumption.

This campaign will also utilize the school as part of its intervention; therefore, follow up surveys will be done to assess changes in fruits and vegetable consumption after 6 month, and 1 year. To analyze the long-term impact of this campaign, findings from the YRBS (2 years from program implementation) will be analyzed to determine if there were any changes in the targeted population.

Product, Positioning, Place/Channel of Distribution

The product is the benefits derived from increasing fruit and vegetable consumption in accordance with Healthy People 2020. Findings from the New York Youth Risk & Behavior survey indicated that high school students in the Bronx are not meeting the recommended daily servings of fruits and vegetables. Formative research findings indicated that overall consumption of fruits and vegetables are affected by accessibility, visibility, convenience, cost, affordability, and TV/media influence (Krolner et al., 2011). In addition, personal factors, such as taste, knowledge of the health benefits associated with fruits and vegetables, and social support from family, are also barriers to increased consumption.

The core product in VFV campaign is the healthier lifestyle, decreased risk of chronic disease and overweight/obesity associated with consumption of the recommended servings of fruits and vegetables. Students will be encouraged to increase servings of fruits and vegetables (to 0.9 and 1.1 cups respectively) during snack and lunch times at home, school as well as during sports, and to consider of new ways of advocating increased consumption of fruits and vegetables to their peers.

As an augment, the product will include healthy snacks made of fruits and vegetables. These will be offered free and made available in schools. Fruits and vegetables will be available in portion sizes with

tastes that meet health requirements. Other opinions and needs of the Bronx high schools students will be included in product augmentation.

Positioning is creating a unique place in the student's mind (Bensley & Brookins – Fisher, 2003). The positioning statement of the VFV campaign can be summarized to be 'Eating the required amounts of fruits and vegetables daily influences self-esteem, body image and health.' Fruits and vegetables consumption will be associated with leaner body images and athletes. For example, pictures of various fruits and vegetables will be associated with athletic individuals playing football, tennis and basketball, among others. Additionally, visuals showing families preparing and eating vegetable dishes will be shown.

Place is creating opportunities to access the fruits and vegetables. Placement of fruits and vegetables, i.e., availability and accessibility in school and at home affect consumption. Students will be encouraged to choose from the fruit and vegetables available at lunch and at break time. In order to improve knowledge of the health benefits of the consumption of fruits and vegetables, student peers will be tasked to conduct student lessons. Improvements will be made in community stores, rendering them more attractive to students. Neighborhood associations linked to the school and other extra-curricular activities, such as school games, will be encouraged to create incentives for students to increase fruit and vegetable consumption.

Conclusion

The VFV plans to increase fruit and vegetable consumption in adolescents in the Bronx community. By working with its school, families and neighborhoods, VFV hopes to overcome barriers and close the gap between current fruit and vegetable intake levels and the goals set forth in the Healthy People 2020 Goals and Objectives. By framing messages directly to the teens in ways appealing to their demographic, for example, by healthier images as depicted by athletes in our campaign posters as well as by promoting moderated discussions on issues such as self-esteem, VFV hopes to stimulate positive adolescent behavioral change. Aware that behaviors adopted during adolescence are strong predictors of

lifelong behavior, VFV hopes to elicit long-term change throughout our target audiences' life span.

References

- Baker, J. L., Olsen, L. W., & Sørensen, T. I. (2007). Childhood body-mass index and the risk of coronary heart disease in adulthood. *New England Journal of Medicine*. doi:10.1056/NEJMoa072515
- Bensley, R. J. , & Brookins-Fisher, J. (2003). *Community health education methods a practical guide*. (2nd ed.). Sudbury, MA: Jones and Bartlett
- Center for Disease Control (2011). Fruit and vegetable consumption among high school students—United States, 2010
- Eaton, D. K., Kann, L., Kinchen, S., Shanklin, S. (2011). Youth Risk Behavior Surveillance — United States, 2011. Retrieved from www.cdc.gov
- Granner, M. L., & Evans, A. (2012). Measurement properties of psychosocial and environmental measures associated with fruit and vegetable intake among middle school adolescents. *Journal of Nutrition Education and Behavior*. 44 (1), 2-11.
- Jennings, A., Cassidy, A., Winters, T., Barnes, S., Lipp, A, Holland, R. (2012). Positive effect of a targeted intervention to improve access and availability of fruit and vegetables in an area of deprivation. *Health and Place*. 18, 1074 -1078.
- Kimmons, J., Gillespie, C., Seymour, J., Serdula, M., & Blanck, H. (2009). Fruit and vegetable intake among adolescents and adults in the United States: Percentage meeting individualized recommendations. *The Medscape Journal of Medicine*, 11.
- Krolner, R., Rasmussen, M., Brug, J., & Knut-Inge, K. (2011). Determinants of fruit and vegetable

consumption among children and adolescents: a review of the literature. Part II: qualitative studies.

International Journal of Behavioral Nutrition and Physical Activity.

Lenhart, A., Purcell, K., Smith, A., Zickuhr, K.(2010). *Social media and young adults*. Pew Internet Journal.

Maibach, E., & Parrott. R.L. (1995). *Designing health messages*. California: Sage Publications.

Mikkila, V., Rasanen, L., Raitakari, O. T., Pietinen, P., & Viikari, J. (2005). Consistent dietary patterns identified from childhood to adulthood: The cardiovascular risk in young Finns study. *British Journal of Nutrition*, 93, 923-931.

Nago, E., Roosmarijn, V., Lachat, C. K. (2012). Food safety is a key determinant of fruit and vegetable consumption in urban Beninese adolescents. *Journal of Nutrition Education and Behavior*. 44 (6), 548 – 555.

Niklas, T., O'Neil, C., & Fulgoni, V. (2013). Relationship between snacking patterns, diet quality and risk of overweight and abdominal obesity in children. *International Journal of Child Health and Nutrition*, 189-200.

Resnick, E. & Siegel, M. (2013). *Marketing public health : strategies to promote social change*. Sudbury, MA: Jones & Bartlett Learning.

Riboli, E., & Norat, T. (2003). Epidemiological evidence of the protective effect of fruit and vegetables on cancer risk. *The American Journal of Clinical Nutrition*, (78), 559S-569S.

Sebastian, R. S., Cleveland, L. E., & Goldman, J. D. (2008). Effect of snacking frequency on adolescents' dietary intakes and meeting national recommendations. *Journal of Adolescent Health*, 42, 503-511. doi:10.1016/j.jadohealth.2007.10.002

U.S. Department of Health and Human Services, . N.p.. Web. 18 Feb 2014.

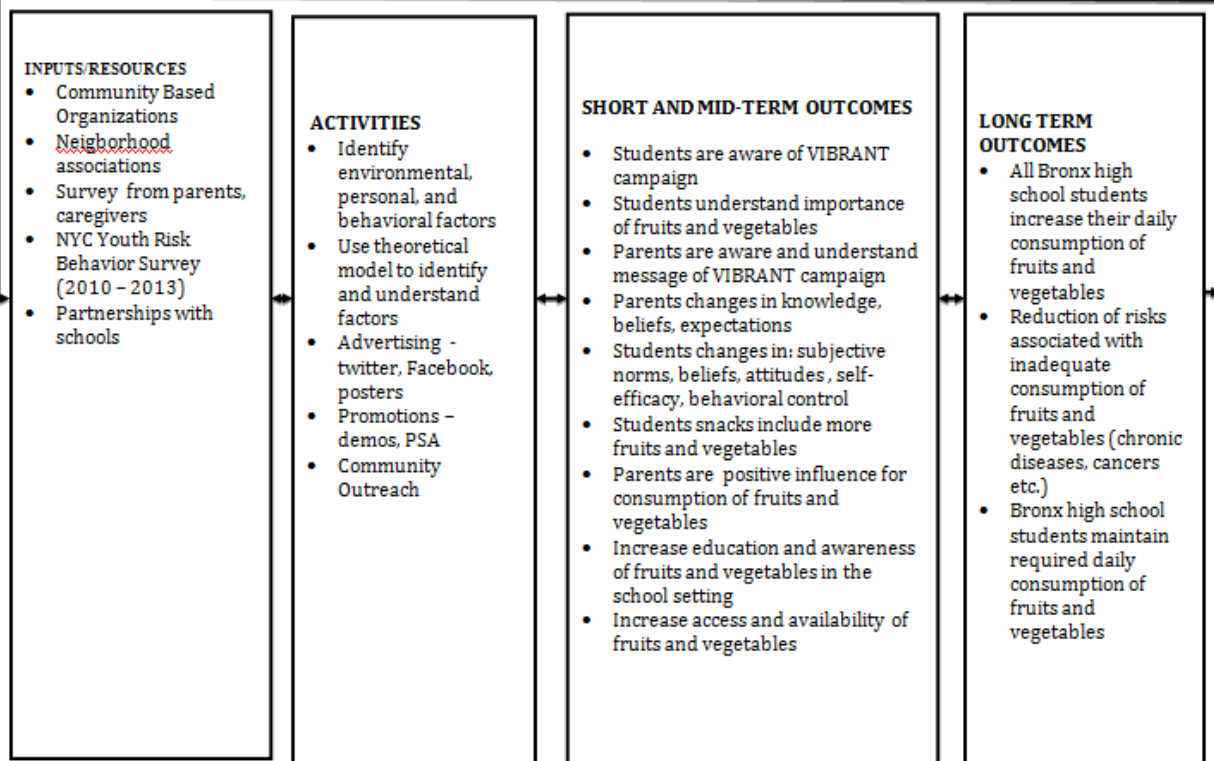
<<http://www.healthypeople.gov/2020/data/SearchResult.asp&xgt;>>

Appendix

Appendix 1 - Logic Model

The VIBRANT FRUITS AND VEGETABLES CAMPAIGN LOGIC MODEL

PURPOSE: To increase and maintain fruits and vegetables consumption among Bronx high school students (13 – 19 year olds).



Appendix 2 – Formative Research Checklist

Key Decisions	What we know (existing data)	What we don't know (information gaps)	Formative research questions
Problem	Adolescents don't meet recommendations for fruit and vegetable intake	Area-specific fruit and vegetable intake (which we will gather from analyzing YRBSS data)	What borough has the greatest need for an intervention to promote fruit and vegetable intake?
Audience	Current fruit and vegetable intake	Future intentions, readiness to change, beliefs/knowledge, misconceptions about fruit and vegetable intake	What are their knowledge/attitude/beliefs towards fruit and vegetables?
Behavior	Incorporate fruits and vegetables as snacks	How often the target audience snacks, what the target audience has as a snack	How many times per day do they snack? What do they typically eat for a snack?
Strategies	Perceived benefits: Fruits and vegetables are perceived as healthy Access: Food deserts exist in urban areas	Perceived costs/barriers and competition of the target population	What do they see as a barrier to f/v intake? What do they see as a cost? What other foods are they likely to choose over f/v at snack times?
Strategies	Statistics show high percentage of teens use social marketing and text messaging. Schools and community can be places to promote.	How receptive the target audiences would be to various channels of messages	How would they like to receive health messages? What do they think would be the most effective channel to deliver messages?

Appendix 3 - Audience Segmentation Chart

School	Borough	Avg servings of fruits/week	Avg servings of vegetable/week	Average fruit + vegetable/week	Average by borough				
PS1	Bronx	6	5	11					
PS2	Bronx	7	8	15					
PS3	Bronx	4	6	10					
PS4	Bronx	6	8	14					
PS5	Bronx	7	7	14					
PS6	Bronx	3	5	8					
PS7	Bronx	3	6	9					
PS8	Bronx	4	4	8	11.13				
PS9	Brooklyn	5	6	11					
PS10	Brooklyn	2	5	7					
PS11	Brooklyn	8	7	15					
PS12	Brooklyn	5	8	13					
PS13	Brooklyn	6	3	9					
PS14	Brooklyn	7	6	13					
PS15	Brooklyn	6	7	13	11.57				
PS16	Manhattan	4	8	12					
PS17	Manhattan	7	8	15					
PS18	Manhattan	7	9	16					
PS19	Manhattan	5	3	8					
PS20	Manhattan	3	6	9					
PS21	Manhattan	7	5	12					
PS22	Manhattan	4	5	9	11.57				
PS23	Staten Island	6	7	13					
PS24	Staten Island	7	5	12					
PS25	Staten Island	3	6	9					
PS26	Staten Island	4	8	12					
PS27	Staten Island	6	5	11					
PS28	Staten Island	5	8	13	11.67				
PS29	Queens	2	7	9					
PS30	Queens	5	7	12					
PS31	Queens	7	4	11					
PS32	Queens	6	9	15					
PS33	Queens	7	8	15					
PS34	Queens	5	5	10					
PS35	Queens	5	7	12	12				
Tiers of need									
Tier 1	PS6	Bronx	3	5	8				
	PS8	Bronx	4	4	8				
	PS7	Bronx	3	6	9				
Tier 2	PS3	Bronx	4	6	10				
	PS1	Bronx	6	5	11				
Tier 3	PS4	Bronx	6	8	14				
	PS5	Bronx	7	7	14				
	PS2	Bronx	7	8	15				

By using average intakes across boroughs, it is determined the Bronx has the lowest level of intake.

By using the sort function, the school can be listed from lowest to highest intake, and broken out into tiers

Appendix 4 – Promotional Poster

Want an edge on the competition?



**The energy from fruits and vegetables
can get you ahead!**

Find out more tips on our Twitter page [@VibrantFV](#)



Appendix 6 – Twitter Page

[Home](#) [Notifications](#) [Discover](#) [Me](#) 



Vibrant F&V
@VibrantFV
2 Photos and videos


TWEETS
5

PHOTOS/VIDEOS
2

FOLLOWING
5

More ▾

Tweets

Tweets and replies

 Vibrant F&V @VibrantFV · 15s

Grab an orange on your way out of the house to snack on later! [#VibrantTOGO](#) [#VibrantFruitsandVegetables](#) [#VFV](#)

 Vibrant F&V @VibrantFV · 3m

Students at PS 123 enjoyed a colorful salad- red, orange, yellow and green peppers over mixed greens! Now that's [#Vibrant](#)

 Vibrant F&V @VibrantFV · 5m

I know what I'm having for my afternoon snack- baby carrots with hummus! [#VFV](#) [#yum](#)

Fiscal Budget		
Item	Projected Cost	
Overhead		
Rent	\$24,000	\$2,000 x 12 months for 500 sq ft lease
Utilities	\$2,400	\$200/ month x 12 months - electricity, heat, water
IT Equipment	\$4,550	\$800 x 3 desktop computers, \$500 x 3 laptops, \$350 printer/fax/copier, \$60 x 5 telephones
Telephone/ Internet	\$600	\$50 x 12 months for telephone/internet package
Supplies	\$1,500	Paper, ink, pens, envelopes, stamps, notepads, etc.
Personnel		
Co-Director	\$50,000	
Co-Director	\$50,000	
Intern	\$0	Unpaid interns offered college credit for internship
Intern	\$0	
Intern	\$0	
Formative Research		
Survey development	\$10,000	Consultant from survey development firm
Focus Groups	\$1,500	\$150 per focus group leader x 5 groups, \$250 for supplies (pens, paper etc), \$100 x 5 groups catered refreshments
Data analysis	\$0	Completed by interns, overseen by co-directors
Materials		
Fruits and Vegetables	\$245,000	Fruits and vegetable portions offered to students as snacks Avg. cost of fruit serving: \$0.28 x 500,000 servings* Avg. cost of veg. serving: \$0.21 x 500,000 servings*
Promotion		
Promotional materials	\$10,000	Posters to be placed in schools and neighborhood
Recipe packet handouts	\$7,000	\$1,000 to develop, \$6,000 to print, 50,000 copies @ \$0.12/ copy
Online advertising	\$3,000	
-Facebook advertisement		\$1,500
-Promoted tweets		\$1,500
Banner on school websites	\$0	Free of charge
Consulting		
Website development	\$5,000	One time fee, includes 12 month troubleshooting
PR consultation	\$5,000	
Miscellaneous		
Meals	\$2,000	Meals provided for staff
	\$3,000	Meals for collaborative meetings with partners
Travel	\$800	Reimbursement for travel to schools from office
Total Projected Cost	\$425,350	

* Average costs of fruit/vegetable costs from <http://efnep.ucanr.edu/files/86477.pdf>

Appendix 7 - Budget

Fiscal Budget		
Item	Projected Cost	
Overhead		
Rent	\$24,000	\$2,000 x 12 months for 500 sq ft lease
Utilities	\$2,400	\$200/month x 12 months- electricity, heat, water
IT Equipment	\$4,550	\$800 x 3 desktop computers, \$500 x 3 laptops, \$350 printer/fax/copier, \$60 x 5 telephones
Telephone/Internet	\$600	\$50 x 12 months for telephone/internet package
Supplies	\$1,500	Paper, ink, pens, envelopes, stamps, notepads, etc.
Personnel		
Co-Director	\$50,000	
Co-Director	\$50,000	
Intern	\$0	Unpaid interns offered college credit for internship
Intern	\$0	
Intern	\$0	
Formative Research		
Survey development	\$10,000	Consultant from survey development firm
Focus Groups	\$1,500	\$150 per focus group leader x 5 groups, \$250 for supplies (pens, paper etc), \$100 x 5 groups catered refreshments
Data analysis	\$0	Completed by interns, overseen by co-directors
Materials		
Fruits and Vegetables	\$245,000	Fruits and vegetable portions offered to students as snacks Avg. cost of fruit serving: \$0.28 x 500,000 servings* Avg. cost of veg. serving: \$0.21 x 500,000 servings*
Promotion		
Promotional materials	\$10,000	Posters to be placed in schools and neighborhood
Recipe packet handouts	\$7,000	\$1,000 to develop, \$6,000 to print, 50,000 copies @ \$0.12/ copy
Online advertising	\$3,000	
- Facebook advertisement		\$1,500
- Promoted tweets		\$1,500
Banner on school websites	\$0	Free of charge
Consulting		
Website development	\$5,000	One time fee, includes 12 month troubleshooting
PR consultation	\$5,000	
Miscellaneous		
Meals	\$2,000	Meals provided for staff
	\$3,000	Meals for collaborative meetings with partners
Travel	\$800	Reimbursement for travel to schools from office
Total Projected Cost	\$425,350	

* Average costs of fruit/vegetable costs from <http://efnep.ucanr.edu/files/86477.pdf>

Appendix

8 – Press Release

Vibrant Fruits and Vegetables Launches a Campaign to Encourage Teenagers in the Bronx to Snack on Fruits and Vegetables to Increase Overall Intake

Release Date: May 8th, 2014 **Contact Information:**
Office of Communications: (555) 555-5678
Media@VibrantFV.org

NEW YORK – Vibrant Fruits and Vegetables (VfV) has launched a new campaign to increase fruit and vegetable intake using the mantra “Snack Your Way to Five-a-day”. This is the first campaign to target the most at-need teens in NYC by encouraging the intake of fruits and vegetables at snack time. According to the YRBSS, high schools in the Bronx report the lowest average fruit and vegetable intake.

With 93.8 % and 94.2% of teens not meeting recommended intake of fruits and vegetables, respectively, and ninety-eight percent of teenagers reporting snacking, VfV has decided to approach changing behavior in the easiest way – modifying a behavior that already exists; namely, snacking.

“The suboptimal intake of fruits and vegetables among teenagers in urban areas is a real public health concern” states VfV Co-director Allison Beck, “we are trying to capitalize on snack time by encouraging choosing fruits and vegetables. It actually works doubly, if we can get teens to eat fruits and vegetables at snack time, not only are they closer to meeting recommendations, they’re cutting out the higher fat and calorically-dense snacks they would have had otherwise”

VfV is a very social-media oriented campaign. Teenagers spend a large amount of their time on screen-based media and influence their peers through this medium. By having a social media component (namely, Twitter and Facebook account, trending topic #VibrantFV), VfV will be able to reach its audience effectively. By promoting the message that meeting fruit and vegetable intake will improve self-esteem, body image and health, VfV hopes to appeal to adolescents. VfV intends to use images of athletic individuals consuming fruits and vegetables and families eating fruits and vegetables together as a part of their campaign.

VfV will offer the tangible product of fruits and vegetables through sampling and demos set up in the school, as well as recipe packets suggesting ways to prepare fruits and vegetables.

About Vibrant Fruits and Vegetables

VfV works through cooperative partnerships with a multitude of public schools in the Bronx. VfV is a new project that plans to shape the model for increasing fruits and vegetables at snack time to be used across the five boroughs and in other urban areas.

CDC – YRBSS – Youth Risk Behavior Surveillance System – Adolescent and School Health. (n.d.).

Retrieved from http://www.cdc.gov/HealthyYouth/yrbs/index.htm?s_cid=tw_cdc16

Kimmons, J., Gillespie, C., Seymour, J., Serdula, M., & Blanck, H. (2009). Fruit and vegetable intake among adolescents

and adults in the United States: Percentage meeting individualized recommendations. The Medscape Journal of Medicine, 11.

Sebastian, R. S., Cleveland, L. E., & Goldman, J. D. (2008). Effect of snacking frequency on adolescents' dietary intakes and meeting national recommendations. Journal of Adolescent Health, 42, 503–511. doi:10.1016/j.jadohealth.2007.10.002