

**Walsh Sheppard**  
**Supplemental Nutrition Assistance Program (SNAP Ed)**  
**Focus Groups**

Conducted in August, 2018  
In Anchorage and Kotzebue, Alaska

Research conducted by:



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# Introduction

In an effort to maximize the effectiveness of the media being produced by Walsh Sheppard to inform Alaskans about the Supplemental Nutrition Assistance Program (SNAP) and to make healthy food choices, Walsh Sheppard contracted Hays Research Group LLC (HRG) to conduct two focus groups among SNAP eligible Alaska Native people in Kotzebue and Anchorage, Alaska. Two different digital storyboards were shared with each group featuring information and messages about making healthy food choices. In addition to testing the storyboards, the focus groups were used to measure knowledge, attitudes, and beliefs about choosing healthy foods and specifically incorporating fruits and vegetables into their diet. The focus groups were held in August of 2018. Each focus group consisted of 8-12 randomly recruited Alaska Native adults who had household incomes that were 200% of the Federal poverty level or below. Nearly all of the participants had household incomes below \$35,000 per year.

## Focus Group Methodology

Two focus groups were convened in August 2018 in Kotzebue (one group), and Anchorage (one group), Alaska. These locations were selected by HRG and Walsh Sheppard to target the populations in Alaska that they are seeking to reach with this media. Participants were recruited by telephone by randomly calling Alaska residents and screening them by a number of demographic questions to ensure a diverse representation in each community. All of the participants in each group were Alaska Native, and had a household income low enough to qualify for the SNAP program (200% of federal poverty level or lower). There was a mix of different genders and ages in each group. Participants were all offered a \$100 incentive to participate. Each of the groups lasted approximately two hours and was led by a skilled moderator.

A moderator's discussion guide was developed in concert with the client to direct the focus group discussions through a number of questions and activities relating to perceptions and understandings about incorporating fruits and vegetables in to their diet, as well as reactions to different messages (storyboards) being developed for the campaign. The same discussion guide was used for each of the focus groups. Participants were asked to fill out a series of worksheets throughout the focus group as well, and the written responses from those worksheets are included in this report.

Each focus group began with a discussion about diet and how healthy they consider their families' diets to be. Participants were asked how many of them do most of the grocery shopping for their family. The next questions aimed to identify the quality and cost of available fruits and vegetables. Next, participants were asked how often they incorporate fruits and

vegetables into their daily meals, how much thought they put into it, and how important they believe fruits and vegetables to be. Participants discussed which fruits and vegetables they enjoy the most, which are the easiest to incorporate into their diet, how they get their kids to eat fruits and vegetables, and whether they know how to prepare fruits and vegetables or if they can tell when they are ready to eat. The next discussion questions focused on fast food and prepackaged meals. Participants discussed whether they were more convenient and cheaper or more expensive than home cooked meals. Participants next discussed their beliefs around fruits and vegetables, including whether they should be consumed daily, whether canned or frozen varieties are as healthy as fresh ones, and how difficult it is to incorporate into their daily meals. Next participants shared how difficult it is for them to grow, gather, or purchase fruits and vegetables in their community.

Two different ad concepts were shared with each group. The media featured different approaches to educating the public about making healthy food choices. It was explained to each focus group that the media that they were seeing could be produced if they felt that the story or message was compelling or informative, and that the media could be changed based on their feedback to develop new messages or advertisements relating to the topic. After the ads were viewed, the focus group participants were asked to fill out a worksheet corresponding to each piece which asked them to score the ad based on how memorable, understandable, useful, believable, and motivational it was, and to write down what they liked and disliked about each ad. In the Focus Group Findings section of this report, you will find a summary of the discussion and any meaningful quotes or comments from participants in the group. Some of the reactions to the ads tested in this focus group cannot be measured by written or verbal responses alone. Body language and behavior is as important if not more important to gauge the reactions of the focus group participants and this is noted in and among the quotations and comments.

At the conclusion of each focus group, a wrap up and final assessment of all ads was done. Participants were asked which ad they preferred and why, and who they would trust to give a message like this. Participants filled out a worksheet identifying how often they consume different kinds of media. The moderator then opened up the floor for discussion relating to the best ways to share the intended message shown in their community. A summary of this discussion is including in the Focus Group Findings section of this report.

Given that the topics being discussed were relating to health or personal behaviors, and sometimes personal and sensitive information is revealed, special precautions were taken to ensure that no personally identifying information was included in this focus group report. Participants were given a number at the beginning of the focus group, and any written feedback (worksheets) was referred to by number throughout the analysis. At the conclusion of the focus group, none of their feedback was tied to any personally identifying information or even their numbers. For the purposes of this report, any quotations or specific stories or feedback will be presented in a general sense such as “a participant liked the ad” and not “Bob liked the ad”.

An abridged transcript evaluation methodology is used throughout this report. The transcription of each focus group is boiled down to its essential points and the resulting questions and answers are evaluated for recurring themes and ideas. You will notice many quotations from participants throughout this report that are relevant to the findings.

## Summary of Focus Group Findings

### General Information Discussion

When asked how healthy they consider their families diet to be on a scale from 1-10, Anchorage participants reported an average score of 6.9, while Kotzebue participants had an average score of 5.6. Many individuals with lower scores reported that while they eat healthy at times, they also have a tendency to buy junk food. Kotzebue residents said that they supplement subsistence food with processed or “junk” food from the store.

Participants were asked how many of them do most of the shopping for their family. All participants from both communities did at least some of the shopping, with 70% of Anchorage participants reporting that they do most of the shopping compared to 40% of Kotzebue participants. The quality of fruits and vegetables in Anchorage was reported to be decent by a large majority (73%) while only a few found them to be abundant (27%). 63% of Kotzebue participants said their fruits and vegetables were decent while only 38% said that they had some options but they were of poor quality. Kotzebue participants reported that the fruits and vegetables available to them were expensive (63%) or moderately priced (38%), while Anchorage residents reported that they were moderately priced (55%) or affordable (46%).

Participants were asked how often they incorporate fruits and vegetables into their daily meals. Anchorage participants reported that they always (27%), often (55%), or sometimes (18%) incorporate fruits and vegetables, while Kotzebue participants reported that they often (88%) or sometimes (13%) do. All participants from both communities reported that they think about fruits and vegetables when planning their meals. Reasons from Anchorage participants included that they are full of nutrients, they make a meal feel fresh and taste better, and they are important for their kids. Kotzebue participants largely reported that they think about fruits and vegetables when planning meals because of their kids. Nearly all participants said that fruits and vegetables are important to them because they are healthy and nutritious, and important for their children. Responses varied when participants were asked which fruits and vegetables they enjoy eating the most. In Anchorage common responses included potatoes, carrots, apples, corn, bananas, oranges, and tomatoes. In Kotzebue common responses included apples, bananas, oranges, green beans, and corn. Anchorage participants said the easiest fruits and vegetables to incorporate into their meals included canned and frozen varieties, fruits such as berries and bananas, and veggies such as green beans and corn. Kotzebue participants said canned

varieties, fruits such as apples and bananas, and vegetables such as mushrooms, potatoes, onions, and carrots were the easiest to incorporate. Participants said that they get their kids to eat fruits and vegetables by letting them know they're good for them, introducing them to their diet when they are young, and buying the ones they like. All Anchorage participants said that they knew how to prepare fruits and vegetables, while 63% of Kotzebue participants said that they were unsure -- a stark difference. Of Anchorage participants, 36% somewhat agreed that it is difficult to tell when fruits and vegetables are ready to eat, compared to 50% of Kotzebue participants.

The majority (73%) of Anchorage participants said that fast food and prepackaged meals are more convenient than cooking at home, compared to only 13% of Kotzebue participants. All of the Kotzebue participants said that it is less expensive to eat at home, while 38% of Anchorage participants said that it is less expensive to eat out. All Kotzebue participants said that it doesn't take much effort to incorporate fruits and vegetables into their family's daily meals, while 27% of Anchorage participants somewhat disagreed. All participants from both communities said that they at least somewhat agree that fruits and vegetables should be consumed daily. When asked whether canned fruits and vegetables are just as healthy as fresh, 38% of Anchorage participants disagreed. When asked whether frozen varieties are just as healthy as fresh ones, 18% of Anchorage participants and 38% of Kotzebue participants disagreed. Twenty five percent (25%) of Kotzebue participants said it is difficult to incorporate fruits and vegetables into their meals due to cost and limited supply, compared to only 9% of Anchorage participants.

Eighty eight percent (88%) of Kotzebue participants said it is difficult to grow fruits or vegetables, compared to 73% of Anchorage participants. Reasons for this included that it is expensive and that the weather makes it difficult. Seventy five percent (75%) of Kotzebue participants said it is difficult to gather fruits and vegetables in large enough quantities to feed their family, compared to 73% of Anchorage participants. Reasons for this included time constraints, living in a city, cost, and transportation. Seventy five percent (75%) of Kotzebue participants said that they find it challenging to find and purchase fruits and vegetables, compared to only 9% of Anchorage participants. Kotzebue participants said that it depends on what is available at the store and that it is expensive. Participants from both communities said it would be easier to incorporate fruits and vegetables into their daily meals if they cost less and had a bigger/better local selection. Anchorage participants said they would like meal prep services or grocery delivery options.

## Ad Concepts

Two different ad concepts were tested among Anchorage and Kotzebue residents. Participants were asked to rate each ad on a scale from 1 to 5, where a 5 is excellent and a 1 is poor. The following are summaries of the combined scores and reactions to each ad. (The highest scoring ad in each category is highlighted in green).

	<i>“Every Bite Matters”</i>	<i>“It’s All Good”</i>
<i>The ad is memorable</i>	3.7	3.4
<i>The ad is understandable</i>	4.6	4.0
<i>The ad is useful</i>	3.7	3.9
<i>The ad is believable</i>	4.4	4.2
<i>The ad is motivational</i>	3.5	3.6
<i>Overall score for this ad</i>	4.0	3.8

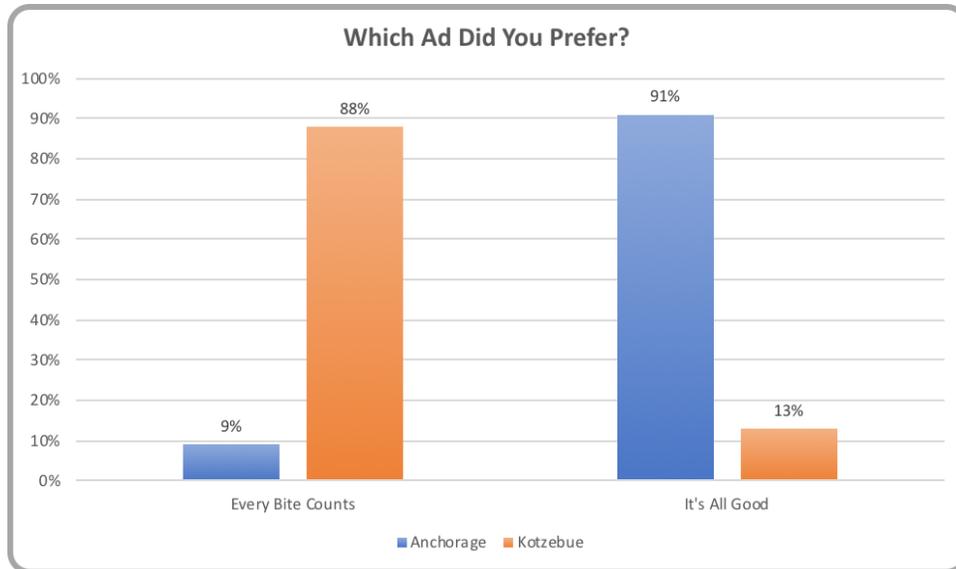
### “Every Bite Matters”

Participants found this ad to be the most memorable, understandable, and believable. They liked that the ad included both rural and urban areas of Alaska, that it had a clear message, and that it was upbeat and happy. Kotzebue participants liked that it included Alaska Native people. A few participants commented on how they liked the phrase ‘every bite matters.’ Participants disliked that it was short and fast, and said that they wanted to see more food and more kids. Participants thought it could be better if it was slower, longer, if it showed subsistence and local foods, and if they explained what ‘every bite matters’ means.

### “It’s All Good”

Participants found this ad to be the most useful and motivational. They liked that it was informational, showed where the food comes from, and had a child narrator. They disliked that the child was in a lab coat and wasn’t Alaskan, and that there weren’t more Native foods. Participants thought it could be better if it was longer, if the girl was dressed differently, and included a variety of people or ethnicities.

## Ad Ranking



Nearly all (91%) Anchorage participants preferred “It’s All Good,” while the majority (88%) of Kotzebue participants preferred “Every Bite Matters.” Those who preferred “Every Bite Matters” said that they like that it was memorable, easy to understand, and that it showed subsistence foods. Those who preferred “It’s All Good” said that they liked how it pertained to Alaskans, and was more informative, believable, and entertaining.

Participants reported that the people that they trust include doctors, family members, elders, children, and Native leaders. They reported that they in addition to those people, they would trust farmers to give a message like this to them. The majority of participants were favorable towards hearing this message from a youth, saying that it’s more appealing, and that they believe it would be more appealing to children.

## Sources of Information

Participants were asked to fill out a worksheet reporting how often they consume or use different types of media. Public radio, Facebook and broadcast or cable TV were the most commonly used media in Kotzebue, followed by internet sites, and posters in post offices or schools. In Anchorage the most commonly used media was internet sites on mobile devices, public and commercial radio, streaming, and Facebook. Twitter and Movie theatre ads were the least commonly used/viewed media in both communities. Pandora was also not commonly used in Kotzebue.

# Detailed Focus Group Findings

## General Information Discussion

***Tonight we are going to talk a bit about food and nutrition. Some of you may consider yourselves to have a healthy diet, and some of you may not. Both are fine. Can you share a little bit about your normal diet? On a scale of 1-10, how healthy would you consider your family's diet to be with one being nothing but Cheetos and mountain dew, and 10 being nothing but organic vegetables? Why did you choose this score for yourself?***

<b>Anchorage</b>	<b>Kotzebue</b>	<b>Combined</b>
6.9	5.6	6.3

### Comments:

#### ANCHORAGE

*"7, We feed them junk food, but we make sure they eat good."*

*"7, We are not the healthiest eaters."*

*"7, I utilize the food pyramid."*

*"5, We have a tendency to lean toward junk food, but also make a modest effort to cook healthy."*

*"8, We eat pretty healthy. My dad has no teeth so we need him to eat nutrient rich foods. My son has health issues and needs raw fruits and vegetables. "*

*"8, We try to eat healthier, but eat snacks at night time."*

*"7, I try to buy healthier foods for my kids. On days I don't feel like cooking we have McDonalds as a choice for dinner or take out. We eat subsistence foods such as moose, fish, and berries."*

*"7, Kids snacks like Oreos, chips, and pizza rolls aren't as healthy as I'd want for them."*

*"5, Sometimes we eat pizza and sometimes we eat chicken and broccoli."*

*"7, I based this on my diet and years of research."*

*"8, I barely buy junk food for my kids. I usually buy fruits and veggies."*

#### KOTZEBUE

*"5, So much food in the store has so much junk food in it, and it is on sale. When you are on a budget you usually reach for the low cost food which is not so healthy."*

*"5, We try to be healthy."*

*"5, I eat eskimo food and store bought food."*

*"7, Prices here are expensive."*

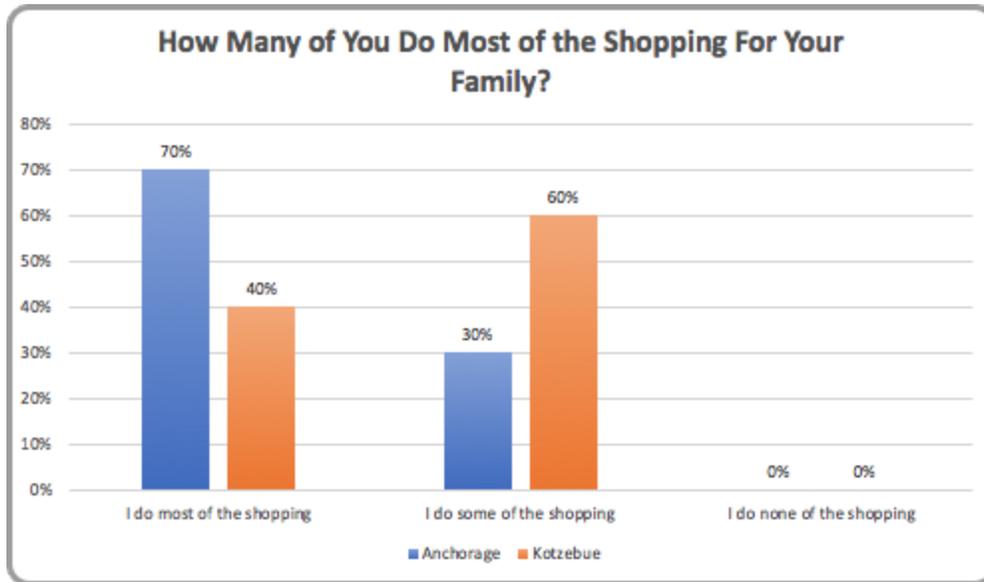
"6, We eat all kinds of processed food and native food."

"7, We eat a lot of subsistence foods and supplement with various foods from the store."

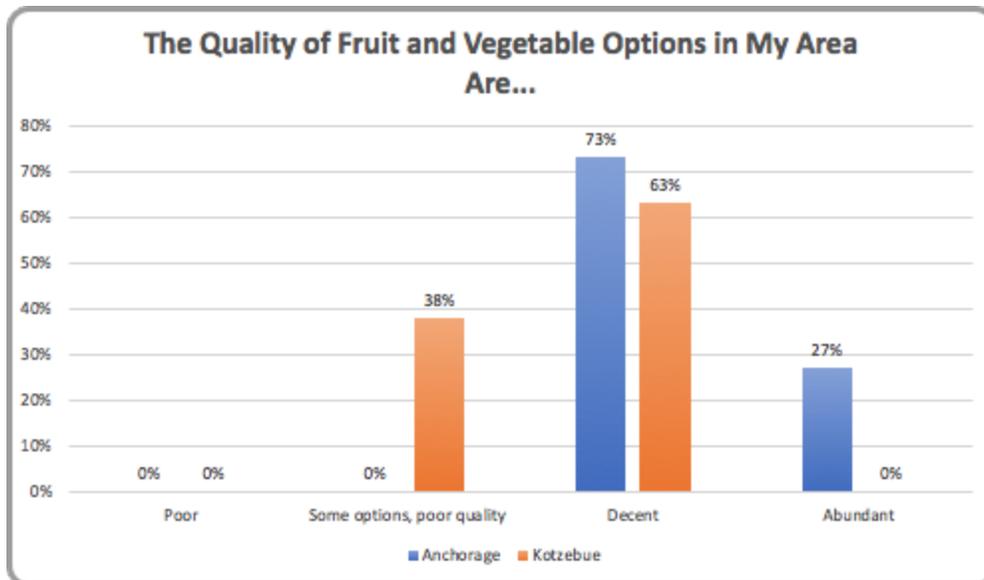
"5, When we are eating foods from the land, we are eating healthy. When we are eating junk food from the store, that is not so healthy."

"5, I am pregnant, and I have cravings."

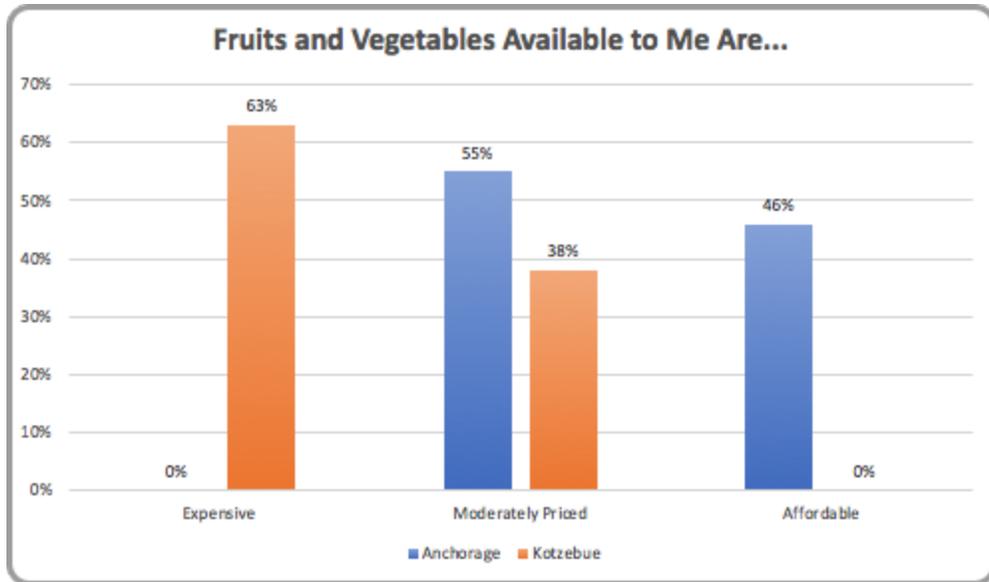
**How many of you do most of the shopping for your family?**



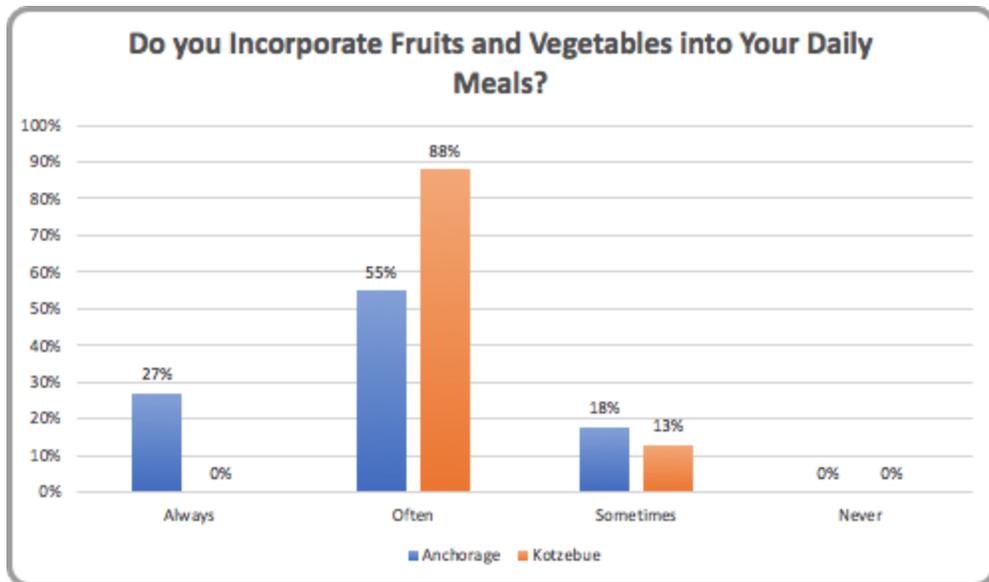
**Tell me about the quality of fruits and vegetables in your area.**



***And are the fruits and vegetables that are available to you expensive, moderately priced, or affordable? Tell me about that.***



***How often do you incorporate fruits and vegetables into your daily meals?***



**Do you think about fruits and vegetables when planning your meals? Tell me why?**

Comments:

ANCHORAGE

*"We usually try to have veggies with dinner, but for snacks we have fruits."*

*"Yes, they are important for my kids to eat, plus we all enjoy it."*

*"Yes, it makes meals better."*

*"Yes, I try to incorporate something that will go well with whatever meal I am planning."*

*"Yes, I am trying to make healthy meals that keep everyone satisfied until the next meal."*

*"Yes, they are full of nutrients and the kids like them."*

*"Yes, I always try to cook with at least one vegetable as a side at dinner. For breakfast, I always think about what fruit will go good with the meal or for a midday snack."*

*"Vegetables and fruit can make a meal feel fresh and taste better if they are paired with the right foods."*

*"Yes, broccoli is the shizzle."*

*"Yes because they are an important part of a healthy diet and keeping meals balanced."*

*"Yes, it is important for my kids. I usually prepare them before I start making meals."*

KOTZEBUE

*"Yes, wanting to have a balanced meal."*

*"Sometimes fruit after meals and veggies with meals."*

*"Yes, if I have enough money."*

*"Yes, because it is part of a healthy diet."*

*"Yes I do because my kids love it."*

*"Yes I have growing kids and grandkids. "*

*"Yes, mainly for the children."*

*"Yes, I have a two year old and one on the way. I want my kids to grow up healthy."*

**Are fruits and vegetables important to you? Tell me why?**

Comments:

ANCHORAGE

*"They are because they help you digest."*

*"Yes they are good for you."*

*"Yes, as a snack."*

*"Yes, they are an important part of our diet at home."*

*"Yes, definitely. We are always eating fruits and veggies, but now that my son needs them it is even more important."*

*"Yes, they are healthier snacks and fulfilling."*

*"Yes, because my kids love fruits and vegetables. It makes me feel like we are eating somewhat healthy."*

"Yes, they provide better nutrition and energy. Some help break down foods or have long term benefits."

"Not all but some. It depends on sugars and carbs."

"Yes because fruits and vegetables are nutritious and not violent towards animals."

"Yes, they are healthy and yummy."

KOTZEBUE

"Yes, so helpful for our body for energy."

"Yes, it keeps our bodies healthy and maintains a healthy lifestyle."

"Yes, it helps my kids grow."

"Yes, food is the gas and energy you need to live."

"No."

"Yes, it helps the body grow and it is a filler."

"Yes they are important. It keeps my blood pressure down."

"Yes, they are important. They are good for your health and body."

**What kinds of fruits and vegetables do you enjoy eating the most?**

Comments:

ANCHORAGE



KOTZEBUE



*What are the easiest fruits and vegetables to incorporate into your meals?*

Comments:

ANCHORAGE



KOTZEBUE



***How do you get your kids to eat fruits and vegetables?***

Comments:

ANCHORAGE

*"Just give it to them."*

*"Snacks."*

*"Buy the ones they like."*

*"Just give it to them for snacks and cooking."*

*"They eat whatever I eat. They are not very picky eaters."*

*"I offer fruits and vegetables as snacks and as main dishes."*

*"Start them while they are young."*

*"During snack time or when I am starting to cook."*

KOTZEBUE

*"Let them know it is needed for our health."*

*"Tell them it is healthy for them and is good for your health."*

*"They like vegetables."*

*"I tricked her at a young age. She loves them all."*

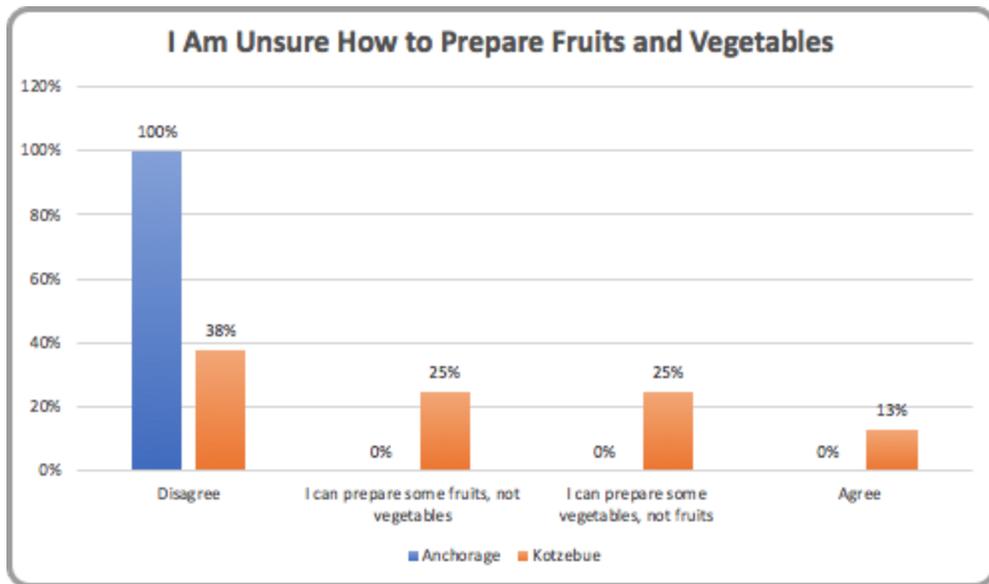
*"I cook it 3 or 4 times a week."*

*"We get them to eat fruits and vegetables at least 3 or 4 times a week."*

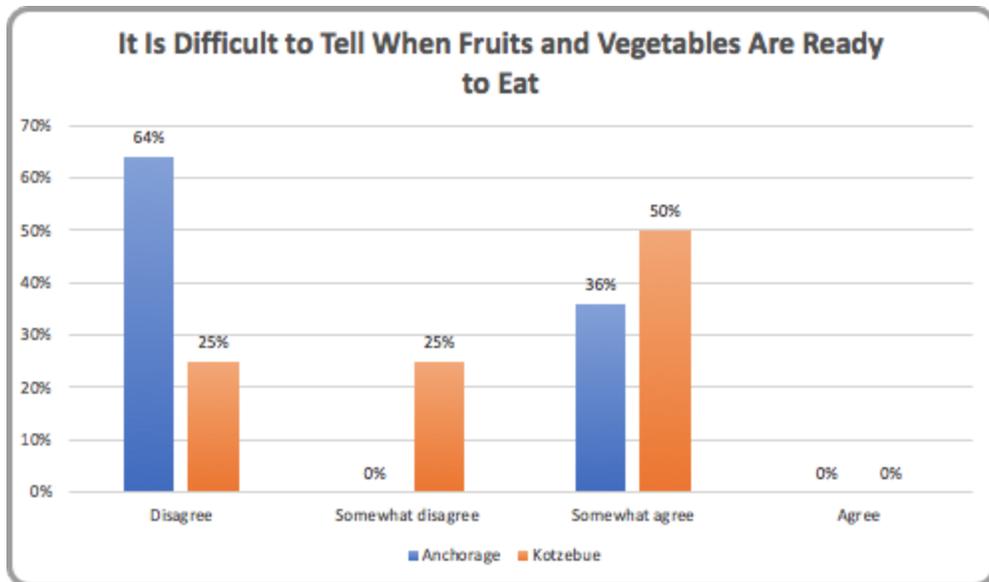
*"Most times they will eat a few bites."*

*"Let them know it is good for us."*

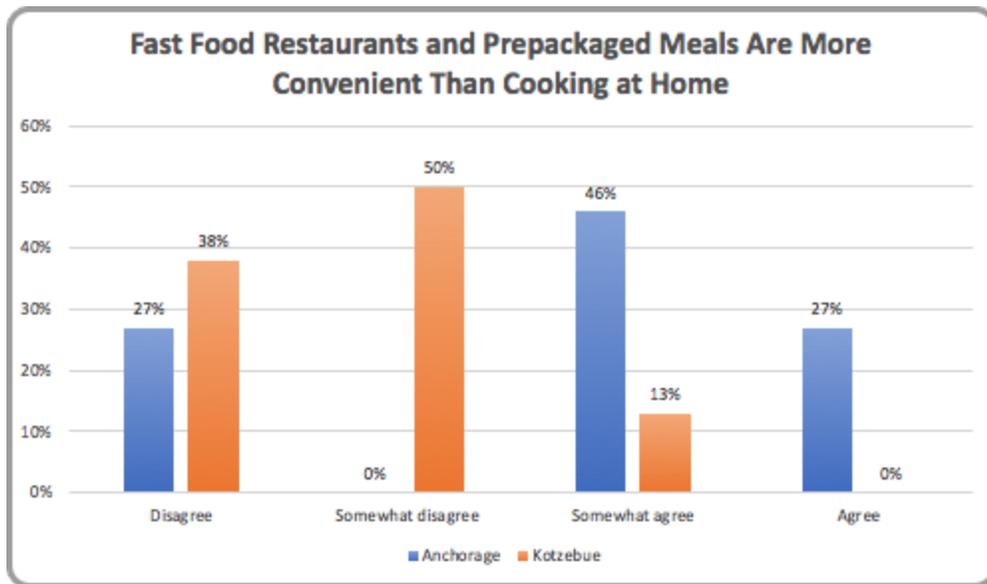
**How many of you said that you are unsure how to prepare fruits and vegetables? Tell me about that.**



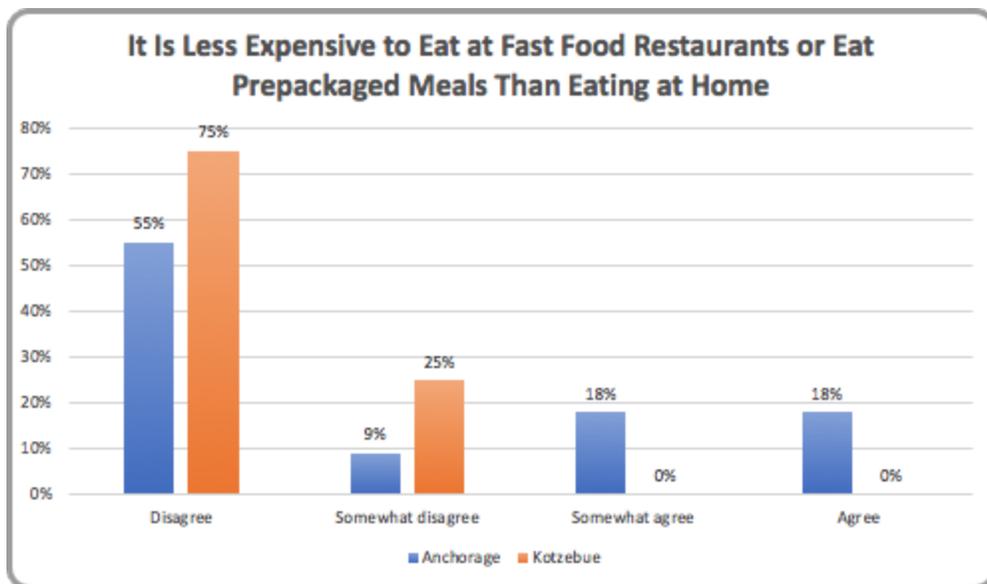
**How many of you said that it is difficult to tell when fruits and vegetables are ready to eat?**



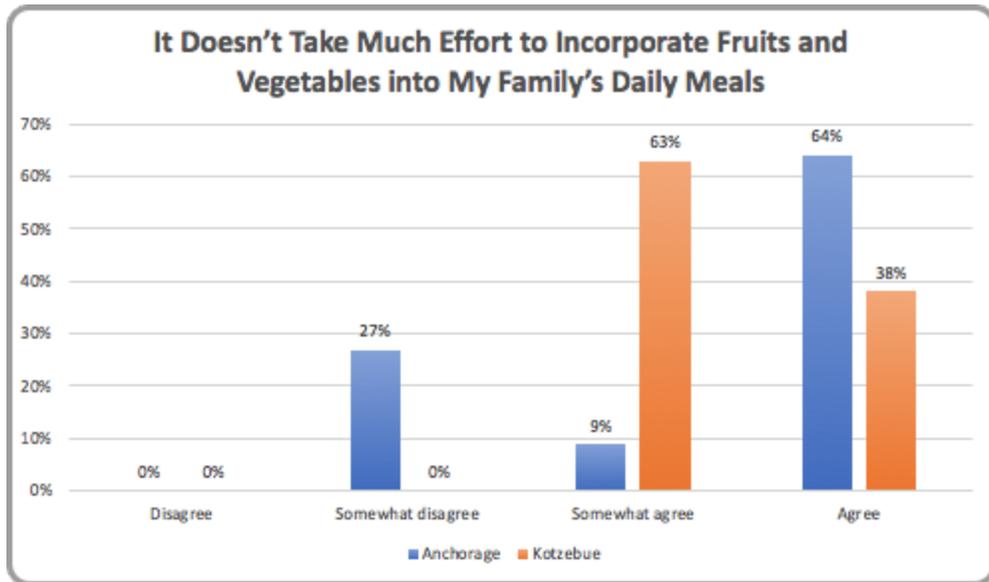
**What about fast food restaurants and prepackaged meals? Are they more convenient than cooking at home?**



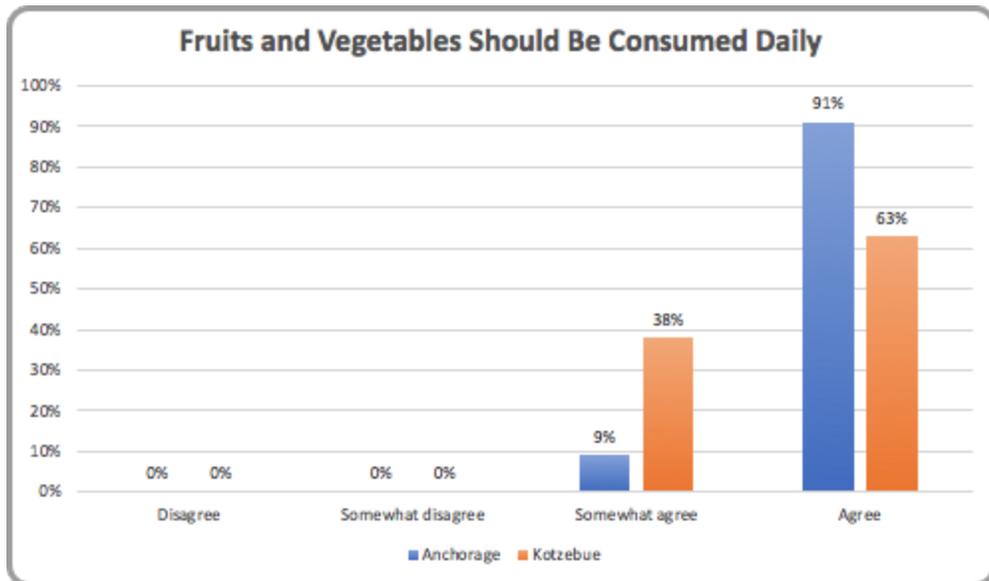
**It is less expensive to eat at fast food restaurants?**



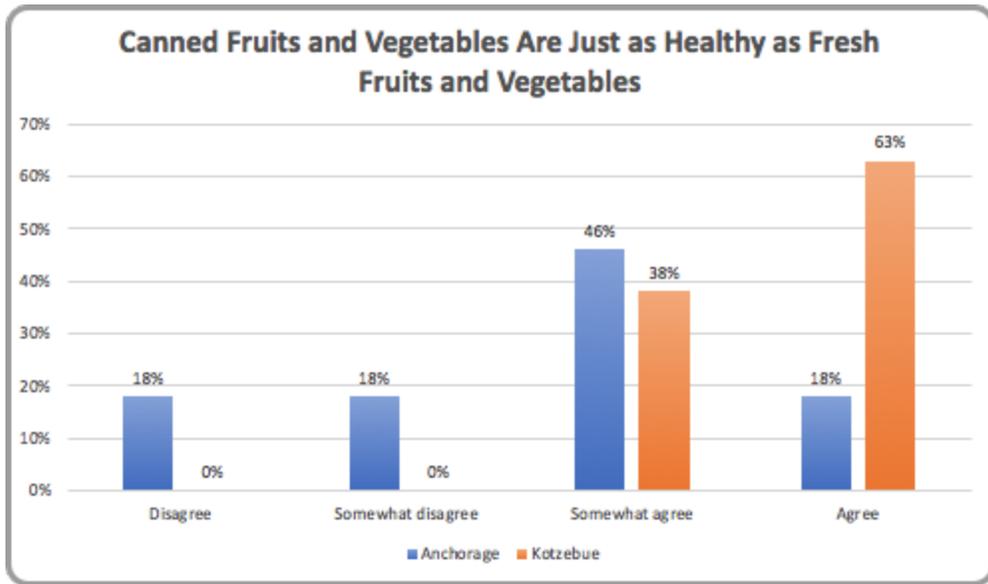
***It doesn't take much effort to incorporate fruits and vegetables into your family's meals?***



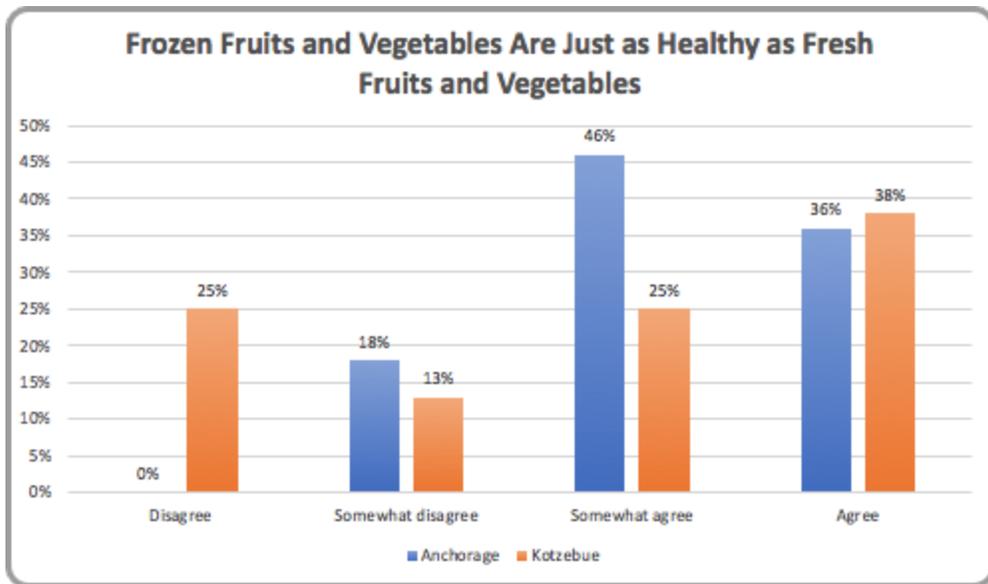
***Should fruits and vegetables be consumed daily?***



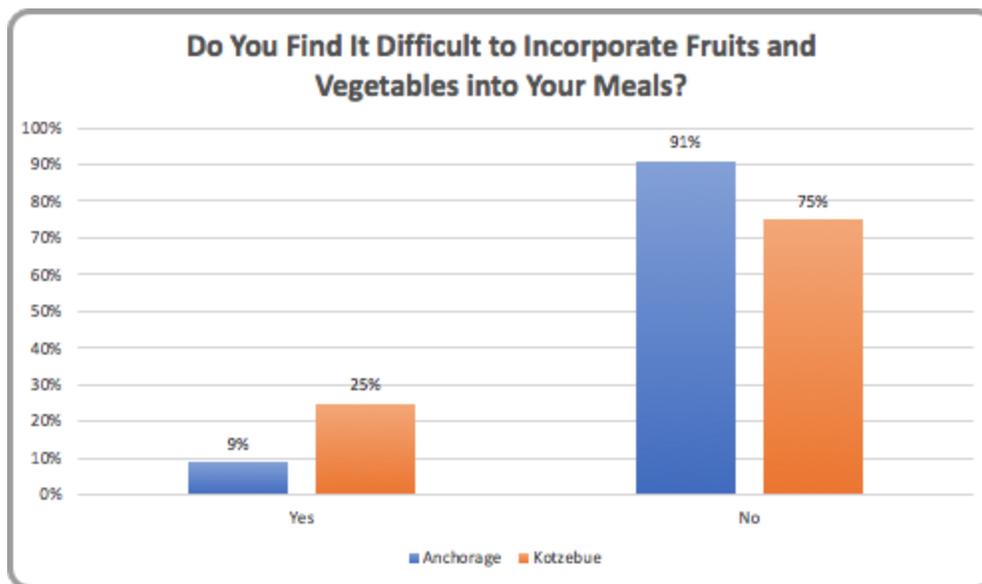
**Are canned fruits and vegetables just as good as fresh ones?**



**What about frozen fruits and vegetables? Are they just as healthy as fresh ones? Tell me about that.**



**Do you find it difficult to incorporate fruits and vegetables into your meals? Why?**



Comments:

**ANCHORAGE**

*"No, they are more convenient, but you can make a better meal fresh at home. "*

*"No, it isn't hard, it's just a habit you have to get into."*

*"No, I think as a single person, single prepackaged meals are more convenient and cost efficient than preparing meals at home. "*

*"No, it costs less to cook vegetables for our large household."*

*"No, prepackaged food is just faster and easier."*

*"No, fast food is already prepared and ready to eat."*

**KOTZEBUE**

*"No, again, it is needed for a good balance."*

*"No, it just isn't hard to do it. Hide the food in something else or explain why they need to eat it."*

*"Yes, sometimes it is on hand, sometimes it is not. Sometimes we don't have the money for it."*

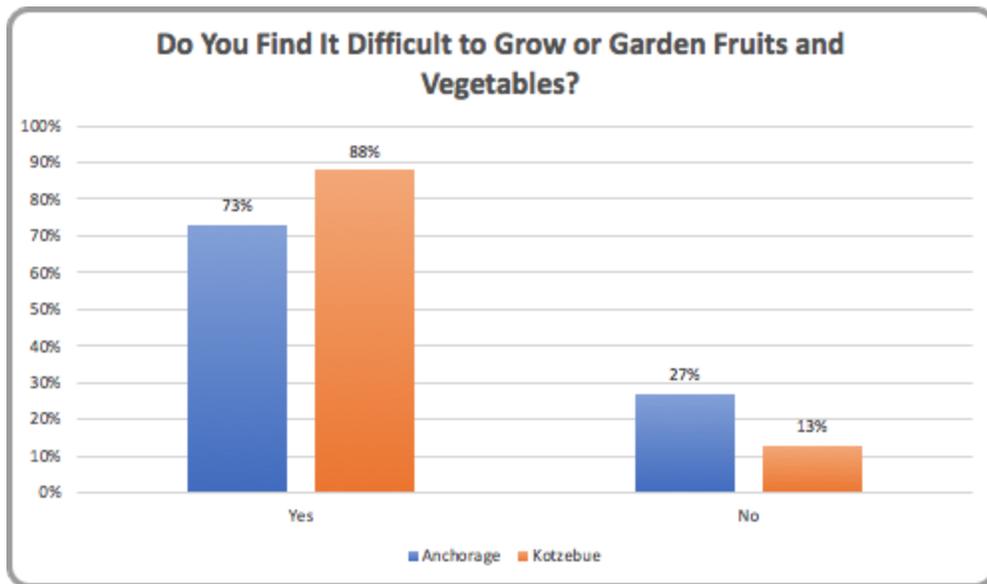
*"No, because it is filling and healthy for you."*

*"No, we all need vitamins and nutrients. Fruits and vegetables are the easiest way to get what is needed."*

*"Yes, the cost and the limited supply."*

*"No, for us adults it isn't hard, but when kids don't like it, it gets complicated sometimes."*

**Do you find it difficult to grow or garden fruits and vegetables?**



Comments:

**ANCHORAGE**

*"No, not at all."*

*"Yes, my family loves fresh fruit and veggies"*

*"Yes, it just takes time."*

*"Yes, it is expensive"*

*"Yes, things only grow for a short season in Alaska."*

**KOTZEBUE**

*"Yes, soil and potting soil is expensive. It is double the normal price, or more."*

*"No, it isn't hard if you start early."*

*"Yes, the weather is too bad."*

*"Yes, in the summer time it is doable, in the winter it is harder."*

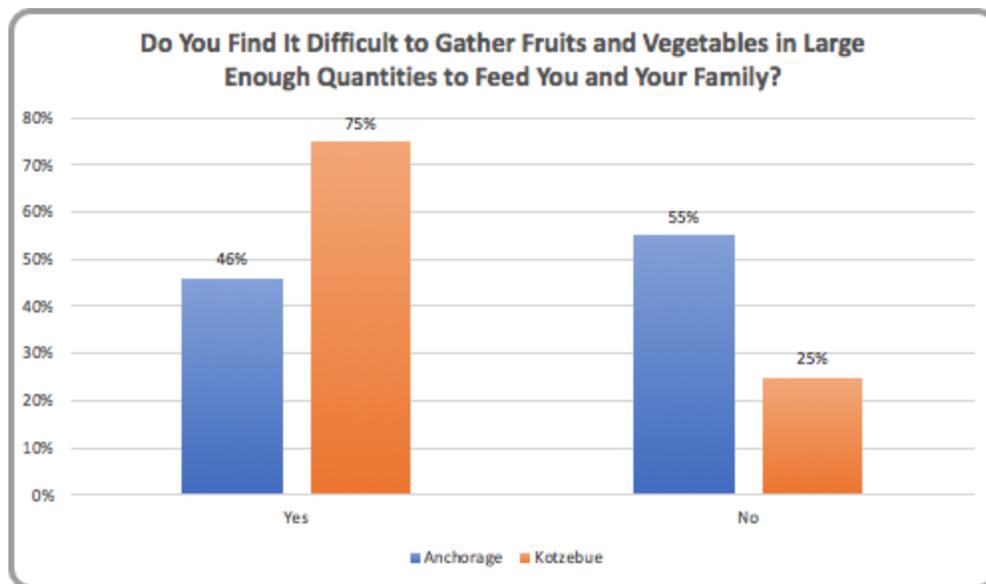
*"Yes, I don't have the right tools."*

*"Yes, where would I grow something?"*

*"Yes, I am not a farmer, and I don't know how to grow things."*

*"Yes, my daughter is at the age where she sees and learns, but when it comes to flowers and plants she picks them up."*

**Is it difficult to gather fruits and vegetables in large enough quantities to feed you and your family? Why?**



Comments:

**ANCHORAGE**

*"Yes, it is difficult if there isn't enough to pick."*

*"Yes, we live in the city."*

*"No, canned stuff has preservatives."*

*"No, we enjoy gathering berries in the summer as a family and we usually pick enough to last through most of the winter."*

*"Yes, there are too many bears out this year."*

*"No, a lot of corn syrup doesn't taste as good."*

*"No, picking blueberries is not a problem."*

*"No, throughout the year certain berries and vegetables can be harvested at year round farmers markets and from the land."*

*"Yes, n/a"*

*"Yes, I have limited time to harvest due to my work schedule and the distance to the places I need to go to harvest."*

*"No, it is a lot of fun to gather the family to go berry picking and to pick wild veggies from the tundra."*

**KOTZEBUE**

*"Yes, we need working vehicles, gas, and equipment."*

*"Yes, we need money, time, and energy."*

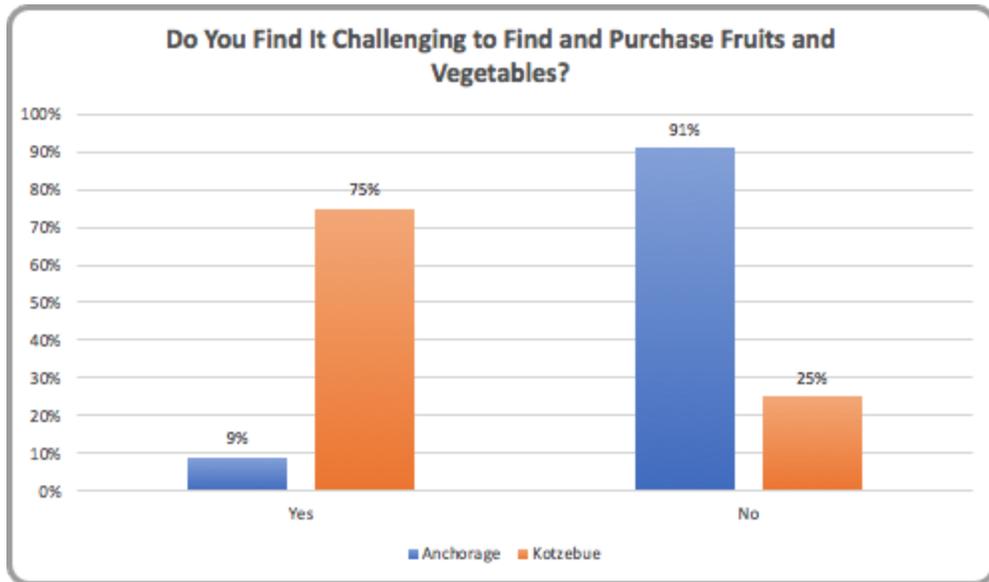
*"Yes, Sometimes I don't have a ride, gas, or time."*

*"No, I have a small family."*

*"Yes, you still need money and tools to collect them."*

"No, time and money are limited, but my family will get what we need."  
 "Yes, transportation."  
 "Yes, I don't have transportation to get back into the country."

**Do you find it challenging to find and purchase fruits and vegetables? Why?**



Comments:

**ANCHORAGE**

"No, depending on the season it might be."  
 "No, there are plenty of stores."  
 "No, I am capable of making sure I have fruits and vegetables in the house."  
 "No, where we are, fruits and vegetables are readily available in our grocery store, and in the summer at the farmers markets. "  
 "Yes, there are bad selections this year."  
 "No, instead of buying junk food, spend money on fruits and vegetables."  
 "No, it is easy to go to the store and buy whatever is on sale."  
 "No, grocery stores provide enough fruits and vegetables all year round."  
 "No, as long as you have a grocery store, they have everything. Even gas stations have fruits and vegetables."  
 "No, it is fun to go with my kids and shop for fruits and vegetables."

**KOTZEBUE**

"Yes, they are expensive to buy."  
 "Yes, we need to be on our toes and ready."  
 "No, you can buy them in the store."  
 "Yes, sometimes the store has it, sometimes they don't."

*"Yes, sometimes I don't know what I am looking for."  
"Yes, we just get whatever fruits and vegetables are available."  
"Yes, it doesn't grow here. It depends on the store and whether they have it."  
"No, they don't have it on a daily basis, but when they do it's there."*

**What would make it easier to incorporate fruits and vegetables into your daily meals?**

Comments:

**ANCHORAGE**

*"Having enough for every meal and having the right fruit and veggies for every meal."  
"It is just challenging to always have it ready and on hand."  
"Buy 1 get 1 free sale, and delivery options."  
"It would be convenient if someone went shopping for me, or if someone put together a menu for me and I didn't have to figure out what to make."  
"More cooking and preparing healthy snacks."  
"Lower costs for food."  
"Just buy nothing but fruits and veggies."  
"More local selection."  
"Meal prep services."*

**KOTZEBUE**

*"Lower prices and better variety."  
"Maintaining a good job."  
"Better prices, and fresher produce."  
"Availability."  
"It would be easier if I could just grow it but I don't know how to get started."  
"I want to become healthy for my family and it will be good for my kids."*

## Ad Concepts

***Our goal of this series of ads is to inform Alaskans about ways to incorporate fruits and vegetables into their everyday meals.***

***When scoring these ad ideas, please take everything into consideration. If overall you think the ad is good, but you would change one thing, please score the ad appropriately so we know that it wasn't the entire ad you didn't like, just one part of it. But along the same lines, if you don't think the ad as a whole doesn't motivate you to take action or provide new information, please let us know.***

**There are many different types of ads. Not all of them work for everybody. We are going to see a few different ads today to find out which are the most effective for people like yourself in your community.**

**And lastly, these are just very rough concepts. They are created to show you what the final product might look like, but they lack some of the production quality that you might expect in a real ad. This is done to save money and test the idea before they go out and film it. Criticism is welcome, but constructive criticism is best.**

“Every Bite Matters”



**Score the ad you’ve just viewed based on the following criteria, from 1 to 5, where 5 is excellent and a 1 is poor:**

	<i>Anchorage</i>	<i>Kotzebue</i>	<i>Combined</i>
<i>The ad is memorable</i>	4.1	3.4	3.7
<i>The ad is understandable</i>	4.7	4.4	4.6
<i>The ad is useful</i>	3.6	3.8	3.7
<i>The ad is believable</i>	4.4	4.5	4.4
<i>The ad is motivational</i>	3.5	3.4	3.5
<i>Overall score for this ad</i>	4.1	4.0	4.0

Discussion Questions:

**What I like about this ad is...**

Comments:

ANCHORAGE

*"I like that this ad is about where I am from."*

*"I like the smiling faces and colorful fruits and veggies. It had happy people eating good food."*

*"I like that this ad incorporates both rural and urban Alaska."*

*"I like that it has a clear message."*

*"I like that it is short and gets to the point"*

*"The variety of fruits and veggies whether they come from the land, frozen, or canned, it's still good."*

*"It has upbeat music and is family oriented."*

*"It shows that food is important. Every bite matters, and where you get it should be fresh."*

*"It has a very clear message. Every bite matters."*

*"It has smiling people that look and feel happy."*

*"That the message was on point and clear."*

KOTZEBUE

*"It has local Alaskans in it, and you don't see commercials that relate to our area."*

*"I like the phrase 'every bite matters'."*

*"It shows pictures of people and healthy foods."*

*"It is a healthy advertisement because they use different nationalities including Alaska Natives. We need more of our people in healthy advertisements."*

*"It speaks for itself. We need all of the fruits and vegetables we need."*

*"I like seeing the Native people because our community is predominantly Native."*

*"I like that it showed the natural healthy food because they picked it from nature."*

*"I liked that it said 'every bite matters' and that it showed all of the healthy subsistence foods we pick."*

**What I dislike about this ad is...**

Comments:

ANCHORAGE

*"I don't like that it is so short."*

*"I don't like that it is so fast."*

*"I don't like the saying, it is annoying."*

*"The words don't match the pictures. They were saying every bite matters but not showing the food."*

*"If the kids were actually eating the produce, it is all about fruits and veggies and it wasn't clear what they were eating."*

*"They make it seem so easy to incorporate fruit and veggies into every bite."*

*"It felt repetitive and didn't educate or promote anything. It never showed where to apply or what the purpose was."*

*"It was an actual video."*

*"The narrator's voice seems to high pitch."*

*"Nothing." x2*

#### KOTZEBUE

*"It keeps saying every bite matters too many times."*

*"I don't like that it is so short. It could be a little longer."*

*"Nothing. The ad is right."*

*"I don't like that they didn't show enough foods. Showing different types of foods helps diversify the different types of Natives."*

*"I didn't like that it didn't have enough kids."*

*"Nothing." x3*

#### ***This ad could be better if...***

Comments:

#### ANCHORAGE

*"It would be better if it were longer."*

*"It could be better if it explained a little bit more."*

*"It could be better if it showed more pictures of fruits and veggies at the store and not the food bank."*

*"It would be better if was actual video of kids eating or helping cook a meal."*

*"If you matched the pictures to the words."*

*"They explained a little bit more about 'every bite matters'. What does that mean?"*

*"It localized and talked about local farmers or where the food is coming from."*

*"Some actual filming was involved."*

*"They lowered the background music."*

*"Nothing." x2*

#### KOTZEBUE

*"It showed more of the real Alaska in the video. Show people picking berries, and being surprised to see good foods. "*

*"It would be better if it wasn't so fast."*

*"It could be better if it were a little longer."*

*"It could be better if my child was in it!"*

*"It could be better if it had more natural foods that Natives pick ourselves."*

*"Nothing." x3*

"It's All Good"



Score the ad you've just viewed based on the following criteria, from 1 to 5, where 5 is excellent and a 1 is poor:

	<i>Anchorage</i>	<i>Kotzebue</i>	<i>Combined</i>
<i>The ad is memorable</i>	3.8	3.0	3.4
<i>The ad is understandable</i>	4.2	3.8	4.0
<i>The ad is useful</i>	4.1	3.8	3.9
<i>The ad is believable</i>	4.2	4.1	4.2
<i>The ad is motivational</i>	3.5	3.8	3.6
<i>Overall score for this ad</i>	3.9	3.6	3.8

Discussion Questions:

**What I like about this ad is...**

Comments:

ANCHORAGE

*"That is brings out the ways you get things might be harder than you think."*

*"It is straight to the point."*

*"It has good talking. I understood it."*

*"It is better than the first one with more information."*

*"It has good pictures with lots of fresh fruit."*

*"It shows people living off the land. Alaskans love to get their food from the land."*

*"The child narrator. It would help kids focus on the message."*

*"It tries to show where food is coming from. Food in Alaska is so expensive or limited in some areas."*

*"The end. It's all good."*

*"The white table background with veggies and fruits. It clearly states the message."*

*"They were clear about the message."*

KOTZEBUE

*"I like that it has a child's voice. We love children and it is healthy if that is your audience."*

*"I liked that it showed all types of vegetables."*

*"I liked that she explained why it was healthy."*

*"I liked that it is a healthy ad. It is a commercial about healthy foods. "*

*"I liked that people can understand what needs to be eaten because it is healthy for you."*

*"I liked that it had a child explaining it. That made it easy to understand."*

*"I liked that it showed the healthy foods growing from the ground."*

*"I liked that it showed our native way of living and that we eat what comes from the land and sea."*

**What I dislike about this ad is...**

Comments:

ANCHORAGE

*"Not too much. It was pretty straightforward."*

*"The child. She didn't look Alaskan."*

*"The kid doesn't need to be in a lab coat pretending to be a doctor."*

*"The music is too loud."*  
*"It sounded like she was kind of unsure about the fruits and vegetables."*  
*"At the end when she says 'it's all good.'"*  
*"What is the purpose of showing options? SNAP and food stamps are restricted programs."*  
*"They showed only pictures."*  
*"Nothing." x3*

#### KOTZEBUE

*"I didn't like her clothing. Kids are sometimes afraid of doctors."*  
*"I didn't like that the girl was standing still. She should be actually talking."*  
*"I didn't like that there were too many non-native foods."*  
*"I didn't like that it doesn't show what native food is, or why it is better for us."*  
*"Nothing. It was really good."*  
*"Nothing." x3*

#### ***This ad could be better if...***

Comments:

#### ANCHORAGE

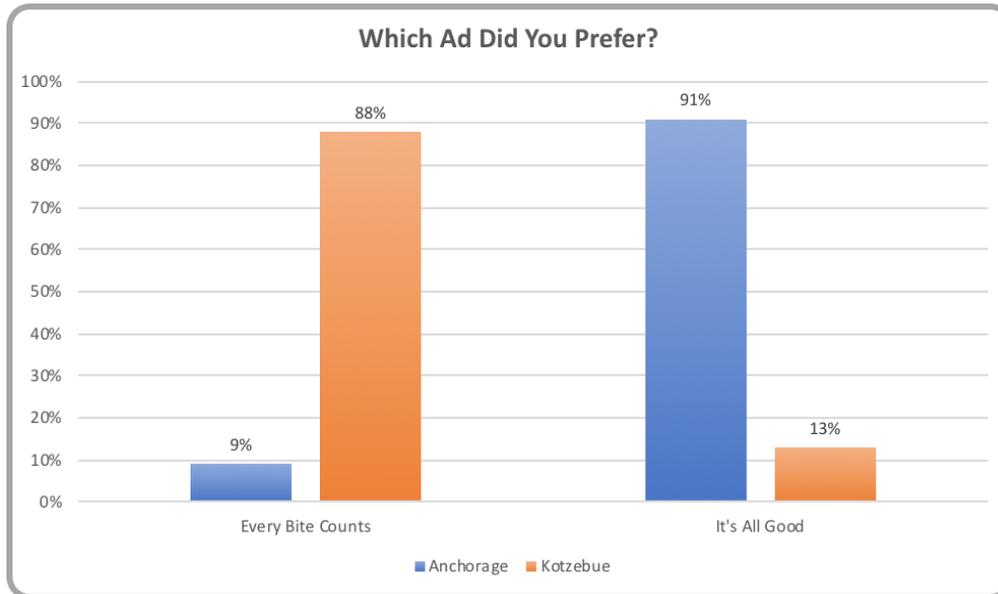
*"It were a little bit longer."*  
*"It showed more people eating or picking the fruits and veggies."*  
*"There was movement not pictures."*  
*"It were just a regular dressed kid explaining it."*  
*"She wasn't wearing a lab coat. There is no need for that."*  
*"It had a better ending."*  
*"My daughter was in it."*  
*"If the child was wearing a chefs coat instead of a doctor's coat."*  
*"N/A" x3*

#### KOTZEBUE

*"The ad would be better if the child did the talking."*  
*"It could be better if it showed the vegetables growing outside and from the land."*  
*"It would be better if the child was actually talking. Maybe use more than one child and break it apart by using different ethnicities."*  
*"It can be all kinds of Native people."*  
*"It could be better if you include all walks of life as a person who has to be healthy."*  
*"It could be better if my baby was in the ad!"*  
*"Nothing." x2*

## Ad Ranking

**Which ad did you prefer, and why?**



**Why did you prefer "Every Bite Matters"?**

Comments:

ANCHORAGE

*"I want to know what nutrition facts are in every bite."*

KOTZEBUE

*"It showed subsistence foods. Change the clothing and language to make it local. "*

*"It catches the eye and is more memorable than the other ad. You also see more than one person in the ad and it shows some Native culture which should be added to any Alaskan commercial if Alaskans are your main target."*

*"It is easier to understand because of the Native foods and people in the ad."*

*"It has more options and is easier to understand food wise and for everyone."*

*"I like the topic and it shows a family eating together. It also showed the subsistence way of living."*

## **Why did you prefer "It's All Good"?**

Comments:

### **ANCHORAGE**

*"It was more understandable and made more sense."*

*"It was more believable and straight to the point."*

*"It sounds more Alaskan and I can relate to it."*

*"The only thing I would change is the kid's outfit. It is appealing, eye catching, and has a believable message."*

*"This ad has better pictures of the food."*

*"It pertains to Alaska, but I wish the girl looked more Alaskan."*

*"This seems more believable living in Alaska where you can harvest from the land to provide for your family. Also because the narrator was a child, it will draw more kids attention."*

*"This ad was more direct and informative. "*

*"This ad had more scenes of vegetables and fruits, and the music was more entertaining."*

*"This ad had more information than the first ad. It showed how they prepared teh fruits and the message was clear. This got your attention, but she needs to have different clothes. The music got your attention, but it needs to be real live action."*

### **KOTZEBUE**

*"Food grows natural from the wild, and it is healthier than the foods you can buy in the store."*

**Who do you trust when you hear a message like this?**

Comments:

ANCHORAGE

- "Usually someone I know, such as a doctor."*
- "A doctor or a mother."*
- "A family member"*
- "Parents or kids."*
- "My own knowledge"*
- "Our elders, they have more knowledge."*
- "Someone older with more experience, an elder."*
- "Local successful people that advocate healthier lifestyles."*
- "A doctor, a mother, or a child."*
- "A chief, or a Native leader."*

KOTZEBUE

- "My grandmother."*
- "Our own people. Elders, and children."*
- "A grandmother and a grandchild."*
- "Children"*
- "My elders and Native people."*
- "Children and Native elders."*
- "A mother."*
- "Someone you trust. Family or friends."*

**Can you give an example of someone who you would trust to give a message like this?**

Comments:

ANCHORAGE

- "Family or friends."*
- "Children and doctors."*
- "My mom passing the message along to the grandkids."*
- "Kids or elders would work well."*
- "Local people, Alaskans. "*
- "The elders I worked with telling me what they have done."*
- "My grandparents. "*
- "Mat-Su farmers, local growers and gatherers."*

KOTZEBUE

- "The children speaking."*
- "Elders and kids."*

*"Grandma and grandkids."*

*"Any child's voice catches my ear and attention."*

*"Eskimo elders, and small children or kids."*

*"An elder pastor, elder elected officials, and children. "*

*"A mother knows best."*

**How do you feel about the message such as the one in these ads coming from a youth?**

Comments:

ANCHORAGE

*"Good because they are younger."*

*"It is great."*

*"It is OK if the audience is children."*

*"I think it would be more meaningful for me as an adult if the message were coming from an elder."*

*"Kids are always great in commercials."*

*"Fine, as long as it comes from their knowledge."*

*"It would target my two daughters and hopefully they would get the message."*

*"It is simple and straight to the point this way. If a kid can get it, so should everyone else."*

*"Every bite matters!"*

*"It is much more appealing, and I am glad to see younger ones involved in their communities."*

KOTZEBUE

*"Very good, because they are innocent and believable."*

*"It is OK along with the adults."*

*"I prefer it over an adult."*

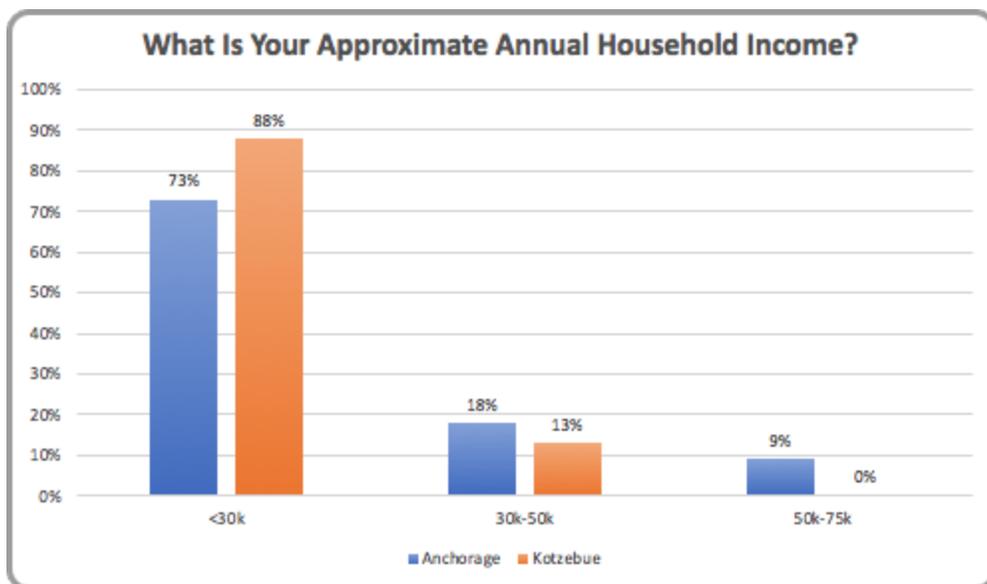
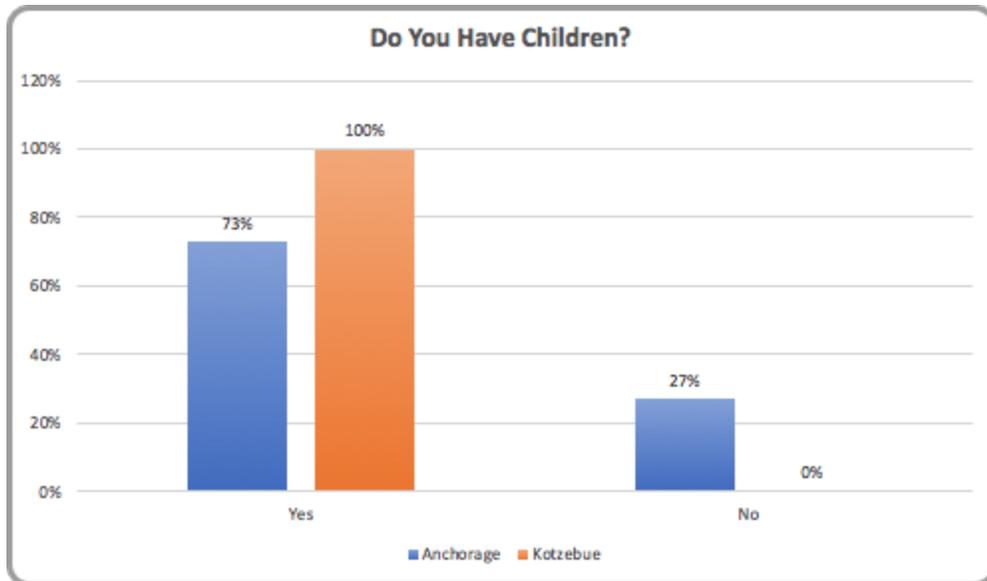
*"Good."*

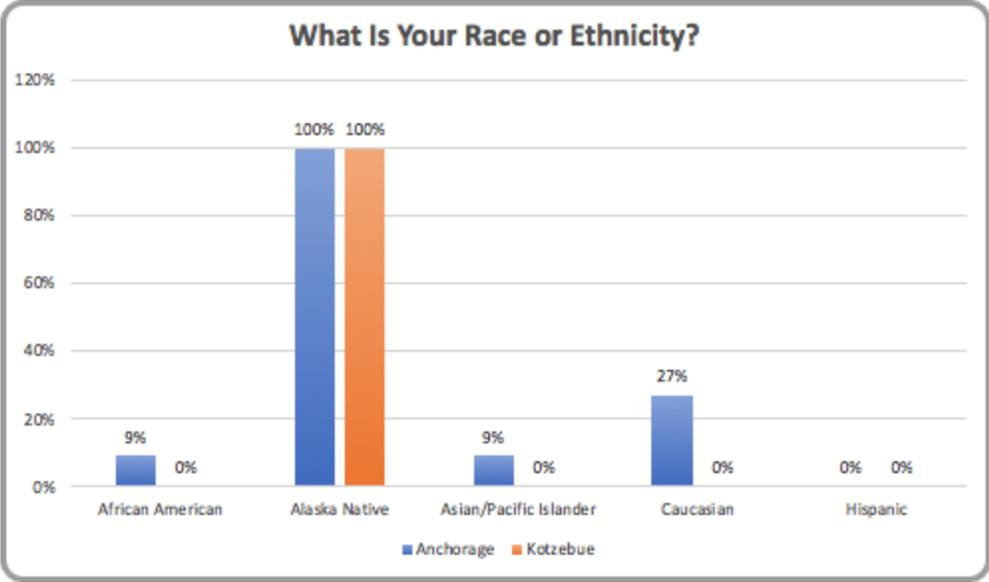
*"It helps youth to understand it better, also it helps parents and caregivers to better understand the importance of nutritious foods. "*

*"I guess I would trust them if they knew what they were talking about."*

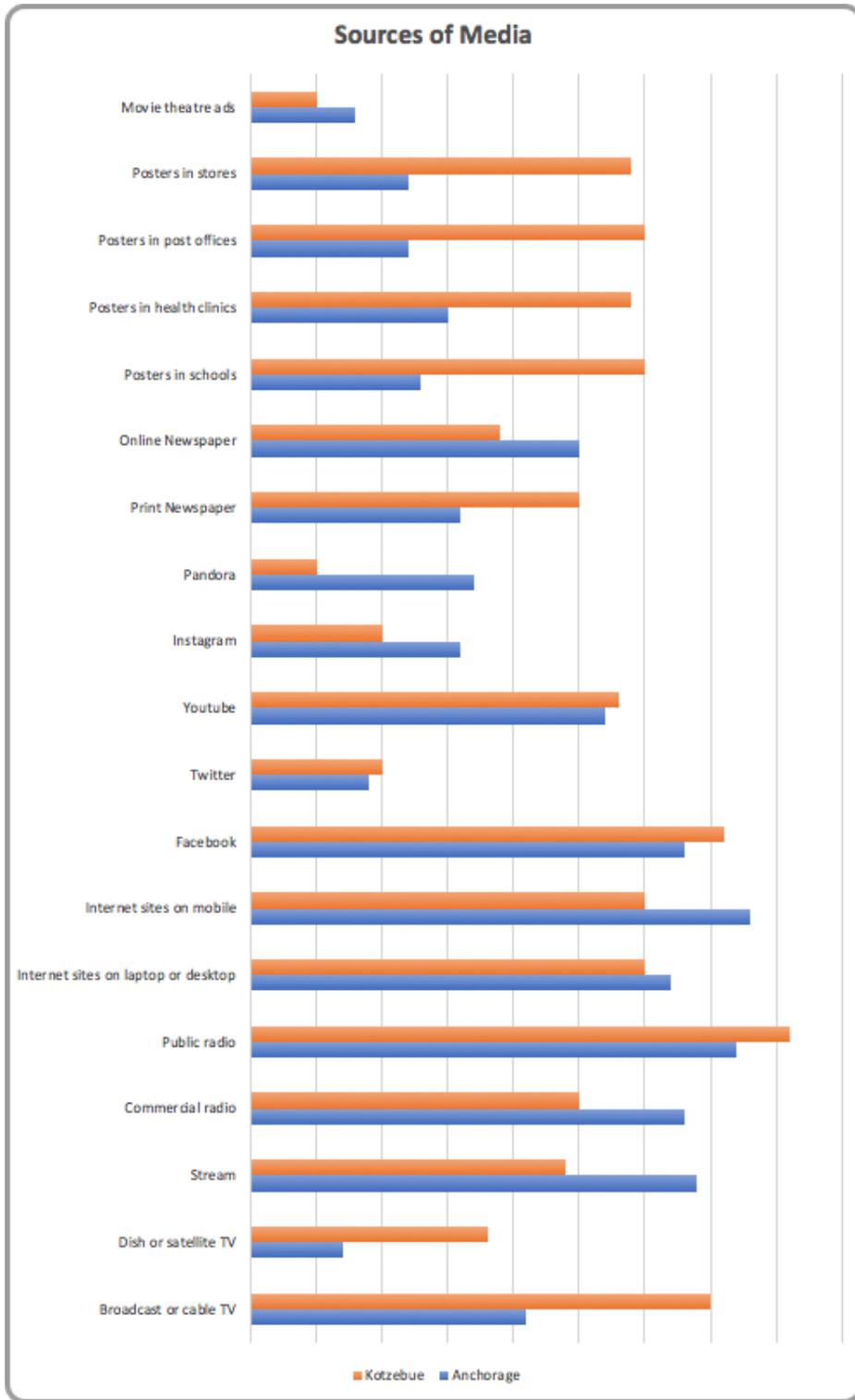
## Demographic Information

***We will not discuss the rest of the questions on this page out loud. You can flip to the last page.***





# Sources of Media



***If I had \$100 to spend to get this message in front of you personally, what types of media should I spend it on?***

Comments:

ANCHORAGE

*"TV, I personally got off of Facebook because there were so many ads."*

*"I don't watch the ads on Facebook, I skip them."*

*"Regular, local TV."*

*"Pandora. I use Pandora a lot."*

*"I listen to Pandora every day."*

*"TV and Facebook."*

*"I watch TV. The kids watch cartoons, and I guess Facebook."*

*"Facebook, Youtube, Pandora, and Twitch."*

*"Spotify. Public radio."*

*"Youtube."*

*"Netflix."*

KOTZEBUE

*"Facebook and TV."*

*"Word of mouth, radio."*

*"Facebook, KOTZ radio."*

*"Radio, newspaper, posters/post-it notes."*

*"Facebook and the TV."*

*"Radio."*

*"Radio or TV."*

*"Facebook and KOTZ our local radio station."*