A Creative Approach to Developing Branding and Marketing Materials for the NC Summer Nutrition Program

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Background

- Federal Summer Nutrition Programs (SNP), including the Summer Food Service Program and National School Lunch Program Seamless Summer Option, provide free meals to children in low-income areas during the summer.
- Sponsors are the organizations that administer the program and sites are the physical locations where meals are served.
- These programs are highly underutilized compared with programs such as the National School Lunch Program.1
- One of the reasons for low participation in the SNP is a lack of awareness of the program.2
- A major challenge faced by sponsors and sites operating the program is marketing and increasing awareness of the SNP.
- The North Carolina (NC) Department of Public Instruction and No Kid Hungry NC partner together to support sponsors and sites in increasing awareness of the NC SNP.

Objective

- To support NC SNP sponsors and sites with marketing the program by developing statewide branding and marketing materials.

Program Description

In the Spring of 2017, the NC Department of Public Instruction and No Kid Hungry NC held a NC SNP logo contest for high school students. A logo and mascot, a sun character named Ray, were selected from the entries. A variety of promotional materials were developed featuring the logo and Ray.

Evaluation

- Online surveys with questions related to marketing strategies, including use of NC SNP marketing materials, were sent to NC SNP sponsors and sites in October of 2018 and 2019.

Results

Table 1: Percentage of NC SNP Sponsors and Sites Using at Least One Type of NC SNP Marketing Material

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<thead>
<tr>
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<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td>NC SNP Sponsors</td>
<td>93%</td>
<td>83%</td>
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<tr>
<td>NC SNP Sites</td>
<td>68%</td>
<td>67%</td>
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Positive Feedback from Sponsors and Sites

- “The marketing materials are beautiful and well thought out.” NC SNP Sponsor
- “The posters really help a lot in marketing.” NC SNP Sponsor
- “I loved the new signs. We were able to post them throughout the property.” NC SNP Site

Contact Information

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References:
2. APCO Insight. Share Our Strength Summer Meals Survey. Share Our Strength; 2013.