“A Community-Engaged Approach to Lower Obesity and Diabetes via a Social Marketing Campaign: The Brooklyn Partnership to Drive Down Diabetes (BP3D)”

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BP3D Program Model

Community Coalition to Reduce Obesity and Diabetes
40+ stakeholders including medical providers, direct service providers, diabetes experts, government reps and community members to advise the project

For Community:
- Culturally-competent diabetes prevention messaging to the community

For at-risk individuals:
- 24-week support program for women
- 6-week fitness and nutrition program

For individuals with diabetes:
- 6-week Diabetes Self-management Program (DSMP)

For individuals with barriers to care:
- Assessment
- Service Planning
- Referral to Medical and Social Services
- Follow-up

Our Health is in Our Hands
Social Marketing Campaign (addressing socioeconomic and environmental level barriers)

Diabetes Groups (addressing individual level barriers)

Brooklyn Strategic Plan to Reduce Obesity and Diabetes

Case Management (addressing individual level barriers)

Made up of goals and action steps to achieve 5 policy and environmental changes over the next two years:
- Engaged 150 Community Health Workers, Stakeholders, Public Health workers and Activists in brainstorming and drafting activities throughout 2011
- Hosted February 2012 Working Session with 100+ stakeholders to further develop and finalize the plan
Social Marketing

....is the systematic application of marketing techniques to achieve specific behavior change for a larger social good
One Essential Component

- On-going formative research on message design (What should the ad look like? What should it say? Does it work?)
“Our Health is in Our Hands”

Culturally-tailored, diabetes- and obesity-prevention campaign for adults living in the disproportionately impacted communities of Central Brooklyn and East New York.
Formative Research Activities

- Community Assessment
- Formal Focus Group
- Community Coalition Review
- Key Informant Interviews
- Post-survey
Community Assessment

- Gathered data to improve BP3D programming and inform social media campaign
- Via a “paper-and-pencil” survey
- Conducted on the street at: Pennsylvania and New Lots (33%), Rockaway and Pitkin (31%), Eastern Parkway and Utica (29%), and Fulton and Utica (7%)
Who completed the Community Survey?

- 258 surveys were completed
- 56% of respondents were women, 38% were men and 6% were transgendered
- 36% were 25-34 years old, 30% 45-64 and 15% 18-24, 11% 35-44 and 6% were under 18.
- 73% identified as African American or Caribbean and 19% as Latino(a)
- 75% were born in the United States, 16% in the Caribbean
- 88% felt comfortable speaking English
- 76% had a high school education or less

(Note: These distributions were generally reflective of the target communities. However, there was a notable over-representation of older residents and, perhaps, a slight over-representation of native residents and those without a HS education)
Community Survey Results – Feedback on Mock Ads

Q20 – Asked to compare three ads - which most “grabbed their attention?”

Ad comparing plates and bodies most chosen:
- 28% chose ad comparing neighborhoods
- 32% ad comparing plates
- 39% ad comparing plates and bodies

- no statistically significant differences for advertisement choice between respondents of different: genders, age, race/ethnicity, country of origin, language preference or education level
Community Survey: Ad Comparing Plates

- understood that they were being presented with healthful and non-healthful meal;
- clear that it was promoting more healthful eating
- minor theme - food on the left looked "expensive" and "unsatisfying"
- no one said they would contact the agency or engage in advocacy
Community Survey: Ad Comparing Neighborhoods

- understood that they were being presented with images of healthful and non-healthful snack foods
- thought that the ad was prompting them to eat better
- smaller theme – healthful food might be too expensive
- interestingly, the social justice aspect – advocating for healthful food access- was present but not widely noted
Community Survey: Ad Comparing Plates and Bodies

- understood ad was about the connection between healthful eating and a healthy body
- thought it was prompting them to eat better and, in some cases, exercise
- qualitative responses much more visceral than ad that just compares plates (e.g., “yuck”, “gross”, “disgusting”)
- no one said they would contact the agency
Community Survey - Preferred Mode

- 50% said they would prefer to respond by web
- 32% telephone
- 17% text/email
Formal Focus Group

- Gathered more detailed feedback on ads
- Recruited 7 participants from Brooklyn
- Used outside Facilitator/Researcher and Notetaker
- Developed formal focus group guide
- Conducted session for 1 hour and 10 minutes
- Audio-taped session with participants’ permission
Focus Group: Ad - Plates

“If I only saw it once or twice then I wouldn’t do anything. If I saw it a lot then I would probably get a salad at McDonalds instead of a sandwich.”

-- Focus Group Participant (7/26/11)

- Like survey participants, members understood that the intent to motivate residents to make more healthful food choices
- Said they needed “more information” (change tag line?)
- Some admitted that it would not motivate them to do anything
- Some thought ad didn’t look professional enough
- Write out “you” instead of “U”
- Notably, none of the members said that the advertisement would motivate them to contact BP3D
Focus Group: Ad - Neighborhoods

“There is an ugly truth to it.”

“That is the political point. The demand for better food options is how the community can help.”

-- Focus Group Participants (7/26/11)

- Unlike survey respondents, members understood that this was a comparison about food availability in two communities and a statement about political inequalities but felt this could be clarified even further.

- Unlike Advertisement #1 which focuses on changing eating habits, members felt this ad was designed to motivate people to contact BP3D to work on food availability issues.

- Interestingly, someone pointed out that the ad may actually cause people to think that fruit/vegetables are too expensive for them to buy.
Focus Groups: Ad - Plates and Bodies

“Exercise more. If they used this one, it would be more effective.”

“Seeing the whole picture seems more effective than the first one.”

-- Focus Group Participants (7/26/11)

- Like survey respondents, members thought this ad was supposed to promote more healthful eating and, to a lesser extent, regular exercise
- No one thought that the advertisement was about community action around food availability
Coalition Member Review

- This is where we gathered Community Coalition member feedback on each ad
- BP3D’s Community Coalition consists of nearly 50 representatives of organizations working in diabetes and health promotion, as well as those offering medical and supports services
- Types of organizations represented include academic institutions, hospitals, churches, CBOs, insurance companies, and the NYC Department of Health and Mental Hygiene
Member Review: Ad - Neighborhoods

- Felt like ad was too negative, “judging”, “stereotyping”, “don’t pit neighborhoods against each other”
- Unlike survey respondents, understood that the intent of the ad concerned social injustice of unequal access
- Members suggested that neighborhood pride is huge in Brooklyn and this could be used as a strategy for increasing involvement in the project
Member Review: Ad – Plates and Plates and Bodies

- Like survey respondents, said ad would motivate them to watch calories and exercise, lose weight, and “never drink soda again”
- Words that came to mind: “fat”, “gross”, “sick”, “not attractive”, “greasy”
- Members noted that this ad is “vivid”, “easy to understand”
Key Informant Interviews

- Sought guidance and input from eight community leaders about the campaign
- Gave recommendations for refining the image and redeveloping message to better resonate with the target population
- For example: should have a community perspective – change “your” to “our”
- Language should be positive – talk about being healthy as opposed to sick
Take away

- Community survey most representative of target pop (though we are still looking at limits to generalizability)
- Focus group, member review, and key informant interviews provided additional useful insights unavailable from survey
- “Attention-grabbing” potential was closely divided, with the “body and plates” image having an advantage
- However, ads focused on individual eating behavior are a conventional approach to prevention – do not address social determinants. Food access ad does.
- According to community survey, all three ads currently read as if they are trying to influence individual eating behavior
- Social justice/food access aspect of neighborhood ad was not widely acknowledged by survey participants – would need to work on ad, change tag line to clarify this framing
- Message should be positive and from a community perspective
Our Health is in Our Hands

Demand Healthier Options in Our Communities

Our Health is in Our Hands

Nuestra Salud está en Nuestras Manos

Exija opciones de comida saludables en nuestras comunidades
196 residents completed follow-up surveys (52% were female and 10% were transgendered)
41% reported they saw BP3D’s ad
Of those who reported seeing the ad, 78% could identify the campaign’s image among 3 multiple choice items
33% correctly identified the ad’s tagline
Survey data suggests many residents do not know the symptoms of diabetes and are not accurately assessing their health and health risks
Many do not see themselves as having control over their “health destiny” and are not aware of the free resources in their area
Specially-tailored campaigns such as BP3D’s appear to be effective in reaching community members and making connections between programs and residents
Brooklyn Strategic Plan to Reduce Obesity and Diabetes

The planning, implementation, and evaluation of *Our Health is in Our Hands* have served as teaching tools for the development of the *Brooklyn Strategic Plan to Reduce Obesity and Diabetes*, which will be implemented throughout 2012 and 2013. The plan seeks to achieve 3-5 policy and/or environmental changes over the next two years.
## Five Potential Change Goals and Sample Activities

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### 1. Address linguistic and cultural/ethnic barriers to healthcare
- Create resource exchange
- Increase the number of Certified Diabetes Educators and DSMP leaders in target communities

### 2. Build partnerships/coordination among service providers and among health promotion programs
- Expand environmental scan
- Create directory

### 3. Increase knowledge of and access to health options
- Raise awareness of the targeting of at-risk communities with marketing of unhealthy products
- Educate the community and legislators on the dangers of sugar sweetened beverages
- Support/expand existing initiatives (e.g., healthy bodegas, play streets, etc.)
- Build awareness via social media regarding access to affordable healthy options
- Change/enforce school food and physical activity policies

### 4. Build capacity of faith-based and community centers to address health needs
- Facilitate partnerships between community groups and fitness centers, healthy food outlets, eater companies, etc.
- Fundraise for community groups to purchase fitness equipment

### 5. Sustain important aspects of BP3D and partner programs
- Train CBO staff and people from the community to lead self-management workshops
- Integrate self-management training into Medgar Evers and CUNY curricula
- Advocate for funding to Brooklyn (e.g. for health options in lower socioeconomic areas, from DOE for sports, etc.)
- Evaluate success of Strategic Plan
Contact Us

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