All-Star Dads Campaign

Social Marketing Through Extension Educators

Laura Stephenson
Mark Swanson
Cheryl Case
Nicole Peritore

Thank you to
• Rosie Allen, Peggy Powell, Daniel Wilson, Chuck Stamper, and Derek Feldman
• Rusty Manseau, Graphic Artist
• University of Kentucky
  — School of Human Environmental Sciences
  — College of Public Health
  — Family and Consumer Sciences Extension (FCS)
  — Health Education through Extension Leadership (HEEL)
Cooperative Extension agents are viewed as credible sources of information within each community in the state.

As a result of their community linkages Cooperative Extension professionals reach a broad array of audiences.

Cooperative Extension professionals have traditionally used focus groups in community needs assessment and program evaluation.

Traditional Audiences of FCS Extension Programming

Demographics vary widely across the state, however traditional Extension audiences know about Cooperative Extension, and choose to be involved based upon their personal interests and family involvement.

In most cases the traditional audience has been involved in Extension programs over a period of years.
Traditional extension outreach methods
- Face to face delivery
- Newsletters
- Educational objective/lesson plan driven
- General messages used for all audiences

- 2008 needs assessment of Kentucky Family and Consumer Sciences (FCS) Extension and Health Education through Extension Leadership (HEEL) programs
- Deficient in areas devoted to men’s health within CES programming
• 49.3% of men in the US fall short of recommendations for physical activity

• Social marketing approach to examine ways to encourage men in rural Kentucky to choose a more physically active lifestyle

• Guided by Stages of Change Model (Transtheoretical Model)

• Formative research - a critical tool
Audience orientation

• Non-traditional audience for FCS agents
• What would the male Rural Kentuckians perspective be?
• Resisting the temptation to just start program with knowledge received academically vs. focus group

Formative research

• Consultation with community partners (extension agents)
  – Assisted with terminology, ideas, etc
  – Recruited for focus groups in 3 rural KY counties
• Focus group sessions with potential target audiences
  – Segmentation of audience (age vs. life stage)
  – Men’s perspectives on physical activity — barriers, opportunities, social and environmental influences
RESULTS

Key themes regarding influences on physical activity:
– role of wives
– physical activity as priority
– financial challenges
– family responsibilities

Role of Wives
Most indicated their wives were supportive of their physical activity, particularly if it does not interfere with their familial responsibilities.

Negative support – would “fall off the wagon” of physically active lifestyle when their wife did.
Positive support – inspired by their wife’s decision to be more physically active
Physical Activity as a Priority

Range of barriers were discussed (time, weather, sedentary activities), many respondents agreed that the issue is making physical activity a high priority

Financial Challenges

Lack of resources to join gyms or participate in extracurricular activities

Working multiple jobs to support family decreased time for physical activity

Employer sponsored incentives would increase physical activity, i.e. discounts on health insurance for those who maintain health indicators
Family Responsibilities

• Primary barrier described by dads
  – Worried that personal PA time would detract from responsibilities as fathers

• Our social marketing program attempts to turn this barrier into an opportunity
  – Convince dads that spending time being physically active with their kids is a way of being a good father

Five Areas of Focus:
(1) Focus on men having fun with their children
(2) Emphasize the social and familial benefit to fathers of spending time with their children while being physically active
(3) Identify father/child activity opportunities that already exist in the project communities
(4) Identify father/child activities that are low or no cost within the community
(5) Develop a community marketing campaign to promote father/child interaction and involvement in physical activity.
Focus on men having fun with their children

- Successes
- Challenges
Emphasize the social and familial benefit to fathers of spending time with their children while being physically active

- Successes
- Challenges

Identify father/child activity opportunities that already exist in the project communities

- Successes
- Challenges
Identify father/child activities that are low or no cost within the community

- Successes
- Challenges

Develop a community marketing campaign to promote father/child interaction and involvement in physical activity

- Successes
- Challenges
The Development of Current Materials

- Deciding where to focus efforts
- Deciding on theme for project
- 2\textsuperscript{nd} round of FG
Tools
- Ads
- Scorecard
- Kick-off
- Dice
- Website
All-Star Dads Current
• Wrapping up the first year of pilot data
• Continual need for focus groups

All-Star Dads Future Development

Different counties – statewide?
Discussions of where we should place materials in counties
Engaging other Cooperative Extension Agents
Social Marketing challenges for extension professionals

• Audience:
  1. Males – not a traditional audience
  2. The framework of social marketing allowed the agents to gain a deeper understanding of the perceptions of the male participants

• Focus on Behavior:
  1. The concept of developing a tailored message
  2. Time consuming and required different perspectives, skills, and thought processes than the more traditional educational approaches followed by Extension.

Lessons Learned

• What works for one community will not necessarily work for another
• Message development is a critical component
• Focus groups will need to continue throughout the project to ensure that the message is out there
• Maintain focus on:
  – Product
  – Price
  – Place
  – Promotion
### Contact Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laura Stephenson</td>
<td><a href="mailto:lstep3@uky.edu">lstep3@uky.edu</a></td>
<td>859 257-3888</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mark Swanson</td>
<td><a href="mailto:mark.swanson@uky.edu">mark.swanson@uky.edu</a></td>
<td></td>
</tr>
<tr>
<td>Nicole Peritore</td>
<td><a href="mailto:Nicole.peritore@uky.edu">Nicole.peritore@uky.edu</a></td>
<td>859-257-8900</td>
</tr>
<tr>
<td>Cheryl Case</td>
<td><a href="mailto:ccase@uky.edu">ccase@uky.edu</a></td>
<td>859-234-5510</td>
</tr>
</tbody>
</table>