

## ***Marketing the Functionality of Foods***

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Educate on benefits of “functional foods” the more they know and the more familiar they become with an item, the more likely they will be to choose to incorporate it into their lifestyle.

New item each month keeps it fresh, fun and helps keep people motivated and engaged

- Whole Foods Focus
- Variety
- Expose to food
- What you are familiar with is what you eat
- “Shelvic” exam
- Tell them what they Need to know, keep it simple don’t overload.

Commentary: Diet-Related Disease, Nutritional Genomics and Food and Nutrition Professionals by Ruth DeBusk, PhD, RD

*“If food and lifestyle choices are to be effective tools for health promotion and disease prevention, they must appeal to consumers. Despite the serious role that diet and lifestyle play in health outcomes, any recommendations must enhance the life experience for people, not detract from it. Food must be eye-appealing, tasty and convenient. Lifestyle choices must also be appealing, convenient, and fun.”*

Journal of the American Dietetic Association. March 2009 pp. 410-412

"Functional foods, including whole foods and fortified, enriched, or enhanced foods, have a potentially beneficial effect on health when consumed as part of a varied diet on a regular basis, at effective levels..." Journal of the American Dietetic Association

Free Radicals and Antioxidants: Our bodies are like a manufacturing plant, we produce by-products or free radicals. Antioxidants are the bouncers that get rid or neutralize them.

*The Book, The Culprit and The Cure by Steven C. Aldana, PhD has a really nice explanation of this process. You can view a power point of each chapter of his book at [http://www.theculpritandthecure.com/content/pp\\_index.html](http://www.theculpritandthecure.com/content/pp_index.html) Specifically look at chapter 3, I don't care-it is, and chapter 6, Thinking about Fruits and Veggies in a Different Way.*

Until information concerning what intakes of new foods for disease prevention are safe and/or optimal for human health, dietary emphasis should probably be placed on consuming a variety of whole foods, like the ancients. This is because no one food appears to contain all of the nutrients required for optimal health, and no one action appears to ensure longevity.

\* Source: Abstracted from article in Today's Dietitian, May 2003 New Age Foods for Disease Prevention by Jacqueline B. Marcus, MS, RD, LD, CNS, FADA To view the entire article go to this link [http://www.todaysdietitian.com/newarchives/td\\_0503.htm](http://www.todaysdietitian.com/newarchives/td_0503.htm)

As consumers seek alternate ways to enhance health and prevent disease, incorporating functional foods into nutrition counseling and educational programs will become increasingly important.

## **Beneficial Bites**

Brain child of Leslie Fijalkiewicz, CD Barron County, WI Nutrition Director

- Logo: Goal is Branding. Use on everything
- Dose the Information
  - Short, regular tidbits in various formats will keep the message front and center.
  - We want to make people aware and mindful of what they are eating and why.
  - Goal is to change the culture!
- Brain Storm Names... Beneficial Bites is being considered for Service Marking so, choose your own name and do the same.
- Dilemma...Who owns it? Should we consider a partnership? How can we distribute bits and pieces of the materials without the integrity being sacrificed? Beneficial Bites is a Program and not just table tents and flyers. What should I do?
- To avoid this have a plan in place before you begin
- Know where you are going....
  - A plan can help you move forward, make decisions, and make your initiative successful.
  - It will help you determine what funding source will be used, i.e. any materials developed under OAA funded programs are public domain. So, if you want to "sell" your product you have to be able to show that time spent developing, etc. was not OAA dollars.
  - You might develop a fairly simple plan first as you start , and that might be enough for you.
  - You can also start simple and then elaborate as you expand your thinking and prepare to approach and work with potential partners
  - The plan is critical for communicating values, goals, strategies, and detailed implementation.
  - For discussion purposes, text is enough to get a plan started. Try describing your mission, objective, keys to success, target market, competitive advantage, and basic strategies.

- Form your team- include all key stakeholders at the beginning
- Phase the plan
- Mission (Draft) *To thoughtfully and purposefully implement the Beneficial Bites Campaign, utilizing various techniques, that focuses on increasing awareness, familiarity, and ultimately adoption of functional foods so that health benefits can be realized in the lives of participants.*
- Objectives (draft)
  - *Increase Awareness by introducing new, exciting functional foods with extra health benefits.*
  - *Move from knowing to doing (Motivation)*
  - *Help people discover life passions and the link between those and health. (I.e. I want to dance at my grand-daughters wedding; utilize social marketing)*
  - *Assist with goal setting to incorporate new foods into their daily lives (Skills)*
  - *Provide an environment that makes choosing functional foods the easiest choice. (Opportunity)*
  - *Behavior Change, based on AMSO Model by Dr. Michael O'Donnell*
    - *Awareness: Doesn't have much impact on behavior change. (5%)*
    - *Motivation: Focusing on health risk alone doesn't work. Have to embrace people as whole persons and help them discover their life passions and link between those passions and health.*
    - *Skills: How to integrate new changes- setting goals and tailoring them to each person-doubles the success rate!*
    - *Opportunity*
    - *Most important. Having access to the environment that makes choosing a healthy behavior the easiest choice.*
- Keys to Success
  - *Goal= Campaign, not just materials.*
  - *Consistent message across the state.*
  - *Buy-in from staff, older adults, caregivers and communities – Intrinsic motivation*
  - *Create excitement & energy around it*
- Evaluation of Program: Process Improvement
- Time Requirements
  - Preparation of materials:
    - *Very time consuming (use students to help)*
    - *Keep track of hours*
    - *If going to charge for product, cannot use OAA dollars. Must clearly show how separated*
  - Actual Presentation
    - *30 to 45 minutes*
  - *Relationship Building is key but takes time.*



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- Potential Partners:
  - Farmers Market
  - Extension
  - Hospitals/Clinics
  - Public Health
  - Managed Care Organizations
  - Caregiver Coalitions
  - Associations
    - American Heart
    - Cancer
    - Arthritis
  - Chefs/Local Restaurants
  - Schools
  - Universities/Colleges
  - Master Gardeners
  - Businesses (local and topic specific)
  - Community Coalitions
  - Nutrition & Hunger Coalitions
  - Civic Organizations
  - YMCA/Gyms
- Utilize Students
- 3-Year Plan
  - Variety of herbs, veggies, fruits, whole grains, healthy fats
  - Theme month tie in?
  - Time of year
  - Availability of items and cost
  - Acceptance by participants
- Educate BEFORE you introduce new items!

### Toolkit

For Staff:

- History/Fact Sheets
- Activity Suggestions with Presentation Outline, Lesson Plans, list of supplies
  - Key is to have the information in a format that is easy, convenient and useable!
  - Binder for each site that contains all the information they need each month.
  - 30 -45 minutes
  - Interactive
  - Fun
  - Cooking Demonstrations
  - Be sure staff buys-in!
- Schedule for the month with presentation dates and times & yearly topics to post
- Monthly menus & recipes
- Photo Release forms
- Continual education and meeting for input and process improvement- what's working, what needs changed, etc...

## For Participants:

- Newsletter article
- Flyer/poster for event
- Table Tent
- Placemat
- MOW's Insert
- Handout
- Recipe Cards
- Puzzle/game
- Opportunity to Share recipes
- Activities/Events/Programs

## Menu

- Include potential health benefit tidbits on menus.
- Include pictures on your menus...
- RFP/Contract Language
  - Include expectation and definition for “functional foods” in contract and the frequency you want them on the menu.
  - Meet with potential caterers before they submit RFP to clearly explain your expectations and allow them to ask questions.
  - It doesn't have to cost a lot!
- Environment/Green Potential
  - Menu Board
  - Grow and Use Herbs
  - Raised Gardens at sites or in the community with food donated to program
- Use Pictures (See resource handout for list of websites where you can download free pictures)
  - You don't have to use text boxes
    - In a word document go to picture Tools, Text Wrapping, Through. This will allow you to type where you want and the picture won't move.
    - If you copy a picture from a word document into a PPT, select “Paste Special” and then “Microsoft Office Drawing Object and it will be very clear when you resize it.
- Work with the Media
 

<ul style="list-style-type: none"> <li>○ Radio</li> <li>○ Television</li> <li>○ Community</li> <li>○ Public Access</li> </ul>	<ul style="list-style-type: none"> <li>○ Newspaper</li> <li>○ Human Interest Stories</li> </ul>	<ul style="list-style-type: none"> <li>○ Coverage of Special Events</li> <li>○ YouTube</li> <li>○ Web clips</li> </ul>
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- Ask for Donations from Food Companies
  - Contact companies who can supply materials/ingredients for the activities.
  - For example, I am getting a lot of flaxseed for my demo's in May. I have also contacted the makers of Beano to see if they have coupons or samples to make available. Once we figure out the activity, we will be better able to request donations. Maybe we can ask the Dairy Council or Dannon for stuff related to Yogurt, but I'll need to tell them specifically what I plan to do.