



WISCONSIN COMMUNITY HEALTH FUND

GREEN COUNTY CHEF TEAM
Fall, 2018

*Bolstering Infrastructure for Health Improvement
Aiding Shared Statewide Health Priorities
Growing Resources for Healthy Communities*





CHEF Improvement Plan





WCHF Community Health Value Exchange



Businesses

Get Wisconsin MOO-ving!



Growing Health Grades And Outcomes

- Healthy Communities
- Healthy People
- Community-Clinical Linkages
- More Educated Potential Workforce
- More Prepared Potential Workforce
- Stronger Local Economy
- Informed, Engaged and Active Community
- Community Health Education
- Vibrant Community Health Work Teams
- Stable or Competitive Healthcare Cost

BETTER

Business Promoting Community Health Value

- + Prevention - Defined Capabilities - Expansion of Life
- Reduction of Expense, Disease and Death -
- Alignment of Resources to Strategy and Capabilities
- \$ Outcome - Return on Investment, Cost Utility and Benefit Analysis

Community Health Priorities

MOO-ving
Community Health
Performance

MOO-ving
Capacity
For Growth

Business Actions

- Engage**
Programs, Coalitions, Boards
- Lead**
Projects, Teams, Planning, Strategy
- Invest**
Programs and Endowments
- Promote**
Community Health Activities and Value
- Understand**
Community Health Purpose and
Connection To Health Landscape

Collaboration

- Healthcare
- Business
- Philanthropy
- Public Health/
Government



Chief Health Strategist – Like an Orchestra Conductor

Philanthropy

Government

Business

Health System



- Cost effective strategy for improving health and safety outcomes
- Reduces unnecessary suffering and saves lives
- Enables practitioners to work across silos and distribute responsibly across vested stakeholders



Green County Nutrition Goals

VISION STATEMENT

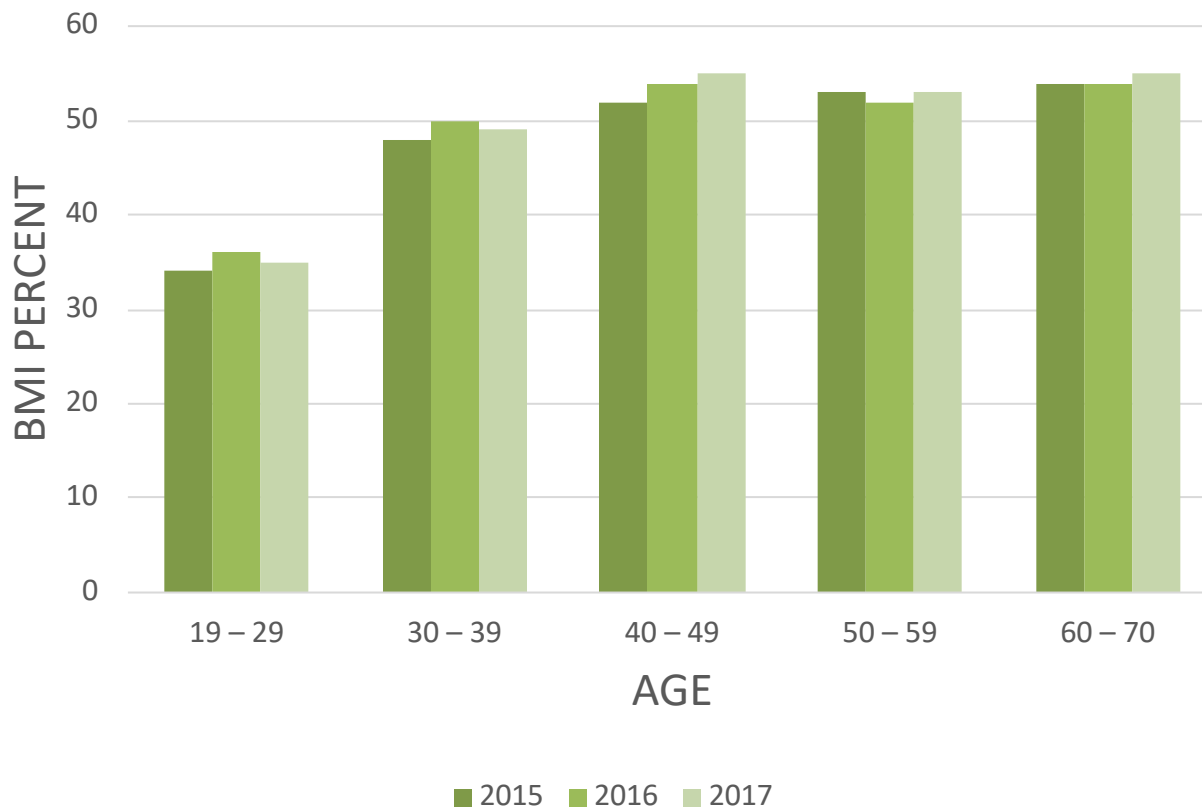
We envision communities that promote good nutrition and food security for all residents of Green County

- Farmers Market – Goals Met
- Prepare a comprehensive list of available food resources in Green County, including location, usage and date of food availability
- Provide opportunities for ongoing education at various sites and referrals, such as meal planning, grocery shopping, recipes and tips on using healthy food alternatives

= Selection of BMI as a Data Source for Adult Obesity



BMI Data





Social Marketing and Behavior Change

Bret Shaw

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Social Marketing & Behavior Change



Bret Shaw, Ph.D.

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Bret's areas of expertise include planning and evaluating social marketing campaigns to promote health and environmental behavior change. He has published broadly in the areas of environmental and health communication, and has worked in marketing, advertising, technology and journalism domains.



Life Sciences Communication
UNIVERSITY OF WISCONSIN-MADISON



Extension role



- Behavior change campaigns
- Promote science-based recommendations
- Use social science theory to solve problems
- Understand audience, craft strategic campaigns and evaluate them
- Help stakeholders communicate more effectively
- Topics:
 - Focus on environmental issues but have a lot of background in health communication too

False assumptions



- Knowledge deficit model
 - Audiences simply lack specific knowledge to support and adopt new practice
- More information = better outcomes?
 - Effective communication is about explaining the science better or getting out more information
- Little empirical support
- Communicating scientific reasons for behavior change important but info alone often not enough to change behaviors

What is social marketing?



- Promotes voluntary behavior by:
 - Offering desired benefits
 - Reducing barriers
 - Uses strategies from persuasion, social psychology and behavioral economics to motivate participation

Social Marketing Steps



5-step process to change behavior

1. Select specific behavior
2. Identify perceived **barriers** and **benefits** of current and preferred behavior
3. Develop creative strategies to overcome barriers and enhance benefits of behavior using tools designed to change behavior
4. Conduct pilot study to adjust use of tools
5. Broadly implement program

Communication outcomes

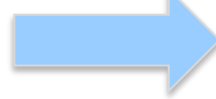


Mediated
communication



Knowledge/
Awareness

Interpersonal
communication



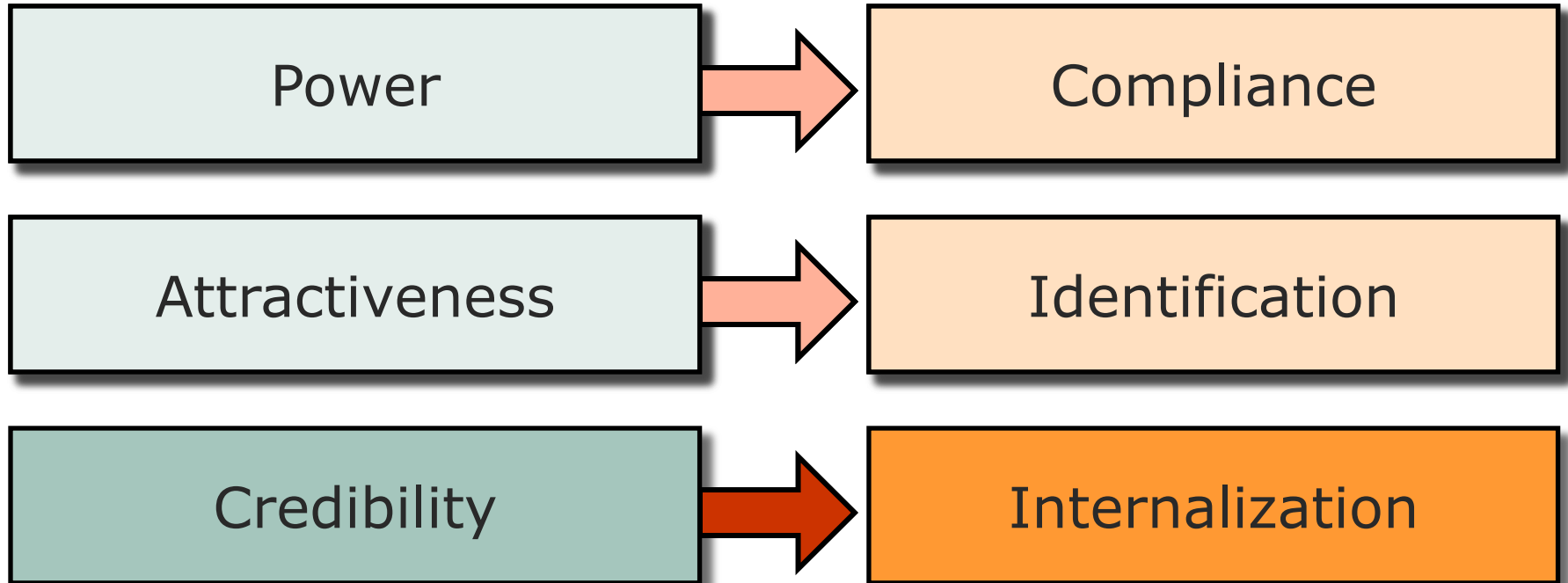
Attitude/
behavior
change

Source Attributes and Receiver Processing Modes



Source Attribute

Process



Source Attractiveness



Similarity

Resemblance between the source and recipient of the message

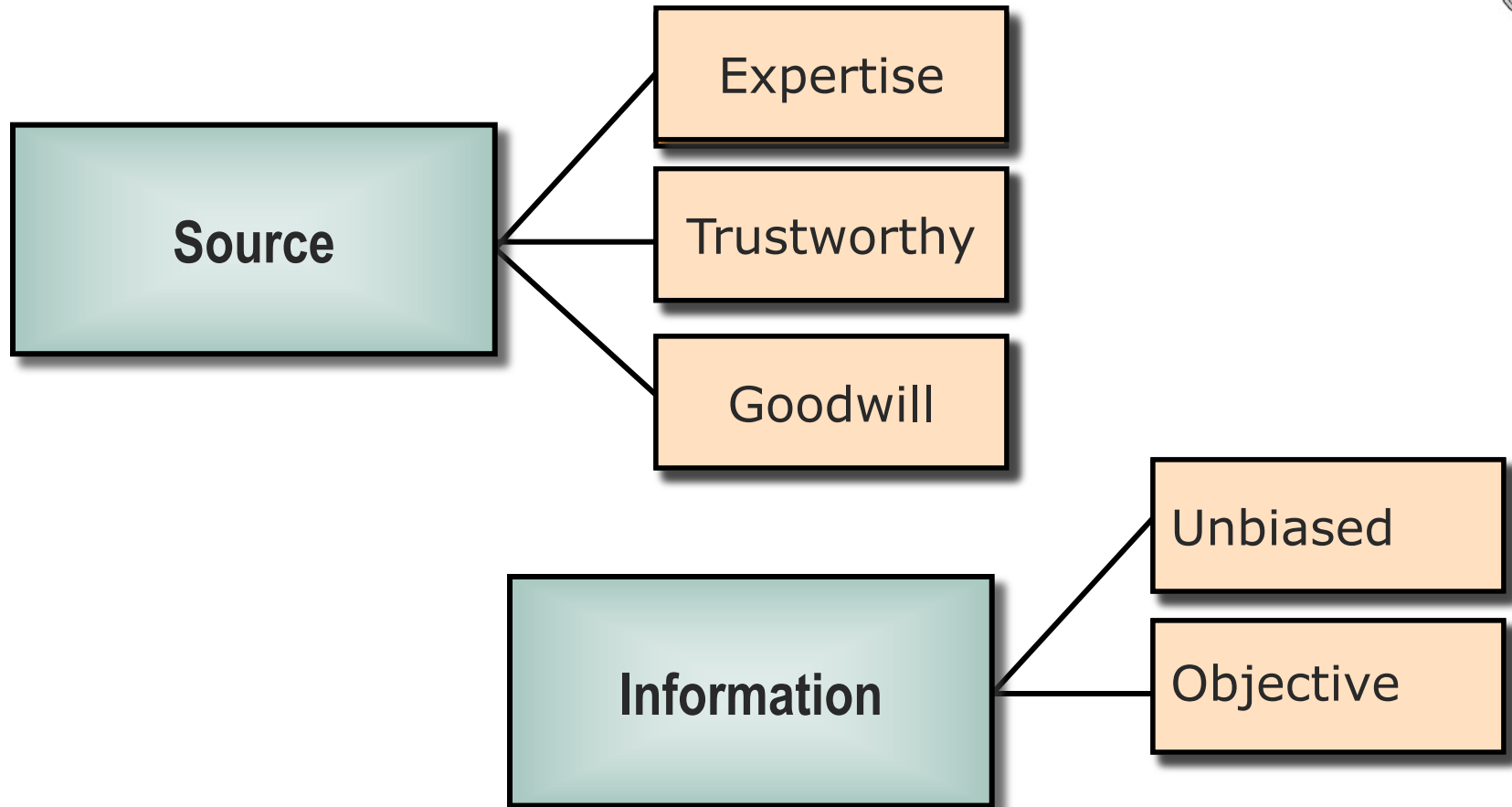
Familiarity

Knowledge of the source through repeated or prolonged exposure

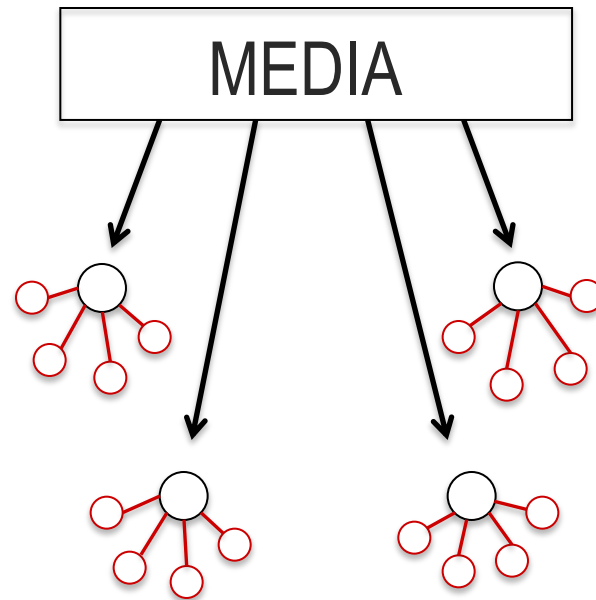
Likeability

Affection for the source resulting from physical appearance, behavior, or other personal traits

Source Credibility



Two Step Flow of Information



○ = Opinion leaders

○ = Individuals in contact with
opinion leaders

Norms



- Human tendency to look toward others to help guide behavior
- Effectiveness depends on people internalizing norms – norm is how people ‘should’ behave
- Examples: Workplace managers, leaders in faith-based organizations, neighborhood leaders

Reactance Theory



Emotions and Logic



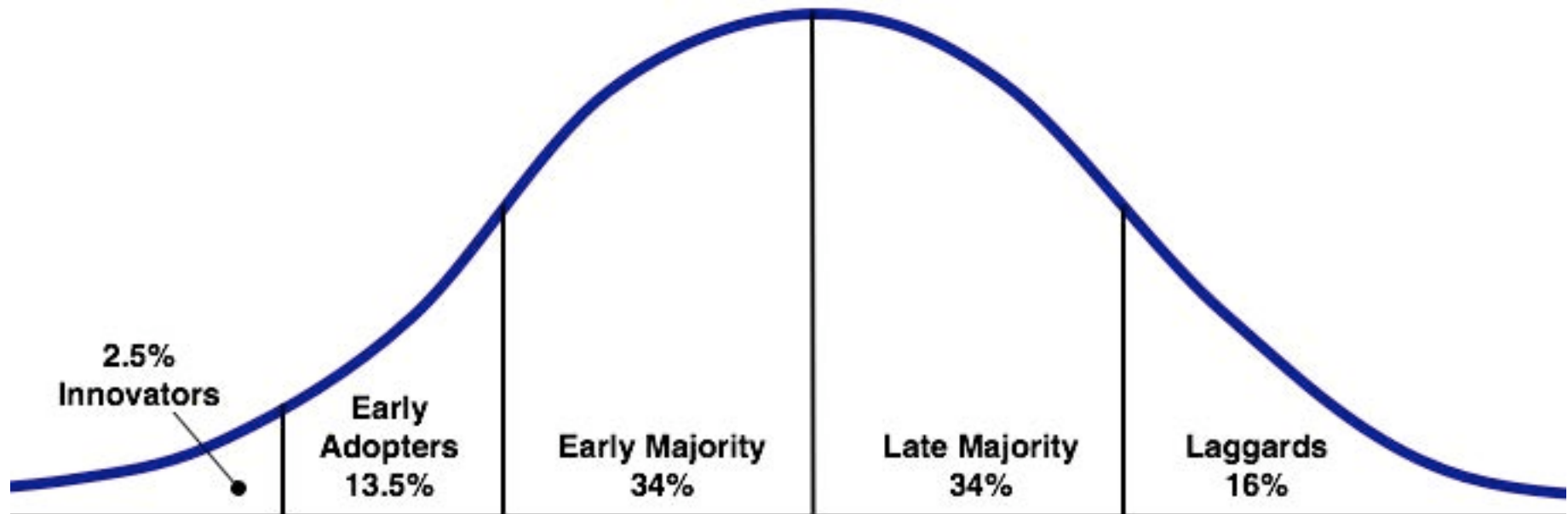
Segmentation



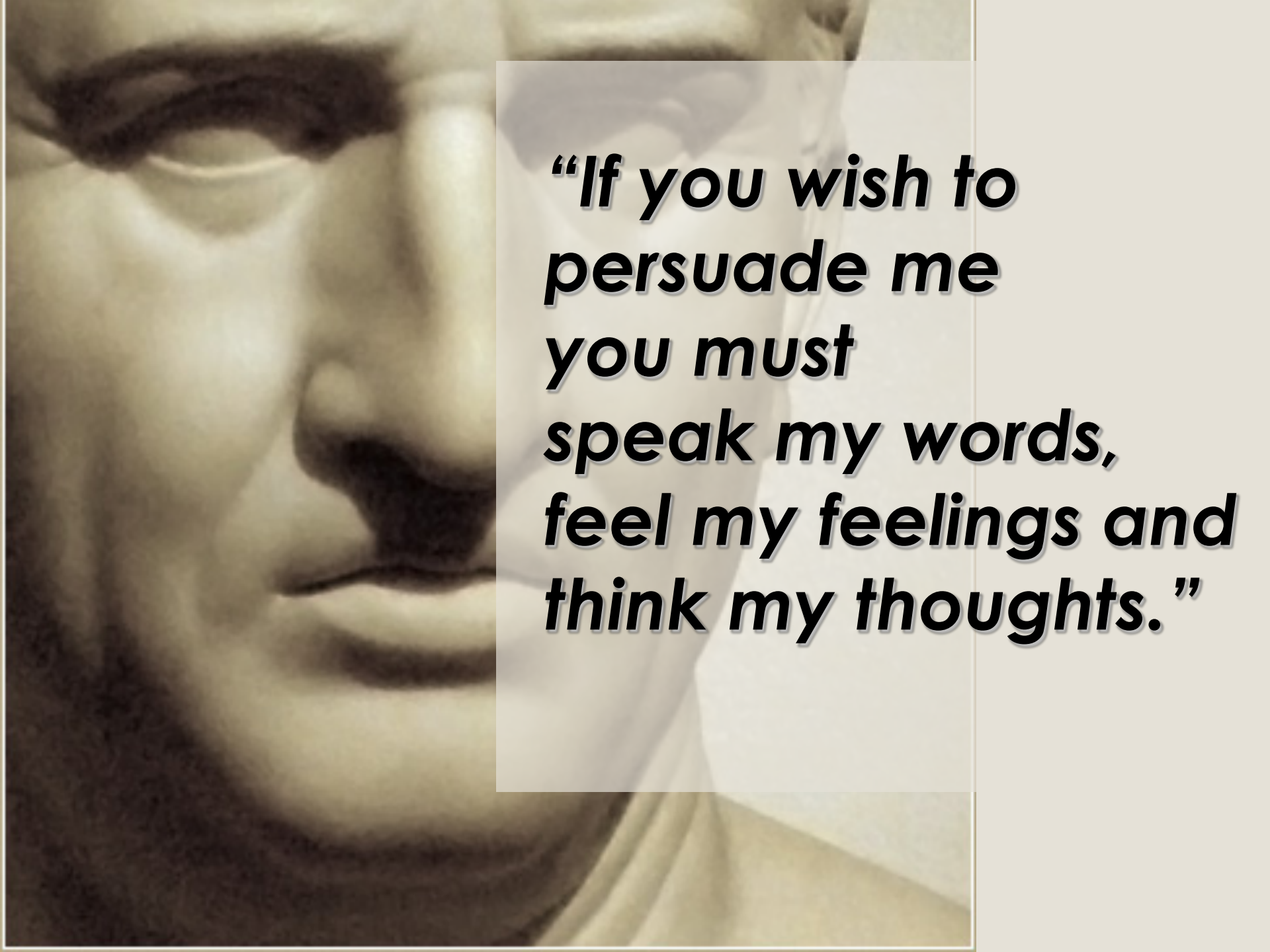
- Divide population into groups more like each other than other segments
- “Differential responsiveness” most crucial criterion
- Prioritize segments with highest incremental response to marketing effort
 - Equity concerns may override this priority



Diffusion of Innovations: Understanding Adoption Curves



Source: Everett Rogers, *Diffusion of Innovations* model.



“If you wish to persuade me you must speak my words, feel my feelings and think my thoughts.”

See world through their eyes



- Persuade why they should adopt behavior
- How do they approach, understand and experience situation?
- Ideally, they come to conclusions on own
- Research to understand segment characteristics
 - e.g., Interviews, focus groups, surveys

Encourage Commitment



- Expressed commitment increases compliance
- Act of commitment alters how people see themselves
- Written more effective than verbal
- Making commitment public or with group increases effectiveness



Encouraging Commitment



■ Recognition

- Healthcare system
- Support groups
- Workplace winners of challenges
- A nutrition or weight loss app

■ Pledges

Prompts



- Explicit instructions needed
 - 'Turn off the lights' not 'Save electricity'
 - Flush down not up
- Prompt should be placed as close in time/space as possible to target behavior
 - How do you reach people where they eat?

Prompts for AIS



STOP AQUATIC HITCHHIKERS!™

Prevent the transport of nuisance species.

Clean all recreational equipment.

www.ProtectYourWaters.net

When you leave a body of water:

- Remove any visible mud, plants, fish or animals before transporting equipment.
- Eliminate water from equipment before transporting.
- Clean and dry anything that comes into contact with water (boats, trailers, equipment, clothing, dogs, etc.).
- Never release plants, fish or animals into a body of water unless they came out of that body of water.

Prompts for AIS



Prompts for AIS



Prompts for Nutrition



Good Nutrition Starts With MyPlate

Choose fresh, frozen, or canned fruit without added sugar.

Switch to fat-free or low-fat milk & other dairy products

Make at least half your grains whole grains.

Eat a variety of veggies, especially dark-green, red & orange ones.

Vary your protein food choices. Try beans, peas, nuts, soy, and seafood.

Choose **MyPlate.gov**

Nutrition Facts
Serving Size 100 grams

Amount Per Serving		% Daily Value*
Calories 557	Calories from Fat 325	
% Daily Value*		
Total Fat 44g		88%
Saturated Fat 5g		27%
Trans Fat		
Cholesterol 0mg		0%
Sodium 1mg		0%
Total Carbohydrate 28g		9%
Dietary Fiber 10g		41%
Sugars 8g		
Protein 21g		
Vitamin A 11%	Vitamin C 5%	
Calcium 11%	Iron 23%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

my Food Traffic Lights

Michael Add user Target weight 153lb

per 100 gms Below Between Above Daily amount

Nutrient	Current Value	Target Value	Daily Amount
Calories	130	543	2713
Fat	4.5	18.1	90.4
Saturates	1.8	6.0	30.1
Sugar	3.4	13.6	67.8
Sodium	100	400	2000

• Higher levels of sugar can be obtained from other products.

Menu Favorites Portion size Target weight

Incentives and Barriers



- Benefits
 - Health, concern about appearance, social approval, feeling good about self
- Barriers
 - Financial, knowledge, convenience, access, social environment

Summary



- Info necessary - not sufficient
- Understand audience
- Avoid reactance
- Reach audience's emotions
- Get to interpersonal communication
- Follow-up – not 'one and done'
- Behavior change takes time

Thank You!



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Green County CHEF Team Action Cooking Up Community Health



Focus

**OUTPUTS
TACTICS**

**PROXIMAL
OUTCOMES**

**IMPROVED
BMI**

**Short-Term
Goals**

- List of Food Resources
- Food Education

**Social Norms
Attitudes
Empowering Opinion Leaders
Commitment
Emotional Favorite
Beliefs**

**Long-Term
Goals**



Proposed Strategies

- Worksite and Meeting Food Policies — vending machines, refrigerators
- Restaurant and Grocery Store Labeling
- Cooking Classes
- Nutrition Counseling and Education
- Cooking Matters Education Program
http://cookingmatters.org/sites/default/files/CM_LongTermStudy_singlepages.pdf
- Executive - Corporate Sponsor Support – Public Corporate Proclamation
- Social Media Messages – Eat Smart Month – American Heart Association
<https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/eat-smart-month>



Strategies & Connection to Value

PROXIMAL OUTCOMES

SUGGESTED STRATEGIES



PROXIMAL OUTCOMES

Worksite and Meeting Food Policies
Restaurant and Grocery Store Labeling
Cooking Classes
Nutrition Counseling and Education
Cooking Matters Education Program
Public Corporate Executive
Proclamation
Social Media Messages

Social Norms
Attitudes
Empowering Opinion Leaders
Commitment
Emotional Favorite
Beliefs
Self Efficacy



WISCONSIN COMMUNITY HEALTH FUND

Leading a New Legacy & Promise for Healthy Communities

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