Policy interventions for food literacy: Mass media health education

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Objectives

What is mass media health education?

How can mass media be used as a policy strategy?

What are key features of effective campaigns?
Mass media health education

- Public health tool

- Reach large proportion of the population

- Small to moderate changes in attitudes and behaviors

Using mass media as a policy strategy

Support health mandates
- Political
- Driven by popular opinion
- Historical (continuation from previous initiatives)
- Evidence-based/evidence-informed

Realities of government agencies
- Funding
- Expertise
- Flexibility

Effectiveness of nutrition campaigns

成功的宣传

- 增加水果和蔬菜的摄入量
- 减少钠的摄入量
- 减少含糖饮料的摄入量

常见的特征

- 一个单一的聚焦信息
- 高饱和覆盖
- 由多成分计划支持
- 涉及多个部门或伙伴

(Bauman et al. Eval Prog Plan, 2006; Afshin et al. 2015; Rekhy & McConchie. Appetite 2014)
Background: Eat Well Campaign (EWC)

- Developed by Health Canada
- Several messages: meal planning + other healthy eating messages
- Multi-component: mass media + tool box for health professionals
- Multi-sector: food retailers, media, and health organizations
- Year long: 2013-14
- Parents: children 2-12 years old
- Bilingual: French and English
- Multi-channel:
  - Print: magazines, grocery store flyers, receipts, posters
  - Online: blogs, dedicated websites, Twitter, Facebook
  - TV: Cable TV networks (e.g. W Channel and Canal Vie)
### Sociodemographic differences in total exposure and exposure to key campaign elements

<table>
<thead>
<tr>
<th>Sociodemographic Factor</th>
<th>Total</th>
<th>Mr. Zucchini (30.3%)</th>
<th>Magazines (41.6%)</th>
<th>Vignettes (51.7%)</th>
<th>Champions (33.5%)</th>
<th>Web (16.4%)</th>
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<tbody>
<tr>
<td>OR</td>
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<tr>
<td>French</td>
<td>***3.58</td>
<td>***2.65</td>
<td>*1.54</td>
<td>***3.74</td>
<td>***9.77</td>
<td>*0.44</td>
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<td>British Columbia</td>
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<td>0.60</td>
<td>0.42</td>
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<td>Prairies</td>
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<td>0.79</td>
<td>0.88</td>
<td>*0.36</td>
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<tr>
<td>Quebec</td>
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<td>**2.36</td>
<td>1.17</td>
<td>***3.73</td>
<td>***7.27</td>
<td>*0.42</td>
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<td>Other</td>
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<td>0.80</td>
<td>0.91</td>
<td>0.95</td>
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<td>Income (Ref = ≥ 80 000)</td>
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<td>OR</td>
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<tr>
<td>&lt; 40 000</td>
<td>**2.26</td>
<td>*1.97</td>
<td>*1.91</td>
<td>*1.76</td>
<td>**2.44</td>
<td>**2.39</td>
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<tr>
<td>40 000 to 79 999</td>
<td>1.14</td>
<td>0.71</td>
<td>0.96</td>
<td>1.44</td>
<td>1.29</td>
<td>0.62</td>
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<td>Primary or high school</td>
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<td>**2.08</td>
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<td>College</td>
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<td>***2.11</td>
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<td>Other faiths or no religious beliefs</td>
<td>**0.60</td>
<td>*0.64</td>
<td>0.78</td>
<td>*0.64</td>
<td>*0.54</td>
<td>0.69</td>
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* p < 0.05, ** p < 0.005, *** p < 0.0001
Caterpillar plot of Canadian census metropolitan, agglomeration and rural areas, ranked by exposure to the EWC
Cross-sector partnerships

Similar values

‘I think they were equally motivated to see this campaign succeed, and so were actively involved and well-resourced, yeah.’ - Food retailer

Communication

‘Health Canada sort of came back with more and more strict guidelines about what we could and couldn’t say.’ - Food retailer

Advanced collaborative planning

‘It’s a tough sell, because a flyer is to promote food and food products and this was more messaging, and even when we have our own programs around health and wellness, we struggle to find space in the flyer to promote them.’ - Food retailer

Lessons learned

Appropriateness of mass media campaigns
• simple vs. complex behaviors
• repeated continuous messaging

Formative research is important
• audience segmentation and geographic dispersion
• understanding underlying behaviors, barriers, etc.

Partnerships are vital
• extend reach
• leverage resources and expertise

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