

TO YOUR HEALTH

Report to the *Reach for it!* Advisory Board of the CPMA

December 17, 1998

TO YOUR HEALTH

REPORT TO THE REACH FOR IT! ADVISORY BOARD OF THE CPMA

TABLE OF CONTENTS

Executive Summary

Social Marketing Strategy.....

1.0 OBJECTIVES

2.0 TARGET AUDIENCE

 2.1 *Primary*

 2.2 *Secondary*

3.0 THE MESSAGE

4.0 STRATEGIC APPROACH (Building the Network)

5.0 CREATIVE APPROACH (Results of Focus Groups)

 5.1 *Messages*

 5.2 *Advertising*

 5.3 *CPMA Logo and slogan*

6.0 COMMUNICATION VEHICLES

 6.1 *Public Service Announcements*

 6.2 *Media Relations*

 6.3 *Community Outreach*

 6.4 *1-800 Telephone Number*

 6.5 *Web Site*

7.0 DETAILED BUDGET

8.0 SPONSORSHIP ACTIVITIES

9.0 SCHEDULE OF EVENTS - YEAR 1

10.0 RECOMMENDATIONS FOR THE CAMPAIGN

Executive Summary

To Your Health

A cooperative, national health campaign spearheaded by the **Canadian Cancer Society, the Heart and Stroke Foundation of Canada** and the **Canadian Produce Marketing Association**.

Why? - Compelling, Science-based Rationale

Mounting evidence indicates that a diet high in fruits and vegetables plays a key role in preventing cancer and cardiovascular disease, which account for 130,000 deaths in Canada every year.

The World Cancer Research Fund recently reviewed the findings of more than 4,500 research studies, with their international panel of nutrition experts concluding that, *“Over time, the consumption of five servings or more of a variety of vegetables and fruits could, by itself, decrease overall cancer incidence by at least 20%.”* In thousands of other studies, researchers have concluded that plant foods can reduce the risk of coronary heart disease, and lower blood pressure and cholesterol.

The implications of these findings are truly enormous for the quality of life for each and every Canadian, as well as for Canada’s health care system. As such, it is critical that Canadians be informed through a credible, action-oriented public awareness program. The aim of the program will be not only to create awareness, but to change people’s eating habits, within a healthy, active lifestyle.

What? - The Opportunity

Canadians continue to be extremely interested in nutrition, with 85% considering nutrition important in choosing the food they eat (*National Institute of Nutrition, 1997*). This is now reflected in grocery stores, restaurants and other food outlets, where fruit and vegetables are playing a stronger role. Healthy eating messages are more common and are positively received.

Unfortunately, interest in nutrition is not being translated into healthy eating, with only 30% of Canadians eating at least 5 servings of fruit and vegetables a day and 44% being aware that *Canada’s Food Guide to Healthy Eating* calls for 5-10 servings of fruit and vegetables each day. More specifically, research recently conducted by AC Nielsen/DJC shows that only 7% of Canadians are aware that eating fruit and vegetables may reduce their risk of cancer. Even fewer were

aware of the protective effect of fruit and vegetables on heart disease (2% aware) and stroke (1% aware).

How? - The Campaign

The Canadian Cancer Society (CCS), the Heart and Stroke Foundation of Canada (H&SFC) and the Canadian Produce Marketing Association (CPMA) are working together on a national campaign whose main aim is to reduce the risk of cancer and cardio-vascular disease (CVD), by encouraging Canadians to consume at least five servings of fruits and vegetables a day as part of a healthy diet (as described in *Canada's Food Guide to Healthy Eating*), and as part of a healthy lifestyle.

Because the objective of the campaign is to elicit behaviour change, the approach used will be that of a social marketing campaign, using mass media, community outreach and educational opportunities to assist people in improving their eating habits. The campaign will emphasize the short and long-term benefits of behaviour change rather than the negative consequences of current behaviour. It will target adult females, as they represent 85% of those making grocery buying decisions and the daily cooking decisions for their families. A particular focus is being given to women 25-45, those with less than university education and of average income. Research has demonstrated that nutrition knowledge and actions towards healthy eating increase with age, income and education level. We are trying to reach those who may be contemplating changing their eating habits, but have not yet made significant changes. Secondary audiences are those who influence the grocery shopper, primarily children and spouses.

The message will be delivered via a variety of media, including PSA advertising (television, radio and print), brochures, in-store displays, retail grocery flyers, a website, media relations and community outreach to disseminate its message. A 1-800 number, provided through the Canadian Cancer Society, will put consumers in touch with trained operators who will provide further information, referrals and pertinent literature. Regional public health offices will also play a vital role in disseminating information and providing literature to their constituents through school boards, public health units, workplace cafeterias and other centres. Evaluation methods will be included to ensure that the message is getting to Canadians and the behaviour change is actually taking place.

Who? - Key Partners

Central to the success of this campaign is the participation and support of the Heart and Stroke Foundation of Canada and the Canadian Cancer Society, who will play vital roles in promoting the importance of fruits and vegetables and healthy eating. CPMA offers a national network of retail grocers and industry members who will also play an important role in the implementation of the public education strategy. Public Health practitioners will also be engaged in the program wherever possible, to allow for grass-roots communication to consumers.

How Much? - The Cost/Benefit Analysis

Health Canada's *Economic Burden of Illness in Canada (1993)* states that the total cost of illness, disability and premature death in Canada was \$156.9 billion for that year. The cost for cardiovascular diseases was \$19.7 billion; cancer costs were estimated at \$13.1 billion. Reducing the rates of these diseases would save billions of dollars to the health care system. The report recommends "*continued refinement of cost-of-illness estimates as well as research, health promotion and disease prevention focused on illnesses with the greatest 'health burden.'*"

The figures speak for themselves. The cost of a multi-year health promotion program encouraging Canadians to make one simple change in their diets would be far less than a fraction of one per cent of the savings which could be realized. The reduction in personal costs, in terms of pain and lost opportunities, is immeasurable.

What Next?

The environment for providing a strong health message is excellent:

- The body of evidence linking consumption of fruit and vegetables to a lower risk of cancer, heart disease and stroke is overwhelming.
- Trends in food manufacturing, restaurant eating and grocery stores support an increased role for fruits and vegetables.
- Canadians are receptive to and, in fact, seek out credible messages about healthy eating.
- Canadians look to Health Canada, the Canadian Cancer Society, the Heart & Stroke Foundation and public health officials as credible source of health information.

An advisory committee to help guide the campaign has been established. The committee is formed of executive representatives from the Canadian Cancer Society, Heart & Stroke Foundation of Canada, Canadian Produce Marketing

Association, Dietitians of Canada, National Institute of Nutrition, and the City of Toronto Department of Public Health. Other partners will be drawn in as needed. The committee has provided advice and support for the campaign, and will be involving their organizations in the dissemination of campaign messages and materials to consumers, dietitians, public health offices, worksites and other groups.

When? - Timing

The partners are committed to launching the campaign in May of 1999. Final planning is currently underway. A series of creative PSA ad concepts have been developed and are being tested through focus groups across Canada. A decision on the final concept will be made before the end of December, pending the focus group report.

Production of PSAs and of campaign brochures, posters, CD-ROM, Internet site, and other materials will take place from January to March, 1999. PSAs will be distributed to television and radio stations, and to print media in April. Materials for health offices, schools, grocery retail stores and dietitians will also be distributed in April. The media launch, which will involve executive members from the partners of this campaign, will take place in early May and a media relations program will immediately follow. The 1-800 number and web site will allow for consumers to access additional information and materials on healthy eating, and will provide resources and links where consumers can access further resources.

The campaign is scheduled to run over a three year period, with annual evaluations used to modify the campaign to ensure it is meeting the objectives of creating awareness and changing eating habits among Canadians.

Social Marketing Strategy

1.0 Objectives

The prime objectives of this campaign are to:

- reduce the risk of cancer and cardio-vascular disease (CVD), through the consumption of a minimum of five servings of fruits and vegetables a day as part of a healthy diet (as described in *Canada's Food Guide to Healthy Eating*) and lifestyle.
- increase consumption of fruits and vegetables by one serving among our target audience. Consumption would increase from the current average of 4 servings per person, to 5 servings per person.

2.0 Target Audience

The primary target audience continues to be adult females, refined to focus particularly on:

- ages 25-45,
- with less than university education,
- of average income, and
- those who may be contemplating changing their eating habits, but have not yet made significant changes.

Research has demonstrated that nutrition knowledge and actions towards healthy eating increase with age, income and education level. Secondary audiences continue to be those who influence the grocery shopper, primarily children and spouses.

3.0 The Message

The message discussed and agreed to by the partners as the key campaign message is as follows:

"Eating 5 to 10 serving of fruits and vegetables as part of Canada's Food Guide to Healthy Eating may reduce the risk of cancer, heart disease and stroke"

4.0 Strategic Approach

In addition to the mass media elements of the campaign (television, radio and print public service announcements, media relations and the web site), a key focus will be on working with organizations at the community level to ensure the message reaches the target audience in a way that encourages them to act upon it. Social marketing research has demonstrated that mass media alone will not elicit behaviour change – a supportive community network is required to ensure information becomes action.

The following elements are planned to ensure a strong community network:

- 1) Promotion of the campaign through CPMA members, primarily the retail grocers through on-site displays, in-store demonstrations, distribution of materials and advertising in weekly flyers.
- 2) A 1-800 number, provided through the Canadian Cancer Society, will put consumers in touch with trained operators who will provide further information, referrals and pertinent literature.
- 3) The CCS and H&SFC plan to distribute materials through existing health promotion programs.
- 4) Public Health Departments across Canada are currently being contacted via the Federal/Provincial/Territorial Group on Nutrition. Discussions have taken place with the City of Toronto and the City of North York public health nutritionists. Regional public health offices could play a vital role in disseminating information and providing literature to their constituents through school boards, public health units, workplace cafeterias and other centres. Opportunities for cost-recovery of materials or sponsorship will be sought to meet this need.
- 5) Dietitians of Canada will disseminate the messages via their network.
- 6) The National Institute of Nutrition will promote the campaign to health professionals via their publications.
- 7) Discussions continue with various branches of Health Canada, to keep them informed of the program as we progress.

5.0 Creative Approach – Results of Focus Groups

Focus group testing was done in six regions across Canada with females ranging in age from 20 to 45. A total of 51 women attended the sessions in Ottawa, Toronto, Calgary, Vancouver, Montreal and Halifax. The attendees were asked questions about their eating habits, their attitudes towards fruits and vegetable consumption, and were asked to provide their views and preferences towards creative concepts including advertisements, logos, messages and slogans.

- 5.1 **Messages** – The goal of testing messages was to address the issue of what consumers considered to be a healthy diet, and what their attitude was towards eating 5 to 10 servings of fruits and vegetables daily. The goal was to also determine what influence this campaign, in partnership with the Canadian Cancer Society and Heart & Stroke Foundation of Canada, has on our target audience. The focus groups were asked a number of questions regarding fruits and vegetables and healthy eating. Several key points stood out from all six focus groups. When asked how many servings should be consumed each day, most responded thought they should be eating 3 to 5 servings daily. When told that they should be eating 5 to 10 daily, most of the focus group attendees were overwhelmed. However, when they were told that by doing so they could reduce the risk of cancer and heart disease, respondents were very receptive to the message. Furthermore, when told what an actual serving was, respondents felt that eating 5 to 10 was very attainable. They clearly said that helping prevent cancer and heart disease was very important to them and were amazed that fruits and vegetables provided an easy and natural means towards prevention. The focus groups repeatedly said that they are looking for convenient foods that do not cost too much and said that produce can be difficult to prepare and somewhat expensive. However, most attendees also said that they have been making an effort to eat healthier and that fruits and vegetables is an important part of their diet. They also said that they need to be provided with produce recipes, with easy tips on how to include more fruits and vegetables in their daily lives, and with serving size information.

Focus group attendees retained the 5 to 10 message very concretely. This is the result of the “shock” effect of being told they should be eating 5 to 10 servings of fruits and vegetables daily, and of the fact that produce helps reduce the risk of cancer and heart and stroke. The fact that they retain the message is key: they will consciously

think of eating more fruits and vegetables; and they will seek more information and tips on “why” and “how” to eat more produce.

- 5.2 **Public Service Announcements** – The goal of testing creative ad concepts and story boards was to determine the best vehicle to reach our target market and motivate them in changing their eating habits. The focus groups presented three different creative concepts for the PSAs and were asked which concept they would pay more attention to and what concept “drives the message home”. Each of the three concepts focused on a different approach: humour/sex appeal; modern day couple/setting; serious frank talk. Respondents clearly indicated that the “frank talk”, serious concept was the most appropriate and effective method to deliver the message of eating more fruits and vegetables to our target audience. The ad, which focuses on telling consumers how important fruits and vegetables are, provided a realistic setting which the focus groups could easily identify with. Furthermore, the main female personality in the ad relates to all women, and could be viewed either as a mother, a working professional, a housewife, or any female role. The chosen ad also delivered several key messages to consumers: 1) “why” consumers should eat fruits and vegetables; 2) how many servings should be consumed each day; 3) what constitutes a serving; and 4) the results of eating 5 to 10 servings daily. The creative concept provided the information females are seeking in a credible and direct manner. The association of fruits and vegetables to the reduction of cancer and heart and stroke also stood out significantly in this concept. In short, this concept was tested very positively with all six focus groups and provided the necessary key information sought by our target audience.

The Body Breaks concept was also tested across Canada receiving mixed opinions from respondents. Half of respondents liked Body Breaks while the other half were turned-off by Body Breaks. Most of the people thought that Body Breaks provided excellent tips on how to incorporate fruits and vegetables in one’s daily life, and most people also recognised Hal and Joanne, Body Breaks’ main personalities. This proved to generate both positive and negative reactions. On one hand, respondents said that Hal and Joanne represent fitness gurus and were not average Canadians whom they could relate to. On the other hand, others said that Hal and Joanne were naturals for this type of campaign. Results from all focus groups indicated that respondents thought Body Breaks was part of

Participation and were somewhat confused about what Body Breaks truly represents.

- 5.3 **CPMA Logo and Slogan** – The goal of testing various new logos and slogans was to identify which logo/slogan was the most effective in conveying the message to consumers that they should be eating 5 to 10 servings of fruits and vegetables daily. A total of six logos and four slogans were tested with the focus groups across Canada. The current Reach For It! and 5-A-Day logos and slogans were among the ones tested. Of the four slogans, one was overwhelmingly favoured over the others. “*Are You Getting Enough?*” was selected by every English focus group across Canada as the preferred slogan without any hesitation or second choices being considered. The translated version of this slogan, “*En Avez Vous Asser?*”, was also a close second in Montreal behind the favored “*Croquer – c’est dans votre nature*”. All focus groups indicated that “*Are You Getting Enough?*” asked the question “am I eating enough fruits and vegetables” and also directed them to seek more information on whether they were in fact eating enough and on how to “get enough”. It is also a direct and memorable message. Neither Reach For It! and 5-A-Day was considered to be an effective slogan/logo as it did not clearly represent anything nor did it motivate respondents to think about what the slogan meant. Furthermore, the focus groups did not indicate having ever heard of either slogan.

Results on the logo testing were not as definitive. Respondents were told that all of the logos could easily incorporate their favourite slogan and were asked to judge the logos on the creative appeal and their ability to highlight fruits and vegetables. Two logos were preferred across the country. The current Reach For It! logo was among the top three in most regions but was never selected as the preferred one. The “red crown horizontal” logo was chosen as the favourite one in Toronto, Calgary and Vancouver, while the “green leafy vertical logo” was preferred in Ottawa, Montreal and Halifax. The green vertical one incorporated the fruit and vegetable visual currently used in the Reach For It! logo while red horizontal logo incorporated a new, up-dated visual of produce. Respondents indicated that the red horizontal logo was dynamic and focused on the key message. The green vertical logo was seen as very wholesome, represented a “harvest” image and provided a strong focus on the produce. (Please note that this logo also resembles somewhat the Foodland Ontario logo).

The recommended logo is the red horizontal logo where the slogan “5 to 10 a day – Are You Getting Enough?” can be highlighted effectively alongside an assortment of fruits and vegetables. The background “crown” can be modified as can the visuals of the fruits and vegetables. This logo seems to be more dynamic and different from any other produce related logo.

6.0 Communication Vehicles

- 6.1 **Public Service Announcements** – The mass media campaign will focus on delivering messages to consumers through public service announcements on television, radio and in print. Three television and radio PSAs are to be produced along with an assortment of print PSAs for use in daily and community newspapers as well as consumer magazines. The PSAs are to feature the message that eating fruits and vegetables may reduce cancer and heart disease, and will direct consumers to where they can receive more information (1-800 number, website, Canadian Cancer Society, etc.)
- 6.2 **Media Relations** – Significant media relations is to surround the initial news conference/launch of the campaign. Media relations are to provide regular columns, interviews, and topical information to newspapers, editorial boards, television stations and talk shows, etc. Distribution to targeted media of regular key information on the campaign and on healthy eating messages coming from the Canadian Cancer Society and Heart & Stroke is to be a major focus.
- 6.3 **Community Outreach** – As detailed earlier, the community outreach through retailers, the CCS and H&SFC volunteers, dietitians, etc. is to provide constant credible reminders to consumers to eat more fruits and vegetables. The main components are to include fact sheets, brochures and posters to be distributed through dietitians, health centres, retailers, the 1-800 number, web site, Cancer boards, Heart & Stroke Foundations, etc. POP displays for retailers are to also be made available.
- 6.4 **1-800 Telephone Number** – The goal of the 1-800 number is to provide consumers with information on “why” and “how” they should be eating more fruits and vegetables. As mentioned previously, the Canadian Cancer Society is to make their 1-800 number available to the campaign so that consumers can call their hotline to receive more information and easy tips on healthy eating.

The PSAs are to conclude by stating “*For information on how to include 5 to 10 servings in your daily routine, please call 1-800...*”.

- 6.5 **Web Site** – A web site dedicated exclusively to this campaign is to be developed. This web site is to provide all the brochures and fact sheets produced for the campaign, recipes, easy tips, and hot links to relevant and credible sites, such as the CPMA, Canadian Cancer Society and Heart & Stroke Foundation. Health Canada is in the process of developing the Canadian Health Network, which will gather the most recent and relevant health information for Canadians. The campaign site will attempt to create reciprocal links to this and other key sites, providing one site where consumers can go to get more information on “why” and “how” to include more fruits and vegetables in one’s daily life.

7.0 Budget

Television PSA's	\$ 112,000
Radio PSA's.....	5,000
Print PSA's.....	6,500
Brochures/literature.....	113,000
Focus Groups	25,000
Media Relations	46,000
Sponsorship.....	22,500
Retail CD-ROM	10,000
Web Page	15,000
Coordination	13,000
Total	\$368,000

8.0 Sponsorship Activities

A focus will be placed on getting third parties to help defray the costs of the campaign. Appropriate, and Cancer/Heart & Stroke approved, sponsors will also be sought to help pay for the production of campaign brochures, posters, and other literature. Sponsors, such as life insurance companies, would receive their logos on sponsored materials, web site, and other literature distributed nationally to hundreds of thousands of consumers, and would associate themselves with a highly credible campaign and group of organizations. The potential for sponsorship is tremendous as the campaign has many different consumer exposure components to it, and has strong support from organizations such as the National Institute of Nutrition, Dietitians of Canada, regional cancer and health boards, in addition to the Canadian Cancer Society, Heart & Stroke Foundation of Canada, the CPMA and its members.

Straight-cost recovery – Recovery fees for materials will also be charged to health boards and other parties ordering campaign literature to help defray costs for the campaign.

9.0 Schedule of Events – Year 1

The following schedule has been prepared based on a target launch date of May 1, 1999.

Project orientation completed

Partner Approvals:

CCS Board of Directors completed

CPMA Board of Directors completed

H&SF senior staff and volunteers..... completed

H&SF Expert Advisory Committee..... December 1998

Approval of H&SF Board of Directors..... February

Sponsorship:

Approach to Health Canada..... September-January

Other sponsors January - April

- marketing document prepared December

- target list identified..... December

- sponsorship procurement..... January - April

Campaign Planning

Literature/materials review completed

Draft social marketing strategy..... completed

Target audience identification October

Additional research (if required)..... completed

Focus Group testing..... Nov. 30 – Dec. 8

Research Findings Report..... December 15

Strategic planning meeting October 28

Final strategic planning meeting (conf. call) December 22

Final social marketing strategy December 15-18

Implementation:

PSAs

RFP issued for production house September 14

Submissions back..... October 19

Short-listed firms provide storyboards November 20

Focus group testing Nov. 30 – Dec. 8

CPMA Advisory Committee to review

focus report and final concept..... December 16

CCS & H&SFC to review final concept..... December 15

Production planning December

Production of PSA's January 1999
Distribution April 1999

Print PSAs

Planning meeting December
Creative concepts January 1999
Photography February 1999
Production February 1999
Distribution March/April 1999

Additional materials

(Brochure, posters, POP materials, CD ROM)

Planning meeting October 28
Writer secured December 15
1st draft of materials January 15, 1999
2nd draft of materials February 15, 1999
Final drafts February, 1999
Initial design concepts January 30
Final design March 1
Printing March 25-29
Distribution of materials April

Website

Planning December
Development of site January 1999
Final site with links March 1999

Media Relations

News conference and launch May 1999
Distribution of media kits May 1999
Distribution of articles May-Dec. 1999
Editorial Boards, TV, Radio interviews May-Dec. 1999

Campaign launch May 1999

10.0 Recommendations for the Campaign

It is recommended that the following be undertaken:

- production of three “Frank Talk” PSAs for distribution to all television and radio stations across Canada in April
- production of print PSAs for distribution to all daily and community newspapers, and to all consumer magazines
- development of creative concept with Body Breaks be examined more closely for potential distribution in the Fall of 1999 to provide variety of television PSA programming and a second blitz of the campaign to television stations
- production of new “Are You Getting Enough?” slogan and logo to be used in campaign, as well as in other CPMA campaigns, and for use by CPMA members
- production of campaign literature written by dietitian and professional consumer writer
- continued development of community outreach with provincial cancer boards, municipal health boards, health professionals, etc.
- development and solicitation of campaign sponsors and cost recovery fees
- development of retail CD-ROM and retail POP material
- development of campaign web site
- launch date of May with major news conference in Toronto and ongoing media relations across the country