

Social Marketing – Connecting the Dots

Objectives

- Define Advertising and Marketing vs. Social Marketing
- Discuss the USDA approval process
- Review the ADHS and AZNN approval process
- Review the current “Brighten the Family Table” campaign
- Complete assignment by the next committee meeting

Advertising Definition

“The act or practice of calling public attention to one’s product, service, need, etc., especially by paid announcements in newspapers and magazines, radio, television and billboards.”

Social Marketing

Social Marketing is defined as is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society.

SNAP-Ed FSN FY2016 Guidance



Health and Wellness for all Arizonans

Social Marketing is Unique

- **Commercial Sector Marketing**
 - Typically goods and services
 - For profit
- **Advertising**
 - Only one of the communication options for influencing behavior in social marketing
- **Education**
 - Focus on information, knowledge, skill building
 - Often directed toward individuals or small groups
- **Awareness Campaign**
 - Focuses on awareness, not behavior

Formative Research

- Understanding the audience is vital
 - We are not the experts, no matter how much we may think we know. In order to incite change, we must understand what motivates their behavior.
 - Emotion and logic
- Selecting the target behavior
 - The behavior should be as specific as possible
 - Use existing data when available
 - Conduct exploratory formative research as necessary
- Segmenting the audience
 - If your goal is to reach everyone, in reality you may reach no one.

The Basics

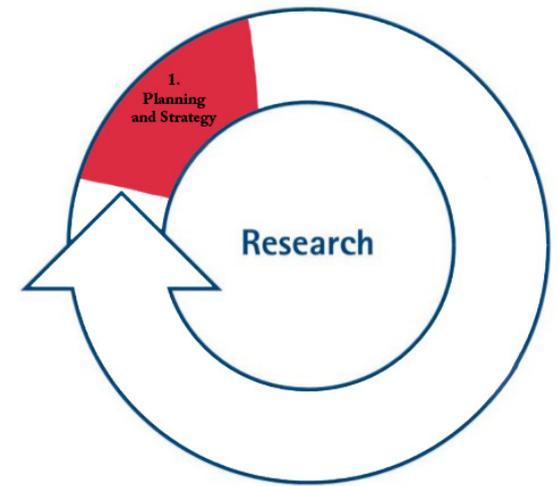
The Social Marketing Wheel



Step #1

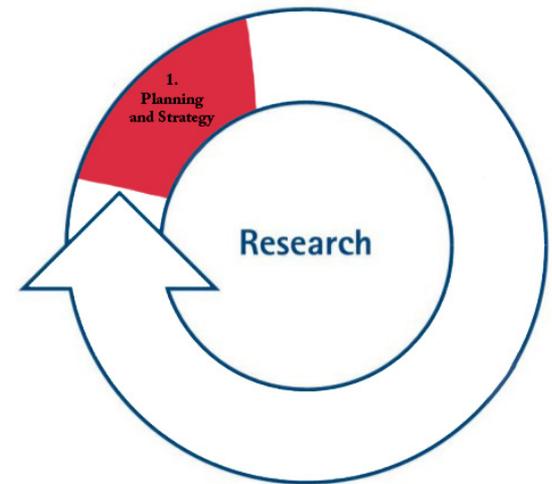
Planning and Strategy

- Identify the health problem
- Identify your target audience
- Research the scope of the problem (formative research)



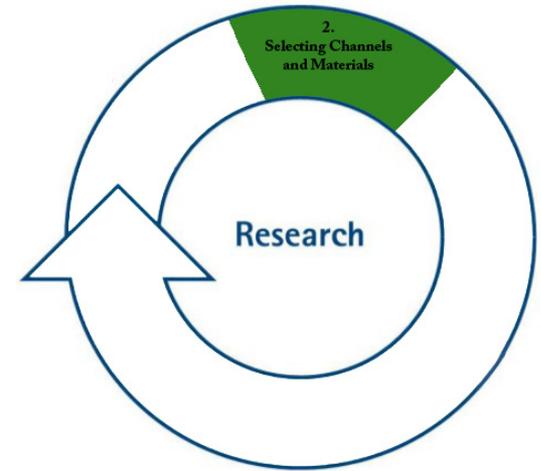
Step #1

Planning and Strategy



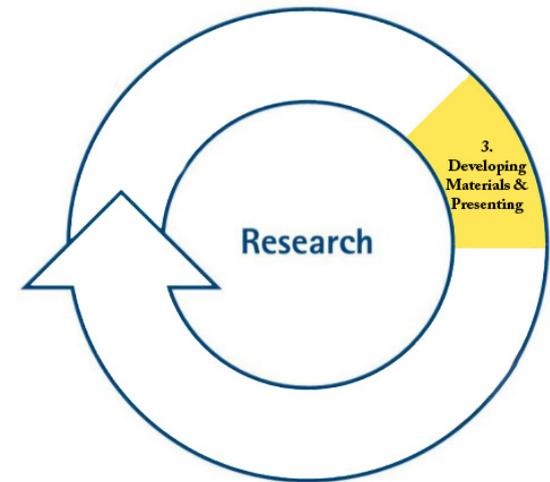
- Whom do you want to reach?
- What do you want them to do?
- What factors influence their behavior?
- Where do they act?
- Where should we offer services?
- How should we promote the program?

Step #2 Selecting Channels and Materials



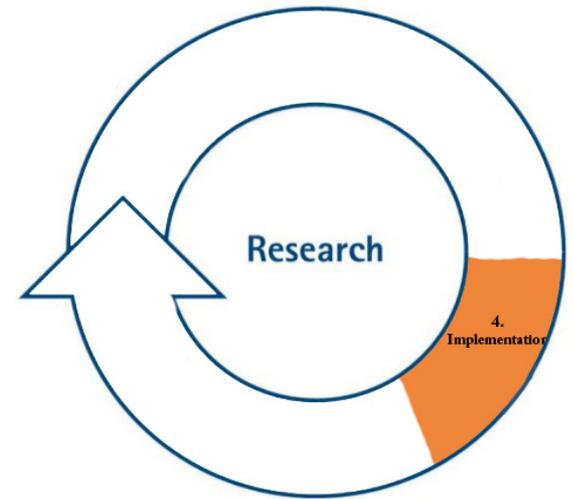
- Identify the messages you want to send
- Choose appropriate and effective channels of communication
 - mass media, posters/brochures, newsletters, etc.
 - radio, television, billboards

Step #3 Developing Materials and Pretesting



- Develop messages
- Develop materials for delivering the messages
- Test materials with target audience
- Revise materials based on pretesting outcomes

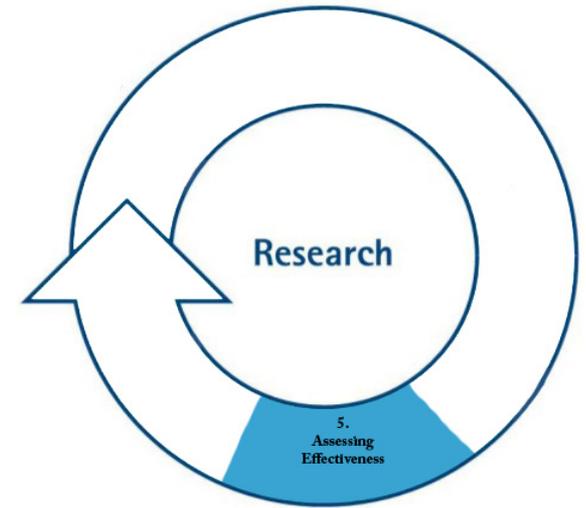
Step #4 Implementation



- Promote and distribute through chosen channels
- Review activities and track audience reactions

Step #5

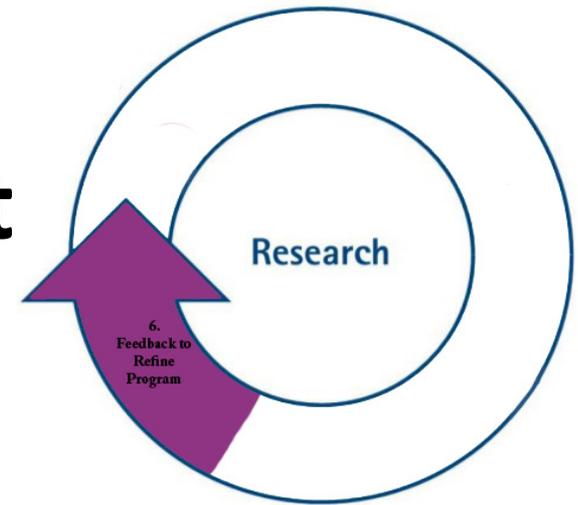
Assessing Effectiveness



- Evaluate the campaign
- Assess how the program affected the beliefs, attitudes and behaviors of the target population

Step #6

Feedback and Refinement



- Make revisions to the campaign (based on evaluation outcomes)
- Receive and provide feedback

What does a Social Marketing Campaign look like?

USDA Approval Process

- All AzNN social marketing campaigns are reviewed by USDA
- Campaigns must meet the same requirements as all site qualifying methodology.
- Each method (TV, radio, billboard, online targeting, grocery stores) must meet the requirements and is reviewed by meticulously USDA.
- FSNE social marketing campaigns are guided by the “50% requirement” rule for media activities delivered to persons.
- The current USDA formula for program selection is as follows:
 - Programs selected must have, on average, at least 50% of its women 18-49 audience that meet the target criteria, which is defined as women 18-49 with an annual household income of \$25,000 or less (food stamp eligible).

AZNN/ADHS Approval Process

Communication Team Timelines											
Program Manager: Stephanie Martinez			Registered Dietitian: Kristi Mollner			Designer: Sue Briody		Translator: Patty Moraga-Quezada			
Vegetables and Fruits		October 2015 - February 2016									
Materials	Planning Meeting	Content Deadline	Edit and Proofreading	Translation	Layout	Review	Program Approval	BNPA FINAL Approval	ADHS/Governor FINAL Approval	Printing Deadline	Warehouse Deadline
DUE DATES	5/19/2015	6/29/2015	7/3/2015	7/10/2015	7/15/2015	7/20/2015	7/22/2015	7/24/2015	8/14/2014	8/21/2015	9/25/2015
Parents FFN Kids FFN Senior Bulletin Recipes (7 total)	Stephanie, Sue, Kristi	Kristi	Susie	Patty	Sue	AZNN/ Communication Team	Stephanie	Sharon	Karen	Sue	Sue
Posters - Moses	Concept Presentations	Comp Approval		Translation	Final submission	Susie	Stephanie	Sharon	Karen	Sue	Sue
Website Content		8/3/2015	8/7/2015	8/14/2015		8/18/2014	8/25/2014	8/29/2014			
Template provided by Moses		Krisit		Patty		Susie	Stephanie	Sharon			
Contractor Downloads	Planning	9/1/2014		tbd	tbd	tbd	9/14/2014	9/22/2014			
Preschool	Moses	Krisit		Patty (as needed)	Sue	Susie	Stephanie	Sharon			
Elementary											
Adult/Senior											
Website Updates	Content Updated on EWBW during the last week September 2015										
EWBW Home Page	Sue				Sue	Susie	Stephanie	Sharon			
Champions for Change page											
Current Campaigns											
SNAP											
What's Happening											
Campaign Recipes											
Misc. Materials											
Parent/Kids	MYRIAD										
Media											
Television/Radio											
On-line Ads - Moses		Comp Approval		Translation	Final submission		Stephanie	Sharon	Karen		

ADHS NN FY16 V&F TIMELINE

MEDIUM	9/7/15	9/14/15	9/21/15	9/28/15	10/5/15	10/12/15	10/19/15	10/26/15	11/2/15	11/9/15	11/16/15	11/23/15	11/30/15	12/7/15	12/14/15	12/21/15
		9/16 Photo Shoot	9/24 Video Shoot				Print Materials Due		Vid/ Aud/ Online materials Due							
TV	Present Media Plan	Purchase/Negotiate Media		Send USDA Qualifying Data for approval			Need USDA Approval/ Signed Auth		Creative Due Date	Campaign Start						
Status:																
RADIO	Present Media Plan	Purchase/Negotiate Media		Send USDA Qualifying Data for approval			Need USDA Approval/ Signed Auth		Creative Due Date	Campaign Start						
Status:																
OUTDOOR (Billboards, Posters)	Present Media Plan	Purchase/Negotiate Media		Send USDA Qualifying Data for approval			Need USDA Approval/ Signed Auth Creative due date			Campaign Start						
Status:																
TRANSIT	Present Media Plan	Purchase/Negotiate Media		Send USDA Qualifying Data for approval			Need USDA Approval/ Signed Auth Creative due date			Campaign Start						
Status:																
GROCERY STORES (News America)	Present Media Plan	Purchase/Negotiate Media		Send USDA Qualifying Data for approval			Need USDA Approval/ Signed Auth Creative due date						Campaign Start			
Status:																
SPECIALTY OOH (Carnicerias, Rec Centers, C-Stores)	Present Media Plan	Purchase/Negotiate Media		Send USDA Qualifying Data for approval			Need USDA Approval/ Signed Auth Creative due date			Campaign Start						
Status:																
ONLINE	Present Media Plan	Purchase/Negotiate Media		Send USDA Qualifying Data for approval			Need USDA Approval/ Signed Auth		Creative Due Date	Campaign Start						
Status:																



Brighten the Family Table @ a Glance

- Campaign Materials
- Television
- Radio
- Out of Home
- Online and Mobile Ads
- Web Site Updates
- Social Media

Brighten the Family Table Campaign Materials

Brighten the Family Table

By Adding Vegetables and Fruits to Every Meal!




For more healthy tips and recipes, call 1-800-695-3335 or visit www.EatWellBeWell.org



USDA is an equal opportunity provider and employer. This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP.

Vegetables and Fruits - A Way of Life

Vegetables and fruits can help make you feel and look healthy. By being a smart shopper and storing foods properly, you can make the most of your family's budget while including vegetables and fruits in your meals. Make it a habit to include these tasty foods whenever you can. There are so many colorful vegetables and fruits to enjoy!

Make Your Vegetables and Fruits Last Longer and Taste Better

Apples Refrigerator Plastic bag 3 weeks <small>(Away from foods with strong odors)</small>	Green Beans Refrigerator Plastic bag 1 week	Bananas Unripe - room temperature Ripe - refrigerator 2 weeks once ripe Skins may turn black
Grapefruit Room temperature 1 week Refrigerated 2-3 weeks	Carrots Refrigerator 2 weeks	Tomatoes Room temperature - away from direct sunlight Refrigerate only if you won't use them before they spoil 1 week
Bell Peppers Refrigerator Plastic bag 5 days	Summer Squash Refrigerator 3-4 days	Cucumbers Refrigerator Plastic bag 1 week
Oranges Room temperature 1-2 days Refrigerator 1-2 weeks		

Kitchen Timesaver Tips

By taking the stress and hassle out of cooking, you'll have more time to enjoy and spend with your loved ones.

Cheep It! When chopping up vegetables for a meal, chop more than you need. Put the extra in a storage container and freeze. The next time you need it, you can skip a step.

Double It! For your next casserole or stew, try doubling the recipe and freezing the extra. You'll save time and make cooking next week's dinner a snap!

Clean It! Fill up the sink with soapy water and wash the dishes as you cook. It'll make clean-up go much faster.

Organize It! Keep items you use often, such as cooking oil, sponges, spatulas, cutting boards, and salons, within easy reach. You won't have to search for them later.

Money Saving Tips

It is possible to fit vegetables and fruits into any budget. There are many low-cost ways to meet your vegetable and fruit needs.

Celebrate the season. Look for vegetables and fruits that are in season. Your local farmers' market is a great source of seasonal items.

Try canned or frozen. Canned and frozen vegetables and fruits may be less expensive than fresh.

Plan and cook smart. Add leftover vegetables to casseroles or blend them to make soup. Overripe fruit is great for smoothies or baking.

Use your Cash Value Vouchers. Cash Value Vouchers (CVV) can be used to purchase vegetables and fruits at the store or at a WIC authorized farmers' market.

Grow a garden. SNAP EBT benefits can be used to purchase plants and seeds to grow your own vegetables and fruits.

Cheesy Spaghetti Squash



Ingredients

1 medium spaghetti squash (about 2.5 pounds)	1/2 teaspoon kosher salt
1 tablespoon all-purpose flour	1/2 teaspoon black pepper
1/2 teaspoon olive oil	1/2 cup Greek yogurt, non-fat
1/2 cup sweet onion, chopped	1/2 teaspoon sugar
1 tablespoon minced garlic	1/2 cup shredded part-skim mozzarella cheese
1 tablespoon Italian seasonings	1 cup cheddar tomatoes
1/2 teaspoon red pepper flakes	1 tablespoon minced parsley

Directions

- Wash hands with warm water and soap. Wash fresh vegetables before preparing.
- Using a sharp knife, pierce it 4 holes into the squash around the stem end. Place the whole squash in the microwave and cook for about 8 minutes or until skin slightly gives when squeezed. Allow to rest or microwave for about 5 minutes to continue softening.
- When squash is cool, slice in half lengthwise and gently scrape out the seeds and discard. Use a fork to scrape squash moosles into a large mixing bowl.
- Add flour to squash and toss well!
- Heat olive oil in large skillet over medium high heat.
- Add onion, garlic, Italian seasoning, red pepper flakes, salt and pepper. Cook 1 minute stirring occasionally, be careful and don't let the garlic turn dark.
- Add spaghetti squash, yogurt, sugar and cheese. Stir to combine and cook 2-3 minutes or until warmed through and fragrant.
- Remove from heat and transfer to a serving dish. Garnish with diced tomatoes and parsley. Serve warm.

Makes 4 servings, 1 cup each

Nutrient Analysis per serving: Calories, 120; Carbohydrate, 17 gm; Protein, 7 gm; Total Fat, 4 gm; Saturated Fat, 1.5 gm; Trans Fat, 0 gm; Cholesterol, 5 mg; Fiber, 3 gm; Total Sugar, 7 gm; Sodium, 300 mg; Calcium, 152 mg; Potassium, 275 mg; Iron, 1 mg; Calories from Fat, 25%.

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Champions for Change
Arizona Nutrition Network

BRIGHTEN

the family table

For tips and recipes visit
EatWellBeWell.org

Parent's Fun Food News

Parent's Poster



Brighten the Family Table Campaign Materials

BRIGHTEN the Family Table



For fun games and recipes, visit www.EatWellBeWell.org

USDA **Champions for Change**
Arizona Nutrition Network

USDA is an equal opportunity provider and employer. This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP.

Healthy Eating is Good For You - From Head to Toe

Vegetables and Fruits can do amazing things for your body. Start with these foods to stay strong and healthy!

Eyes - vegetables and fruits keep your vision strong.



Skin - vegetables and fruits help heal your skin when you get a cut or a scrape.



Digestive System - vegetables and fruits keep your digestive system clean.



Muscles - vegetables and fruits help keep your muscles strong.



Brain - vegetables and fruits help you learn better in school.



Teeth - vegetables and fruits help you have a healthy smile.



Heart - vegetables and fruits help your heart be healthy.



Bones - vegetables and fruits help keep your bones strong.



Where Are All the Vegetables and Fruits?

Vegetables and Fruits can be found in many places! Try to find a vegetable or fruit in the places listed below. Write down what you find.

Your school lunch tray _____

In the school lunch line _____

On a poster in your school _____

In your teacher's or principal's lunch _____

Part of a classroom party _____

In a garden close to your home or school _____

At the grocery store _____

In your refrigerator _____

On your dinner plate _____

In a TV commercial _____

What was the easiest place to find a vegetable or fruit? _____

What was the hardest place to find a vegetable or fruit? _____

Was there a place you were not able to find a vegetable or fruit? _____

Peanut Butter and Fruit Sandwich

Ingredients

2 green apples, thinly sliced	2 tablespoons peanut butter
1 banana, thinly sliced	1 tablespoon maple syrup
2 slices whole wheat bread	Cinnamon

Directions

1. Wash hands with warm water and soap.
2. Wash apples. Cut the apple and take out the seeds.
3. Cut the apple and banana into thin slices.
4. Toast the bread.
5. Spread the peanut butter on both slices of bread.
6. Layer the fruit on top of the peanut butter.
7. Pour on the maple syrup.
8. Sprinkle with cinnamon.

Makes 2 sandwiches, 3 sandwich each.

Nutrition Information per serving (Calories, 300; Carbohydrates, 40 gm; Protein, 13 gm; Total Fat, 8.5 gm; Saturated Fat, 1.8 gm; Trans Fat, 0.02 gm; Cholesterol, 0 mg; Fiber, 1.5 gm; Total Sugar, 25.5 gm; Sodium, 107 mg; Calcium, 27 mg; Iron, 262 mg; Zinc, 1.05 mg; Calories from Fat, 50%.

Photo courtesy of: www.EatWellBeWell.org or call 1-800-870-3333.

There Are Many Ways to Fuel Up with Vegetables and Fruits During the Day!

1. Eat a piece of fruit at breakfast or add some fruit to your cereal or oatmeal.
2. Enjoy your favorite vegetable as a snack.
3. Eat the vegetables and fruits served in your school's lunch.
4. Ask your family to include your favorite vegetable at dinner.
5. Pick out a piece of fruit the next time you are food shopping. Eat for a sweet treat!

Eat Smart to Play Hard

The need to fuel 60 minutes of physical activity every day. Physical activity should be fun! Do things you enjoy like riding your bike, playing with your pet, dancing with your friends, or running around at recess.





Brighten the Hills

For every vegetable and fruit you eat, mark off a square that matches its color. Complete your colorful journey by eating enough vegetables and fruits to fill every square. Remember, the path to healthy eating starts with you!

Start



Finish

For healthy eating tips and games, visit EatWellBeWell.org

Kid's Fun Food News

Kid's Poster



Health and Wellness for all Arizonans

Brighten the Family Table Campaign Materials

BRIGHTEN Your Table



For more healthy tips and recipes, call 1-800-695-3335 or visit www.EatWellBeWell.org

USDA is an equal opportunity provider and employer. This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP.

Champions for Change Arizona Nutrition Network

Eat Smart - Live Strong

One way to keep your body healthy is by eating vegetables and fruits. These foods not only have many nutrients, but are also full of flavor! Make it a goal to include at least one vegetable or fruit in your day. Once that is a habit, try adding one more. Small changes in your diet add up, and it is never too late to make a change for the better!

Key Nutrients for Older Adults

Eating well is important at all ages. As you get older, your doctor might suggest that you need extra vitamins or minerals. It is recommended to get these nutrients from food rather than a pill, since nutrient-rich foods have other nutrients, such as fiber, that are good for you. Getting a variety of vegetables and fruits is one way to help you meet your nutritional needs.

Below is a chart of some important nutrients, as well as the vegetables and fruits that offer these nutrients.

Vitamins	Needed For	Vegetable or Fruit
Vitamin A	Healthy eyes and skin	
Vitamin C	Healthy teeth and gums	
Minerals		
Calcium	Healthy bones and teeth	
Potassium	Healthy heart and muscles	
Other Nutrients		
Fiber	Healthy heart and digestion	

Quick Meals and Snacks

- Add berries to ready-to-eat whole grain breakfast cereals.
- Add canned beans to salads, soups, rice dishes, and casseroles.
- Keep a container of washed raw vegetables or fruits in the fridge for a quick snack.
- Choose vegetable-based soups, such as tomato, bean, or chunky vegetable.
- Choose frozen meals that include vegetables.

Spiced Kale Chips

Ingredients: 4 cups raw kale, 1 1/2 teaspoons olive oil, 1/2 teaspoon taco seasoning, 1/2 teaspoon paprika, 1/2 teaspoon salt.

Directions: 1. Wash hands with warm water and soap. Wash fresh vegetables before preparing. 2. Pat kale completely dry with a paper towel. Trim away thick stems and discard. Cut kale into 2 inch pieces. 3. Drizzle olive oil over kale in mixing bowl and gently massage the oil evenly over each piece. 4. Sprinkle taco seasoning, paprika and salt over kale and toss to combine. 5. Evenly space kale pieces on microwave-safe plate without overlapping leaves. You will have to cook it in batches. Cook on high for 30 seconds to 1 minute and then flip the kale over and cook for another 30 seconds to 1 minute. Cooking time will vary depending on microwave. Kale should be crispy but not grayish green in color.

Servings: Makes 4 servings
Nutrition Facts per serving: Calories, 53; Total Fat, 2 gm; Saturated Fat, <0.5 gm; Trans Fat, 0 mg; Cholesterol, 0 mg; Sodium, 170 mg; Carbohydrates, 7 gm; Fiber, 2 gm; Sugar, 0 gm; Protein, 4 gm; Calcium, 120 mg; Folate, 26 mg; Iron, 1 mg; Calories from Fat 20%.

For more free recipes, visit EatWellBeWell.org or call 1-800-695-3335.

Food Safety Tips

The immune system can't fight back as easily as we age, so it's important to keep your food safe to lower the risk of foodborne illness. Below are some food safety tips for vegetables and fruits:

- Always wash your vegetables and fruits with water (no soap) before cooking or eating.
- Keep vegetables and fruits separate from raw meat, poultry, and fish.
- Use a special cutting board when cutting up vegetables and fruits.
- Remove bruised and damaged spots on vegetables and fruits.
- Check canned vegetables and fruits before opening them. Throw away cans that are bulging, leaking, or expired. Wash the top of cans before opening.
- Store vegetables and fruits according to storage guidelines.

Chipotle Apple Slaw

Ingredients: 3/4 cup Greek yogurt, non-fat; 1 tablespoon diced chipotle pepper in adobo sauce (about 1 pepper); 1 teaspoon olive oil; 2 teaspoons apple cider vinegar; 1 tablespoon sugar; 1/2 teaspoon kosher salt; 3 cups finely shredded red cabbage; 1/2 cup diced sweet onion; 1/2 cup shredded carrots; 1 cup diced apple with skin; 1 cup finely chopped parsley.

Directions: 1. Wash hands with warm water and soap. Wash fresh fruits and vegetables before preparing. 2. Combine yogurt, chipotle pepper, olive oil, apple cider vinegar, sugar and salt in a large mixing bowl. Whisk well until mixed and set aside. 3. Add cabbage, onion, carrots, apple and parsley to yogurt mixture. Toss to combine. 4. Cover and refrigerate for 30 minutes prior to serving to allow the cabbage to wilt and flavors to develop.

For more free recipes, visit EatWellBeWell.org or call 1-800-695-3335.

Grapefruit Avocado Salsa

Ingredients: 1 cup diced pink grapefruit segments; 1/2 cup green onions, green and white parts finely chopped; 1 tablespoon minced garlic; 1 tablespoon diced jalapeno; 1 teaspoon lime zest; 1 tablespoon lime juice; 2 teaspoons sugar; 1/2 cup chopped cilantro; 1/2 teaspoon kosher salt; 1/2 cup diced avocado.

Directions: 1. Wash hands with warm water and soap. Wash fresh fruits and vegetables before preparing. 2. Combine grapefruit, green onions, garlic, jalapeno, lime zest, lime juice, sugar, cilantro and salt in a small bowl. Mix well to combine. 3. Gently fold avocado into mixture. Serve immediately.

For more free recipes, visit EatWellBeWell.org or call 1-800-695-3335.

Tasty Taco Rice Salad

Ingredients: 1 pound lean ground beef; 1 1/2 cups instant brown rice, cooked; 2 cups water; 1 cup onion, chopped; 1 tablespoon chili powder; 3 cups tomatoes, chopped; 1 seeded jalapeno, finely chopped; 2 cups spinach or romaine lettuce; 1 1/2 cups low-fat cheese, shredded.

Directions: 1. Wash hands with soap and warm water. 2. Wash onion, tomatoes, jalapeno, and spinach or romaine lettuce before preparing. 3. Cook ground meat in a large skillet until brown (160°F). Drain off fat. Rinse meat with warm water to remove the grease. 4. Add rice, water, onion, and chili powder to meat in skillet. 5. Cover. Simmer over low heat about 15 minutes to cook rice. 6. Add tomatoes and jalapeno. Heat for 2-3 minutes. 7. Place layers of spinach or romaine lettuce, rice mixture, and cheese on plate. 8. Serve immediately.

Courtesy of Iowa State University Extension and Outreach
For more free recipes, visit EatWellBeWell.org or call 1-800-695-3335.

Senior Bulletin

Recipe Card



Social Media

Facebook

Brighten the Family Table! Eating vegetables and fruits is a great way to keep your body healthy, strong, and full of energy. These colorful foods not only contain a wealth of nutrients but are also full of flavor! Enjoy tasty vegetables and fruits with your meals and snacks to keep you and your family healthy. For more information visit www.eatwellbewell.org

Make food fun. Serve fresh vegetable sticks (zucchini, yellow squash, celery, red pepper) with a fun dressing such as “Snow Princess Dip” (low-fat ranch dressing), hummus (puréed chickpeas, olive oil, and lemon juice), or “Alligator Eyelash Dip” (plain, low-fat yogurt mixed with dill or other herbs). For tips and recipes visit www.eatwellbewell.org/recipes

Brighten the Family Table! Colorful vegetables and fruits are foods you can eat throughout the day to make you feel and look healthy. Make it a habit to include these tasty foods in your family’s meals and snacks each day. There are so many colorful vegetables and fruits for you to try and enjoy! For more information visit www.eatwellbewell.org

Children learn about vegetables and fruits when they help prepare them. All of the mixing, mashing and measuring makes them want to taste what they are making. It’s a great way to tempt your picky eater into trying vegetables and fruits. For tips and recipes visit www.eatwellbewell.org/recipes



Social Media

Twitter

Brighten the Family Table. There are many colorful vegetables and fruits to try and enjoy! For more information visit www.eatwellbewell.org (140 w/spaces)

Celebrate the season. Look for vegetables and fruits that are in season. Visit www.eatwellbewell.org for tips and recipes. (124 w/spaces)

Your local farmers' market is a great source of seasonal produce. For more information visit www.eatwellbewell.org (114 w/spaces)

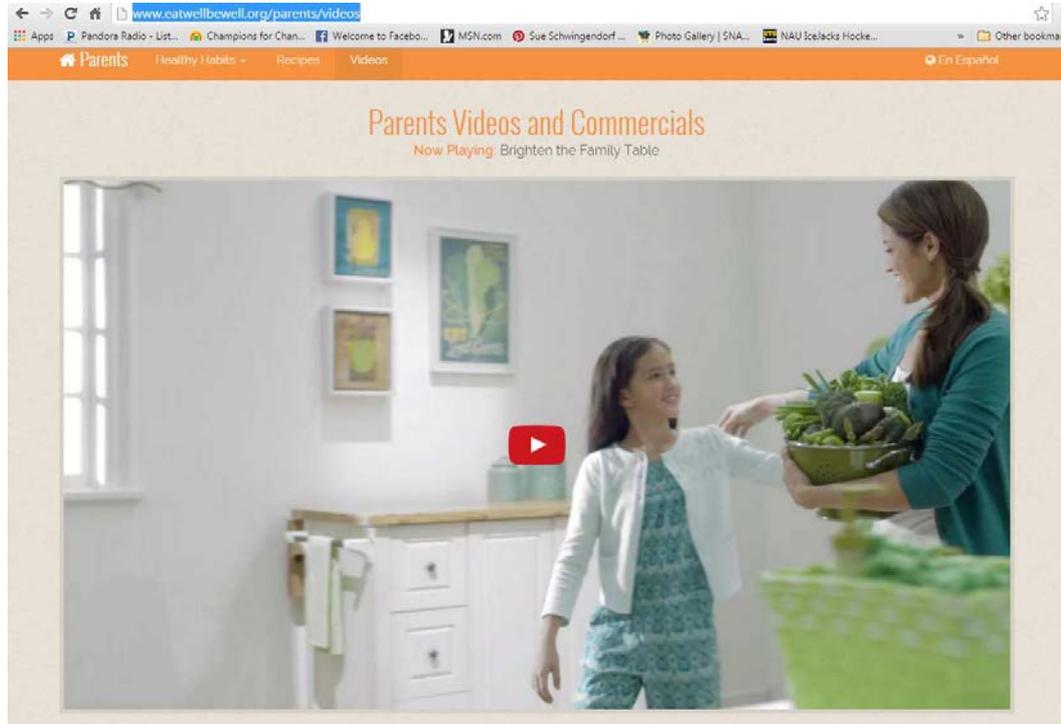
Canned and frozen vegetables and fruits may be less expensive than fresh. For more information visit www.eatwellbewell.org (122 w/spaces)

Be a role model. Kids learn from watching you. Eat fruits and veggies and your kids will too. For tips and recipes visit www.eatwellbewell.org

Eat smart to play hard. Offer fruits and veggies at meals and snacks. For tips and recipes visit www.eatwellbewell.org (120 w/spaces)



Brighten the Family Table



<http://www.eatwellbewell.org/parents/videos>

Out of Home Advertisements



- Grocery Stores
- School Buses
- Billboards
- Transit Shelters
- Laundromats



Online Advertisements



Website Analytics

Advantages of using Google Analytics:

- Target your online visitors
- Measure the results of your campaign
- Customize for greater exposure
- Evaluate traffic flow
- Improve your quality



Brighten the Family Table

Website Analytics

Audience Overview

Nov 6, 2015 - Dec 6, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

303



Users

220



Pageviews

312



Pages / Session

1.03



Avg. Session Duration

00:00:33



Bounce Rate

97.69%

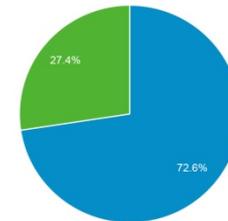


% New Sessions

71.95%

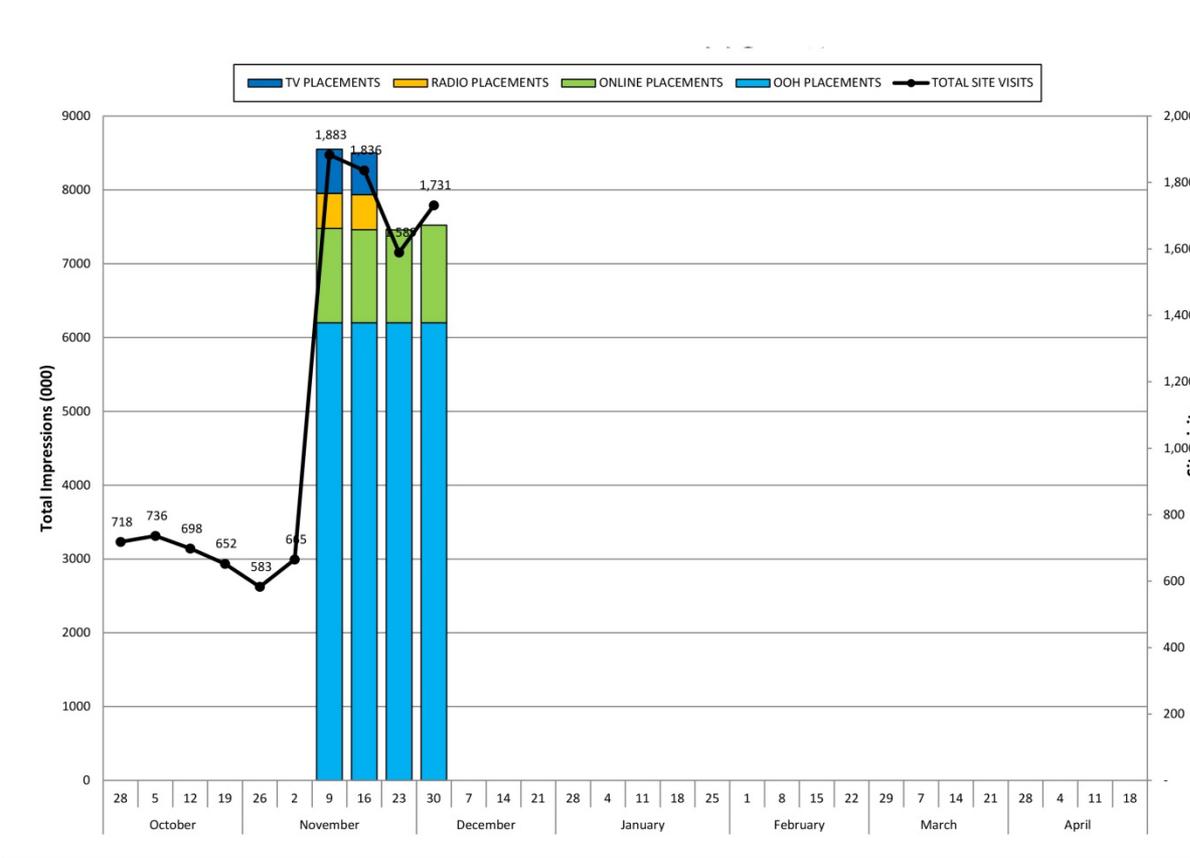


New Visitor Returning Visitor



Brighten the Family Table

Media Correlation BY MEDIUM



Assignment

Complete the Course Overview and the Social Marketing Basics of the CDC Social Marketing and Physical Activity Course by the next committee meeting on February 2, 2016.

<http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm>

Be prepared to report to the group three to four interesting points you learned from this course.