

SNAC Marketing Competition Application and Proposal

Application Intro

Please read through and fill out the entire application and information packet.

Goal: As participants in the SNAC Marketing Competition, you will develop an appealing marketing campaign that utilizes the results of the Utah Health Values Study and emphasizes the importance of fruit and vegetable consumption in maintaining and improving health. The winning campaign will be eligible for up to \$2,000 in prize money.

NOTE: Only projects that score at least 80% on the scoring rubric will be eligible for prize money.

Sponsor: The purpose of the State Nutrition Action Coalition (SNAC) is to provide a unified message about the importance of nutrition and physical activity to the citizens of Utah. SNAC members include the Department of Health, WIC, Utah State University Food Sense and EFNEP nutrition education programs, Get Healthy Utah, Department of Workforce Services, Utah State Board of Education, Child Nutrition Programs, Utahns Against Hunger, and the International Rescue Committee. Some of the local initiatives SNAC has lent its support to include Double Up Food Bucks at farmers markets, Utah School Breakfast Expansion Team (UBET), and the Inter-generational Poverty initiative.

Team Members

Teams must have a minimum of 3 and a maximum of 6 members, with one person designated as the team lead. The SNAC Coalition will communicate directly with the team lead. We encourage you to include students from other disciplines and institutions on your team.

Please provide the name, institution, major, email address, and phone number for each member of your team.

SNAC Marketing Competition Application and Proposal

Values Study

Please have each member of your team read the Small Steps for Better Health Toolkit found at gethealthyutah.org/toolkit. The Toolkit is based on findings from the Utah Health Values Study that will be the basis of your campaign.

Get Healthy Utah, a nonprofit dedicated to creating a statewide culture of health, conducted a survey (the Utah Health Values Study) of more than 1,000 Utah residents to find out how they think and feel about their own health and what matters most to them. The good news is that Utahns want to be healthy and are motivated to achieve a high quality of life. They want to avoid chronic diseases while feeling productive, physically fit, and mentally positive. The bad news is that Utahns underestimate their own weight while overestimating their ability to make good choices about healthy eating, physical activity, and their overall health.

Changing behavior is hard. Understanding these steps can make it easier:

- First, people have to understand that there is a problem.
- Next, they have to find a solution and believe they can make a change.
- Then, barriers to taking action must be removed.
- Finally, people need social support, positive reinforcement, and an understanding of long-term benefits in order to make permanent changes in their lives.

The Utah Health Values Study can help you to communicate with Utahns about healthy living in ways that are most likely to resonate with them and motivate them to change their behavior.

In your campaign, think about how you can verbalize these immediate or tangible benefits: feel healthier, get sick less often, have more energy, improved physical abilities, sleep better, have a better mood, get sharper focus, and avoid chronic diseases.

In your campaign, think about how you can emphasize these emotional values and benefits (which matter more and are shared more universally): be more productive, take care of myself better, have less stress and anxiety, spend more time with those I love, enjoy a high quality of life, live life to the fullest, and take care of and provide for children/family/friends better.

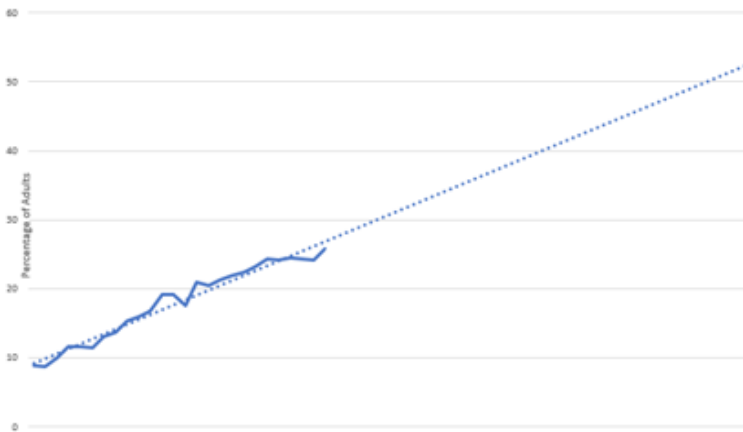
- All members of my team have read the entire Small Steps for Better Health Toolkit at gethealthyutah.org/toolkit.**

SNAC Marketing Competition Application and Proposal

The Problem

Rates of obesity and diet related chronic diseases, including diabetes, heart disease, and arthritis, continue to rise in Utah.

Utah Adult Obesity Straight-line Projection to 2050

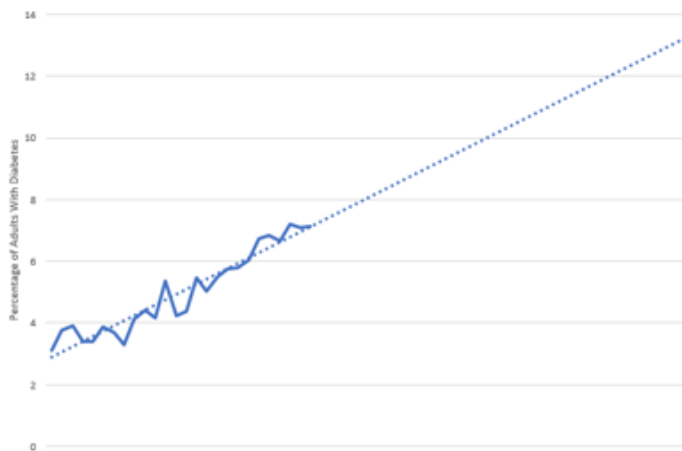


If the trend continues:

*Adult obesity rates could rise from **26%** in 2014 to **46%** in 2050.

*The number of obese adults could triple to over **1.7 million Utahns**.

Utah Adult Diabetes Straight-line Projection to 2050



If the trend continues:

*Diabetes rates could rise from **7%** in 2014 to **16%** in 2050.

*The number of adults with diabetes could rise from **140,000** adults to over **600,000** adults.

*The total cost for diabetes could increase from an estimated \$580 million in 2014 to over **\$2.5 billion**.

SNAC Marketing Competition Application and Proposal

Task

Design a marketing campaign addressing the problem of obesity and diet related chronic disease in Utah. However, the campaign must be focused on healthy eating, specifically increasing consumption of fruits and vegetables in adults. In other words, do not directly address obesity in your campaign, only focus on increasing fruit and vegetable consumption.

The Utah Health Values Study found that Utahns are motivated by the immediate and tangible benefits of a healthier lifestyle. Your campaign must incorporate the values and benefits outlined in the Utah Health Values Study listed above.

Due Dates

Application Deadline: October 19, 2018

***Check- In:** November 15, 2018

Final Due Date: December 20, 2018

*Check-In: This will be an in-person or video conference call with the SNAC members to present what your team has up to this point and get feedback from the coalition. More information will be sent out as the date approaches.

Award announcements will be made in February 2019.

Audience: You must pick one of the following populations to address in your marketing campaign.

- Young Adults (millennials, ages 22-36)
- Middle-Aged Adults (37-55)
- Older Adults (Baby Boomers, ages 56+)

Mediums: You must use at least THREE mediums listed below, from at least TWO of the following categories: (For example, in category 1, social media and an email campaign, and in category 2, flyers.)

1. Digital:

- Social Media
- Email Campaign
- Blog Posts

2. Print:

- Flyers
- Posters
- Brochures

3. Mass Media:

- Radio PSA
- YouTube Ad

SNAC Marketing Competition Application and Proposal

Minimum Application Requirements:

- At least 3 members on your team, including one designated team lead
- All team members have read the entire Small Steps for Better Health Toolkit
- Picked one of the stated audiences
- Selected at least 3 mediums from 2 of the stated categories
- Submitted a well thought out description of campaign and implementation plan
- Read, signed, and adhered to all the agreements below

Minimum Campaign Requirements:

- Addressed the stated problem of rising rates of obesity and related chronic diseases in campaign
- Campaign is focused on healthy eating, specifically increasing consumption of fruits and vegetables in adults
- Met all required due dates
- Addressed one of the stated audiences
- Used at least 3 mediums from 2 of the stated categories

SNAC Marketing Competition Application and Proposal

Please have all team members read and check that they have read and will comply with all of the following statements:

- I understand that all materials created for the SNAC marketing competition are owned by the State Nutrition Action Coalition (SNAC) and are to be used at their discretion.
- I understand that all materials used and created for the SNAC marketing competition are non-copyrighted materials. I may use my own original photos as well.
- I will provide proof that all materials included in my campaign are non-copyrighted materials. This means including the source of all non-original materials.
- I understand that all image files sent in as campaign marketing materials will be formatted as both an editable design file and as a PDF file.
- I will provide signed photo and video release forms for everyone who appears in a photo or video created by my team. These forms will be provided by SNAC.
- I understand that if the minimum requirements are not met, my team may be disqualified from the competition.
- I understand that my entry must receive a score of at least 80% on the scoring rubric in order to be eligible for prize money.