




January Coalition Meeting
Cuyahoga County Library:
Warrensville Heights Branch
January 12, 2018

Coalition Member Updates



- Nemours project updates
- Funding from Nestle
- Tufts Coalition Research Project
- Mt. Sinai Year 1 Report
- Focus groups coming soon!
- Other coalition member updates?



2

Happy 2018!
 Welcome new EAHS Members!




3

Social Media 101




Social Media Tips:

1. When people are mean, always be Light, Bright and Polite back!
2. The internet is not a place to vent!
3. If you are upset about something, call someone you trust instead of posting online!
4. Remember that everything that you post is public! Is this something you are proud of?

Before you text,
type or speak,
THINK first

T - is it True?
H - is it Helpful?
I - is it Inspiring?
N - is it Necessary?
K - is it Kind?

From www.chicagonew.com/Tween-Ur

Tips for Professionals

- Know your audience.
- Make sure that you have written approval to share photos of kids.
- Be accurate, but correct mistakes if they happen.
- Have something to say.
- Give a timely response.
- Give generously.
- Start a conversation.



7

Social media platforms

- [EAHS Facebook](#)
- [EAHS Twitter](#)
- [EAHS Instagram](#)
- My favorite social media tricks!
 - [Feedly.com](#): Lets you search and save blogs for content
 - [Buffer.com](#): Allows you to schedule and manage all of your social media in one place!



8

You're The Mom

The campaign was developed and tested with moms from our priority audience of lower-income families who frequent quick serve restaurants regularly with their children. We went through a rigorous feedback protocol including both quantitative and qualitative testing, and utilized a three-pronged approach to evaluate the campaign's impact.



9

WHAT'S YOU'RE THE mom ALL ABOUT?

You're the Mom celebrates moms for the important role they play in their families and communities. The messages empower and show moms that making healthy food choices for their kids can be easy and fun. We want moms to believe that eating well at restaurants matters and is doable.

Because moms are awesome, and they should feel that way.

WHY DOES THIS MATTER? DO KIDS REALLY EAT IN RESTAURANTS THAT MUCH?

EVERY DAY, JUST OVER 1/3 OF KIDS IN THE U.S. EAT FAST FOOD. COMPARED TO THOSE WHO DON'T, KIDS WHO EAT FAST FOOD, AND ESPECIALLY KIDS FROM FAMILIES WITH LOWER INCOMES, TEND TO EAT MORE CALORIES, FAT, AND ADDED SUGARS.

Fortunately though, many restaurants have made changes to their kids' menus, like reducing the calories in new items, removing soda, and adding healthier sides like apple slices.

We believe we can have the greatest impact by empowering moms to select healthier options at fast food restaurants.

WHY FOCUS ON MOMS?

We know moms play the biggest role in making food choices for their kids and families. So we talked with moms to find out why they eat fast food with their kids and what that experience is like.

What we heard probably comes as no surprise: moms want to raise healthy, happy kids. But they and their kids lead really hectic lives. Fast food is therefore a quick, convenient, and affordable way to feed their families.

We get that. So we want to meet moms where they're at. We want to support moms and give them the tools to make healthier choices for their kids when they do eat fast food.

ARE YOU TRYING TO REACH ALL MOMS?

HOPEFULLY, YES! BUT BECAUSE EVERY CAMPAIGN NEEDS A SPECIFIC FOCUS TO BE SUCCESSFUL, WE'RE PRIMARILY TRYING TO REACH MOMS WHO LEAD HECTIC LIVES THAT COME ALONG WITH RAISING YOUNG KIDS AND HAVE THE ADDED PRESSURE OF LIMITED RESOURCES.

SPECIFICALLY, OUR PRIORITY AUDIENCE INCLUDES:

- AFRICAN AMERICAN AND HISPANIC/LATINA MOMS WITH LOWER INCOMES (<\$50,000)
- WHO HAVE KIDS BETWEEN THE AGES OF 4 AND 10
- AND WHO FREQUENTLY EAT FAST FOOD WITH THEIR KIDS

HOW DID YOU COME UP WITH YOU'RE THE MOM

After gathering a bunch of input from moms (and some dads), we partnered with advertising agency Victors & Spoils to transform those insights into a powerful campaign.

The creative team at V&S took these insights and, with some feedback, developed several creative concepts that could guide a larger campaign. After testing these concepts with real moms and getting their thoughtful, honest feedback, we landed on the You're the Mom campaign.



OK, SO WHAT DOES YOU'RE THE MOM WANT MOMS TO DO?

We want moms to make simple swaps when ordering meals for their kids so the meals are healthier while still being tasty and satisfying.

- ORDER A MEAL FROM THE KIDS' MENU
- REPLACE SODA WITH WATER
- ORDER GRILLED INSTEAD OF FRIED MENU ITEMS
- INCLUDE A FRESH OR VEGETABLE SIDE WITH YOUR MEAL



THESE SIMPLE SWAPS ARE PACKAGED INTO TWO THEMES:

YOU WOULDN'T DRESS THEM IN ADULT CLOTHES. WHY ORDER THEM ADULT-SIZED MEALS?

NO LEO PONDREAS SOPA DE ADULTO. ¿POR QUÉ DARLES COMIDA DE ADULTO?

TRY OUT #WATERWEDNESDAY

HEALTHY SWAPS

Moms are all about social media, so we developed a series of healthy hashtags and GIFs to get them thinking about easy, healthy choices they can make and sharing those choices online. Of course, drinking water and eating fruits and vegetables is important every day, but incorporating swaps in this way can help to form new habits.

KID SIZE-IT

We want moms to stop and rethink the portions they're ordering for their kids, but we wanted to approach it with a little humor. These executions encourage moms to order from the kids' menu and appear in both English and Spanish.

WE ALSO TESTED* ONE YOU'RE THE MOM EXECUTION WITH A NATIONAL PANEL OF MOMS.

WHAT DID WE LEARN?

Scores for impact and message communication were above the merit. Across the board, scores were even higher among our primary target of African American and Latina moms, and among moms who more frequently eat fast food with their kids.

Why we think we have a winner:

- The ad has impact and stopping power
- The top message moms take away is about portion size, followed closely by feeling empowered
- Moms feel inspired and confident after seeing the ad
- The message is relevant to moms

These strong results suggest that You're the Mom could have a real impact.



*Copy tested with Millward Brown Look™ Test

WHAT DOES THE COMMUNITY THINK OF YOU'RE THE MOM?

We interviewed 10 leaders of these organizations, and here's what they had to say:

- Campaign messages are culturally appropriate, recognizing moms' realities and meeting moms "where they're at"
- Key messages do not take a negative tone with moms (i.e., "DON'T eat this or that")
- Small incentives, like campaign branded t-shirts, can generate enthusiasm for this campaign



The response for the community has been overwhelmingly positive. Thanks to our incredible community advisory board, we've made connections with nearly a dozen other organizations that have enthusiastically supported the campaign by distributing hand-copy materials, sharing our content online, and facilitating campaign evaluation.



[Online toolkit](#)

You're the Mom was developed by ChildObesity180 at Tufts University Friedman School of Nutrition in collaboration with Victors & Spoils. Support for the campaign and the research study were generously provided by The JPB Foundation.



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Decision Making: Family Engagement Campaign

- Family Engagement Objective 2: Engage community partners and resources to partner on ongoing events and messaging for family engagement.
 - Develop single focus, unified messages.
 - Encourage agencies to focus on a monthly message and saturate the messaging
 - Ensure themes are adapted to fit the needs of community partners
- Social Emotional and Active Play Objectives on National Screen Free Week
- Social Emotional Objective 1: Compile and fill gaps (as needed) in parent education materials on building resiliency



Family Engagement Campaign

- Choose Monthly Campaign Messages
- 12 different messages, align with Priorities, align with events that are going on in the community
- What information should we put together for each month?
 - Hashtags? Sample social media? Images? Flyers? Handouts from agencies? Events?
- Group Processing: Work your way around the room and add ideas and content for each monthly message!



Small Group Check In

- Review your plan from our November meeting.
- Decide what each person is able to do between now and our next meeting to keep you on the path to success.
- Share with the group what the first is step that you are taking to reach your objectives.



22

**Next meeting:
Friday, February 9 from
9:30-11:30 am**

**Cuyahoga County Library
Brooklyn Branch**

4480 Ridge Rd, Brooklyn 44114

Save the Date: Spring Meetings-
March 16 (3rd Friday), April 13, May 11,
June 8



23