

Basics of nutrition communication

Ulrich Oltersdorf, BFEL

Outline

Nutrition Communication - Social Marketing

Communication Model and Process

- **Target Groups**
- **Media**
- **Settings**
- **Evaluation**

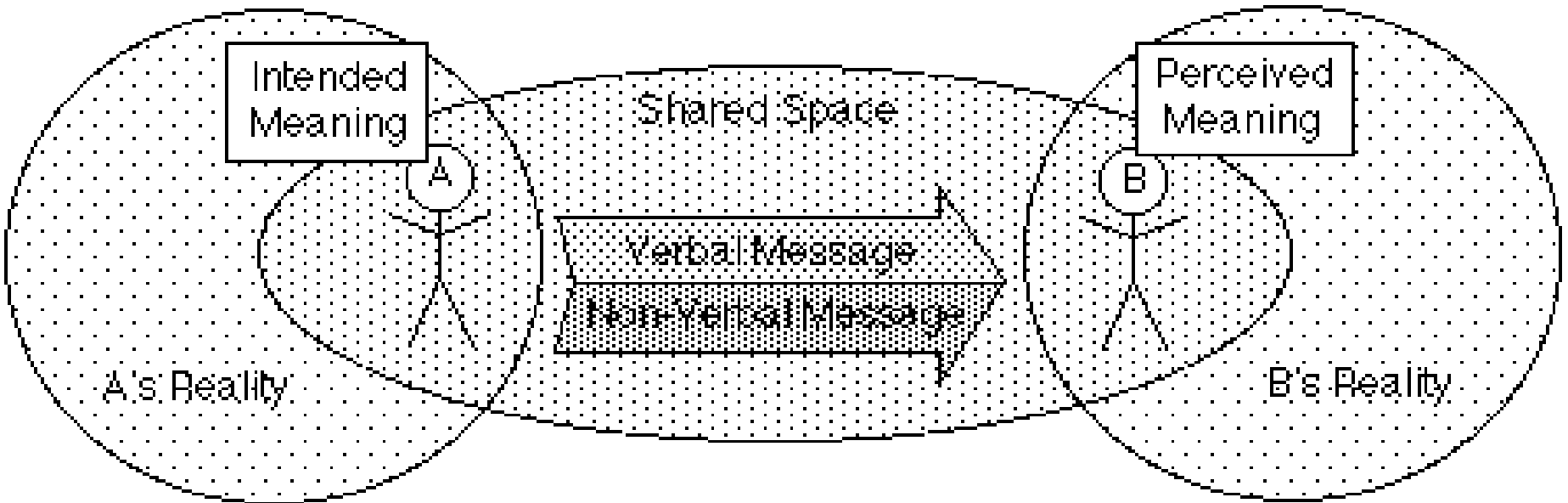
SOCIAL MARKETING PROCESS



Communication Model

Sender

Receiver



Communication model

Source: It can be assumed that all communication has a source. The source provides the purpose for communication.

This source should consist of ideas, needs intentions, information and purpose.

Encode: Translating the source into a code requires encoding. Encoding develops the information from the source into a code.

Message: An encoded document would then express the purpose or message of the source, the message being that body of information necessary for sufficient graphic communication.

Channel: The medium or carrier of the message would be the channel. It is correct to say that messages can exist only in some channel; however, the choice of channels is often an important factor in the effectiveness of communication.

Receiver: The receiver is the target of the communication.

Decode: The receiver must have a set of skills and abilities necessary to decode information into a usable format. Just as a source needs encoding to translate the purpose into a message, the receiver needs a decoder to understand the message.

Feedback: The effectiveness of a communication is assessed when the source receives a response. The response can be in many forms. Hopefully, the response or feedback is premeditated and desirable. The feedback can be a tangible product of the communication and can lend itself to easy evaluation.

Interference: Unfortunately, this tidy package of communication tends to break-down when subjected to the nemesis of all communication environments, interference. Interference is the undesired outside influence that tends to prevent the completion of effective communication. It is capable of occurring at any level or stage in the process. The goal of any communication is to eliminate or minimize interference.

Communication is a circular planning process

Goal – for Communication – Inducing Action / Changing Behaviour

A.I.D.A.

Attention people have to be aware there is a message

Interest people who listen, are aware that there is a message –
(have not only understand it), but it should be of interest

Desire the interested message should be considered /
comparison with own values system
creating the a desire to change something – to become

Active/Action

Target Groups for Nutrition Communication (the different receivers)

- health sector
- food sector
- education/training
- government
- media multipliers – journalists
- all segments of general population
- children – adolescence - ...

Selecting channels /sender

Media Categories

- Daily and weekly newspapers
- News and Business magazines
- Specialized consumer publications
(i. e., women ´s health, fitness, and parenting magazines)
- Local business journals
- Trade journals (often highly specialized for a business audience)
- Broadcast media
 - Network television
 - Network radio
 - Local television
 - Local radio
 - Cable television and radio programs
- Wire and news services
 - National wire services (AP, UPI, Reuters)
 - News services
 - State and local wire services (PR newswire, Business wire)
 - Newspapers - Journals

Promotion Activities of Community Nutrition Programs

Outreach - actions to recruit the target audience to participate in the program

Contests

Free samples

Direct mailings

Designed buttons, stickers

Flyers placed on windshields in parking lot

Notices in church bulletins

Sidewalk sign placed outside office or program site

Brochure describing benefits of program

Public relations - actions to earn public understanding and acceptance

Demonstrations in grocery store or mall

Cable television program

Exhibits at civic and professional meetings

Presentations at civic groups

Invited tours of your organization

Sponsoring of a sports team or event

Having program profiled in newspaper

Distributing free „how-to-do-it“ handout related to nutrition message

Promotion Activities of Community Nutrition Programs

Advertising - nonpersonal forms of communication conducted through paid media under clear sponsorship

Signs on buses and in bus shelters

Cross-promotion with another group reaching out to the target audience

Radio announcements

Ads in local newspapers or newsletters read by target audience

Grocery bag labels or stuffers

Point-of-purchase display

web page

Puplicity - the planting of news about the program or product in published (newspaper), broadcast (radio and TV), or electronic media (Web) that is not paid by the sponsor

Feature story in newspaper

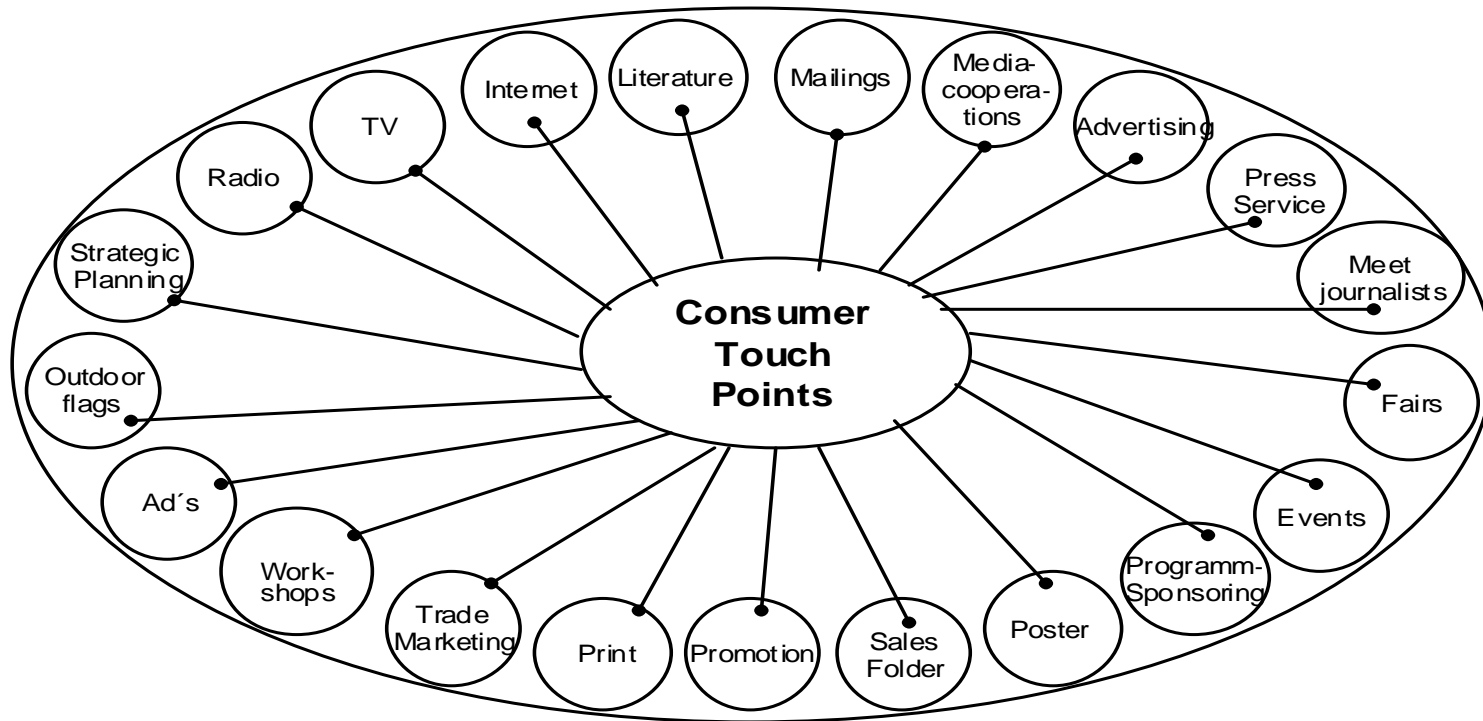
Endorsements by other organizations

Being a guest speaker on a talk show

Settings...

Settings

Holistic communication



Train how to communicate

TALKING FOR BROADCASTING

- Be **Positive** - Be candid and confident. Show your conviction.
- Be **Specific** - Use facts, examples, easily understood statistics, analogies or anecdotes to illustrate your point.
- Be **Right** - Your credibility is at stake. Don't lie, exaggerate, or mislead.
- Be **Human** - Be open, likable, and concerned. Find common ground with the audience.
- Be **Quotable** - Tell stories. Don't lecture. Keep it conversational. Use first-person, active tense ("I believe...We try").
- Be **Calm** - Ghandi is credited with saying: "When you're in the right, you can afford to keep your temper. When you're in the wrong, you can't afford to lose it."

Form of message to target group

IT'S ALL ABOUT YOU

Make Healthy Choices That Fit Your Lifestyle
So You Can Do the Things You Want to Do

Be Realistic

Make small changes over time in what you eat and the level of activity you do. After all, small steps work better than giant leaps.

Be Adventurous

Expand your tastes to enjoy a variety of foods.

Be Flexible

Go ahead and balance what you eat and the physical activity you do over several days. No need to worry about just one meal or one day.

Be Sensible

Enjoy all foods, just don't overdo it.

Be Active

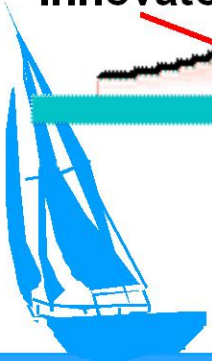
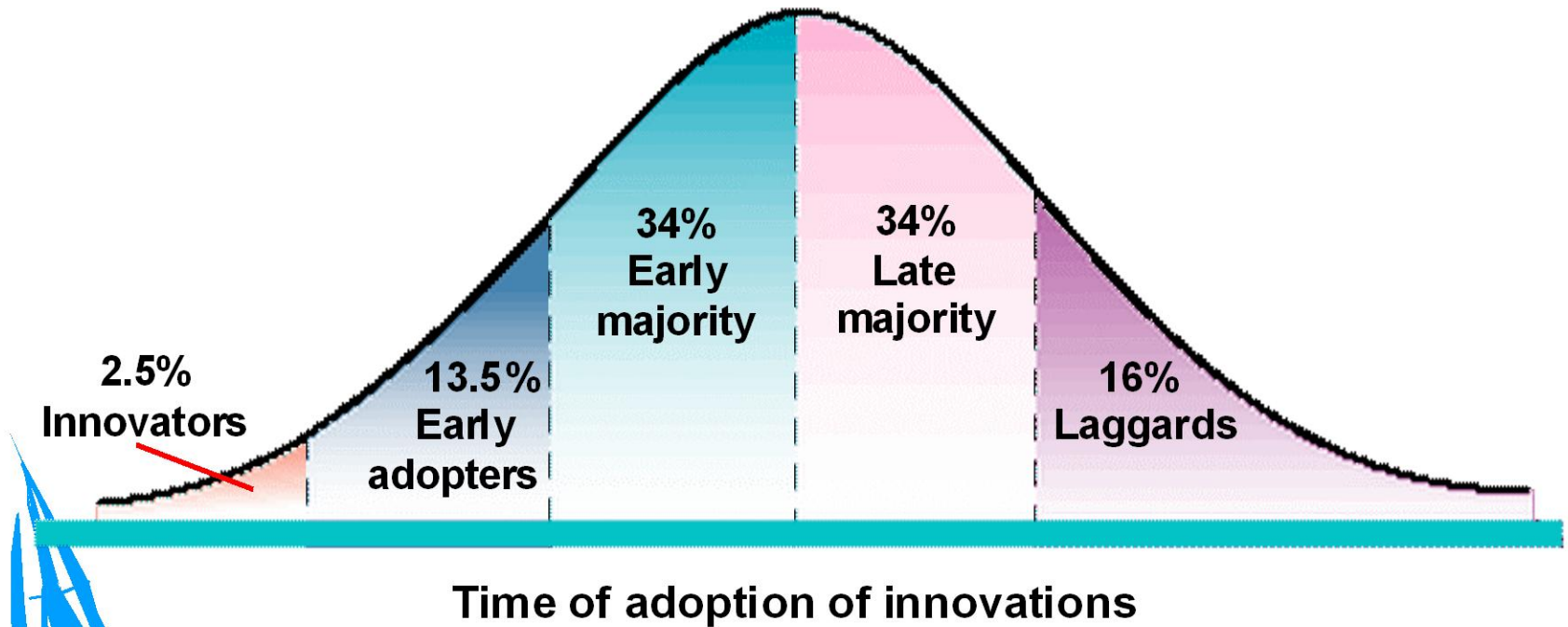
Walk the dog, don't just watch the dog walk.

Knowledge about other Senders
- interferences - e.g. by advertisement

Evaluation - Assessing Effectiveness



Diffusion of Innovations (The Adoption Process)



Chains of Communication Problems

