INNOVATIVE MEASUREMENT METHODS FOR A GLOBAL PUBLIC HEALTH PROGRAM

WORLD SOCIAL MARKETING CONFERENCE, WASHINGTON DC MAY 16, 2017
WORKSHOP TWITTER INSTRUCTIONS

• We will ask questions during this workshop to canvass your opinions and ideas
• These ideas will be included in a brief that will be issued to call for new measurement methods to be brought to the program through partnerships
• Start your tweet responses with @ZoeVH and A1 or A2
A novel private-public engagement
Initiated and catalyzed by Nestlé
Science- and evidence-driven
Based on social media
Guided by an advisory panel
U4HK GLOBAL ADVISORY BOARD OF EXPERTS

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Prof. Jeff French
Brighton University, Brighton: CEO Strategic Social Marketing Ltd, UK
BACKGROUND
CHILD MALNUTRITION: THE DUAL BURDEN

42 million children under five years are overweight or obese

Children who are overweight between 7-13 years are much more likely to develop heart disease as adults

159 million children under 5 are stunted

Undernutrition in the first two years of life can lead to irreversible physical and cognitive damage

2. WHO Fact sheet N.311 Available at http://www.who.int/mediacentre/factsheets/fs311/en
The ultimate goal is for all children to be free of malnutrition in all its forms…
– Unicef, the World Health Organization and the World Bank Group

1. Improve the nutrition of pregnant women and young children.
2. Reduce the number of children under five who are stunted.

G8 Global Nutrition for Growth

1. Achieve 40% reduction in stunting.
2. Reduce childhood wasting.
3. No increase in childhood overweight.

WHO Global Targets

By 2020:

By 2025:

End all forms of malnutrition.

WHO Sustainable Development Goals
“FAO considers the private sector to be a key ally in the fight against hunger. Eradicating hunger is about joining forces to scale up successful programmes and linking actions for better results.”

FAO Director-General, José Graziano da Silva

FAO considers the Private Sector to be a key ally in the fight against hunger. In recent decades, the governance of food and agriculture has been increasingly transformed on a global level by new technological, knowledge-based, financial and managerial resources and innovation. The private sector has been instrumental in driving these transformations. Effective engagement with the private sector can help the fight against hunger and malnutrition by enhancing FAO’s work in agriculture, fishery, forestry, natural resource management, and the food value chain from farmer to consumer.

Ways to partner:
1. Mutual knowledge, expertise, other support
2. Financial contributions
WFP PARTNERING WITH THE PRIVATE SECTOR

With a long track record of ground-breaking, innovative global partnerships, WFP sets a high standard for meaningful private sector relationships that combine technical assistance and knowledge transfer with financial contributions to not only solve global problems, but also to create measurable business outcomes. Together with each partner, we develop a strategic partnership that creates synergy between our interests and goals, exchanging valuable expertise to generate impact that shifts business one step closer to Zero Hunger.

WFP works with global leaders in almost every industry to create shared value that can be measured against the Sustainable Development Goals (SDGs), SDG2: Zero Hunger, provides us with a defined roadmap to track and evaluate, ensuring that our efforts remain aligned with global priorities and objectives.

…the private sector has a vital role to play
– World Food Programme
TRADITIONAL PUBLIC-PRIVATE PARTNERSHIP (PPP)
NOVEL PUBLIC-PRIVATE ENGAGEMENT (PPE)

- A comprehensive strategy of social engagement that is multi-level and multi-actor, that can be scaled up and implemented at the population level.

- The program uses mass media, social media, and integrated social marketing to reach families and communities directly.

- A central feature is that the private sector takes the lead in bringing together multiple actors to address health related issues.
Direct causes of malnutrition can be traced to the quality and quantity of available food, dietary habits, and a healthy food environment (WFP).

Encouraging better dietary habits and healthier lifestyles can help reduce risk of malnutrition (WHO).

Lasting improvements may only be achieved through scaled-up, multi-level, multi-actor interventions.
UNITED FOR HEALTHIER KIDS: HELPING PARENTS RAISE HEALTHIER CHILDREN, TOGETHER

A pioneering and comprehensive programme to help parents establish healthier eating, drinking and lifestyle habits for children, from conception to 12 years of age.

Created by Nestlé

Strengthened with the support of partners

Powered by a collective and social movement

Backed by nutritional and behavioural science

FEED YOUR BABY LIKE A BABY

MANAGE PORTIONS

CHOOSE NUTRITIOUS & VARIED OPTIONS

ENJOY MEALS TOGETHER

CHOOSE TO DRINK WATER

MOVE MORE, SIT LESS
### THE SIX BEHAVIORS HAVE SPECIFIC GOALS

The program content was based on scientific evidence. The six strategies were selected for their ability to achieve lasting behavioral change.

<table>
<thead>
<tr>
<th>Healthier habit</th>
<th>Manage Portions</th>
<th>Choose Nutritious and Varied Options</th>
<th>Choose to Drink Water</th>
<th>Move More, Sit Less</th>
<th>Enjoy Meals Together</th>
<th>Feed Your Baby Like a Baby</th>
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<tbody>
<tr>
<td>Goal</td>
<td>Children’s portions are managed so that they eat more nutrient-rich* foods and less calorie-dense foods with low levels of nutrients, every day. *This includes vegetables, fruits and nutrient-rich sources of protein and dairy.</td>
<td>Children eat a wider diversity of nutrient-rich* foods.</td>
<td>Children choose water instead of sugar-sweetened beverages on more occasions.</td>
<td>Children spend more time in active play, every day.</td>
<td>More families prepare and eat meals together more often.</td>
<td>More babies are fed responsively to signs of hunger and satiety with age-appropriate introduction and diversification of nutrient-rich*, complementary foods.</td>
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IN COUNTRY ACTIVITIES
PHILIPPINES – HOW WAS U4HK FOCUS CHOSEN?

Despite an improving economy, the Philippines missed its Millennium Development Goal (MDG) – to cut malnutrition by half

**Government**
Lack of government prioritization and budget. Only 40k out of 7 million malnourished children reached

**NGOs/private sector**
Scattered efforts 60+ organizations but not coordinated

**Public**
Apathy, lack of concern or engagement. Lack of nutritional knowledge. Mums: ‘Basta kumain at busog, malusog’ ‘As long as they eat and are full, they are healthy’

Local concerns (double burden of rising obesity and continuing undernutrition) and insights into drivers led to the choice of healthier habits: **Manage Portions, Choose Nutritious and Varied Options, Choose to Drink Water and Enjoy Meals Together**

Pilot (2014-15) focused on nutritional education in collaboration with govt/NGO partners based on a ‘food economics’ concept to optimise nutrition. 18m mums were reached by a combination of national TV, media coverage, Facebook and website. Response to material was positive but measureable impact on behaviour was low → **education is not enough**

“To reduce chronic malnutrition, we need to… apply several nutritional modifications or changes in a population on a large scale which have a high benefit and a low cost.” – i.e. intervention is essential

The opportunity for U4HK is to become a federating platform that will unite different stakeholders to focus and scale their intervention initiatives to fight malnutrition
PHILIPPINES – HOW HAS THE STRATEGY EVOLVED?

**Prioritize goals**
- Strengthen and expand partnerships
- Solicit endorsements

**Federate efforts**
- Strengthen and expand partnerships

**Drive action among millennials**
- Activate millennials to care about malnutrition
- Increase social conversations
- Drive volunteerism

Positive impact for families of undernourished children

*U4HK volunteerism platform: don’t just get hangry, join the fight against malnutrition. Volunteer. Donate. Share.*
https://hangryabouthunger.u4hk.ph/
**MEXICO – HOW WAS U4HK FOCUS CHOSEN?**

<table>
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<th>Insights/Issues</th>
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<td>Childhood obesity is a growing national health concern. 34% of children obese or overweight</td>
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<td>Behavioral mapping exercises identified typical behaviors of parents, caregivers, and children, including barriers to achieving the healthier habits</td>
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<th>Approach</th>
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<tr>
<td>Many factors are considered contributors to this issue</td>
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<tr>
<td>Many stakeholders on board (government, industry, NGOs) who have a mission to tackle obesity</td>
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Behaviours rooted in the most relevant national issues, which also aligned with an ongoing government campaign, were selected to create the social movement at market level, inspiring and supporting parents in successfully motivating their children to adopt the selected habits.

<table>
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<th>Nestlé Employees</th>
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<td>Create internal ambassadors</td>
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<th>Key Opinion Leaders</th>
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<td>Seek endorsement from key bodies such as the Ministry of Health and the Ministry of Education</td>
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<th>Parents</th>
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<td>Raise awareness of the healthier habits with target audience</td>
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MEXICO – HOW HAS THE STRATEGY EVOLVED?

Drive reach with a multichannel strategy, including collaborating with influential partners across different sectors

- **Demonstrate Heathier Habits in an interesting and relatable way**
  - Partnership to develop a new format of TV show with elements of reality shows, talk shows, and interventions around the behaviors

- **Active on digital platforms to interact with target audience**
  - 13.5 million exposures to target audience
  - Use of social media and webpage to reach target audiences and encourage them to share content online

- **Wide-scale reach with industry partnership**
  - 20 million napkins sold
  - Branded with U4HK logo and healthier habits

5 million parents reached per week for run of show

**Televisa**

**UNIDOS POR NIÑOS SALUDABLES**

**Kimberly-Clark**

20 million napkins sold

13.5 million exposures to target audience

Industry partnership
MEASUREMENT
GLOBAL MEASUREMENT FRAMEWORK

SHORT TERM OUTPUTS
- Implementation
- Reach
- Engagement

SHORT TERM OUTCOME
- Behavior change intent
- Claimed behavior change
- Observed behavior change

MEDIUM TO LONG TERM OUTCOME

BEHAVIORAL INFLUENCE

SOCIAL MOVEMENT
HOW TO MEASURE SUCCESS OF SOCIAL MEDIA INTERVENTIONS?

• Social marketing campaigns work through both direct and indirect pathways.
• Cause – Relation effect difficult to establish due to other programs
• Diversity and evolution of content over time
• Metrics are needed to assess:
  • Participation
  • Engagement
  • Behavioral intent
  • Behavior change (claimed and observed)
  • (Health outcomes)
CURRENT METHODS FOR ASSESSING BEHAVIOR

• Self report via survey:
  • Behavior change intent
  • Claimed behavior change
• Observational study
Based on your experience, what new measurement ideas should we consider for our brief to partners?

- **Q1** What methodologies would you suggest to measure behavioural influence?
- Tweet @ZoeVH A1 followed by [free text idea]
- **Q2** What technologies would you suggest to measure behavioural influence?
- Tweet @ZoeVH A2 followed by [free text idea]

Ideas generated can explore ways of assessing
- Parental application of strategies supportive of children’s adoption of healthier habits
- Children’s dietary intake and physical activity
- Family lifestyle activities
CURRENT METHODS FOR ADVOCACY

• Social media shares / reshares
• Online ratings, reviews and testimonials
Based on your experience, what new measurement ideas should we consider?

- **Q3 What methodologies would you suggest to measure growth of and engagement with social movements for healthy nutrition?**
- Tweet @ZoeVH A3 followed by [free text idea]
- **Q4 What technologies would you suggest to measure such social movements?**
- Tweet @ZoeVH A4 followed by [free text idea]

Ideas generated can explore ways of assessing, for example:
- Motivating topics and social purposes
- Influence
- Action to support and grow the movement