Countermarketing Staff Training Program

Levitt Foundation
WELCOME!
Ground Rules

✓ All have a voice, but can be by choice
✓ Share your ideas
✓ Learn from each other
✓ Take breaks when you need
✓ Ask questions
✓ Have fun!
Objectives For Today’s Training

- Review marketing strategies of Big Food Companies
- Discuss how marketing impacts health
- Define and discuss food countermarketing
- Explore youth food countermarketing initiatives
- Discuss how to implement youth food countermarketing initiatives and projects
PART 1:
FOOD COUNTERMARKETING 101
Useful Definitions

1. **Marketing**: The action or business of promoting and selling products or services.

2. **Big Food Company**: Multinational food and beverage companies with huge and concentrated market power. Primary producers of ultra-processed foods high in fat, salt, and sugar.

3. **Countermarketing**: Campaigns that use health communications strategies to reduce the demand for unhealthy products by exposing the motives of their producers and portraying their marketing activities as outside the boundaries of civilized corporate behavior.
Icebreaker

• Find your group by matching the corporate logo with its corresponding brand name.

• Introduce yourself and discuss these questions:
  • What do you think are some of the most widely recognized food brands?
  • What are the most prevalent unhealthy advertisements that you see in your community or where you work?
FOOD MARKETING
Food Marketing

• Promotion or selling of foods

• Approximately $4.2 billion spent yearly (116 million spent on healthy food advertisements)

• Mostly junk food ads

Source: fastfoodmarketing.org
Food Marketing Cont.

- Unhealthy food brands are easily recognizable
- Unhealthy food marketing correlated with:
  - Poor diet
  - Greater fast food and sugary beverage intake
  - Diet related diseases (i.e. obesity, diabetes)

Source: fastfoodmarketing.org
Company’s plan for reaching people and getting them to purchase a certain product.
Tricky Techniques: Celebrities

Celebrities - familiar faces on packages
Tricky Techniques: Claims

**Claims** - Make product seem healthier than what it is.
Tricky Techniques: Branding
Tricky Techniques: Special Designs

Special designs - Limited edition designs
Marketing Strategy: Catchy Jingles/Slogans

“I’m Lovin’ It”

“Melts in Your Mouth, Not in Your Hands”

"Betcha Can't Eat Just One"

"America Runs on Dunkin”

“The Best Part of Waking Up...”

“5 Dollar Foot Long”
Tricky Techniques: Incentives & promotion

Incentives/promotion-Buying a product in order to enter into a contest or sweepstake
Tricky Techniques: Product Placement
Tricky Techniques: Pester Power

**Pester Power** - the ability of children to “nag” adults and influence them into buying certain products
Spot the Tricky Technique!

- Use of celebrity/cartoon character
- Claims
- Incentives
- Special designs
TARGETED MARKETING
Targeted Marketing

- Targeted marketing
  - Marketing that appeals specifically to a group of consumers whom a company has identified as attractive for its business
Targeted Marketing: African-American & Latino Youth

African-American & Latino youth receive a “double dose” of unhealthy marketing

Why?
1. More likely to live in communities where unhealthy food marketing is more prevalent
2. May be exposed to more of the media where food-related products are advertised

Source: uconnruddcenter.org
Targeted Marketing to African-American Youth

African-American Youth

• Viewed 70% more food-related TV ads and 60% more fast-food ads compared to Caucasian peers

• African-American teens saw 17.5 ads per day compared to Caucasian teens, 7.5 ads

• 2x as many ads for junk food (e.g. soda, energy drinks)

• 39% of ads viewed: for candy, gum/mints, snacks, soda, and other sugary drinks

Source: uconnruddcenter.org
Targeted Marketing to Latino Youth

Latino Youth:

- More than 1/3 ads were for fast-foods and other restaurants
- 25% of ads were for junk foods (e.g. candy)
- 47% promoted fast-food restaurants

Source: uconnruddcenter.org
FOOD
COUNTERMARKETING
**Food Countermarketing**

Describes activities that decrease the consumption of unhealthy food and beverages.

Food countermarketing activities *go against or oppose* the marketing of unhealthy products.

Original marketing vs. food countermarketing image
Why Food Countermarketing?

Countermarketing has been shown to reduce unsafe behaviors and the demand for harmful products such as cigarettes. The *truth* campaign, a youth driven countermarketing campaign reduced smoking in youth.

*Why?*

It exposed how tobacco companies were deceiving youth into smoking harmful cigarettes.

This image from the *truth* campaign encouraged teenagers to see, hear and talk about what tobacco companies were up to such as putting cleaning agents in cigarettes.

Food countermarketing disrupts companies’ ability to sell unhealthy products to young people, and supports healthy food choices along with:

- Policy change
- Healthy food and beverage promotion
- Nutrition education
- Increasing affordability of healthy foods
- Increasing availability of healthy foods
Why Youth Food Countermarketing?

- Valuable resource for health communication and promotion
- Convincing communicators with their peers and family
- Immersed in their communities
- Familiar with use of social media to interact with others
- Energy, passion, and committed
- Changing habits early in life can bring lifelong benefits

YOFE student, Oumou Dukuray facilitating a youth food countermarketing workshop with teens at SCAN-NY
FOOD COUNTERMARKETING INITIATIVES & CAMPAIGNS
Big Red Can: Howard County Unsweetened
Youth Led Food Countermarketing Initiative

Image developed by a student from A. Philip Randolph High School targeting sugary beverages.

Image developed by a Youth Food Educator targeting AriZona beverages.
Youth Led Food Countermarketing Initiatives

Image developed by Youth Food Educators targeting McDonalds. The images portrays the two sides of Ronald McDonald—the happy, friendly clown, and the scary, deceptive grim reaper.

Meme developed by a participant in the Youth Food Educators targeting Popeyes.
Youth Led Food Countermarketing Initiative

“A Toast To Death”
This anti-sugary beverage campaign altered logos and slogans of popular beverage brands to convey countermarketing messages and to discourage the target audience from consuming sugary drinks.
8 Key Elements Found in Successful Countermarketing Campaigns

1. Communicate the negative health effects
2. Mention industry manipulation of consumers
3. Spark negative emotions
4. Mock popular brands
5. Tailor campaigns for specific groups
6. Disapprove the industry aiming their marketing to at-risk groups
7. Establish a distinct countermarketing campaign brand
8. Engage users in all phases of campaign
Design Your Own Food
Countermarketing Initiative!

Come on down to McDeath
Poison your whole family for less than $20 bucks!
Eat fast, die young

Profits are up...
...so is infant malnutrition
Boycott Nestle
Recap

• Unhealthy food marketing impacts the health of communities

• Youth (especially African-American & Latino youth) are targeted the most with unhealthy food marketing

• Food countermarketing is a vital strategy that can be used to fight back against unhealthy marketing
PART 2:
IMPLEMENTING YOUTH FOOD COUNTERMARKETING INITIATIVES
TEACHING YOUTH ABOUT FOOD COUNTERMARKETING
Food Countermarketing Teaching Resources

• Youth Food Educators Program Toolkit
  - Available at www.cunyurbanfoodpolicy.org under “Publications”

• Food Countermarketing 101 Presentation

• Food Countermarketing One-Pagers
CHOOSING A COUNTERMARKETING PROJECT
Getting Feedback from Youth

Your project should be youth informed and youth engaging!
Food Countermarketing Project Brainstorm!

**Step 1:** Determine what you want to target (e.g. junk food item, sugary beverage, fast food company, etc.)

**Step 2:** Determine what your project will look like (e.g. social media campaign, workshop series, music video etc.)
Choosing Your Countermarkting Project

If you were to launch a youth food countermarketing project within the next 6 months, what would it be?
EVALUATING RESOURCES
Resources to Examine for Your Countermarketing Project

- Funding
- Staff
- Expertise
- Youth
- Partnerships
- Space
- Technology
- Time
- Supplies needed for project
GOAL SETTING
Setting Goals for Countermarketing Projects

**Goal:** An observable and measurable end result having one or more objectives to be achieved within a timeframe.

- Should define what is going to be done
- Should be realistic

**Example**
- CUNY Urban Food Policy Institute will launch a 2-part countermarketing staff training program by December 2017.
SMART Goals for Countermarketing Projects

• **Specific**- well defined and clear
• **Measurable**- show improvement, impact or success
• **Attainable**- within reach of organization’s capacity
• **Relevant**- align with overall project
• **Time-Based**- achieved in a time frame

**Spot the SMART Goal**

A. *Launch one youth food countermarketing initiative by January 2018, with ninth graders from A. Philip High School.*

B. *Launch a youth food countermarketing initiative by November 22, 2017 with high schools in Brooklyn.*
Objectives for Countermarketing Projects

Objectives: define strategies or steps to achieve identified goals

- Should be precise, narrow, and focused
- Should complement goals

Example

- **Goal**: Form two partnerships with youth food justice organizations that have expertise in food countermarketing.

- **Objective**: Conduct Google search for local youth food justice organizations and connect with program managers.
Deliverables for Countermarketing Projects

Deliverable: produced as a result of a project; project outcomes

Example
- Project: Sugar Sweetened Beverage Youth Countermarketing Project
- Deliverables:
  i. 4 countermarketing images against sugar sweetened beverages produced
  ii. Youth were trained in Photoshop and InDesign
  iii. Youth received workshops on food marketing and food countermarketing
  iv. Community display of images in East Harlem
Setting SMART Goals & Objectives for Countermarketing Projects

• Create **two SMART** goals for your youth food countermarketing project, and objectives that support the goals.

• What are **two deliverables** (products) that will be produced as a result of your project?
CREATING A TIMELINE
Countermarketing Project Timeline Example

- Length of project (including planning, implementation, and evaluation)
- Tasks/activities to be completed
- Dates when tasks/activities begin and end
- Person(s) assigned to completing each activity/task

**Should be in chronological order!**
SELECTING YOUTH & STAFF
Selecting Staff for Countermarketing Projects

- Interest in food and health
- Understanding of the relationship between food and health
- Understanding of food marketing and food countermarketing
- Experience working with youth
Consider working with:

- Volunteers & interns
- Former youth food justice program participants
- Partners
Staff Characteristics

What characteristics would you like the staff involved in your project to have?
YOFE Recruitment Model

• Must be 13-18 years old

• Must have completed a food-related youth program

• Must be reliable, creative and motivated

• Must have interest in food and food marketing

• Skills in social media, arts and graphic design desirable
Participant Characteristics

What characteristics would you like the youth involved in your project to have?
Recruitment Plan for Countermarketing Projects

Recruitment plan - strategy for recruitment

Answers the questions:

• Where will the ideal participants be recruited from?
• How will the ideal participants be recruited?
• How long will recruitment occur?
EVALUATING COUNTERMARKETING PROJECTS
Evaluating Countermarketing Projects

*Evaluation* helps determine project’s impact and provides useful feedback for improving the project.

Answers the questions:

- Has this project achieved its expected outcomes?
- What are people doing differently as a result of the project?
- How can we make improvements?
Evaluation Process for Countermarketing Projects

**Step 1:** Determine what is to be evaluated?
• *E.g. changes in diet, changes in knowledge about food marketing?*

**Step 2:** Examine resources
• *Does staff have experience to conduct evaluation? Time?*

**Step 3:** What will be used to conduct the evaluation?
• *Survey, focus group, interview?*

**Step 4:** Develop evaluation tool
• *Draft questions for evaluation*
Evaluating Countermarketing Projects

Think about your countermarketing project. What is one or two things that you would like to learn/evaluate

• Participants’ change in diet and/or food marketing knowledge?
• Reactions to food countermarketing messages and materials?
• Something else?

Develop two questions that will evaluate what you want to learn?
Recap

- Get input from youth about project ideas
- Set SMART goals and objectives for your project
- Create a realistic project timeline
- Select staff and youth that are committed and enthusiastic
- Evaluate project after it’s carried out
- CUNY Urban Food Policy Institute is available to provide technical assistance
Countermarketing Staff Training Program
Honorarium

Organizations can receive up to $1,600 for commitment to launch a youth food countermarketing project

Eligibility Requirements:

• Have at least one youth staff member between the ages of 17-24 attend both parts training or youth must be involved in carrying out project

• Become a member of the NYC Youth Food Countermarketing Network

• Submit an application and project plan to CUNY Urban Food Policy Institute by 12 noon, Monday, December 11, 2017
NYC Youth Food Countermarketing Network

Group of organizations and individuals from across NYC that come together to work on food countermarketing projects that engage youth.
Questions & Comments

Charita Johnson
Charita.Johnson@sph.cuny.edu
646-364-9572