



**Report on Salt Smart Workshop:
Designing a Social Marketing Campaign for the Caribbean:
Miami, Florida
March 1-4, 2016**

Objectives

Develop an exciting Social Marketing Campaign for the Caribbean that breaks through the clutter of daily messages to create a memorable impact on the attitudes of people throughout the region. The social marketing campaign will target mothers of young children living in the Caribbean and will focus on simplicity, low-cost distribution, convenience for mothers, and changing the social norms surrounding salt. Goal of the meeting is to have participants develop campaigns that could be implemented in their countries and when they depart they have an idea of how to seek funding for the projects as well as how to disseminate the ideas through in-country channels. *(Agenda and plan of activities to address objectives attached)*

Participants

Workshop was put together by Dr. Branka Legetic, Regional Advisor on noncommunicable diseases in NMH, Dr. Ruben Grajeda, Regional Advisor on Nutrition in NMH, and Robin Mowson, Consultant in NMH. The workshop was designed and moderated by Bill Smith, Social Marketing Consultant. Participants included multisector professionals based in the Caribbean. From PAHO country offices (Barbados, Jamaica, and Surinam), Non- Governmental Organizations (CI, HCC, AHA), Government representatives, and Private Sector Marketing and Advertising Professionals from companies represented in the Salt Smart Consortium (Mondelez, Unilever and Nestle). *(Participant list attached)*

Conclusions and Recommendations

- Creating a cohesive plan that includes all aspects from the 3 campaigns so that they can be utilized together or separately by the team workshop participants in country.
- A shared database of potential donors from regional and national levels will be compiled by all the workshop members and will assist countries in targeting their pitches to particular funding sources. All were agreed that in order to reach the next phase, implementation, the campaigns will need exposure and to achieve that, they will need resources.
- Bill Smith created elevator pitches for the teams that incorporated the different campaign messages and should assist them while they look for funding opportunities.
- For PAHO, an important next step is interdepartmental coordination- Working with communications on projects for World Hypertension Day, and other health days such as World Cardiovascular Day creates opportunities to develop continuity with Harold Ruiz, in coordination with Arantxa Cayon.

- For the participants, we asked that they begin working in their countries to identify channels of communication and networking to get campaigns supported. We asked them to give us feedback on how they will apply the campaign aspects discussed during the workshop, positive and negative feedback was encouraged in an effort to inform other countries that may be trying the same tactics. Ultimate goal is to drive the SaltSmart agenda by working together as a region.
- Organizing a workshop in Latin America to help countries develop social marketing campaigns – Countries are left with a social marketing plan that can be tailored to fit their unique opportunities in-country.

Agenda and Activities

DAY 1: The Behavior and an Audience and a Brand

Overview presentation and Discussion

Bill Smith guided a discussion of the following topics.

- Goals and operating procedures for workshop.
- A technical review of the salt problem in the Caribbean plus findings from the USF studies were shared with the large group.
- Participants were asked to introduce themselves and define the contributions they could make to the organizational tasks of the proposed social marketing campaign.

Define the Audience Needs

Each group is given an **enlarged photograph** of the target family. They brainstorm and **note characteristics about that family** which they think are important. The photo follows the groups around throughout the workshop.

Groups reported back on their impressions of STARR and her needs. Emphasis was given to both the barriers she faced but also the times and places where she found joy and opportunity to disrupt negative uses of salt.

Developing a Campaign Brand

Groups were given four brand categories:

- Information Brand
- Action brand
- Policy Brand
- Inspirational Brand

They were asked to discuss how each brand might be used to address the needs of their defined audience. Groups were encouraged to prioritize these brands in terms of the needs of the target audience that have chosen.

Day 2: Finding Message Strategy

The group was asked to devise a message campaign to match a chosen brand. The criteria for the messages are as follows:

- The tone must be fun. Humor is encouraged
- Success oriented
- Adaptable to multi media
- Ideas for social media might be included
- Surprising to Target audience

Examples of successful campaigns were presented.

The Saltsmart Effect - adaptation of "The Girl Effect"

My Saltsmart Secret - how I reduce salt without anyone knowing. Twitter campaign

Mr. Salty – A humorous look at what salt does to us and how to fight back.

Each group reports back on message development and shows how they are aiming at the set criteria.

Day 3: Developing Three Campaigns

By this time each group had created a campaign Big Idea.

1. **Salt: The Bully.** Personify salt as a “bully” who tries to dominate other ingredients. The goal is to reinforce the idea that salt is not evil, but a substance that can be controlled.
2. **The 30 day Challenge.** Target specific behaviors with a habit changing social media strategy. Mothers are encouraged to try a small set of new recipes and overtime adjust to the taste of less salt.
3. **School Performance.** Utilize the social norming pressure of school children success in school as a motivation for mothers to try using less salt in selected receipts. The child’s success at school (winning a starr) is dependent on the mother trying the recipe.

Day 4: A mock proposal pitch was organized in which each group presented to a set of fictitious donors their idea and its proposed cost. Groups provided both a written Creative Brief and a verbal presentation “selling” their idea.

Following the timed “pitches” each group product was critiqued.

The final discussion focused on how such programs could actually be implemented in specific Caribbean settings. Topics discussed were:

Manage timing and program quality

Product

1. Produce & Store,
2. Mobilize Partners/Distributers
3. Distribute to partners

Messages

1. Creative production
2. Contact media & Partners
3. Pay for media time

Evaluation

1. Design
2. Data Collection
3. Analysis and Report

Participants of SaltSmart Workshop: Designing a Caribbean Social Marketing Campaign

Deauville Beach Resort, Miami, Florida

Tuesday, March 1, 2016- Friday, March 4, 2016

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