



#LearnToEatFit

Elizabeth Melillo

Louisiana State University
Manship School of Mass Communication

Committee Chair: Dr. Hyojung Park
Committee Members: Dr. Soojin Kim &
Dr. Joshua Grimm

Final Defense: November 11, 2020

Table of Contents

Executive Summary1

Organization Overview.....2

Communication Analysis.....12

Situation Analysis.....19

Target Publics.....22

Literature Review.....31

Primary Research.....37

Campaign Proposal.....49

Key Messages.....49

Goals and Objectives.....50

References.....54

Table of Appendices56

Executive Summary

Ochsner Eat Fit is a nonprofit program in Louisiana that strives to make an impact in the community by encouraging people to live their strongest, healthiest lives. Eat Fit accomplishes this by working with local restaurants to offer healthier menu items, collaborating with grocery stores to provide better options, providing the community with health and wellness resources and hosting a wide array of events and challenges. Although Eat Fit has many participating restaurants and loyal supporters, there is still an overall lack of clarity in the community as to what Eat Fit is. The confusion and lack of awareness amongst community members could be due to its lack of focus and inconsistent brand messages.

This plan aims to help Eat Fit stand out in the community as a trusted and valued health organization. By narrowing Eat Fit's focus and implementing more consistent brand messages across all communication tools, Eat Fit will eliminate confusion and build better brand awareness. Enhanced awareness would give Eat Fit the chance to more effectively reach its audience and branch out to new regions across Louisiana.

The main goal of this plan is to:

1. Establish a strong, trusted brand image of Eat Fit as a free health and wellness program that helps community members easily make healthy food choices

To ensure Eat Fit has a thorough campaign, this plan includes an organization overview, communication and situation analyses, target publics analysis, literature review, both primary and secondary research, key messages, goals and objectives, execution plan, and an evaluation method. It also contains numerous deliverables in the appendices. By using the methods and deliverables here, Eat Fit should accomplish its goal as well as meet the needs and expectations of its audience.

Organization Overview

Background

Ochsner Eat Fit is a nonprofit program that collaborates with local Louisiana restaurants to offer nutritious and delicious menu items for customers who want to live a healthier lifestyle. Customers can recognize these choices on participating restaurants' menus by looking for the Eat Fit seal next to the menu item.

Eat Fit Founder Molly Kimball, registered dietician since 1999, realized that people's biggest hindrance to living a healthy lifestyle occurs when dining out in restaurants. With a desire to help others understand that wellness can be both attainable and fun, Kimball wanted to design a program that would make it easier for people to make healthy choices, especially in restaurants. Similarly, Ochsner wanted to find a way to have a bigger impact on the community. Kimball proposed the idea of a program that would connect the two ideas and would encourage chefs to provide diners with healthier meals while making it easier for people to understand what a balanced, healthy choice looks like. After getting approval in 2012, Eat Fit officially began in New Orleans as Eat Fit NOLA in 2013.

Eat Fit's mission, "To empower the community to live their strongest, healthiest lives possible by providing easy-to-access real-world education, inspiration and resources on wellness and nutrition" proves that Eat Fit is more than just a logo on a menu; rather, Eat Fit is focused on what it can do to truly have an impact in the community. Not only did Eat Fit NOLA partner with more than 125 restaurants and grocery stores, but it also began a connection with the community by hosting events and creating community challenges. With the help of Blue Cross Blue Shield of Louisiana Foundation, Eat Fit has expanded to more regions across Louisiana. Other regions include Eat Fit BR (Eat Fit Baton Rouge), Eat Fit Acadiana, Eat Fit Northshore and the newest region, Eat Fit Shreveport. Meanwhile, Eat Fit is currently working on expanding into Eat Fit Monroe.

Today, Eat Fit collaborates with more than 300 restaurants and has made a substantial impact within the community. People can find Eat Fit approved meals at popular places such as the Mercedes Benz Superdome, the Audubon Nature Institute and the Louis Armstrong International Airport. Twelve local schools and two state universities (Louisiana State University and the University of Louisiana at Lafayette) now also offer students healthy Eat Fit approved meals. Through its continued work with numerous restaurants and community members, Eat Fit continues to inspire community members to live their healthiest lives.

Nutritional Criteria

Eat Fit and Ochsner established certain criteria that meals must meet to be “Eat Fit approved.” These criteria ensure that every meal is both balanced and healthy. For instance, Eat Fit approved meals should contain no refined carbohydrates and a minimum amount of salt and added sugar. Furthermore, the dishes should have more lean proteins, vegetables, plant-based fats and natural anti-inflammatory compounds. Certain snacks such as hard-boiled eggs and snack-size cheese exceed these criteria, but are still healthy and Eat Fit approved.

The complete list of nutritional criteria for each food group is as follows:

Breakfast	• Less than 300 calories • Less than 650 mg sodium • Less than 5 grams added sugar • Less than 5 grams animal saturated fat • No white refined carbs and trans fat • Minimum of 15 grams protein + fiber + fat
Appetizer, Soup and Side salad	• Less than 300 calories • Less than 400 mg sodium • Less than 5 grams animal saturated fat • No white refined carbs and trans fat • Less than 5 grams added sugar
Entree	• Less than 600 calories • Less than 800 mg sodium • Less than 8 grams animal saturated fat • No white refined carbs and trans fat • Less than 5 grams added sugar • Minimum of 20 grams protein + fiber + fat
Dessert, Side Dishes and Coffee	• Less than 175 calories • Less than 300 mg sodium • Less than 5 grams animal saturated fat • No white refined carbs and trans fats • Less than 5 grams added sugar
Snack	• Less than 250 calories • Less than 300 mg sodium • Less than 5 grams animal saturated fat • No white refined carbs and trans fat • Less than 5 grams added sugar • Minimum of 15 grams protein + fiber + fat

Juice	• At least 75% vegetable base • No sugar added
Smoothie	• Less than 300 calories • Less than 400 mg sodium • Less than 5 grams added sugar • Less than 5 grams animal saturated fat • 0 white refined carbs and trans fats • Preferably 20 g protein • Preferably no fruit juices (even 100%) • Maximum allowed is 2 ounces
Cocktail	• Less than 150 calories • No added sugar • Less than 2 ounces alcohol

Organizational Structure

Every Eat Fit region has a registered dietician who works with local restaurants and markets to incorporate Eat Fit guidelines into their food items. As Eat Fit Founder, Kimball takes part in all Eat Fit regions. Ashley Ellis, Eat Fit Social Media Manager, also oversees all social media even though each region posts on its own designated social media platforms.

REGION	TEAM MEMBERS	CITIES
Eat Fit NOLA	Jala Lockhart- Operations and Marketing Specialist Maria Sylvester Terry- Social Media Manager Alexis Weilbaecher-Registered Dietician Lauren Hulin- Registered Dietician	New Orleans, Metairie, Kenner, Elmwood, Harahan, River Ridge, Westwego and Gretna
Eat Fit BR	Savanna Latimer-Registered Dietician Maria Sylvester Terry- Social Media Manager	Baton Rouge, Denham Springs, Zachary, Gonzales and Prairieville.
Eat Fit Acadiana	Yvette Quantz-Registered Dietician Maria Sylvester Terry- Social Media Manager	Lafayette, Marksville, Houma, Jennings, Crowley, Alexandria, Abbeville, Rayne, Breaux Bridge and Youngsville.
Eat Fit Northshore	Brittany Craft-Registered Dietician Maria Sylvester Terry- Social Media Manager	Hammond, Mandeville, Folsom, Slidell and Covington.
Eat Fit Shreveport	Maria Sylvester Terry- Social Media Manager	Shreveport and Bossier City
Eat Fit Monroe	Hope Frugé- Registered Dietician Maria Sylvester Terry- Social Media Manager	Monroe

Current Publics

Restaurants

Eat Fit does not currently target any particular style of restaurant as it believes any food establishment has the potential to offer healthy menu options. Thus, the Eat Fit team is open to any restaurant collaborations regardless of their size, price point or type of cuisine they provide. With the exception of a select few restaurants in Mississippi, the main focal point of Eat Fit is eateries located in Louisiana; restaurants such as Zea Rotisserie and Bar belong to local food chains, while Izzo's Illegal Burrito is a prime example of national food chains that successfully collaborate with Eat Fit. Although these restaurants vary heavily in terms of style, price and cuisine, both provide healthier menu items to their loyal customers with the assistance of the Eat Fit team.

Customers

Eat Fit currently serves women between the ages of 30 and 60 who are actively trying to be healthier. Because many parts of Louisiana lack healthy food options, these women might be feeling frustrated with embracing the Louisiana food culture while balancing healthy food choices. They desire less stress trying to determine what is considered "healthy" and the satisfaction of knowing they are making healthy choices. These women may have health concerns including blood pressure, diabetes, hypertension and cholesterol. They may also be interested in losing weight or simply maintaining a healthy lifestyle. In addition, they enjoy group fitness classes, public events for health and wellness and socializing in their community.

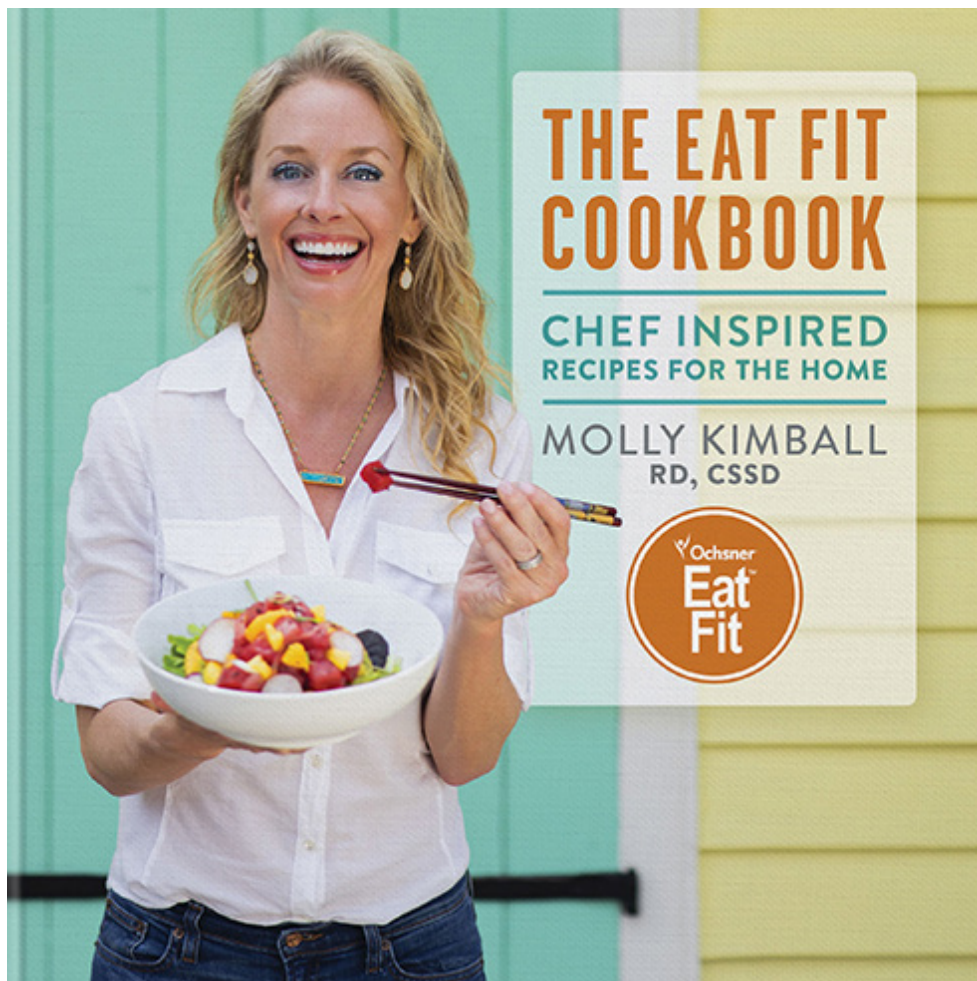
Community Partners

Eat Fit has local community partners who help support the Eat Fit mission. These community partners include Blue Cross Blue Shield of Louisiana Foundation, LSU Health, Foodcare, Waitr, Healthy BR, Healthy Acadiana, Big Easy Bucha, Second Harvest Food Pantry, TopBox, Whole Foods, Humana, American Heart Association, Fit NOLA, Holly Clegg, Lafayette General Health, Children's Museum of Acadiana, St. Tammany Health System, Slidell Memorial Hospital and Swerve.

Eat Fit Special Features

Eat Fit Cookbook

In order to bring nutritious meals into people's homes, Kimball worked with award-winning chefs to create the Eat Fit Cookbook. Released on October 22, 2019, this cookbook features more than 125 recipes for appetizers, entrees, snacks, desserts, side dishes, sauces and drinks. Many of these recipes are staples of famous New Orleans restaurants, including Commander's Palace and Galatoire's. Readers can use the beautiful food images for each recipe as a guide for how their food should look when they are done cooking. The book also offers readers a "Kitchen Tool Essentials" list and a "Pantry List" to help readers have a prepared kitchen. In addition, the book contains wellness tips and helpful tricks to make healthier choices.



Alcohol Free for 40 Challenge

Although a large part of New Orleans culture involves drinking alcohol, there are many downsides to casual drinking. Some of these drawbacks include weight gain, disrupted sleep patterns, low energy, foggy thinking, inflammation and an increased risk to several major issues such as heart and liver disease, stroke, arthritis and cancer. Recognizing this, Eat Fit created the Alcohol Free for 40 Challenge as a spring detox for people to become healthier in an alcohol-oriented environment. During this challenge, participants give up alcohol for 40 days from Ash Wednesday until Easter.

Before starting, participants take a close-up picture of their faces and record their weight, body composition and blood pressure. Then, participants ask their doctor to run several specific tests in order to test for inflammation, liver health and alcohol toxicity. Participants can choose to join the #AlcoholFreeFor40 Facebook group to find support, ask questions, share experiences and discover new recipes. During the 2019 challenge, more than 700 participants joined this Facebook group. Eat Fit also hosts several support events such as the Alcohol Free for 40 Kickoff event, a “mocktail meet up” and happy hour workouts. Overall, more than 1,000 people committed to the Alcohol Free for 40 Challenge in 2019.



Eat Fit King Cake

Kimball worked with Caluda's Cottage Catering to create the Eat Fit King Cake, a healthy version of New Orleans' favorite Mardi Gras dessert. The Eat Fit King Cake is gluten-free, grain-free, sugar-free, dairy-free, low carb and all-natural. It uses almond flour and coconut flour instead of white, refined flour. In addition, the Eat Fit King Cake uses Swerve, a natural plant-based sweetener. Thus, it has zero grams of sugar per serving. Compared to a typical king cake, the Eat Fit King Cake has four times more protein, two and a half times more fiber, 93% fewer carbs and no artificial food dyes. Customers can buy the Eat Fit King Cake online and in designated stores all across Louisiana and Texas such as Robert Fresh Market, Whole Foods Market, PJ's Coffee and Good Eats Kitchen.



Eat Fit Dine Out

Every summer, participating local restaurants support Eat Fit for one day by donating a portion of that day's proceeds back to Eat Fit. This fundraising event allows Eat Fit to expand the program into more regions while also allowing Eat Fit to remain free for local restaurants. Furthermore, these proceeds help Eat Fit give the community nutrition workshops, cooking demonstrations, high school cooking programs and wellness screenings. The 2019 Eat Fit Dine Out event, hosted on June 5, raised about \$11,000.

Other Events

In addition to the Alcohol Free for 40 Challenge and Eat Fit Dine Out, Eat Fit hosted and participated in 157 other individual community events and 67 wellness presentations in 2019. These events ranged from cooking demonstrations and grocery store tours to booths at local races and farmers markets that all inspire wellness and healthy living within the community. The Eat Fit Healthy Food Drive Education Initiative serves to increase community awareness on the importance of donating healthy food items while Top Box, Second Harvest, and many other corner store initiatives strive to make fairly-priced healthy foods more readily available. Additionally, Eat Fit has partnered with several local festivals (New Orleans Jazz and Heritage Festival, French Quarter Fest and Voodoo Music and Arts Experience) to ensure that festival attendees have the healthiest options available while partaking in the festivities.

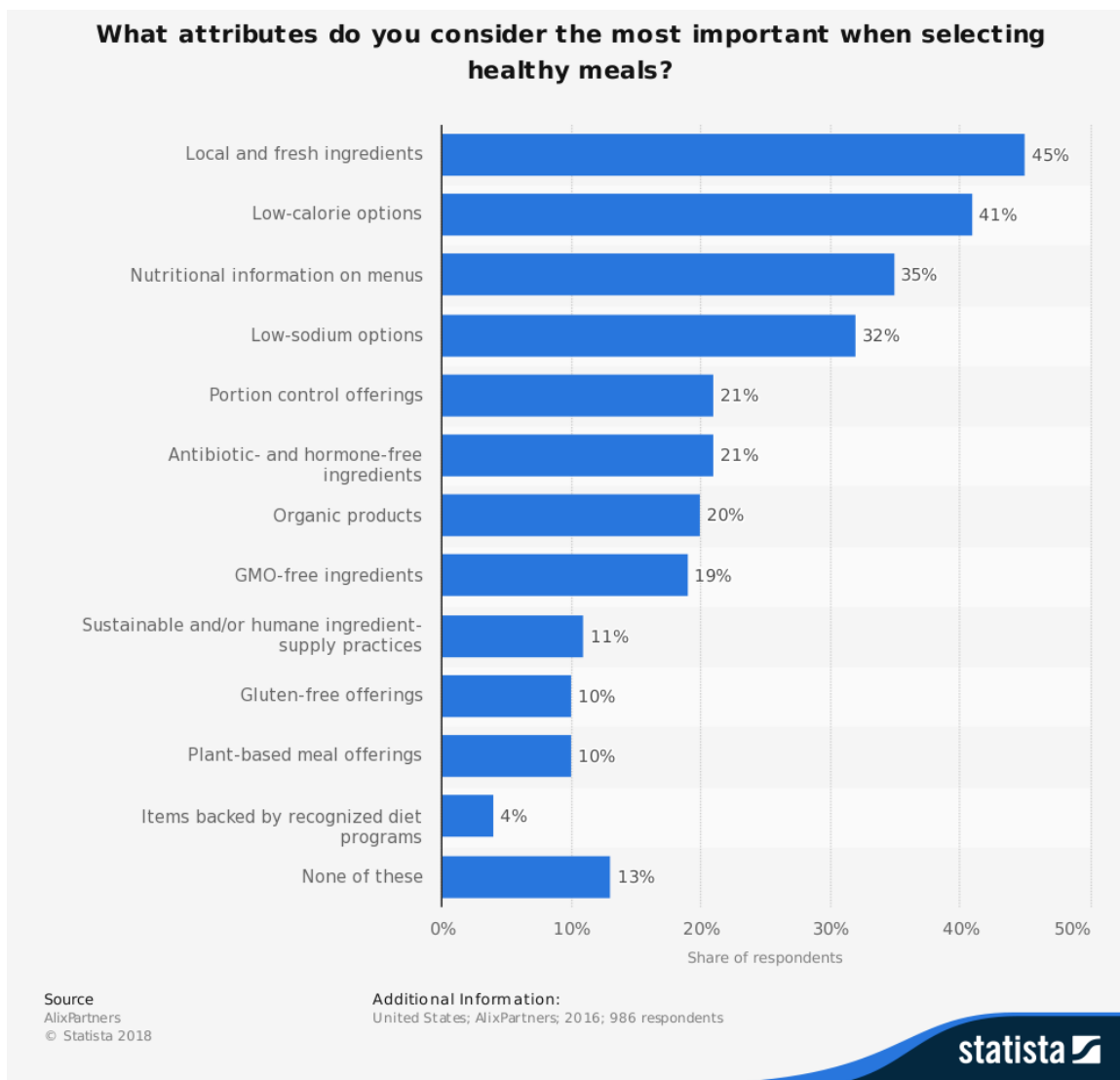
Industry Analysis

The increasing importance of health and wellness has immensely changed the trends within the food industry. An L.E.K. Consulting survey created and dispersed in 2018 discovered that 93% of people want to eat healthy foods “at least some of the time” and 63% of people want to eat healthy “most or all of the time.” The survey also found that the highest demanded foods lack artificial ingredients and preservatives. L.E.K. Consulting believes that these findings prove that people are caring now more than ever about what they are eating and about the claims that food corporations are making (Wiley, 2019). A similar 2016 study by AlixPartners revealed that when choosing healthy meals, Americans mainly look for local and fresh ingredients, low calorie-options, nutritional information on menus and low-sodium options (Statista). (See Figure 1 on the next page).

According to Forbes, transparency is also key when consumers think about food options. More people are now looking at the nutrition facts, wanting to fully understand what ingredients are in their food. Consumers expect the lists of ingredients located in the nutrition facts to be relatively short with simple ingredient names they can pronounce. Not only do consumers expect simplicity within their food choices, but they also expect better quality. There is also a growing part of the population with particular dietary needs who desire clean labels with ingredients that come from the earth. For instance, these people have begun to focus on items that are gluten-free, dairy-free, GMO-free, naturally-flavored and sugar-free. They also shy away from heavily processed food and want more plant-based options. This change in the food industry has already transformed the way nutrition labels appear on food items to help consumers make more informed, healthy decisions (Olayanju, 2019). The Food and Drug Administration mandated that nutrition labels now have the most important aspects (such as calories and serving size) in larger, bold prints so consumers can see them easier. The serving sizes are now more realistic and reflective of what people eat in one sitting (Calvo, 2019).

Furthermore, people want to identify with the food brands they consume. Brands have become a reflection of who people are, what they believe in and who they desire to be. As a result, people support and seek out those brands that they can personally identify with or brands that stand for a certain cause or mission. With the upward trend of consumers caring more about what they eat and companies being more transparent regarding their ingredients, the idea of self-wellness and healthy-living will ultimately become second nature to those determined to better themselves.

Figure 1: Statista- Americans' Top Attributes to Consider When Choosing Healthy Meals



Local Organizations with Similar Missions

Eat Fit is truly the first of its kind in Louisiana. However, several organizations have some similar attributes to Eat Fit's program and mission. The American Heart Association places its Heart-Check seals on menu items that meet all the nutritional criteria set forth by the American Heart Association. Unlike Eat Fit's free seals of approval, the association charges restaurants a considerable amount to place the seal on the menu. Another organization that has comparable goals to Eat Fit is the Well-Ahead Louisiana program created by the Louisiana Department of Health. This program is most similar to Eat Fit because it also tries to improve the health and wellness of Louisianans by recognizing "WellSpots," places that meet the "wellness benchmarks" by actively implementing changes to ensure that people can live a healthier lifestyle. Unlike Eat Fit, this program marks places such as worksites, childcare centers, schools, restaurants, hospitals or healthcare facilities as being healthy; this program does not have a seal of approval on food items. Other organizations such as Blue Cross Blue Shield of Louisiana Foundation have attempted to put similar seals on menus, but have not succeeded.

Communication Analysis

Eat Fit communicates with its key publics using a variety of tools including a website, smartphone app, social media platforms and a weekly subscription email. Kimball also hosts a nutrition and wellness podcast called “Fueled,” television segments called “Get the Skinny” on WGNO Good Morning New Orleans and daily radio public service announcements discussing health and wellness tips. Although these segments are unaffiliated with Eat Fit, listeners and viewers who enjoy Kimball’s helpful advice may also have a shared interest in the goals of Eat Fit, as she is heavily involved in the organization of both of these beneficial platforms.

Website

Eat Fit’s website, www.ochsner.org/eat-fit, maintains Eat Fit’s and Ochsner’s color schemes while keeping a consistent look throughout each tab. The site’s home page offers background information on Eat Fit and each region’s participating restaurants and Eat Fit team members. It also explains the nutritional criteria that food items must meet to earn the Eat Fit seal of approval. Numerous tabs at the top of the page also help people successfully navigate the website. Within these tabs, users can find grocery shopping guides, meal plans, restaurant tips and a list of Eat Fit approved items at GNC. Users may also sign up for the Nutrition Bites weekly email, download the smartphone app and schedule an appointment with a registered dietician at Ochsner.

According to the Eat Fit Year-End Report, the website had 50,181 visits in 2019; this is a 64% increase from 2018. Eat Fit recipes, articles and blog posts are among the most popular content for users. Although the site gives restaurant information for each region, it fails to link back that particular region’s social media platforms. In fact, the bottom of the website has social media buttons that take the user to Ochsner’s social media platforms rather than Eat Fit’s platforms. This could be in part due to Eat Fit’s website being part of Ochsner’s main website. Overall, Eat Fit’s website still offers users an abundance of helpful information on a user-friendly platform.

Social Media

Eat Fit actively uses Twitter, Facebook and Instagram. Although Eat Fit has only one Twitter account, each region has its own Facebook and Instagram account; thus, Eat Fit has a total of 11 different social media accounts (one Twitter account, five Facebook accounts and five Instagram accounts). Having multiple Facebook and Instagram accounts allows residents in each region to only see information that is relevant to them. Furthermore, every Eat Fit social media account has the same profile picture to minimize confusion and create consistent branding across all five platforms.

Twitter

Eat Fit's Twitter account currently has 2,701 followers, the least number of followers out of all three platforms. The Eat Fit Team uses Twitter mainly to post about new restaurants, new Eat Fit updates, any upcoming event details and healthy menu items at participating restaurants. Many of these tweets have pictures or gifs attached in order to provide a great visualization of the various food items and community events. Eat Fit usually tends to only tweet or retweet once a week or once every other week; however, there was a large gap of inactivity between December 2019 and January 2020. Due to a smaller active presence on this platform, the average post tends to only receive between 0-3 favorites, 0-2 retweets and no comments. Although Eat Fit has a semi-active presence on its Twitter account, its Twitter followers do not seem to be as engaged as they are on Facebook and Instagram.

Figure 2: Examples of the most Popular Twitter Posts

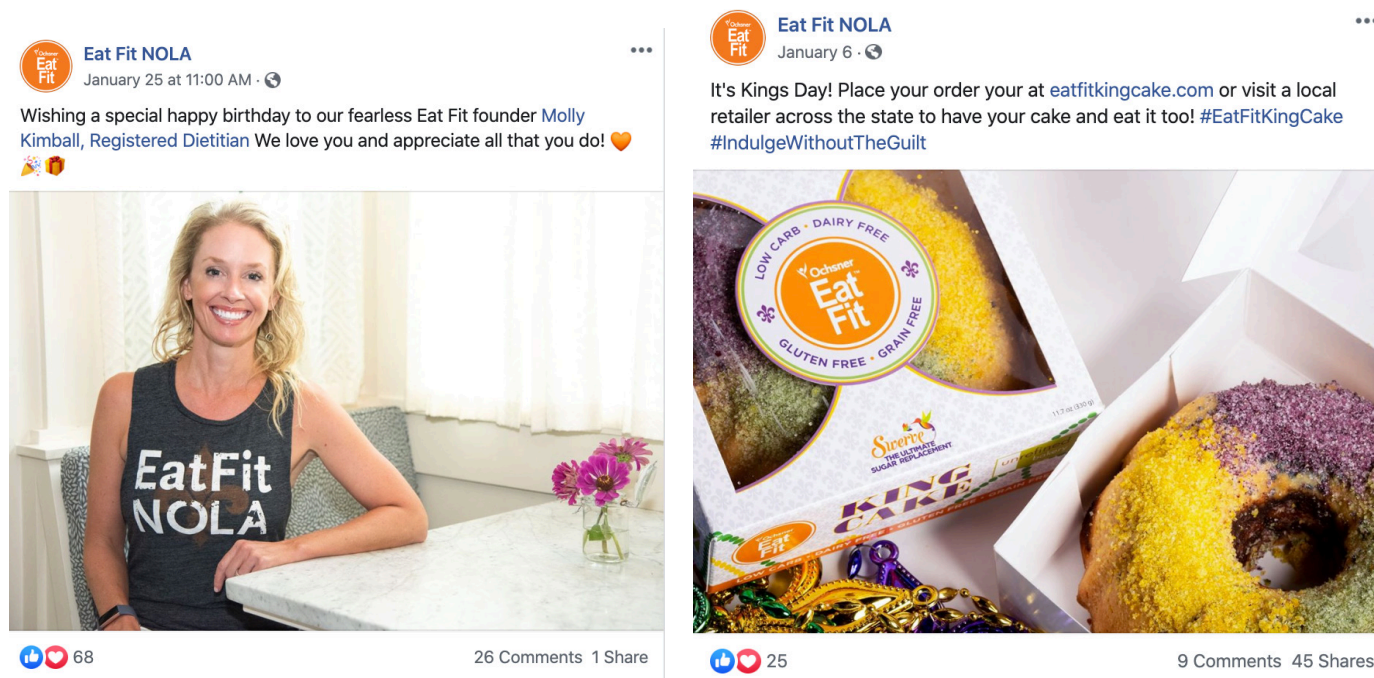


Facebook

Eat Fit has five Facebook accounts: Eat Fit NOLA, Eat Fit BR, Eat Fit Acadiana, Eat Fit Northshore and Eat Fit Shreveport. All five Facebook profiles utilize their "About" sections by discussing Eat Fit's goals and giving contact information for that particular region. Eat Fit has 8,067 total likes and 8,406 total followers across all five of its Facebook profiles. Each profile posts multiple times a week and ensures that every post has an aesthetically-pleasing picture attached with it. These posts discuss restaurants with Eat Fit meals, menu items, menu highlights, upcoming events, challenges, Eat Fit updates, Eat Fit cookbook spotlights, new partners, healthy recipes, nutritional guidelines, healthy tips and information on what Eat Fit is. Although each profile posts similar topics, the posts are mostly relevant to that region. For instance, Eat Fit BR posted "Welcome back to campus, Tigers! Celebrate a National Championship win with the Eat Fit menu from @fruttabowls_batonrouge" to welcome Louisiana State University students back to school while highlighting an Eat Fit BR participating restaurant.

The high frequency of Facebook posts encourages higher engagement. Eat Fit NOLA's posts receive 5-20 likes, 1-5 comments and 1-2 shares on average. Posts on the other four profiles typically receive about 2-8 likes, 0-1 comments and 0-1 shares. However, certain posts seem to be fan favorites and receive more engagement than others. For instance, posts about the Eat Fit king cake always receive more attention than other posts; one king cake post on the Eat Fit NOLA profile received 25 likes, 9 comments and 45 shares. (See Figure 3). Another post, wishing Kimball a happy birthday, received 68 likes, 26 comments and 1 share. (See Figure 3). Eat Fit also replies to questions and concerns in comments. This shows followers that Eat Fit cares and acknowledges what they have to say, an important aspect of any successful business.

Figure 3: Most Popular Facebook Posts



Instagram

With 18,287 followers total across all five profiles, Eat Fit's Instagram profiles are by far the most active and engaged social media platform. Each profile uses the "story" feature almost everyday by posting numerous stories that ask followers questions, repost stories from other followers who have mentioned Eat Fit or update followers on new information. Like Facebook, the Instagram profiles post professional pictures almost everyday with captions discussing menu items, upcoming events, new partners, challenges, community events, Eat Fit updates, healthy tips and healthy recipes.

Because Eat Fit NOLA has the largest following with 13,900 followers, these posts earn a higher number of likes and comments (i.e. 20-50 likes and 3-5 comments). On the other hand, posts on the other four profiles often gain 10-20 likes and 0-3 comments. Across all five platforms, king cake posts often receive a considerable amount of attention as compared to other posts. One picture on Eat Fit NOLA's account of an Eat Fit king cake captioned "Get your #EatFitKingCake at @wholefoods locations in Louisiana, Texas, Arkansas, and Oklahoma today!" received 196 likes and 44 comments. Every region also engages with its followers by being responsive to comments or questions. This active engagement with its community gives the audience a means of being involved and giving its opinions.

Figure 4: Most Popular Instagram Post



Follower Analytics

According to Crimson Hexagon, a social media analytics tool, 66% of Eat Fit's followers are female and above the age of 35. This data coincides with the target audience that Eat Fit aims to appeal to the most. Furthermore, 96% of the followers have a positive or neutral sentiment toward Eat Fit. Crimson Hexagon also categorizes online conversations into emotions. If the program cannot distinguish what emotion the post has, it classifies it into "neutral." Thus, the predominant emotion for Eat Fit is joy (36%). (See Figures 5 on the next page).

Figure 5.1: Crimson Hexagon Audience Demographics

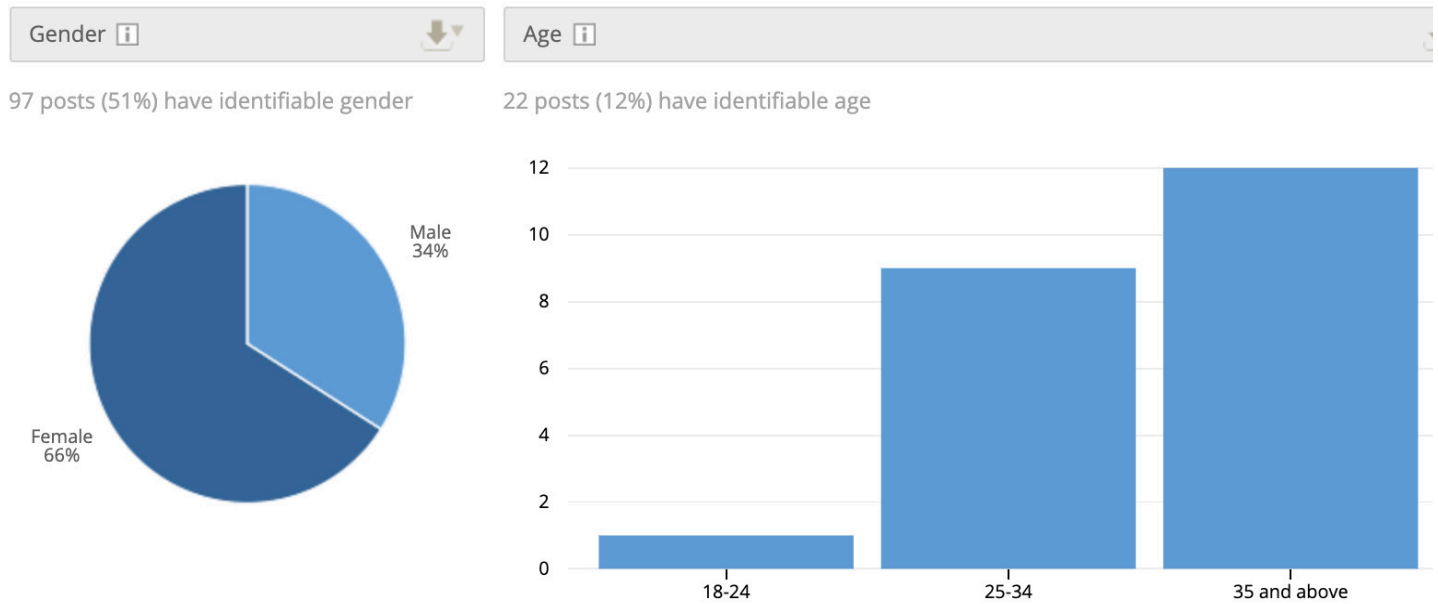


Figure 5.2: Crimson Hexagon Audience Sentiment

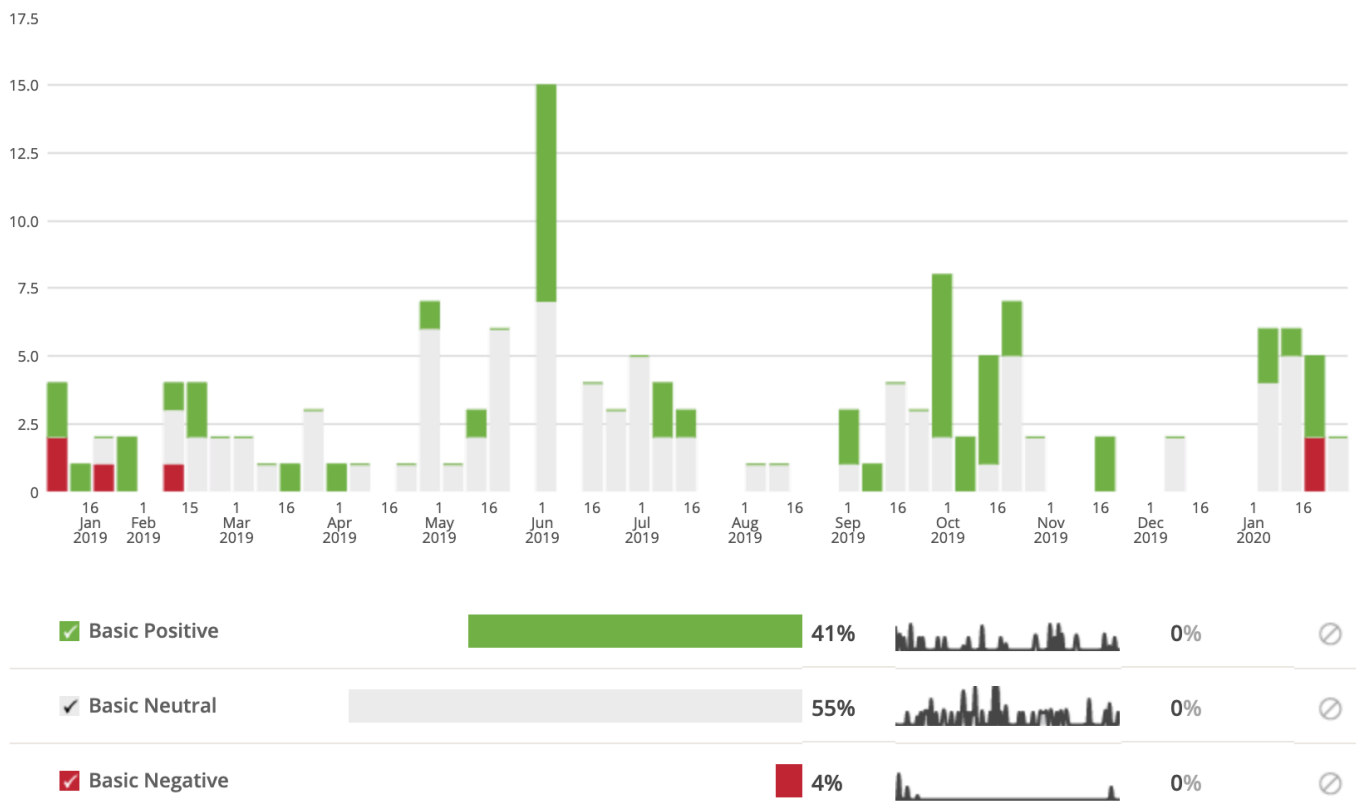
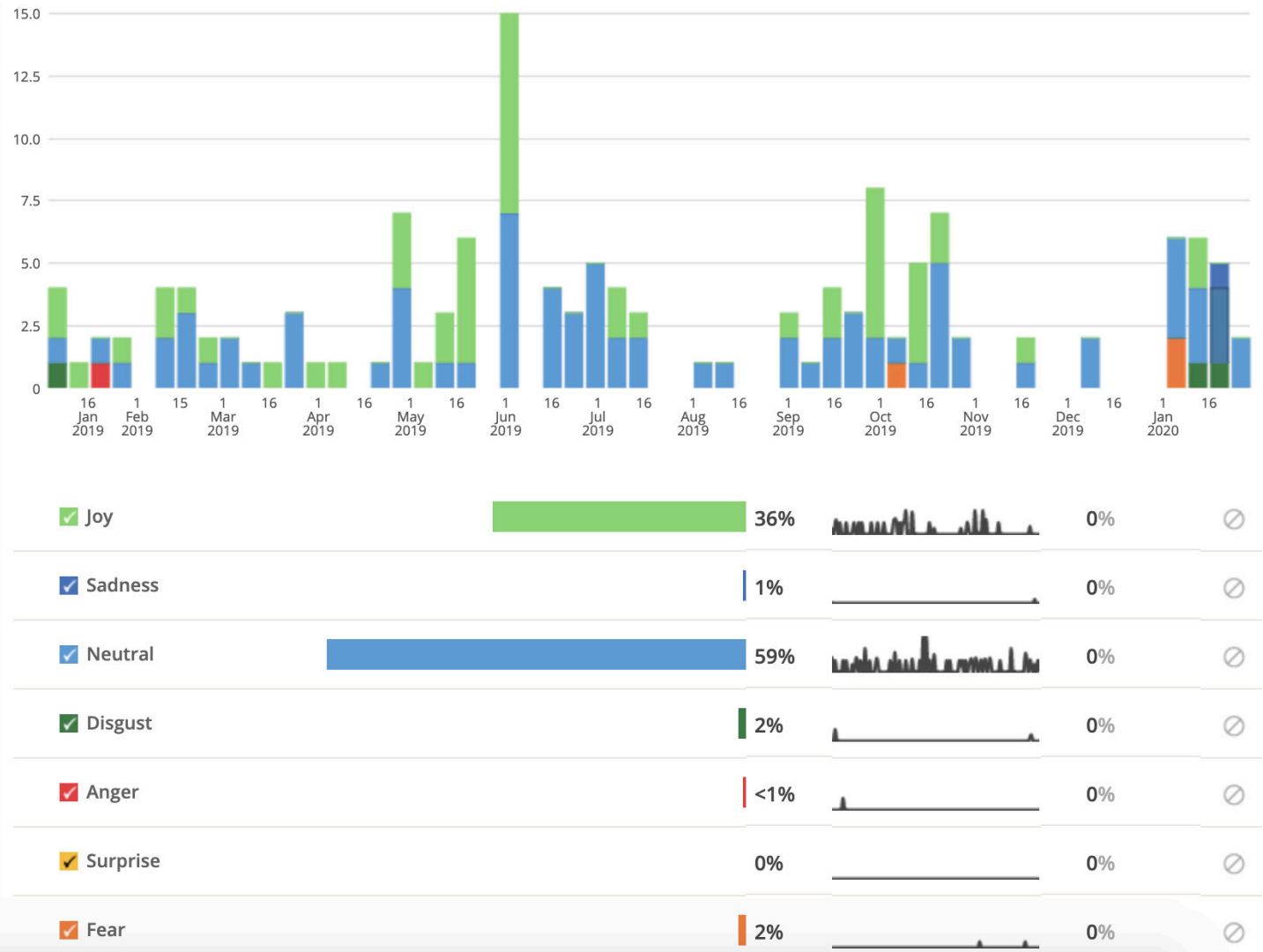


Figure 5.3: Crimson Hexagon Audience Emotion



Eat Fit App

To connect with its audience, Eat Fit created a smartphone app that allows users to have easier access to helpful information. After downloading the app, users may either create an account or use a guest account. Creating an account allows users to personalize their profiles. For example, users type in their gender, height, weight, goal weight, activity level, birth year and zip code. Next, users explain who they are (consumer, nurse, registered dietitian, etc.) and if they have any special health conditions. Once in, users will find that the app mirrors the Eat Fit website, as it contains many of the same aspects. For instance, it lists Eat Fit participating restaurants and markets, recipes, shopping guides, community partners and information about Eat Fit and Ochsner Health System. It has consistent color schemes and fonts throughout the app, thus making the branding recognizable. The home page offers a weekly spotlight with various articles and challenge reminders. The app also lists local programs and community wellness events as well as helpful cooking tips. Users may go in at any time and change their profile to update health and wellness goals, dietary guidelines and favorite meals.

According to Eat Fit App's data from 2019, the app has a total of 7,494 users, a 62% increase from 2018. About 80% of these users are female and most are between the ages of 30 and 60. Moreover, 79% of users claim to be "moderately" to "slightly" active and about 32% are hoping to lose roughly one pound per week. A little over half of the app users report that they have one of the following health conditions: high blood pressure (17.4%), high cholesterol (13.8%), Diabetes (11.9%) and Osteoporosis (8.2%).

Nutrition Bites weekly email

Eat Fit's subscription-based email, Nutrition Bites, sends out emails every Friday to give subscribers access to Eat Fit updates, inspiring blog posts, magazine articles, informative videos, region high-lights/spotlights and challenge reminders. With more than 9,000 subscribers, the email also features Kimball's "Get the Skinny" segments, as seen on WGNO Good Morning New Orleans, and the "FUELED" nutrition and wellness podcast. These special attributes of the Nutrition Bites weekly email cover topics ranging from stocking the perfect pantry to making the healthiest alternatives to some of the most delectable seasonal desserts. The Nutrition Bites email also makes it easy to connect to Eat Fit's social media by including links to every Eat Fit social platform. In addition, the color scheme remains consistent with the rest of Eat Fit's communication tools, thus making it easier for people to recognize the brand.

Situation Analysis

Strengths

- Knowledgeable and efficient team
- Free to restaurants
- Large visibility of the brand
- Variety of restaurants and markets
- Valuable to the community
- Earned trust in the brand
- Strong social media presence and social media marketing
- Support from local restaurants, businesses and media outlets

Weaknesses

- No social media links on main website
- Low Twitter engagement rate (likes, comments, shares)
- Involvement in too many events creates an unclear identity of Eat Fit
- Involvement in too many events also creates less time and manpower to build a stronger brand identity
- Unhealthy trends in some regions (only fast food, chain restaurants, etc)
- Small budget
- Lacks consistent mission statement on various platforms
- Apparel lacks the official Eat Fit logo

Opportunities

- Current success can lead to expansion in more regions
- Opportunity for growth in Shreveport and Monroe
- Trend in food industry toward health can lead to growth
- Can create more consistent branding and messaging

Threats

- Bad word-of-mouth
- Angry social media comments
- Competition with organizations with similar purposes (Well-Ahead Louisiana, American Heart Association, etc.)

Strengths

One of Eat Fit's major strengths is its utilization of social media. In addition to having professional pictures and consistent messaging, each platform is responsive and engaging with followers. The different Eat Fit regions also support one another by sharing each other's posts. Support from local businesses, media outlets and restaurants also allows Eat Fit to flourish with a relatively small budget. By putting the free Eat Fit seal on menus and hosting numerous events, Eat Fit has boosted the visibility of its brand. As a result, people who might not know anything about Eat Fit may repeatedly see the brand name and become curious as to what Eat Fit has to offer.

Weaknesses

Eat Fit describes its main weakness as being involved in a wide range of numerous events. This makes it difficult to focus on what exactly Eat Fit should be dedicated to while sending mixed messages to the community. For instance, people who only see Eat Fit working with Second Harvest Food Pantry might assume Eat Fit is a food drive organization. Eat Fit also believes its current messaging revolves too much around "Who Eat Fit is" and not enough around "What Eat Fit can do for the customer." Furthermore, some regions of Eat Fit (i.e. Eat Fit Shreveport) might struggle due to the large number of fast food places or chain restaurants in the area. These people are often used to living a certain lifestyle and might be unwilling to change their eating habits.

Moreover, several videos on Facebook are poor-quality due to either an issue with uploading them or an issue with the camera used to film the video. Several of these videos also appear less professional than other videos due to the black vertical stripes on the side of the picture as a result of shooting video content vertically instead of horizontally. In addition, Eat Fit sells apparel, but it lacks the official Eat Fit logo and colors associated with it. This lack of consistent branding could cause confusion amongst consumers and newcomers who may not see the connection between Eat Fit and its apparel.

Opportunities

The upward trend of health within the food industry creates an opportunity for growth for Eat Fit. For instance, Baton Rouge has begun to have healthier restaurant options, including salad bars, poke places and smoothie bowl bars. This trend toward healthier restaurants shows that not only do people want to eat healthier, they are actively seeking out new places that offer healthy options. This creates an entry point for Eat Fit to provide the community with the healthier options it seeks. Eat Fit also has the chance to grow and expand in its newest regions Shreveport and Monroe, since it is becoming more recognizable within the healthy-living and wellness community. This is quintessential for Eat Fit, as it would be able to expand across new food establishments and possibly introduce never-before-seen food items to its healthy catalog.

Eat Fit also has the chance to create more consistent branding and messaging. For instance, Eat Fit's current apparel lacks the official logo. People who are unfamiliar with Eat Fit might pass by these shirts in a store and not realize they belong to an organization. By simply putting the official "Ochsner Eat Fit" logo on the shirt, Eat Fit will create more consistent branding and might better engage people who are unfamiliar with Eat Fit or those who want to support Eat Fit's mission. Currently, different platforms have various messages about what Eat Fit's goal is. Eat Fit can create more consistent branding and messaging by stamping its mission statement across all platforms and getting rid of the inconsistent wording of its goals. In doing so, Eat Fit has the chance to offer the community a singular mission it can stand behind. Lastly, Eat Fit can give the community a clearer message by narrowing the events it hosts and takes part in.

Threats

Like many organizations, Eat Fit can suffer from negative word-of-mouth advertising or from people who leave angry comments on social media. For example, Twitter user @ffffarahm tweeted "I am not a fan of @ochsnereatfit and the woman who started it. I notice it on menus around town, and sometimes it's delicious, healthy food. The fact that it's an Ochsner program makes me think of their corporate greed & ineptitude as healthcare providers" on January 20, 2020. Similarly, Twitter user @JaiMarie184 tweeted, "Well I hope y'all change the packaging Bc it's misleading and irresponsible! It says it's GF 5x on the box but fail to mention it's gf only to "fad dieters". People with gluten allergies and celiac have been getting sick!!!" on January 10, 2019 in reference to the Eat Fit king cake. While these comments are only opinions, other users might see these comments and shy away from Eat Fit.

Problem/Opportunity Statement

Problem Statement: Eat Fit's main problem is its lack of focus and inconsistent brand message. The absence of an evaluation method is also a problem for Eat Fit, although it is currently working on fixing this issue.

The following issues have resulted from the lack of a clear focal point and inconsistent brand messaging, causing unawareness and confusion amongst community members as to what Eat Fit is:

- **A wide range of numerous events-** Eat Fit originally set the goal of having 25 annual events in each region, but it far exceeded that this year. Participating in too many events gives the community mixed messages as to what exactly Eat Fit does. To accommodate as much of the community as possible, event types are highly diverse and this leaves people confused. This can easily be solved by minimizing the number of events that Eat Fit participates in while also limiting the type of event.

- **Inconsistent branding-** Eat Fit's apparel lacks the official logo on the front of the shirt and signature orange color that people associate with the brand. As a result, some people may fail to see a connection between Eat Fit and its apparel in the store. Apparel is one of the best marketing tools since people essentially become walking advertisements to those unaccustomed to Eat Fit. However, if people cannot look at a shirt and instantly tell what the shirt represents, the opportunity has been lost and their brand may suffer as a result. Eat Fit can solve this issue by rebranding its apparel and including the official logo in a more noticeable spot.
- **Inconsistent goals and mission statements-** Eat Fit's multiple communication platforms currently fail to have a uniform mission statement. Some platforms say Eat Fit's goal is to "empower the community to live their strongest, healthiest lives" while others say Eat Fit wants to "take the guesswork out of eating healthy" by making "healthy eating the easy option." This lack of a consistently-worded goal might also cause confusion amongst Eat Fit's current and potential audiences. To solve this, Eat Fit should eliminate all variously-phrased goals and put its official mission statement across all platforms to give the community one singular aspiration to support.
- **Inconsistent Twitter posts-** Eat Fit currently posts to Twitter once every week or every other week. People who only use Twitter are not seeing the same abundance of messages that Eat Fit shares on its Facebook and Instagram accounts. Thus, posting more consistently on Twitter would help users see Eat Fit's posts on a steadier basis. This would help Eat Fit maintain relevance to people while increasing awareness about the brand.

Opportunity Statement: By focusing more on its mission, creating a more consistent and coherent brand message, and implementing its evaluation method, Eat Fit can correct the above issues that are causing unclarity/confusion and a lack of awareness in the community. Increased clarity on Eat Fit and its mission would give Eat Fit the opportunity to more effectively reach its audience and branch out to new restaurants and regions. This would give Eat Fit the opportunity to help people better understand what Eat Fit is and how it can help them. A singular mission statement would allow a more focused message for people to share with their friends and family, thus increasing positive word-of-mouth advertising. Furthermore, Eat Fit has the chance to become more distinctive and stand out in the community as a trusted and valued health organization.

Target Publics

Louisiana has a population of about 4.66 million people, 50.87% of which are female (Simply Analytics). Louisiana consists of about 58.6% Caucasians, 32.7% African Americans, 1.8% Asians, 0.8% American Indian and Alaska Natives, 0.1% Native Hawaiian or other Pacific Islander and 5.2% Hispanic (Quick Facts - Louisiana, 2018). In 2019, the median household income in Louisiana was \$62,355.00 while 20.89% of the population had earned a bachelor's degree or higher. About 52% are between the ages of 25 and 64 (Simply Analytics).

National Level Insights- Health Habits

According to a national Simmons Insights 2017 survey, women are 16% more likely than men to seek out nutrition information. In fact, 48.3% of women between the ages of 25 and 54 who took this survey agree that they “actively seek information about nutrition and healthy diet” and 54.5% agree they always try to maintain a balanced diet while eating healthy foods. Moreover, 59.6% say they are “working at eating a well-balanced diet.” Sixty-five percent of women in this age range also say that they “try to eat healthier foods these days” (Simmons Insights).

A further evaluation of women between the ages of 25-54 reveals that their median household income is \$90,531 and their average age is about 40. Forty-five percent of these women have graduated from college or more. Most of these women are either “true foodies” or “reformed traditional.” True foodies are women who love to cook and who truly care about whole, fresh ingredients and organic food while reformed traditional are those women who have learned to make healthier choices and who try to avoid junk food. Furthermore, this population segment also consists mainly of “weight reformers” and “healthy holistics.” Weight reformers struggle with making healthy choices and, thus, are more likely to partake in new diets. On the other hand, healthy holistics actively maintain their healthy status by exercising, cooking well-balanced nutritious meals and making smart health choices (Simmons Insights).

Figure 6.1: Simmons Demographic Profile- Women 25-54 who Try to Eat Healthier Foods These Days

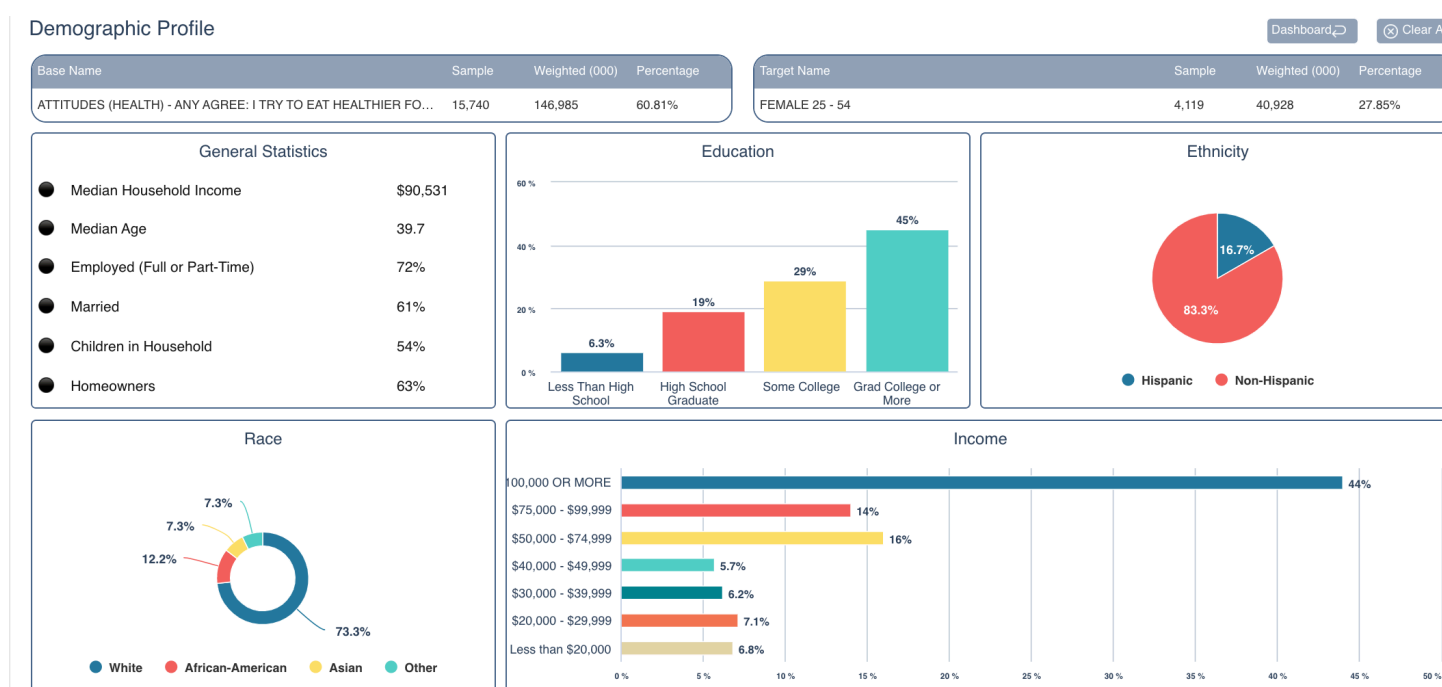


Figure 6.2: Simmons Food Lifestyle Segmentation- Women 25-54 who Try to Eat Healthier Food

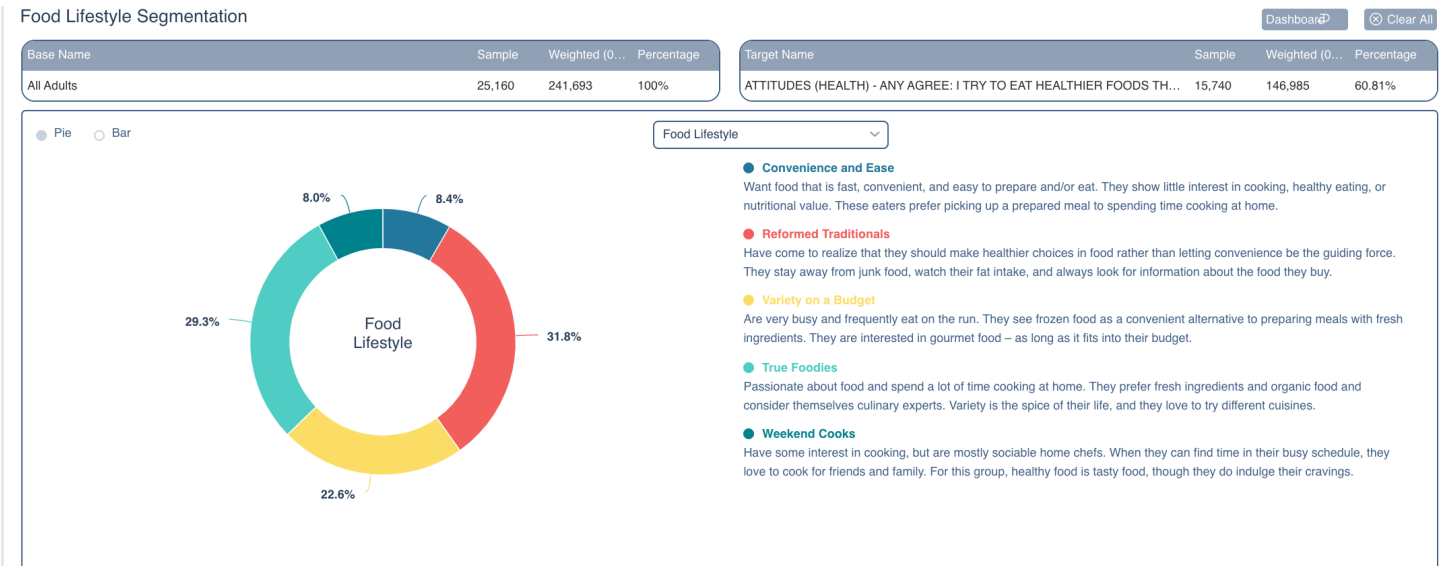
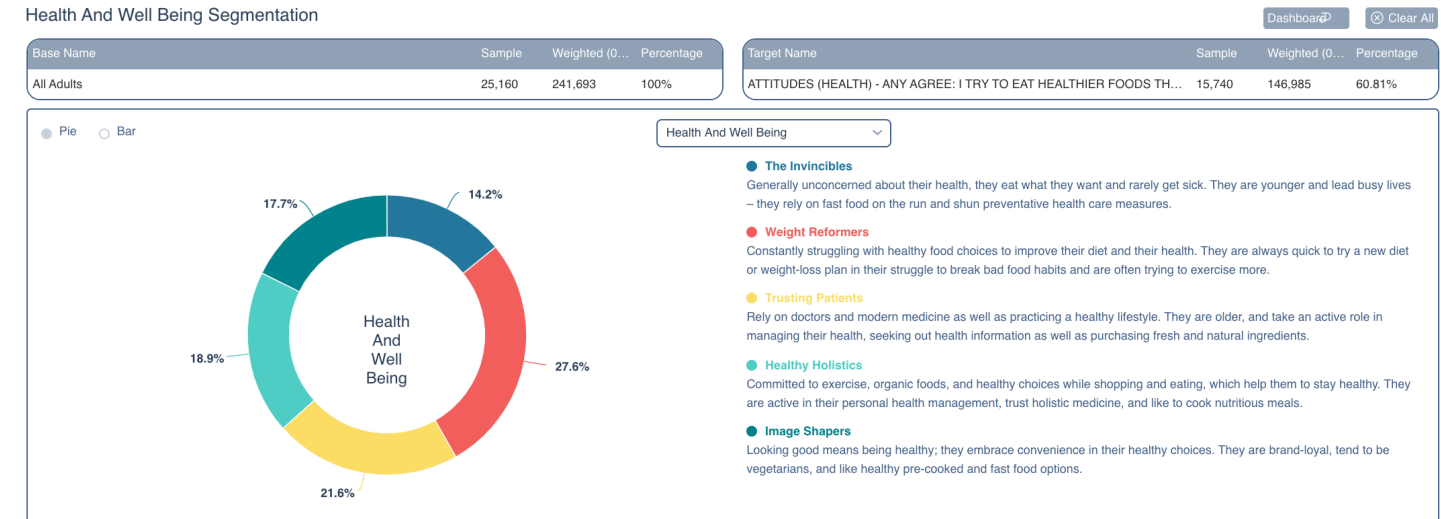


Figure 6.3: Simmons Health and Wellbeing Segmentation- Women 25-54 who Try to Eat Healthier Foods These Days



Local Level Insights- Health Habits

While the national Simmons Insights 2017 survey above does not have a large enough sample size to be statistically reliable and give an accurate representation for Louisiana, it helps to show the trend within the food industry that Eat Fit is working in. Fortunately, Simply Analytics helps give a more local look into similar data. Although the Simply Analytics data does not divide the population into specific genders and age ranges, it offers helpful insight into the beliefs and health patterns of Louisiana residents. For example, 58.55% of Louisianans agree that they try to eat healthier foods and 51.58% try to eat a well-balanced diet (See Figure 7.1 and Figure 7.2 respectively). About 39% of Louisiana residents also care about the ingredients in their food (See Figure 7.3). In addition, about 40% of Louisiana residents agree that they would pay “anything” when it concerns their health (Simply Analytics). (See Figure 7.4).

Figure 7.1: Simply Analytics- Percentage of Population who Agree that They Try to Eat Healthier Food These Days by Parish

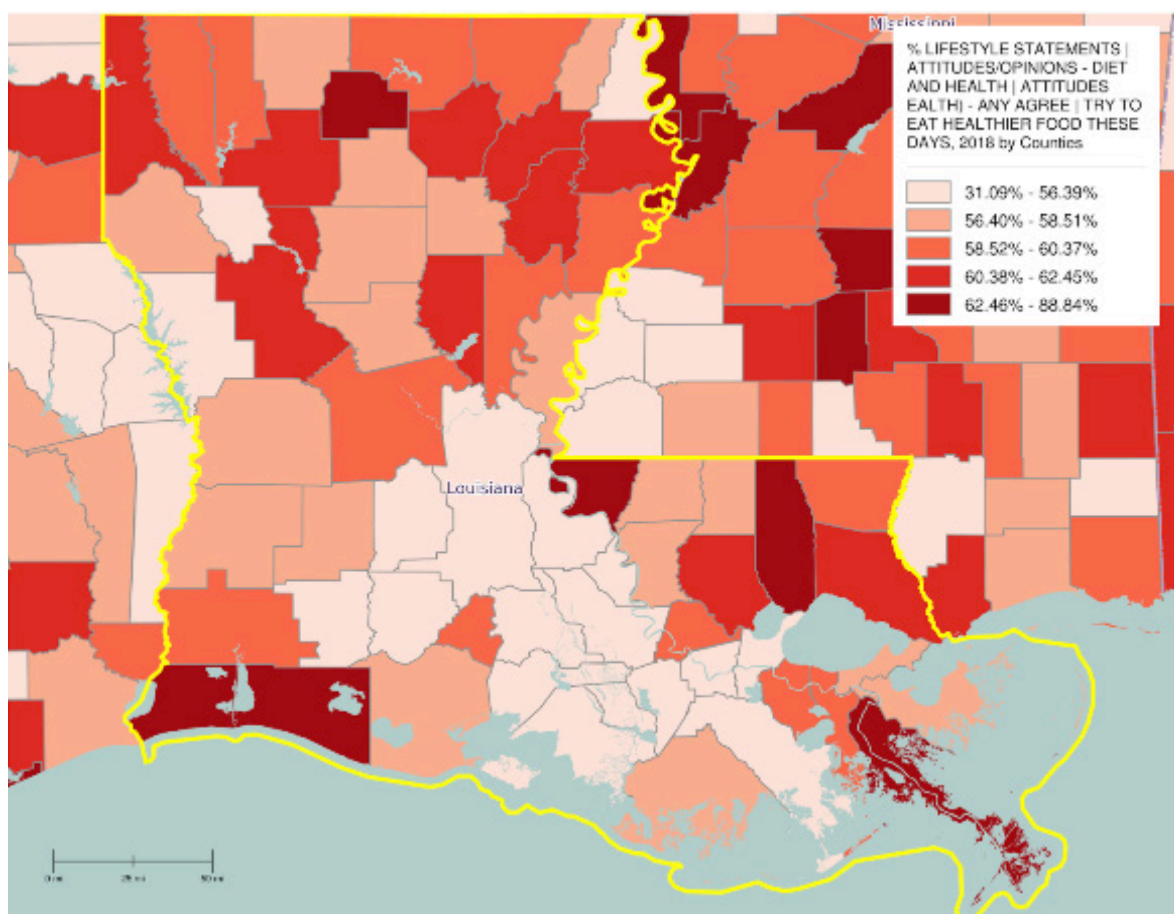


Figure 7.2: Simply Analytics- Percentage of Population who Agree that They Work at Eating Well-Balanced Food by Parish

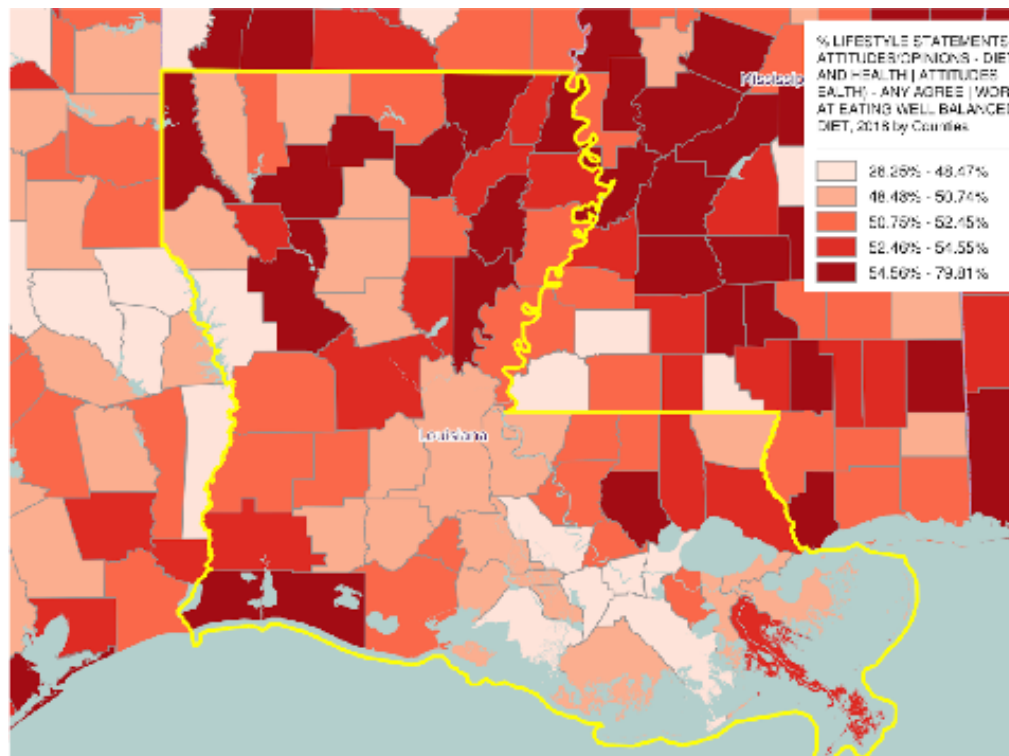


Figure 7.3: Simply Analytics- Percentage of Population who Agree They Like to Know About Ingredients Before Buying Food by Parish

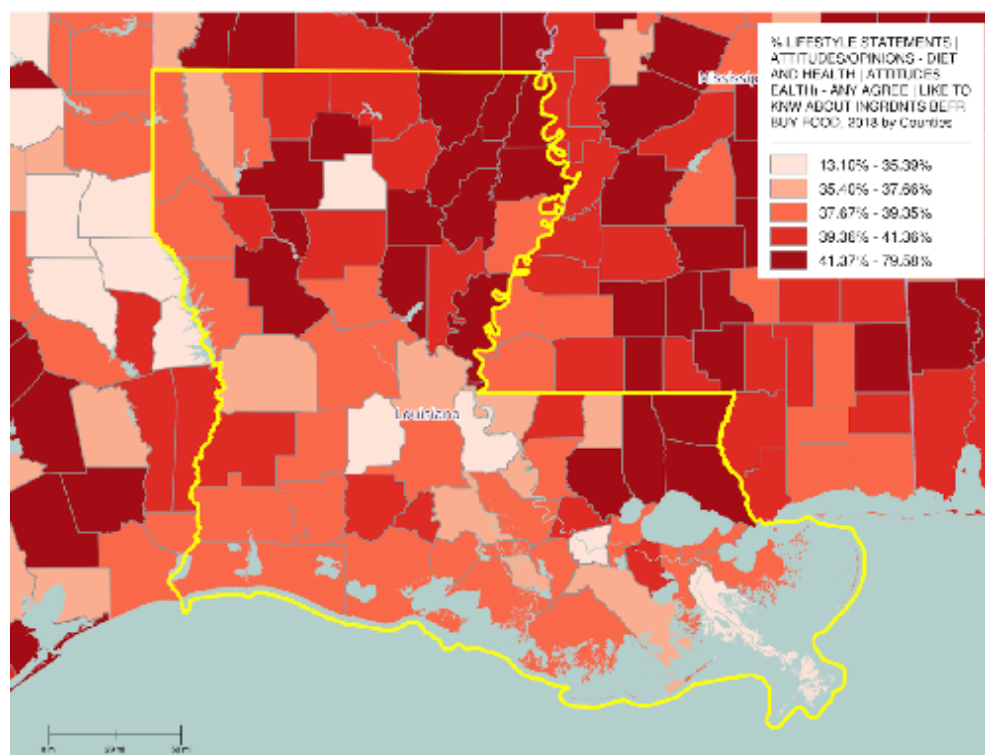
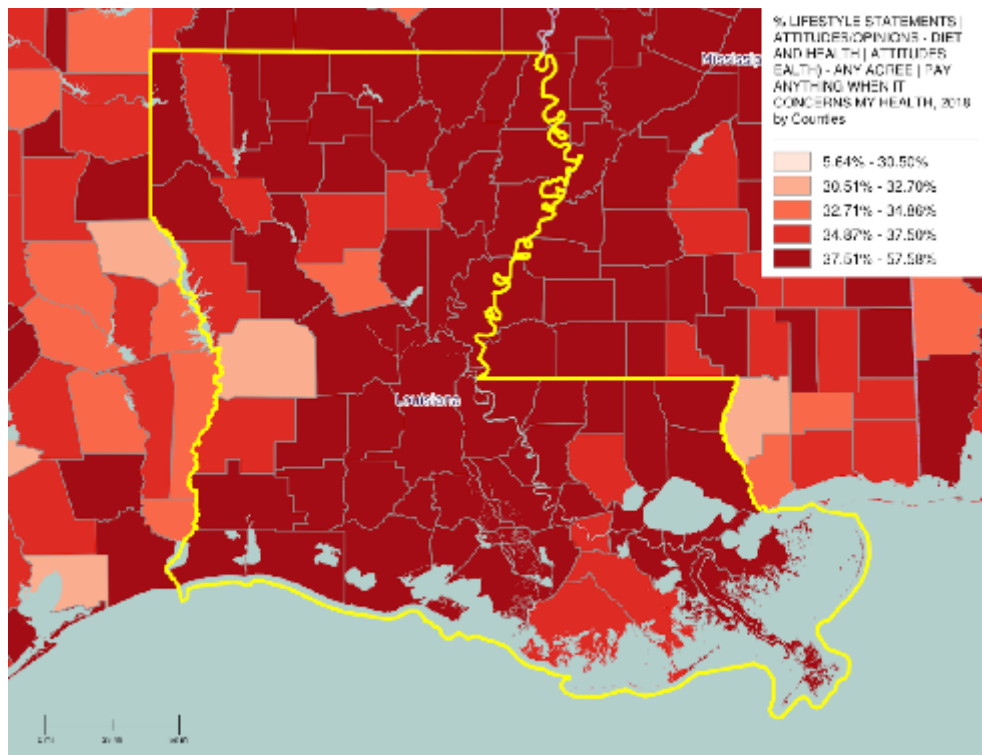


Figure 7.4: Simply Analytics- Percentage of Population who Would Pay Anything When it Concerns Their Health by Parish



When dividing the Louisiana population into Health and Wellbeing segments, Simply Analytics shows that most Louisianians are “image shapers” (31.28%). Image shapers believe that you must look good to be healthy. They cherish convenience when making healthy choices and are often brand-loyal. Image shapers are often young and busy or vegetarians. About 20% of Louisiana residents are also “weight reformers” and about 20% are “the invincibles.” As previously stated, weight reformers struggle to break unhealthy habits and heavily rely on health information to help them lose weight and make healthy choices. On the other hand, invincibles are unconcerned with their health because they seldom get sick. These people are the least active in their health lives. The last high percentage of Louisiana residents includes the 18.83% of people in the “trusting patients” category. People in this category are often older and rely on doctors to help them become aware of healthy eating and lifestyle choices (Simply Analytics).

Simply Analytics also uses Simmons Insights to divide the Louisiana population into Food Lifestyle segments. Most Louisiana residents fall into the “variety on a budget” category (27.35%). People in the “variety on a budget” category are usually too busy to eat nutritious meals; they eat on the run and look for convenient meals. On the contrary, “reformed traditionals” make up 24.73% of Louisiana and “true foodies” make up 19.37%. Reformed traditionals look for information on the food they consume and avoid junk food due to their newfound decision to make healthier choices instead of convenient choices. Similarly, true foodies deeply care about the ingredients in their food and making healthy choices. Another category that about 17% of Louisiana falls into is the “convenience and ease” segment. Like the “variety on a budget” segment, these people care about convenience over health. They are relatively disinterested in cooking or eating food with high nutritional value (Simply

Target Publics for Eat Fit

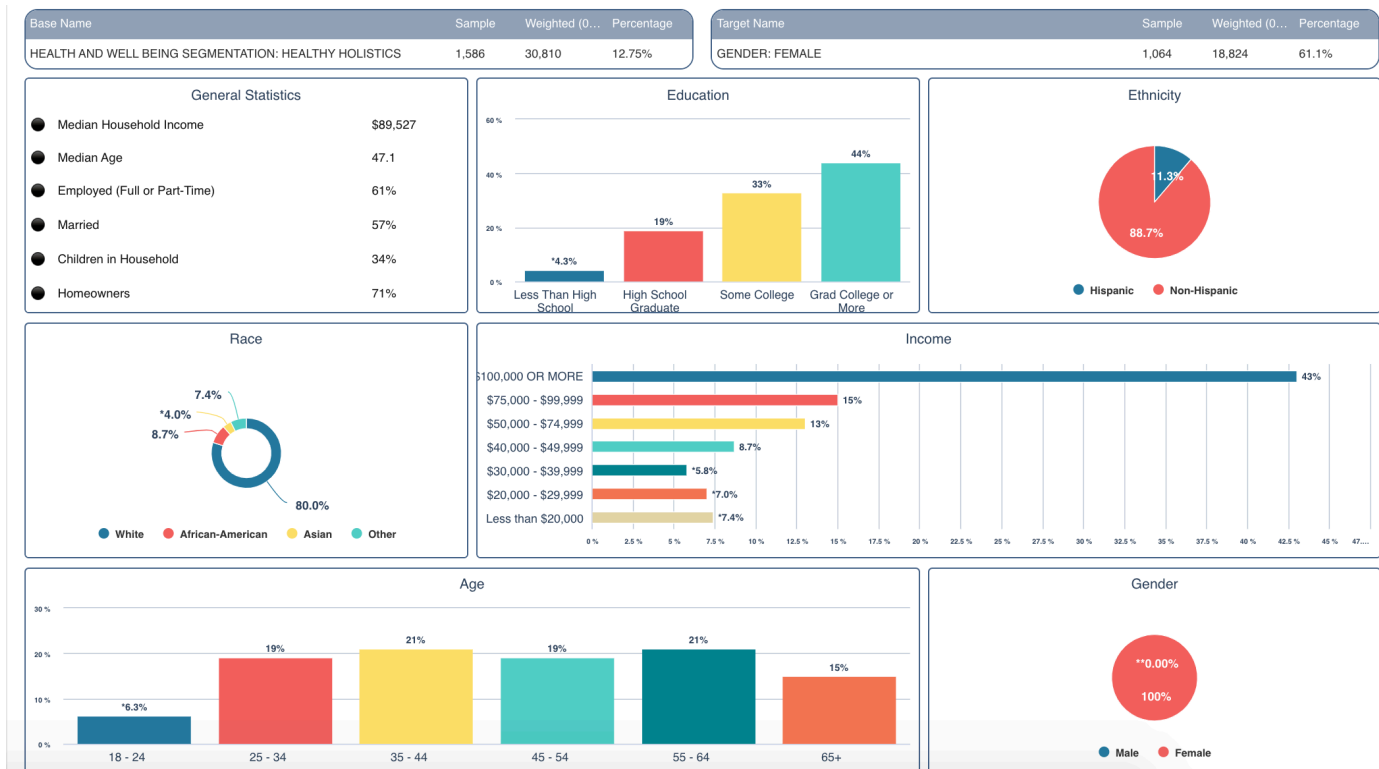
This campaign will target two primary publics: “healthy holistic” women between the ages of 30 and 60 and “weight reformer” women between the ages of 30 and 60. There will also be a designated target audience for each special feature of Eat Fit (Eat Fit Cookbook, Alcohol Free for 40, Eat Fit Dine Out and Eat Fit King Cake).

Healthy Holistics

As previously mentioned, healthy holistics actively maintain their health by exercising and making healthy choices at home and at restaurants. Their commitment to their health often leads them to buy organic/natural foods and cooking well-balanced nutritious meals (Simmons Insights). When dining out, these people are more likely to prefer healthy restaurants or restaurants with a more upscale ambiance. Additionally, they tend to stay well-informed and influence others to live better, healthier lives. Healthy holistics’ good health habits and belief in holistic medicine allows them to usually fight off illnesses and diseases.

According to Simmons Insights, 21% of healthy holistic women are between the ages of 35- 44 and 55-64 while 19% are between the ages of 25-34 and 45-54; their average age is 47. These women are highly educated and are more affluent, with a median income of about \$89,500 per year. This makes sense, given their ability to buy more organic whole food and maintain gym memberships.

Figure 8: Simmons Insight- Healthy Holistics’ Demographics

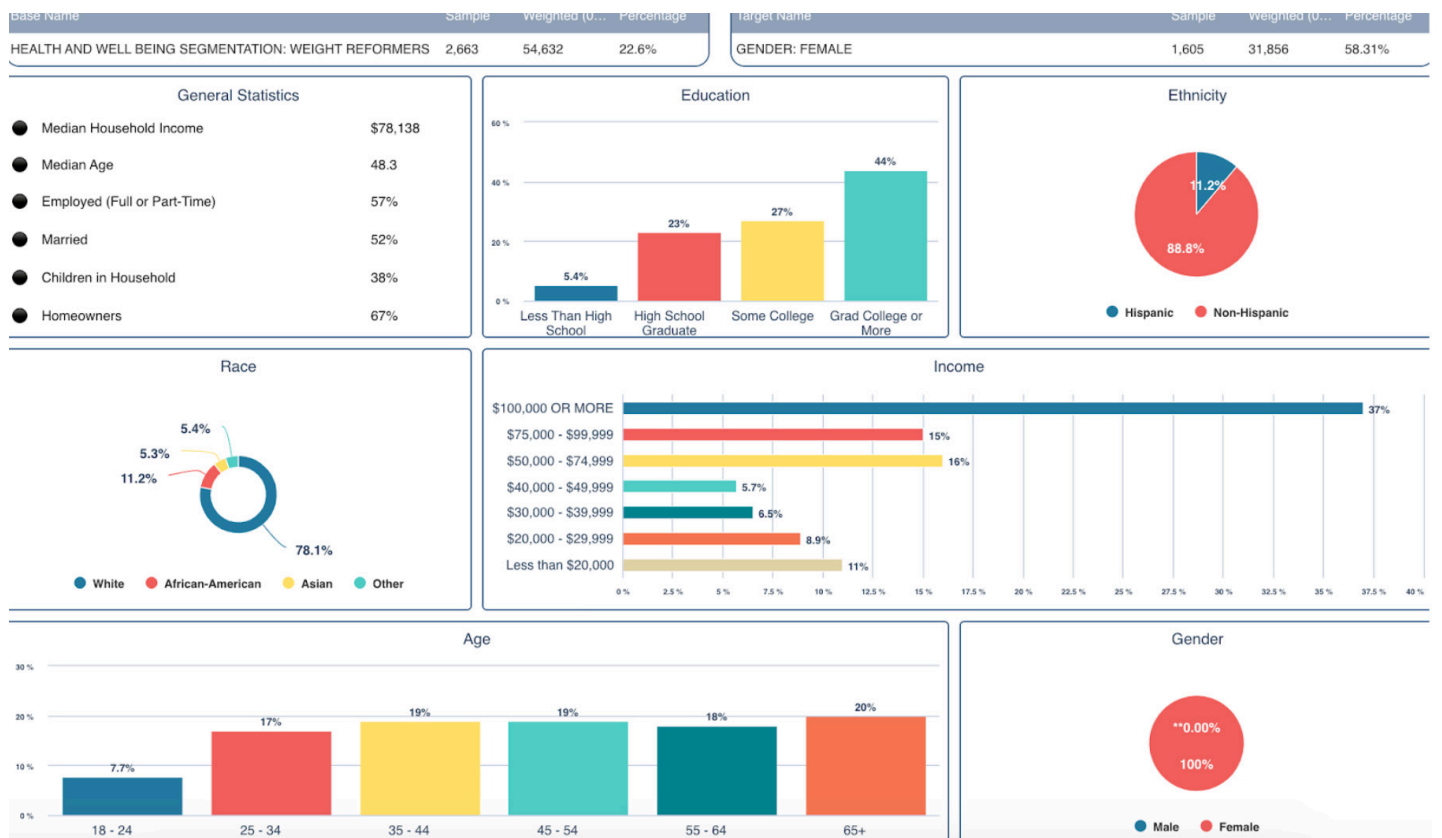


Weight Reformers

Weight reformers, as the name suggests, are those individuals who are trying to lose weight, but struggle with making healthy choices. Therefore, they try new diets and heavily rely on health information to help them break their unhealthy habits and make better choices. Furthermore, weight reformers might try to exercise more but fall short with being consistent. These people might look for restaurants that are more convenient than healthy.

When looking at weight reformer women, 20% are above the age of 65 and 19% are between the ages of 35-44 and 45-54. Furthermore, almost half of these women have graduated college and, thus, have a median income of \$78,000.

Figure 9: Simmons Insight- Weight Reformers' Demographics

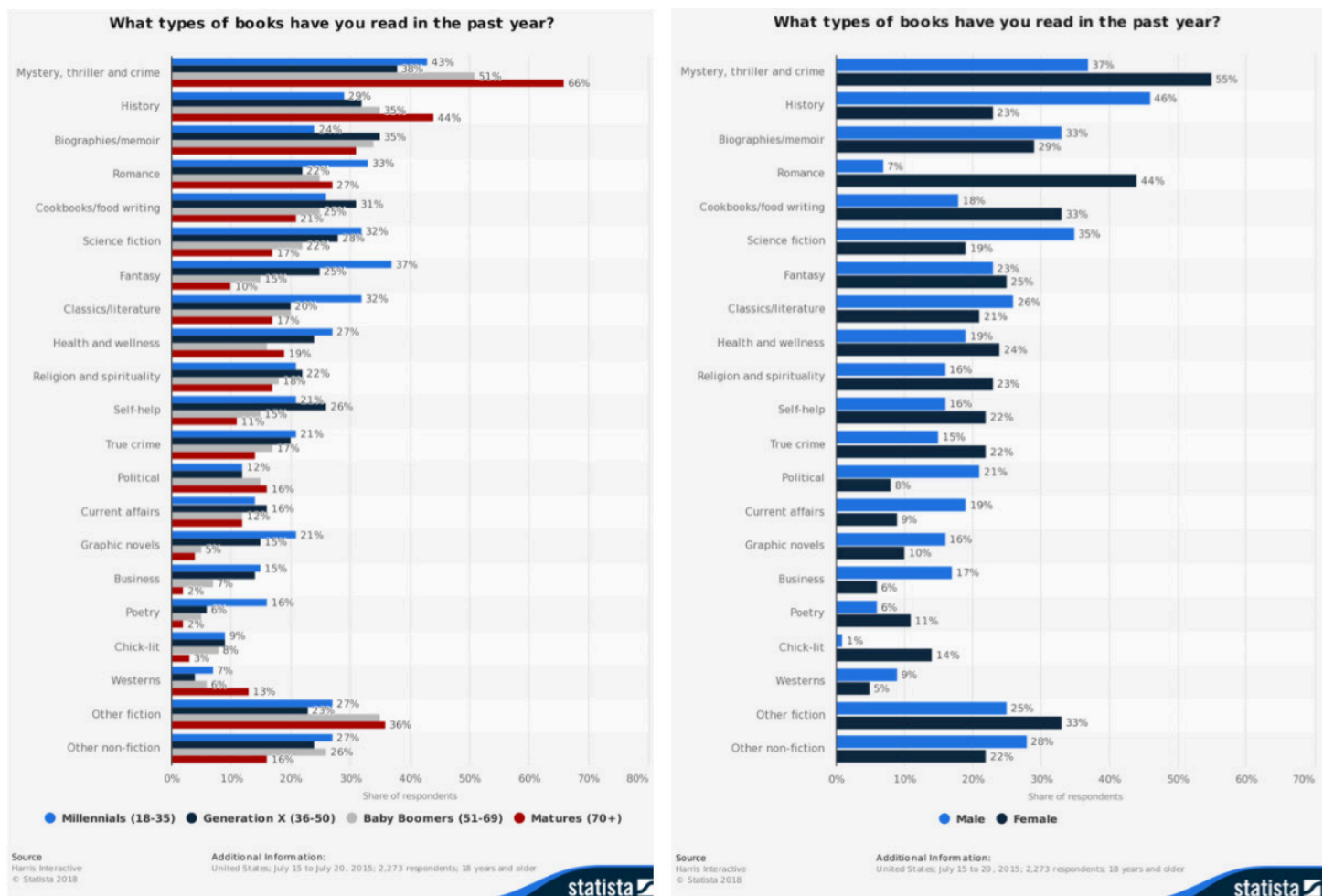


Target Publics for Eat Fit Special Features

Eat Fit Cookbook

A Simmons Insights 2017 revealed that women between the ages of 25 and 54 are 20% more likely to agree that they “like to try new recipes” than men (Simmons Insights). (See Figure 10 below). Eat Fit Cookbook targets women between the ages of 35 and 50 with a moderate proficiency for cooking and who enjoy working with a variety of new and healthy recipes; they most likely belong in the “true foodie” category. They understand the value and quality of what Eat Fit has to offer, so they do not mind spending more money on a cookbook. These women want nutritious, restaurant-quality dishes that are easy to make at home. For many people who buy the cookbook, Eat Fit is already a household name.

Figure 10: Statista- Insight into Cookbook Demographics



Alcohol Free For 40

This challenge targets both men and women between the ages of 30 and 60 who are social drinkers or those who want a “reset” with alcohol. These people desire community support and group accountability to help reach their goal. By agreeing to take this challenge, these people are serious about wanting to look and feel better about themselves.

Eat Fit Dine Out

For this event, Eat Fit first targets all restaurants that want to support Eat Fit. These restaurants are either already Eat Fit participating restaurants or simply support Eat Fit’s cause. Furthermore, customers who participate in this event are Eat Fit followers and supporters who believe in the Eat Fit mission. They also are interested in supporting local organizations as well as their favorite restaurants.

Eat Fit King Cake

Consumers who are interested in the Eat Fit King Cake are those health-conscious individuals who want to indulge in the Mardi Gras tradition of a king cake while staying on track with their wellness/health goals. They might be on a specific weight loss program or might have allergies.

Literature Review

Effects of Menu Nutrition Labels & Icons

Trends within the food industry display an increase in how much money consumers spend in restaurants. More than ever, Americans are dining out; this could be in part due to time constraints, convenience and the socialization aspect of restaurants (DiPietro, Roseman & Ashley, 2004). In fact, 24% of people’s total energy intake comes from restaurants (13% from fast food places and 11% from full-service restaurants) (Thayer et al., 2017). However, dining out in restaurants can lead to health problems; this is partly due to the high-caloric ingredients, large portions and unhealthy meal options (Sun, 2013). In fact, people who regularly dine out eat a significantly larger number of calories and fewer vegetables and fruits than those who dine out less often (Kang, Jun, & Arendt, 2015). The new trend toward health has led Americans to notice and care more about the seriousness of chronic diseases and other health-related problems (Kang, Jun, & Arendt, 2015). As a result, they have started expecting restaurants to offer healthier food items on their menus (DiPietro, Roseman & Ashley, 2004).

To comply with consumer demands and combat the unfavorable attitude toward restaurants being unhealthy, some restaurants have begun offering various forms of nutrition labels to help guide the consumer's choices. Nutritional labeling consists of two different styles: descriptive nutrition information and quantitative nutrition information. Descriptive nutrition information explains the ingredients and the significant nutrients included; for example, it might say, "This dish contains carrots, broccoli, and tomatoes, which are high in vitamins A and C" (Sun, 2013). Since taste is one of the most important aspects of people's decision-making, their desire to eat healthy food can be further solidified by including descriptions (such as "crispy" or "fresh") of the healthy food items rather than just the ingredients in the entree (Kang, Jun, & Arendt, 2015). On the other hand, quantitative nutrition information presents specific calories, fat percentage, protein percentage and carbohydrate percentage. Previous research has shown that just putting the number of calories next to a food item leads to ambiguous effects; rather, using symbols/pictures or icons with words makes it easier for people to understand which menu items to choose (Kerins et al., 2017). Sun's study (2013), conducted to determine which nutritional label format affects consumers' menu attitudes and dining intent, revealed that descriptive nutrition information positively affected people's attitudes toward a restaurant menu and, subsequently, toward their dining intentions; quantitative nutrition information did not. Sun's study (2013) shows that in addition to a menu health seal, it is also beneficial to explain why a menu item is healthy by describing the healthy ingredients and nutrients within that dish.

Similarly, displaying icons next to menu items to designate healthy options makes it easier for customers to make better choices. An experiment to evaluate the effectiveness of health icons on a menu found that there was statistically no significant difference between pre-icon and post-icon on menus regarding that item's sales (Kerins et al., 2017). Thus, icons or seals of approval might be more impactful and beneficial with additional strategies, such as product placement or more explanations of the icons. Educating the public more on icons and a labeling system might also be effective (Kerins et al., 2017).

Brand Factors that Influence Healthy Choices

Jeong and Jang (2016) used the theory of cognitive consistency to determine that the healthiness of a restaurant's brand image plays a role in how people evaluate the restaurant when making healthier choices. This theory claims that people's thoughts are logically consistent and when thinking about a brand or object, consistency is needed for a positive effect. In other words, restaurants with a "healthy" brand image who also offer nutritious choices offer consumers the consistency they need, thus allowing them to be more likely to choose these healthy options. (Jeong & Jang, 2016). As a result, healthy menu item icons are more efficient at restaurants with a healthy brand image than those restaurants with a less-than-healthy brand image.

Jeong and Jang (2015) also learned that people respond to menu item promotions differently depending on if their dining values have a hedonic focus or a utilitarian focus. A hedonic focus leads to abstract levels of construal; fine-dining restaurants are often considered more hedonic due to the pleasurable atmosphere and high-quality service. Thus, abstract messages that talk about health benefits that happen in the future are more relevant to people with a hedonic focus. On the other hand, a utilitarian focus leads to a concrete level of construal; fast-food restaurants are more utilitarian. Individuals with a utilitarian focus respond better to menu messages that are more concrete and talk about immediate benefits, such as losing weight (Jeong & Jang, 2015). According to Jeong and Jang (2015), men tend to be more utilitarian since they think more logically and analytically while women tend to be more hedonic since they typically think more emotionally and subjectively. Thus, restaurants with messages that discuss the long-term benefits of making healthier choices are more likely to significantly influence women (Jeong & Jang, 2015).

Events: Restaurant Interventions and Health Campaigns

In an experiment conducted to help customers select healthier options, researchers used a socioecological model to implement a “restaurant intervention” (Thayer et al., 2017). A socioecological model looks at the individual and how his or her environment (education, community, interpersonal communications and local government) affects health habits. The restaurant intervention included table tents with tips for healthy eating, helpful pamphlets at cash registers, window stickers to let customers know about the study and coupons offered to consumers who chose the healthy option. Experiment results showed that this community-based program was “well-received by restaurant managers” and positively influenced customers’ health choices (Thayer et al., 2017). For instance, 91% of survey participants who noticed the table tents said the nutrition information was helpful and 72% claimed that the information would affect their food choices in the future (Thayer et al., 2017). These findings show that getting a whole community engaged, using local parish resources, receiving support from local governments, properly educating the public on healthy choices and helping restaurant managers understand the importance of offering healthy menu items all play a role in effective and successful consumer decision-making.

Likewise, promotional campaigns for healthy menu items, especially when paired with helpful information at point-of-purchase, can increase sales of healthier menu items (Fitzgerald, Kannan, Sheldon, & Allen Eagle, 2004). Promotional events that customers can participate in, such as tasting parties or competitions, are also more likely to get customers to choose the healthier menu item (Kang, Jun, & Arendt, 2015). Fitzgerald, Kannan, Sheldon and Allen Eagle (2004) believe that dieticians should not only help host these events, but should also “nurture relationships with local restaurants to be in a position to guide them toward providing nutrition education through recipe development or analysis” (Fitzgerald, Kannan, Sheldon, & Allen Eagle, 2004).

Mobile Health Apps

Many Americans seem to always be within reach of their phones throughout the day. In fact, Americans spend about two hours on their phones every day using various apps (Flaherty et al., 2019). Over recent years, there has been a significant increase in apps dedicated to health (currently about 325,000 health apps). People look at these apps as an educational source for nutritional information, as a means of helping them change their health habits, as a way to monitor their diets and as a support network with other people (Flaherty et al., 2019).

Most people prefer apps that are free to download and use. Other factors that lead to a higher percentage of downloads and usage include the following: high ratings, periodic updates and long market presence. When it comes to health apps specifically, people prefer to use apps that have monitoring/tracking methods and nutrition information (Krishnan & Selvam, 2019). Flaherty, McCarthy, Collins and McAuliffe (2019) note that “sufficient motivation to change food behavior” is essential for health app engagement. Furthermore, an app’s effectiveness relates to how much cognitive effort and time someone has to put into using the app. People are more likely to use a health app if they feel a greater sense of personal autonomy and can choose their own level of control and engagement. For an app to be successful, users prefer to view the app as a “confidential and empathetic ally” that actively helps the user change his or her health habits for the better (Flaherty et al., 2019).

Brand Messaging

One of the most important forms of marketing that greatly influences people’s attitudes and behaviors is word-of-mouth advertising. This form of marketing occurs when people informally communicate with others either positive or negative experiences or evaluations of a certain product or company (Esmaeilpour & Aram, 2016). Using word-of-mouth advertising on social media networks is known as viral marketing. According to Esmaeilpour and Aram (2016), message appeal and message source credibility are the two main factors that lead to people willingly sharing a company’s message. Message appeal affects emotions and attitudes toward a brand, especially when there is a perceived benefit for the consumer. Establishing an emotional connection between the brand’s message and the audience is crucial for people to spread a company’s message. On the other hand, message source credibility is defined as “how much the receiver of the message has trust in the sender and reflects the mindset of the receiver of the message to the sender.” For a message to be considered credible, it must have both reliability and expertise. Reliability is how much trust and acceptance a consumer of the message has while expertise is knowledge on the brand or message (Esmaeilpour & Aram, 2016). When people view a brand as credible, they have a more favorable attitude of the brand and, thus, are more likely to share its message. Therefore, companies should ensure all of their messages are professional, credible and knowledgeable to have positive viral marketing (Esmaeilpour & Aram, 2016).

Message consistency is also vital to a brand's success and customer satisfaction. Message consistency occurs when brands deliver the same core messages, elements and values across all platforms to their target audience over time. Having consistent messages allows consumers to remember the brand easier, thus "leading to synergized communication effects such as more positive brand attitude and higher consumer-based brand equity" (Chang, 2018). According to Chang (2018), previous research revealed that perceived message consistency caused a 20% increase in customer satisfaction and a 15% increase in company profits (Chang, 2018).

Two aspects lead to message consistency: message elements and message evaluation. Message elements include the same verbal foci (headlines, slogans, taglines, mottos, message tone, etc.) and visual foci (typefaces, logos, colors, design elements, settings, icon characters, etc.) across all brand messages and platforms. For people to consider a message to be consistent, brands should maintain the same brand meaning as well as the same brand elements (Chang, 2018).

Chang (2018) divides evaluation into two categories: relevancy and expectancy. For an ad to have a relevant evaluation, viewers look at a message in terms of "the degree to which the two message elements contribute to the clear identification of the common communication theme." A message is highly relevant if people can determine a common communication theme. The higher the degree of relevance, the higher the perceived message consistency. On the contrary, people evaluate messages in terms of how well message elements fit into "existing schema evoked by the common communication theme" to determine the amount of expectancy. People believe a message to be expected if they are not surprised. Like relevancy, expectancy should be high for people to view a brand as consistent (Chang, 2018).

Brand Image and Brand Awareness

As marketing efforts on social media have become more fun and interactive, it is important to analyze how these social media advertisements have impacted people's brand awareness, brand image, brand attitude and brand loyalty. According to Dölek and Saydan (2019), brand awareness is defined as "the power of qualities such as the name, symbol and logo of a brand that are created in the minds of consumers in order for them to define and remember a brand." Brand awareness could be considered the first way that companies create a link between them and the consumer. Many scholars believe that the success of a brand relies heavily on brand awareness, as this is the "basis of all further activities and decisions that a consumer makes in connection with the brand" (Domazet, Djokic, & Milovanov, 2018). Research shows that television has the highest impact on brand awareness, especially with women. Following television, social media has the next highest impact, especially with men (Domazet, Djokic, & Milovanov, 2018). Facebook is one social media platform that has the most significant impact on increasing brand awareness. One reason for this could be due to social media's online communities, interactivity and content sharing (Dölek & Saydan, 2019). Behind television and social media, billboards have the third highest impact on brand awareness. Media with the least impact on brand awareness are newspapers and the radio. However, older generations are more likely to have more brand awareness via the radio than younger generations (Domazet, Djokic, & Milovanov, 2018). An increase in exposure of an organization and, consequently awareness, can increase the level of trust someone feels toward that particular organization (Mudzakkir & Nurfarida, 2015).

Brand awareness also increases brand image, or the image that comes to mind when people think of a certain organization. Brand images are a mental reference point to help consumers remember brands better (Mudzakkir & Nurfarida, 2015). Positive brand images enhance trust in the organization, a valuable aspect when trying to sustain an organization. A good brand image can also have a positive impact on brand attitude, a consumer's general assessment of a brand that can affect their purchasing intent (Dülek & Saydan, 2019). In fact, scholars assert that brand attitude is the “evaluative dimension” of brand image (Langaro, Rita & de Fátima Salgueiro, 2018). As people experience the brand and form an image in their minds, they create their own evaluations and judgements of the brand. These evaluations create abstract and subjective attitudes toward the brand that become stronger in someone's mind than the brand's actual attributes. Because of this, it is imperative for companies to leave consumers with a positive attitude toward their brand. One way to do this is by encouraging consumer participation, especially through social media. Consumers who participate and interact with companies are more likely to have a positive attitude toward the brand (Langaro, Rita & de Fátima Salgueiro, 2018). Brand attitude can also affect brand loyalty, or the faith and loyalty a consumer feels toward a brand (Dülek & Saydan, 2019).

Figure 11 from (Dülek & Saydan, 2019).

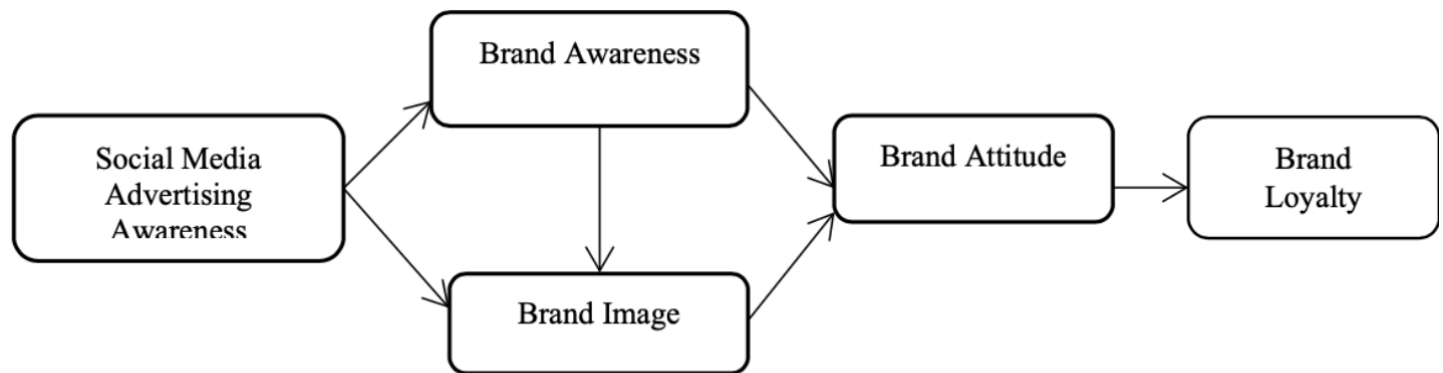


Figure 1: Research Model

Primary Research

Introduction

I conducted a survey to understand attitudes toward health and wellness amongst community members and to determine how aware they are of Eat Fit and its mission. The survey contained both close-ended and open-ended questions to help me gain a better understanding of people's mindsets. Survey insights allowed me to determine which aspects of Eat Fit community members know about and what segments of the population are most familiar with Eat Fit.

Sampling and Data Collection Method

I constructed the survey using Qualtrics and administered it through word-of-mouth and social media platforms including Facebook, Instagram, Twitter, Snapchat and Reddit. For instance, I first shared the survey on my personal Facebook page, where it received multiple shares. These shares played a crucial role in widely distributing the survey to people beyond my friend's list. I also posted it to several "Facebook groups" and "Facebook pages." I tried to vary the type of page as much as possible so as to avoid skewness. These groups ranged from gym/health pages (CORE UFC Gym members only and Baton Rouge Vegans) to school pages (Student Survey Exchange) to random groups that allowed me to post my survey (Louisiana Photographers, Read Between the Wines Book Club and Zen Mindfulness). These are just some of many pages that I was able to post the survey to. Moreover, I shared it to my Instagram, Twitter, Snapchat and Reddit where numerous people also shared it to their pages to help me spread the survey.

The survey remained available to community members from June 1, 2020 to July 31, 2020. During this time, 263 people took the survey. Community members who were at least 18 years old could access the survey online using a given link. To encourage more people to take the survey, I offered an incentive: four participants who completed the survey and entered their email address had the chance to win a \$25 gift card to either Whole Foods or Good Eats Kitchen. I chose the four winners on a raffle-basis using a random number generator.

The survey consisted of 45 questions broken into four sections: Attitudes Toward Health, Awareness of Eat Fit, Communication Tools and Demographics (see Appendix A for survey). The Attitudes Toward Health section consisted of questions that measure interest in healthy eating and exercising, perceptions of healthy life and attitudes toward health. Questions in the Awareness of Eat Fit section attempted to understand how aware community members are of Eat Fit and its various features. They also measured participant's clarity on the Eat Fit mission and satisfaction of Eat Fit. In addition, Communication Tools questions measured participants' preferred methods of communication and their social media usage. Lastly, demographic questions asked participants their age, race, gender, income, marital status, education and current city of residence.

Findings

Demographics

As previously mentioned, the survey received a total of 263 responses; however, not everyone answered every question. For example, out of the 233 total respondents who identified their gender, most were women (76%, n=177). Furthermore, most respondents were between the age of 18-34 (57.5%, n=134) and 35-44 (16.3%, n=38). A majority of the respondents identified themselves as being white (82%, n=199) (see Figures 12.1 and 12.2). In addition, many of the survey’s respondents currently live in three of the following Louisiana cities: Baton Rouge (26.5%, n=58), New Orleans (11.9%, n=26) and Denham Springs (9.6%, n=21).

Figure 12.1: Age groups of participants

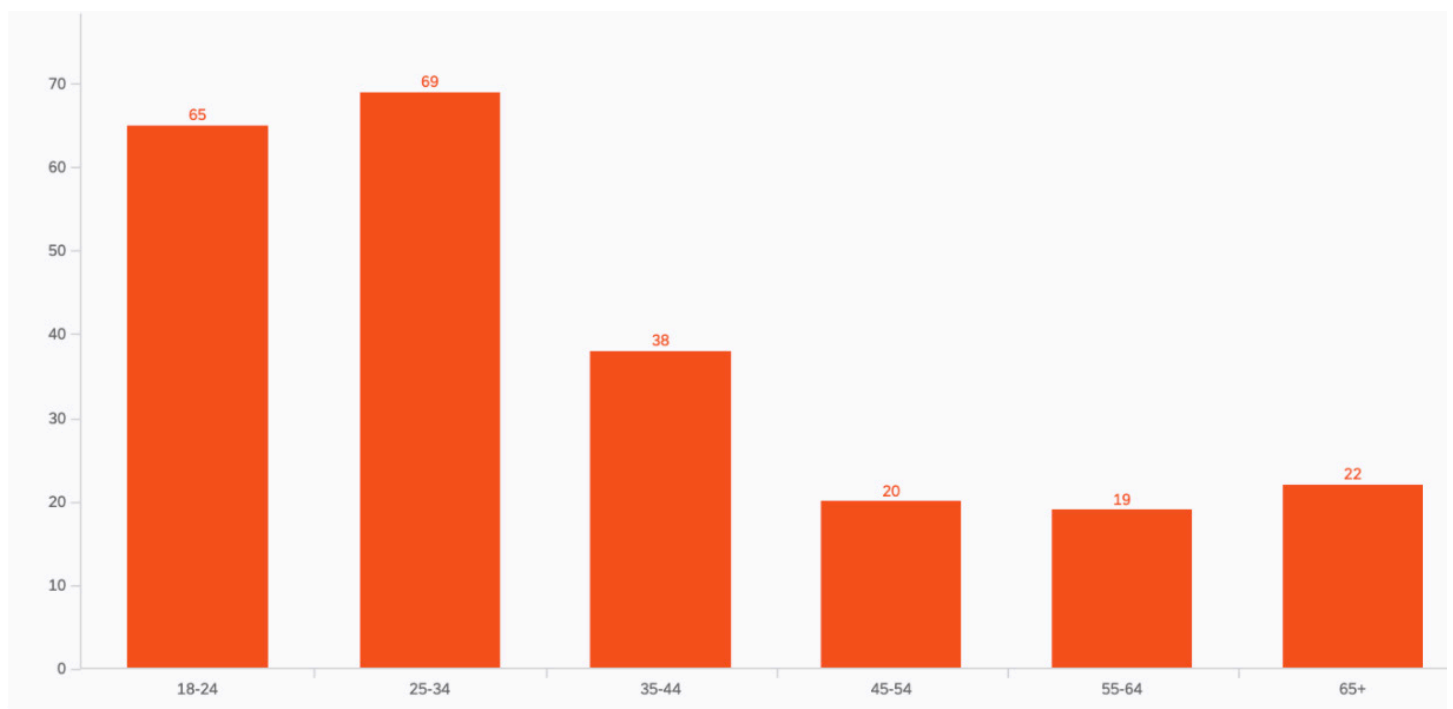
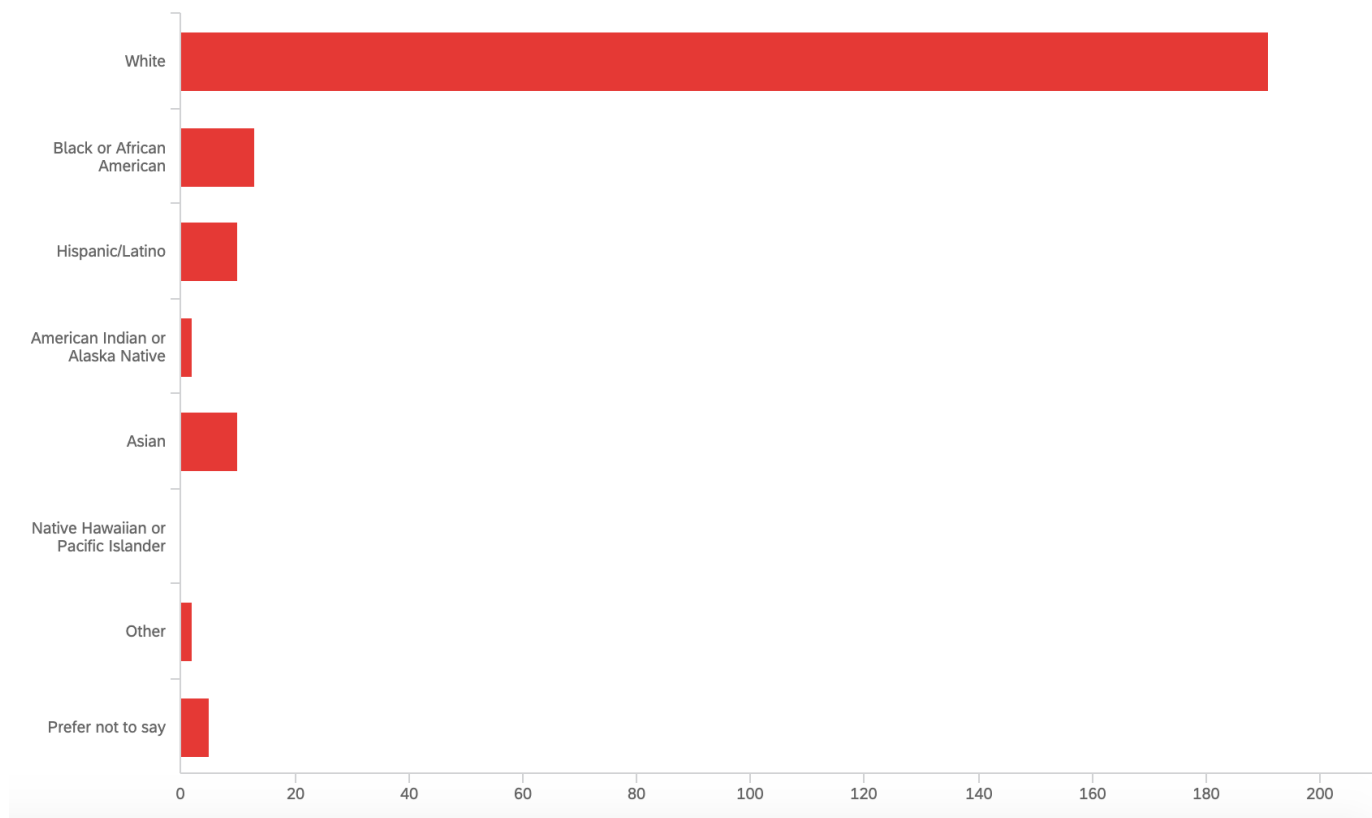
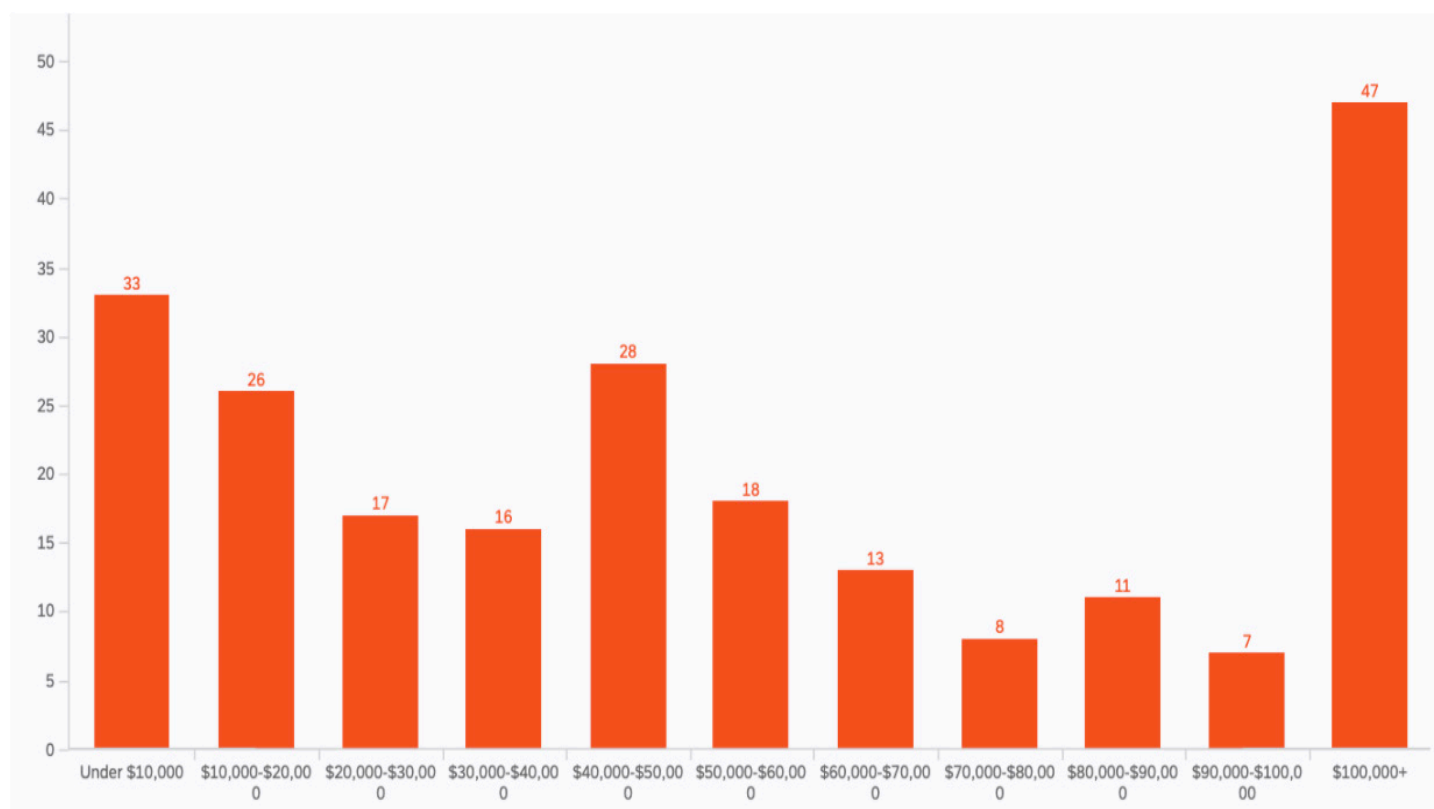


Figure 12.2: Ethnicity of participants



In addition, 36% of the respondents said they have their bachelor's degree (n=83) and 21% have their master's degree (n=49). It can be reasoned that this coincides with the large percentage of respondents who make over \$100,000 a year (21%, n=47); 89% of these respondents (n=42) are married. These people could possibly have two incomes flowing into the household that help these respondents become more affluent. On the contrary, a significant amount of people also earn less than \$10,000 per year (14.7%, n=33). Out of these 33 participants who claimed they earned less than \$10,000 per year, most of the people are between the ages of 18-24 (84.8%, n=28) and are single (90.9%, n=30). This could imply that these respondents are still currently enrolled in college (see Figure 13). Additionally, many respondents reported as being either single (49.4%, n=115) or married/in a domestic partnership (46.4%, n=108). Moreover, most participants had no children (59.2%, n=138). If participants said they did have children, they only had 2 or 3 (28.8%, n=67). These findings demonstrate that there are two main groups of people who took the survey; the first group is the college-aged participants with lower incomes and the second group are more affluent men and women between the ages of 24-34.

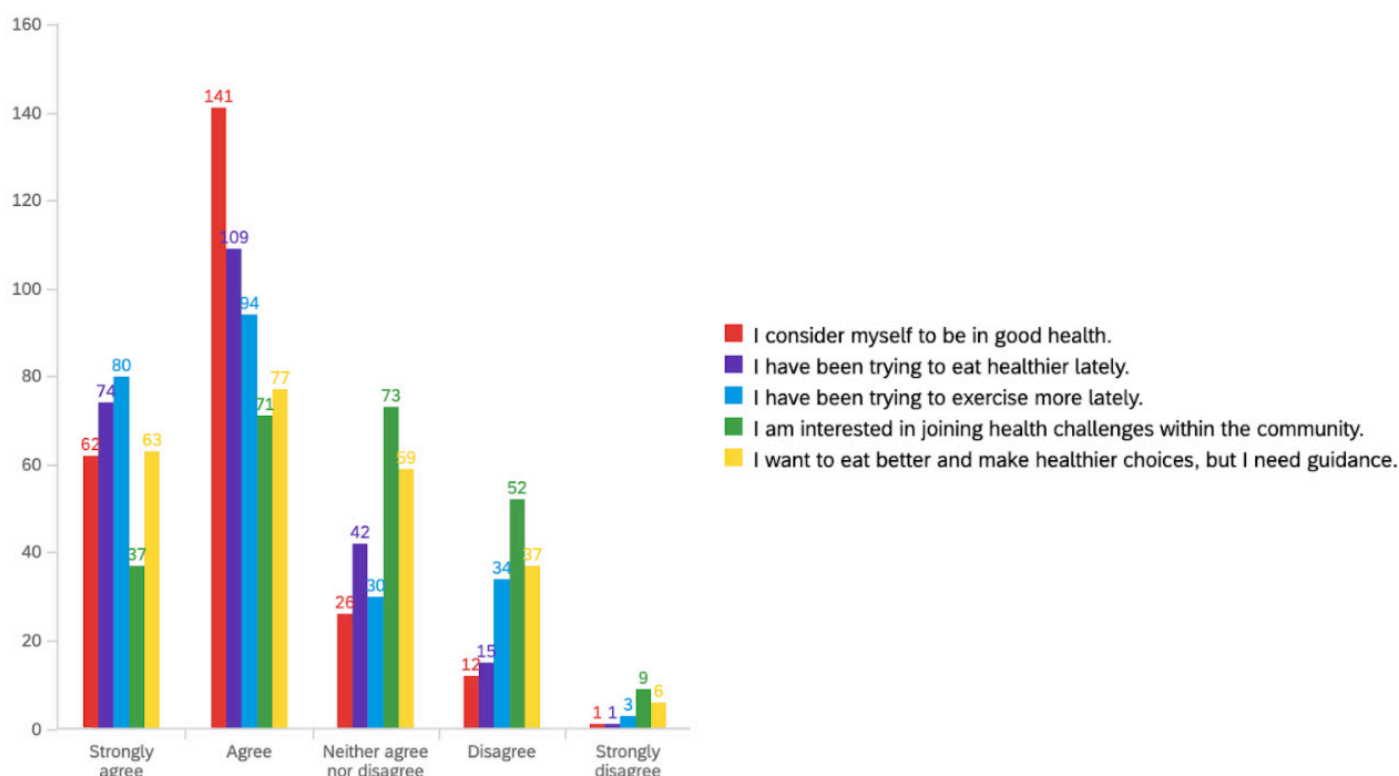
Figure 13: Annual income of participants



Attitudes Toward Health

Measuring the community's attitudes and interest toward health allowed me to better understand the perspective behind people's health choices. For instance, most people claimed that they believe eating well and maintaining a healthy diet is either very important (69.5%, n=169) or important (28.4%, n= 69) to their overall health. They also recognize how exercising regularly is also very important (60.1%, n=146) or important (36.2%, n=88) to their overall health. In fact, about 84% participants at least agree that they consider themselves to be in good health (83.9%, n=203) (see Figure 14). These participants also at least agree that they have been trying to eat healthier lately (75.9%, n=183) and exercise more lately (72.2%, n= 174). These findings match previous literature which states that health is becoming more of a trend across the nation. As a result, people are taking their health more seriously and making it more of a priority in their lives.

Figure 14: Participants describe how they view themselves



When asked how interested participants are in eating healthier food at home, about half of the participants responded that they are either very interested (54.7%, n=133) or interested (39.5%, n=96). However, when it comes to dining out in restaurants, respondents are less interested in choosing healthy options; they claim to be only interested (40.7%, n=99) or neither interested nor disinterested (25.9%, n=63). Although many Americans are expecting healthier food in restaurants, these findings show that some people might associate dining out with relaxing or with “cheat meals.” In other words, they might not want to worry about their health as much when they go to restaurants.

When given several options regarding health and wellness, many participants reported that “Health and wellness are top priorities in my life, but I am often inconsistent with making healthy choices” (65.8%, n=160). Of these respondents, about 66% (n=106) either agree or strongly agree that they want to eat better and make healthier choices, but they need guidance. Interestingly, almost one-quarter of these respondents neither agree nor disagree with wanting guidance to eat better. These findings imply that the two main types of people who took this survey are “weight reformers” and “healthy holistics,” proving that Eat Fit should continue to target these types of community members.

Attitudes Toward Health

I designed the questions in the Awareness of Eat Fit section to understand the community's awareness and understanding of Eat Fit. Most survey participants were unaware of any free programs designed to help them make healthier choices when dining out in restaurants (66.5%, n=159); however, they claimed that if they did know of such programs, they would be either likely or very likely to use the programs (69.8%, n=111). When asked specifically if respondents had heard of Eat Fit, about 73% responded that they had not heard of the program before (see Figure 15.1). However, when respondents had heard of Eat Fit, they were more familiar with Eat Fit than with its other programs such as the Alcohol Free For 40 Challenge or Eat Fit Dine Out (see Figure 15.2.)

Figure 15.1: Awareness of Eat Fit

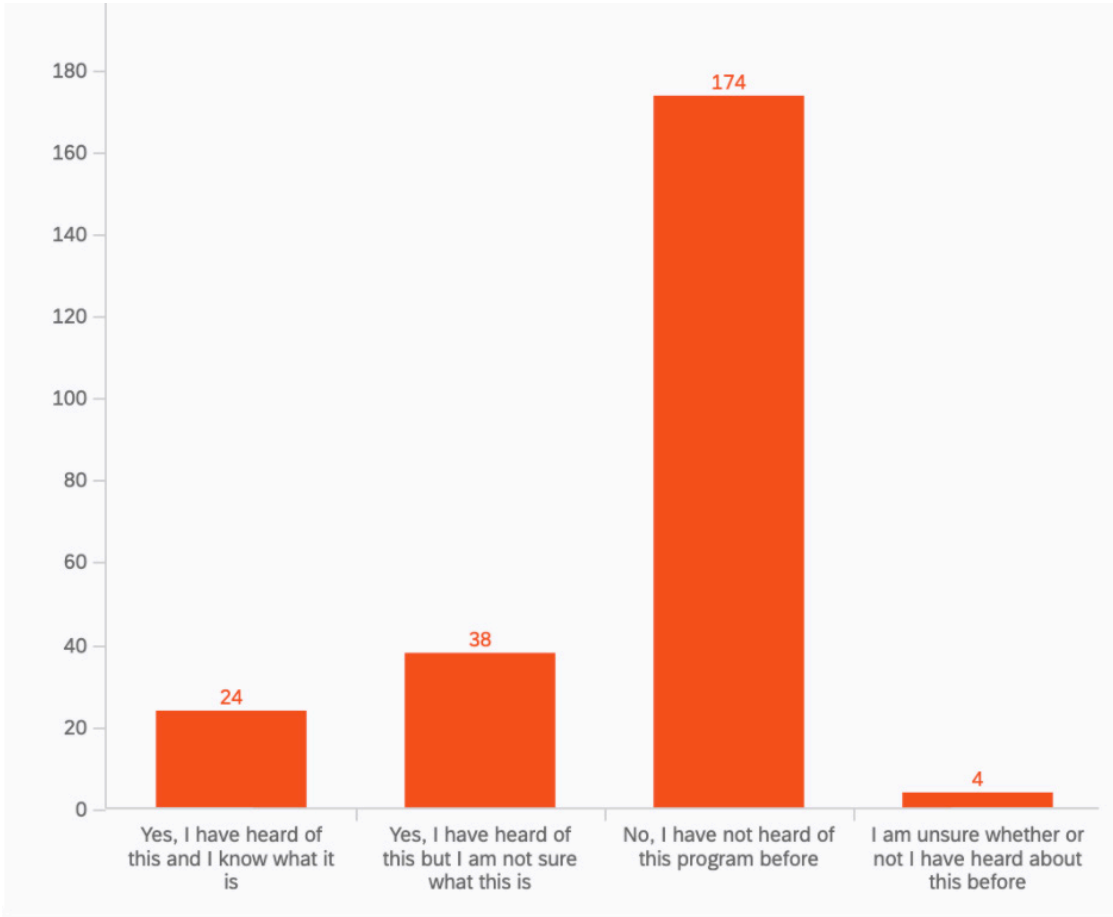
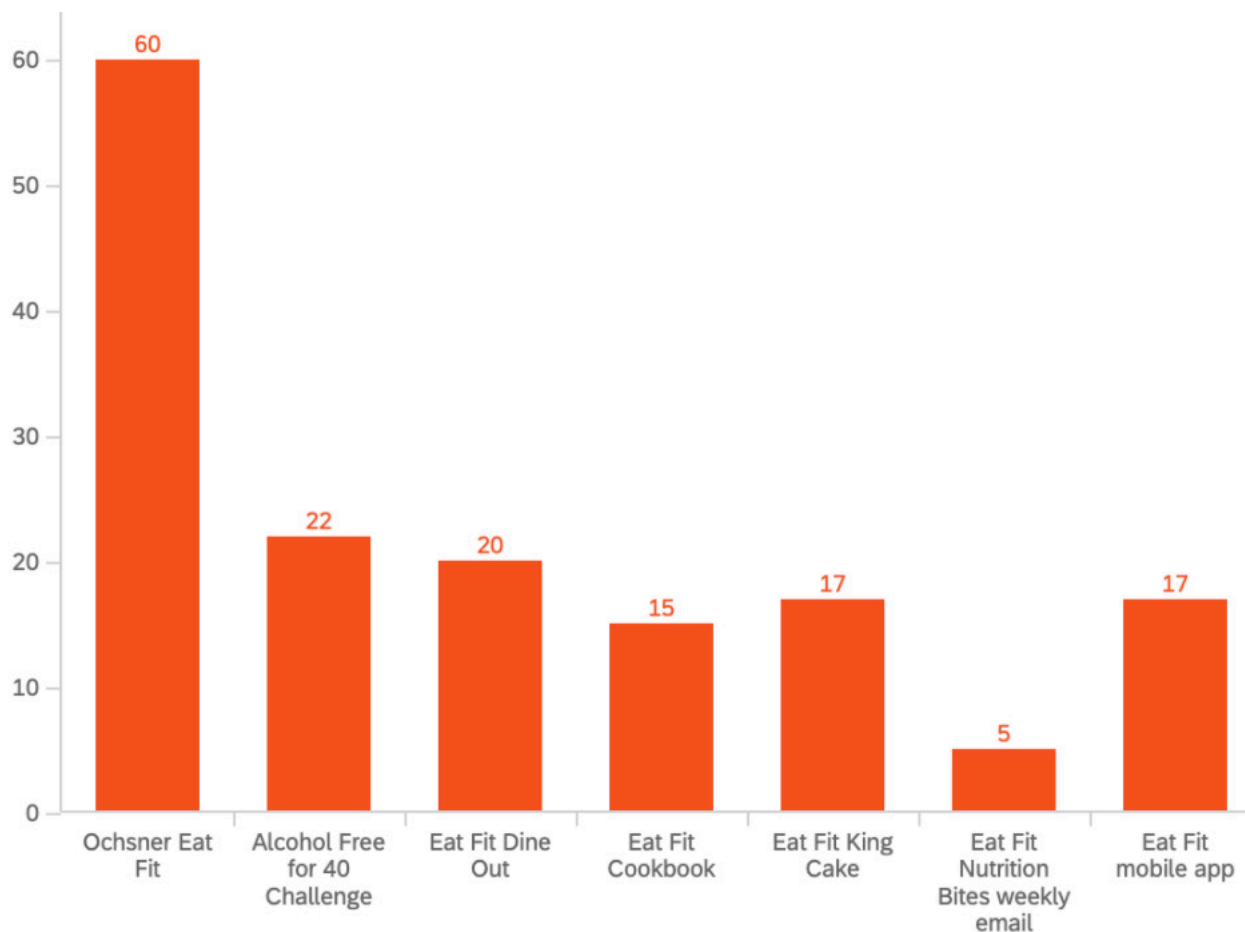


Figure 15.2: Awareness of Eat Fit's special features



To understand whether those participants who had heard of Eat Fit before could accurately describe Eat Fit's mission and purpose, I asked participants to explain what they believe Eat Fit is. Although some responses such as “an app” and “nutrition tracker and recipes” did not fully describe Eat Fit, it seemed as though most people who responded were able to correctly describe Eat Fit. For example, the following is a list of several responses:

- “Selecting the healthiest food for your lifestyle”
- “An organization that promotes healthy eating and exercise”
- “Eat fit is a way of pointing out less caloric dense options”
- “Being able to eat fit while on the go”
- “A program created to help distinguish menu items that are deemed healthy options at restaurants”

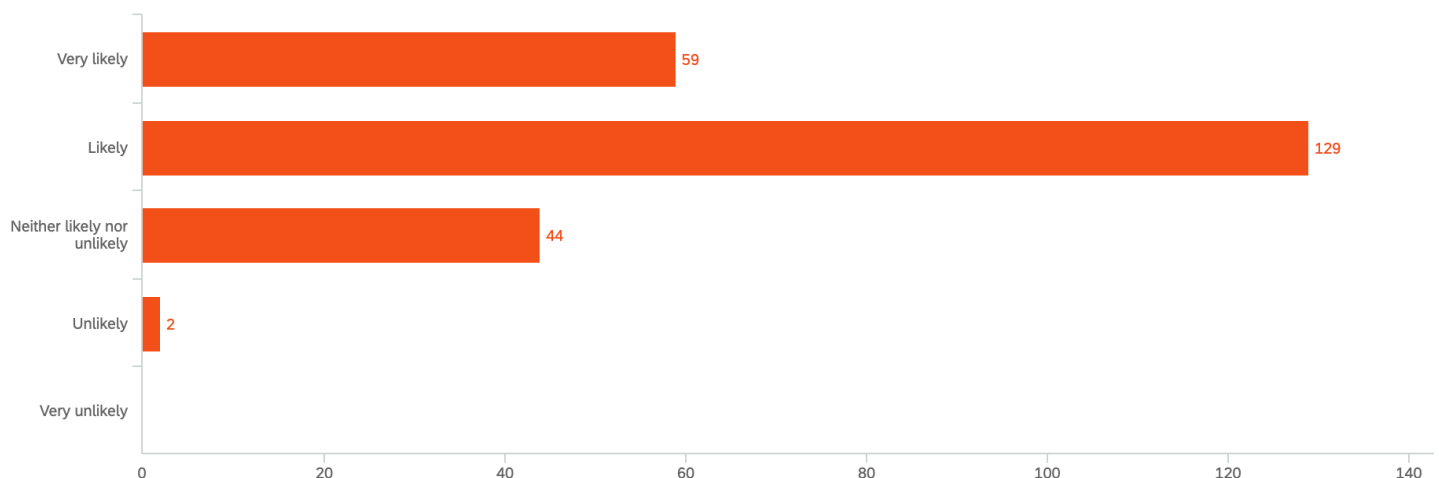
Furthermore, I asked participants to name three keywords that came to their mind when they thought of Eat Fit. The most predominant words include the following: healthy, health, Ochsner, nutrition, restaurants, calorie and program (see Figure 16 on the next page).

Figure 16: Word cloud of words that people associate Eat Fit with



Prior to COVID-19, most respondents ate in restaurants about once a week (62.6%, n=147), but almost 60% said they had never seen the Eat Fit seal on a menu before (57.3%, n=134). However, when given the question “This seal represents healthier food choices based on nutritional information from Ochsner registered dietitians. How likely would you be to choose a food item with this seal next to it?” respondents claimed that they would be likely/very likely to choose the healthier option (80.3%, n=188). On the contrary, almost 20% held a neutral stance to it (see Figure 17).

Figure 17: Likeliness of a participant choosing a food item with the Eat Fit seal next to it



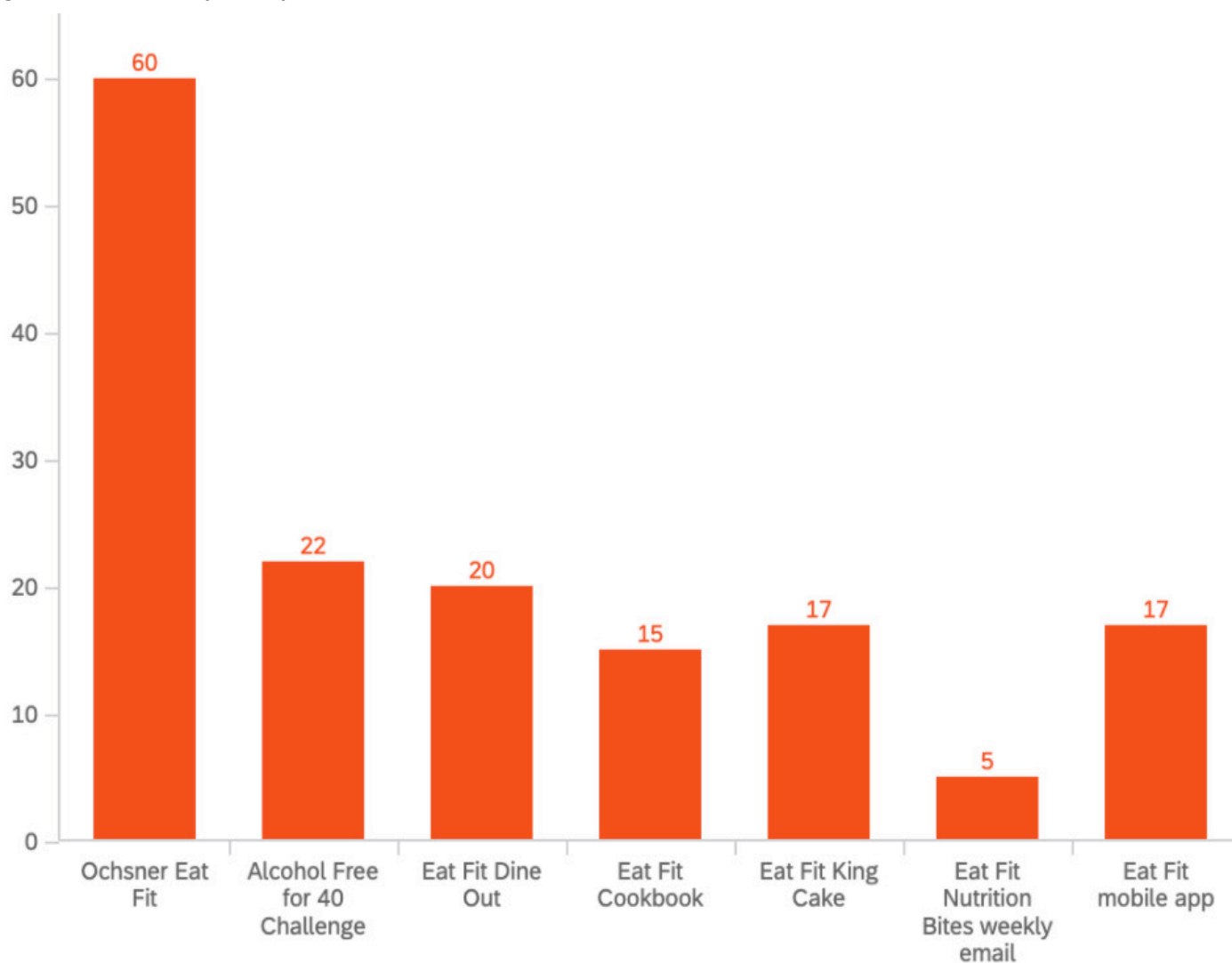
Moreover, I also asked participants about their familiarity with other aspects of Eat Fit. Findings revealed that many people had never heard of the Alcohol Free for 40 Challenge (85.5%, n=201). Out of the four people who said they participated in this challenge, three were at least satisfied. Because these numbers are so small, they are not an accurate representation of satisfaction toward the challenge. When looking at people who have not heard of the Alcohol Free for 40 Challenge and their willingness to join a health challenge within the community, about 44% said they would be interested or very interested in joining while about 30% had a neutral stance toward joining a challenge. However, about 24% claimed they would be uninterested in joining a health challenge. These findings demonstrate that, for the most part, people are willing to join health challenges, but they are simply unaware of them. Future research should consider why the 24% of people who claimed that they are uninterested in joining a health challenge feel this way.

About 85% of respondents had also not heard of the Eat Fit King Cake (n=199). Out of the 15 people who had heard of the king cake and who had tried it, seven were at least satisfied and six were neither satisfied nor dissatisfied. Again, I believe these numbers are too small to accurately represent the Louisiana population. Additionally, about 90% of the respondents had never heard of the Eat Fit mobile app (90.2%, n=211); after I explained what the app was, 63% said they would be willing to download and use the app (n=147).

Communication Tools

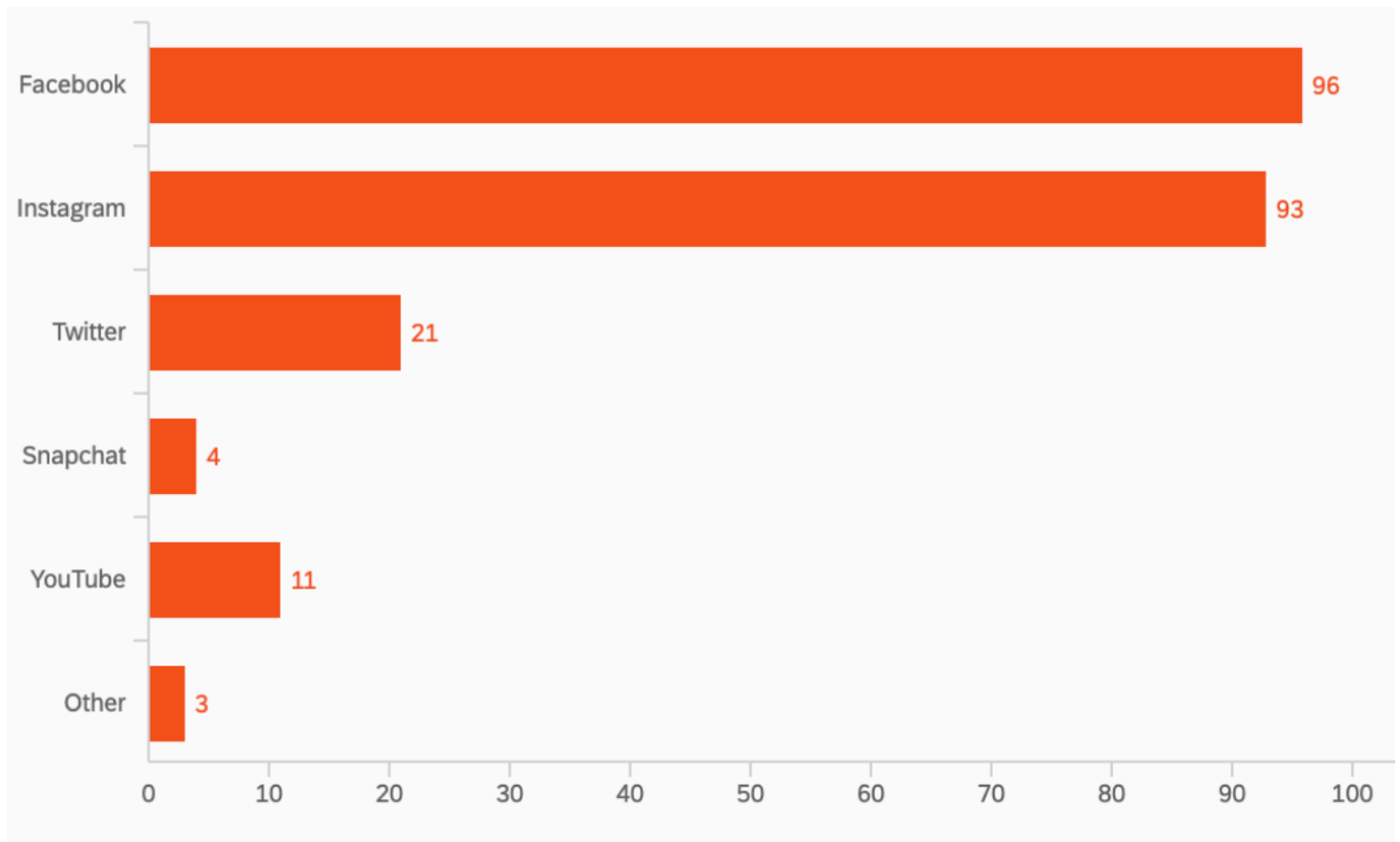
In the Communication Tools section, I asked questions regarding participants' favorite methods of communication (i.e. social media, television, radio, newspapers, etc) to help Eat Fit better communicate with the community. As figure 18 below shows, most respondents receive health-related news via social media (35.75%, n=192). Respondents who are most likely to receive their news via social media are between the ages of 18-44. Respondents also claimed that they receive their health-related news from television (13.22%, n=71) or other health-related websites (13%, n=70). Respondents who prefer to use television are between the ages of 18-34 and 65+. It is important to note, however, that because these numbers are fairly low, they might not be an accurate representation of the Louisiana population. Participants also reported receiving health-related news via discussions with family members, podcasts, emails from healthcare providers, fitness centers, books and support/fitness groups.

Figure 18: Where participants receive their health-related news



About 94% of survey respondents claim they actively use social media (n=219) and that their favorite forms of social media are Facebook, Instagram, YouTube and Snapchat. In fact, the platforms they most prefer are Facebook (42.1%, n=96) and Instagram (40.8%, n=93) (see Figure 19). A deeper look into these responses reveal that respondents between the ages of 35-54 most prefer Facebook while respondents between the ages of 18-34 prefer Instagram. These findings offer helpful insight into understanding which age group uses which social media platform, thus letting Eat Fit customize messages for each age group on the different platforms.

Figure 19: Participants' most preferred social media platform



Implications

This survey offers helpful insights into the community and their perception of Eat Fit. For example, the survey findings suggest that there is a large unawareness regarding Eat Fit and its various challenges and unique aspects. However, the people who had heard of Eat Fit before are able to accurately explain what Eat Fit is and why it is helpful in the community. This leads me to believe that the problem is not knowing what Eat Fit is; rather, it is simply knowing that Eat Fit exists.

Additionally, people are largely unaware of aspects within Eat Fit, such as the Alcohol Free for 40 Challenge, the Eat Fit Dine Out event, the Eat Fit app, the Eat Fit king cake or the Eat Fit cookbook. Despite the lack of knowledge about these events, participants would be willing to join the challenge and partake in the events if they knew more about them. Furthermore, some people who tried an Eat Fit king cake stated that they were neither satisfied nor dissatisfied with it. Future research might want to consider looking more into this to understand why they had a neutral stance on the king cake; to keep customers loyal and happy, Eat Fit might want to sway those people from “neutral” to “satisfied.” However, it is important to note that the sample size for that survey question was small and might not accurately represent the entire population.

Many of the respondents had also never heard of the Eat Fit mobile app, but said they would be willing to download and use the app if they knew more about it. Again, this demonstrates that the problem is not unwillingness, but rather unawareness. Furthermore, Eat Fit should continue targeting “weight reformers” and “healthy holistics,” especially since the healthy holistics seem to be more affluent women. However, survey findings suggest that women in Eat Fit’s desired target audience prefer to be on Facebook. Although Eat Fit has a strong presence on Instagram, it is not as strong on Facebook. To further engage with its target audience, Eat Fit should consider keeping its Instagram presence the same while increasing interaction on Facebook.

Limitations

Although the survey offers helpful insights, it has several limitations. The biggest limitation was the challenge of spreading the survey. Although I was able to spread the survey via social media, I did not have the means to spread it through other platforms such as radio, television or magazines. Since younger generations are more on social media than older generations, this most likely skewed the results to favor younger generations; this makes these findings less helpful for the target audience of women between the ages of 30 and 60. Furthermore, a large majority of the respondents (82%) identified themselves as being white. This limits the generalizability of the study by leaving out many minority groups who most likely also have health problems and who want to be healthier. Future research should consider making another campaign to target minority groups so that they can be included, as well.

COVID-19 is a second huge unanticipated limitation of this survey. Beginning around March, people needed to change their daily eating and exercising habits due to the global pandemic. Many people also had other aspects of their life to focus on, such as ill family members and coping with the newfound stress from the virus. These factors most likely altered the results of this study and the willingness to take the survey. Since I first implemented this survey in June, it might be difficult for people to remember what their usual eating and exercising habits were before COVID-19 hit in March.

Another limitation is the sample size of 263. Although this is a relatively good turnout for a survey, it is possible that it may not be large enough to receive accurate analyses. Limitations exist within the study’s validity, as well. It is difficult to accurately determine people’s feelings since they are abstract. Some people might have a poor memory or could overestimate/underestimate their feelings or, for instance, how healthy they actually are. Thus, asking people to correctly and consistently describe their thoughts and feelings might give unreliable results. Social desirability may also play a role in participants’ answers. For instance, participants may feel pressure to answer questions in a more positive way to make themselves feel healthier, thus skewing the results. Although it may be a participant’s intention to answer honestly, he or she might unconsciously overestimate their healthy behaviors to appear better and underestimate their unfavorable behaviors.

Based on the aforementioned findings, I propose the following campaign for Eat Fit.

Campaign Proposal

The purpose of this campaign is to raise awareness of Eat Fit while simultaneously encouraging community members to learn to make healthier choices. By implementing the phrase “Learn to Eat Fit,” Eat Fit will create a consistent message while also engaging more people on social media by turning it into a hashtag. Not only will this maintain a relationship with current patriots, but it will also foster a new relationship with people who are unaware of Eat Fit, but who see the hashtag. This plan should be implemented on January 1, 2021, as many people will make health and wellness a priority for their New Year’s resolutions. Because awareness takes time to create and maintain, this plan should take a year and end on December 31, 2021.

Key Messages

Message 1: You can have a fun, long life by making healthier choices with the help of Eat Fit.

- You can access Eat Fit even at fun places, such as the Mercedes Benz Superdome, the Audubon Nature Institute and the Louis Armstrong International Airport.
- Eat Fit is available at festivals so you can still make healthy choices (New Orleans Jazz and Heritage Festival, French Quarter Fest and Voodoo Music and Arts Experience)
- The main causes of death (heart disease and cancer) are created by preventable health problems and poor nutrition
- 40% of American adults over the age of 20 are obese (CDC; 2016)
- 72% of American adults over the age of 20 are overweight (also including obesity). (CDC; 2016)
- Many Americans are living with diseases related to poor diet or inactivity (obesity, high blood pressure, Diabetes, heart disease, cancer, osteoporosis and stroke)
- About 75% of the American population does not eat enough fruits and vegetables.
- Many Americans eat too many added sugars, salt and saturated fats

Message 2: Eat Fit makes life easier by taking the guesswork out of eating healthy

- Eat Fit is a free program that anyone can use
- The Eat Fit seal shows you which food is approved by dieticians
- The Eat Fit app and the Eat Fit Cookbook give you simple, healthy recipes
- Eat Fit takes classic treats, such as a king cake, and makes them healthier, but still delicious
- Eat Fit has approved meals in grocery stores that make shopping easier

Message 3: Eat Fit cares about the health and wellbeing of the community

- Eat Fit hosts numerous community health events (i.e. Alcohol Free for 40)
- Eat Fit hosts cooking demonstrations, nutrition workshops, grocery store tours and booths at local races and farmers markets
- Eat Fit is expanding to more restaurants and grocery stores so that everyone can have access to Eat Fit
- Eat Fit is free for everyone to use
- Eat Fit is available at 12 local schools and two state universities (Louisiana State University and the University of Louisiana at Lafayette)

Goals and Objectives

Goal: Establish a strong, trusted brand image of Eat Fit as a free health and wellness program that helps community members easily make healthy food choices

Objective 1 (informational): To increase awareness of Eat Fit as a free health and wellness program by 50% by December 31, 2021.

According to my survey findings, about 73% of people had never heard of Eat Fit before. This objective aims to solve this unawareness by implementing several strategies to not only raise awareness, but also help community members associate Eat Fit with being a free health and wellness program. Although Eat Fit already does a good job utilizing most social media, it fails to also actively use Twitter. Furthermore, it needs one unifying hashtag to foster engagement and create one brand image. I propose that this hashtag be #LearnToEatFit. This hashtag can be used on social media as well as other promotional items. The following strategies aim to help increase awareness of Eat Fit.

Strategy 1: Create strong and consistent branding (See Appendix B)

Tactic 1: Implement one consistent mission statement across all communication platforms

Tactic 2: Put all Eat Fit social media links on Eat Fit's main website to increase user traffic

Tactic 3: Rebrand apparel to have the same color scheme and typeface as the official Eat Fit logo

Strategy 2: Promote Eat Fit through partnerships to inform people on Eat Fit (See Appendix C)

Tactic 1: Create a brief informational brochure to place in hospitals, restaurants, grocery stores, etc.

Strategy 3: Promote Eat Fit through partnerships for community outreach (See Appendix C)

Tactic 1: Send email or DM to local Instagram "foodie" influencers to have them promote Eat Fit on their page

Tactic 2: Post testimonials from loyal people who like Eat Fit

Tactic 3: Create radio advertisements for Eat Fit

Strategy 4: Create #LearnToEatFit advertisements and social media posts to encourage engagement and promote Eat Fit (See Appendix C)

Tactic 1: Consider sponsoring #LearnToEatFit posts on Instagram and Facebook

Tactic 2: Create #LearnToEatFit health and nutrition tips to post

Tactic 3: Create a Pinterest to reach out to women who avidly use Pinterest (Can post recipes, tips, health and wellness ideas and other Eat Fit related items)

Strategy 5: Host mini #LearnToEatFit sessions for community members (See Appendix C)

-Meal Prep Monday

-Wellness Wednesday Series

Tactic 1: Create fliers for these events

Tactic 2: Create social media posts

Tactic 3: Create an event page on Facebook for these events.

Objective 2 (Behavioral): To increase participation in Eat Fit special features and events by 15%.

Research revealed that about 86% of respondents had never heard of the Alcohol Free for 40. Community events play a pivotal role for engagement with Eat Fit in several ways. First, people who participate in community events are more likely to stay consistent with the program. Next, they have the potential to build relationships with other like-minded people. This also encourages people to stay loyal to Eat Fit. Finally, community events show people that Eat Fit cares about the health and wellbeing of the community, thus projecting a positive brand image. Although Eat Fit already hosts events, people are mostly unaware of them. Furthermore, survey results showed that about 90% of the respondents had never heard of the Eat Fit mobile app. This could be due to a lack of strong promotion for the app. Fortunately, 63% said they would be willing to download and use the app. This demonstrates that people would be likely to use the app if they knew more about it. The following strategies and tactics will boost awareness of and participation in Eat Fit events.

Strategy 1: Promote Eat Fit's events through traditional media (See Appendix D)

Tactic 1: Create radio spots for each event

Tactic 2: Create press release of event for local news stations and newspapers

Tactic 3: Create interview sheet for previous Alcohol Free for 40 participants- Use these interviews for testimonial videos for Facebook

Strategy 2: Promote the Eat Fit Cookbook and app through quick and easy recipes (See Appendix E)

Tactic 1: Create small Eat Fit Cookbook fliers for local gyms and grocery stores

Tactic 2: Create recipe cards from the cookbook for grocery stores

Tactic 3: Create radio advertisement for app

Evaluation

This campaign is designed to establish a strong, trusted brand image of Eat Fit as a free health and wellness program that helps community members easily make healthy food choices. For any successful campaign, it is imperative to evaluate how well the plan worked. What aspects were most successful? What aspects need improvement? Evaluating a campaign is a crucial step that helps determine what worked well and what needs improvement; it allows Eat Fit to better plan and create another campaign in the future. Therefore, the following paragraphs contain evaluative measures:

Measuring Awareness

Objective 1 (Informational): To increase awareness of Eat Fit as a free health and wellness program by 50% by December 31, 2021.

To evaluate whether or not awareness has increased, it might be useful to re-implement the survey (Appendix A) after the campaign has been completed. Eat Fit can also determine if overall social media engagement increased after plan implementation. Engagement includes overall likes, comments, and shares. Eat Fit can measure this on each social media, as each platform has its own metrics. For instance, a business Instagram account shows the amount of likes, saves, and views as well as audience demographics. Measuring social media engagement will help Eat Fit determine whether or not overall awareness has increased. Similarly, measuring mentions on Instagram and Twitter or tags on Facebook will also signify if more people are talking about Eat Fit.

Also, finding an increase in social media traffic is vital to determining if awareness increased. Eat Fit can use Instagram insights and Twitter insights to see if both post and story views have increased. In addition, Eat Fit should analyze its website traffic using the website data. Determining if Eat Fit approved meal orders have increased at Eat Fit participating restaurants might also help determine if there has been an overall increase of awareness and clarity on what Eat Fit is. Eat Fit can measure this by asking participating restaurants for their sales data.

Measuring Behaviors

Objective 2 (Behavioral): To increase participation in Eat Fit's special features and events by 15%.

To evaluate this objective, Eat Fit can first start by measuring participation in community events. By comparing previous years' turnout to now, Eat Fit can determine the level of participation relative to the previous years' participation. Eat Fit should also consider whether or not the Eat Fit Cookbook sales have increased. Because the app provides user data, it can be easy to measure an influx of people downloading and using the Eat Fit app.

References

- Calvo, T. (2019, December 28). Key Changes on the New Nutrition Labels. Consumer Reports. <https://www.consumerreports.org/food-labels/key-changes-on-new-nutrition-labels/>
- Chang, Y. (2018). Perceived message consistency: Explicating how brand messages are being processed across multiple online media. *Computers in Human Behavior*, 85, 125–134. <https://doi-org.libezp.lib.lsu.edu/10.1016/j.chb.2018.03.038>
- DiPietro, R. B., Roseman, M., & Ashley, R. (2004). A Study of Consumers' Response to Quick Service Restaurants' Healthy Menu Items: Attitudes versus Behaviors. *Journal of Foodservice Business Research*, 7(4), 59–77. <https://doi-org.libezp.lib.lsu.edu/10.1300/J369v07n04-03>
- Domazet, I., Djokic, I., & Milovanov, O. (2018). The Influence of Advertising Media on Brand Awareness. *Management: Journal of Sustainable Business & Management Solutions in Emerging Economies*, 23(1), 13–22. <https://doi-org.libezp.lib.lsu.edu/10.7595/management.fon.2017.0022>
- Dülek, B., & Saydan, R. (2019). The Impact of Social Media Advertisement Awareness on Brand Awareness, Brand Image, Brand Attitude and Brand Loyalty: A Research on University Students. *International Journal of Contemporary Economics & Administrative Sciences*, 9(2), 470–494. <https://doi-org.libezp.lib.lsu.edu/10.5281/zenodo.3596116>
- Esmailpour, M., & Aram, F. (2016). Investigating the impact of viral message appeal and message credibility on consumer attitude toward the brand. *Management & Marketing*, 470–483.
- Fitzgerald, C.M., Kannan, S., Sheldon, S., Allen Eagle, K. (2004). Effect of a promotional campaign on heart-healthy menu choices in community restaurants. *Journal of the American Dietetic Association*, 104(3), 429–432.
- Flaherty, S. J., McCarthy, M. B., Collins, A. M., & McAuliffe, F. M. (2019). A different perspective on consumer engagement: exploring the experience of using health apps to support healthier food purchasing. *Journal of Marketing Management*, 35(3/4), 310–337. <https://doi-org.libezp.lib.lsu.edu/10.1080/0267257X.2019.1576756>
- Jeong, E., & Jang, S. (Shawn). (2015). Healthy menu promotions: A match between dining value and temporal distance. *International Journal of Hospitality Management*, 45, 1–13. <https://doi-org.libezp.lib.lsu.edu/10.1016/j.ijhm.2014.11.001>
- Jeong, E., & Jang, S. (Shawn). (2016). Imagine yourself being healthy: The mental simulation effect of advertisements on healthy menu promotion. *International Journal of Hospitality Management*, 53, 81–93. <https://doi-org.libezp.lib.lsu.edu/10.1016/j.ijhm.2015.11.005>

- Kang, J., Jun, J., & Arendt, S. W. (2015). Understanding customers' healthy food choices at casual dining restaurants: Using the Value–Attitude–Behavior model. *International Journal of Hospitality Management*, 48, 12–21. <https://doi-org.libezp.lib.lsu.edu/10.1016/j.ijhm.2015.04.005>
- Kerins, C., Cunningham, K., Finucane, F. M., Gibson, I., Jones, J., & Kelly, C. (2017). Effects of an icon-based menu labelling initiative on consumer food choice. *Perspectives in Public Health*, 137(1), 45–52. <https://doi-org.libezp.lib.lsu.edu/10.1177/1757913916640826>
- Krishnan, G., & Selvam, G. (2019). Factors influencing the download of mobile health apps: Content review-led regression analysis. *Health Policy and Technology*, 8(4), 356–364. <https://doi-org.libezp.lib.lsu.edu/10.1016/j.hlpt.2019.09.001>
- Langaro, D., Rita, P., & de Fátima Salgueiro, M. (2018). Do social networking sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. *Journal of Marketing Communications*, 24(2), 146–168. <https://doi-org.libezp.lib.lsu.edu/10.1080/13527266.2015.1036100>
- Mudzakkir, M. F., & Nurfarida, I. N. (2015). The Influence of Brand Awareness on Brand Trust Through Brand Image. *SSRN Electronic Journal*. doi:10.2139/ssrn.2670597
- Olayanju, J. B. (2019, February 16). Top Trends Driving Change In The Food Industry. *Forbes*. <https://www.forbes.com/sites/juliabolayanju/2019/02/16/top-trends-driving-change-in-the-food-industry/#1c4b4f916063>
- Sun, Yu-Hua Christine. (2013). Menu Nutrition Labels' Effects on Customers' Attitudes toward Menu and Restaurant Dining Intentions—The Moderating Role of Psychosocial Factors. *Journal of Foodservice Business Research*, 16(2), 139–154. <https://doi-org.libezp.lib.lsu.edu/10.1080/15378020.2013.782234>
- Thayer, L. M., Pimentel, D. C., Smith, J. C., Garcia, B. A., Sylvester, L. L., Kelly, T., Johnston, L. F., Ammerman, A. S., & Keyserling, T. C. (2017). Eating Well While Dining Out: Collaborating with Local Restaurants to Promote Heart Healthy Menu Items. *American Journal of Health Education*, 48(1), 11–21. <https://doi-org.libezp.lib.lsu.edu/10.1080/19325037.2016.1250688>
- Wiley, C. (2019, September 26). Consumers Say They Want to Eat Healthy. *Food Industry Executive*. <https://foodindustryexecutive.com/2019/03/consumers-say-they-want-to-eat-healthy/>

Table of Appendices

Appendix A: Survey.....57

Appendix B: Branding.....66

Appendix C: #LearnToEatFit Campaign Materials.....72

Appendix D: Event Materials.....88

Appendix E: Special Features Materials.....92

Appendix A: Survey

Thank you for agreeing to participate in this survey for Ochsner Eat Fit!

The purpose of this survey is to understand health and wellness attitudes amongst community members and to determine the degree of clarity and awareness individuals have of Eat Fit. This survey contains questions about your attitudes toward health and wellness, awareness of Eat Fit and preferred communication tools. You will also be asked simple demographic questions to help us identify certain user characteristics that may be helpful when interpreting our findings. Please note that you will remain anonymous. This survey should take no longer than 10 minutes.

Inclusion Criteria: All participants should be 18 years or older.

Exclusion Criteria: Individuals who are 17 years and under should please refrain from taking this survey.

Benefits: By entering an email address at the end of the survey, participants will be entered into a raffle for the chance to win one of four \$25 gift cards. The gift card will be valid at the winner's choice of either Good Eats Kitchen or Whole Foods.

Risks: There are no known risks for participating in this survey.

Investigators: You have the right to ask questions at any time. Please contact principal investigator Elizabeth Melillo at emelil1@lsu.edu or supervisor Dr. Hyojung Park at hjpark6@lsu.edu for any questions or concerns.

Right to Refuse: Participants may choose to withdraw from this study at any time. There will be no penalty for withdrawal.

Privacy: All responses to this survey are confidential. Your name is not linked to your responses. All answers are used solely for informational research to understand health and wellness attitudes amongst community members and to determine the degree of clarity and awareness individuals have of Eat Fit. Results of the study may be published, but no names or identifying information will be included in the publication. Subject identity will remain confidential unless disclosure is required by law.

This study has been approved by the LSU IRB. For questions concerning participant rights, please contact the IRB Chair, Dr. Dennis Landin, (225) 578-8692 or irb@lsu.edu.

By moving forward in this survey, you are agreeing to participate in this survey.

Attitudes Toward Health:

The following questions will ask you about your interest in healthy eating and exercising as well as your attitudes toward health. There are no right or wrong answers. For each question, please select the answer that best fits you.

How important do you think eating well and maintaining a healthy diet is to your overall health?

1. Very important
2. Important
3. Neutral
4. Unimportant
5. Very unimportant

How important do you think exercising regularly is to your overall health?

1. Very important
2. Important
3. Neutral
4. Unimportant
5. Very unimportant

In general, how interested are you in eating healthier food at home?

1. Very interested
2. Interested
3. Neutral
4. Uninterested
5. Very uninterested

In general, how interested are you in eating healthier food when dining out in restaurants?

1. Very interested
2. Interested
3. Neutral
4. Uninterested
5. Very uninterested

Which option best reflects how you feel about health and wellness?

1. Health and wellness are top priorities in my life and I always try to make healthy choices, even if it is not as convenient for me.
2. Health and wellness are top priorities in my life, but I am often inconsistent with making healthy choices
3. I do not always make health and wellness a priority because I have other aspects of my life that are my top priorities
4. I never make health and wellness a priority in my life

Please select your level of agreement for the following statements. Please answer these questions with how you felt BEFORE COVID-19.

I consider myself to be in good health.

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

I have been trying to eat healthier lately.

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

I have been trying to exercise more lately.

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

I am interested in joining health challenges within the community.

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

I want to eat better and make healthier choices, but I need guidance.

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

Awareness of Eat Fit:

Questions in the following section will attempt to understand your awareness of Eat Fit. For each question, please select or provide the answer that best fits you.

Are you aware of any free programs designed to help you make healthier choices when dining out in restaurants?

1. Yes
2. No
3. Unsure

If you knew of such programs, how likely would you be to use them to make healthier choices?

Very likely

1. Likely
2. Neutral
3. Unlikely
4. Very unlikely

Are you familiar with/have you heard of any of the following programs? (Please select all that apply).

Ochsner Eat Fit

1. Alcohol Free for 40 Challenge
2. Eat Fit Dine Out
3. Eat Fit Cookbook
4. Eat Fit King Cake
5. Eat Fit Nutrition Bites weekly email
6. Eat Fit mobile app

Have you heard of Ochsner's Eat Fit program before?

1. Yes, I have heard of this and I know what it is
2. Yes, I have heard of this but I am not sure what this is
3. No, I have not heard of this program before
4. I am unsure whether or not I have heard about this before

If you have heard of Eat Fit before, what do you believe Eat Fit is? Please answer to the best of your ability _____

If you have heard of Eat Fit before, what are three keywords that come to mind? _____

Prior to COVID-19, how often did you dine out in restaurants?

1. Less than once a week
2. Once a week
3. Once a day
4. Multiple times a day

If healthier menu items were identified on the menu, how willing would you be to choose these options?

1. Very willing
2. Willing
3. Neither willing or unwilling
4. Unwilling
5. Very unwilling

Have you seen this seal on a restaurant menu before?



1. Yes
2. No
3. Unsure

This seal represents healthier food choices based on nutritional information from Ochsner registered dietitians. How likely would you be to choose a food item with this seal next to it?

1. Very likely
2. Likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely

Have you heard of the local free health and wellness challenge called the Alcohol Free for 40 Challenge?

1. Yes, definitely
2. Yes, I think so
3. Unsure
4. No, I do not think so
5. No, definitely not

Have you participated in the Alcohol Free for 40 Challenge?

1. Yes
2. No
3. I do not participate, but I know someone who does

If you participated, how satisfied with the overall challenge were you?

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied

Have you heard of the healthy Mardi Gras king cake called the Eat Fit King Cake?

1. Yes, definitely
2. Yes, I think so
3. Unsure
4. No, I do not think so
5. No, definitely not

If yes, have you eaten one?

1. Yes
2. No
3. I have not tried one, but I know someone who has

If you have eaten one, how satisfied with the king cake were you?

1. Very satisfied
2. Satisfied
3. Neutral
4. Dissatisfied
5. Very Dissatisfied

Do you currently use a mobile phone app to track your fitness or nutrition?

1. Yes
2. No
3. I do not own a phone that allows me to have apps

If you knew of a mobile phone app that allowed you to custom tailor your health goals, view healthy restaurants in the area, receive healthy recipes, and hear about community health and wellness events, how likely would you be to download and use the app?

1. Very likely
2. Likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely

Have you heard of the Eat Fit mobile app?

1. Yes- I use it
2. Yes- I do not use it, but I would like to
3. Yes- I do not use it and I have no interest in using it
4. No

If you use the Eat Fit mobile app, how satisfied with it are you?

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied

Communication Tools:

Questions in this section will ask you your favorite methods of communication (i.e. social media, television, radio, newspapers, etc). Answers from this section will help us better communicate with the community. For each question, please select the answer that best fits you.

Where do you receive health-related news? Please check all that apply.

1. Television
2. Radio
3. Newspaper
4. Health magazines
5. Social media
6. Blogs
7. Hospital websites (i.e. Ochsner)
8. Other health-related websites (i.e. National Institutes of Health, WebMD, etc.)
9. Other [explain]

Do you actively use social media? (If you have social media accounts, but rarely use them, please select "No").

1. Yes
2. No

If yes, what social media do you use? Click all that apply.

1. Facebook
2. Instagram
3. Twitter
4. Snapchat
5. YouTube
6. Other [explain]

What social media platform do you most prefer to use?

1. Facebook
2. Instagram
3. Twitter
4. Snapchat
5. YouTube
6. Other [explain]

Do you follow or like any health and wellness social media pages?

1. Yes
2. No

Demographic Questions:

Congratulations! You are almost done this survey; this is the last section. For each question, please select the answer that best fits you.

Select your gender:

1. Male
2. Female
3. Prefer not to say

What is your ethnicity?

1. White
2. Hispanic/Latino
3. Black/African American
4. Native American/American Indian
5. Asian/Pacific Islander
6. Other
7. Prefer not to disclose

What is your age?

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65+

What is your income?

1. Under \$10,000
2. \$10,000-\$20,000
3. \$20,000-\$30,000
4. \$30,000-\$40,000
5. \$40,000-\$50,000
6. \$50,000-\$60,000
7. \$60,000-\$70,000
8. \$70,000-\$80,000
9. \$80,000-\$90,000
10. \$90,000-\$100,000
11. \$100,000+

What is your highest level of education?

1. High school
2. Some college
3. Currently enrolled (undergraduate)
4. Currently enrolled (graduate)
5. Bachelor's degree
6. Master's Degree
7. Doctorate Degree

What is your marital status?

1. Single (never married)
2. Married, or in a domestic partnership
3. Widowed
4. Divorced
5. Separated

How many children do you have?

1. 0 (none)
2. 1
3. 2
4. 3
5. 4+

What city do you currently live in? _____

If you would like to be entered into a raffle to win a \$25 gift card to either Good Eats Kitchen or Whole Foods, please enter your email address below. _____

Thank you for your participation! Eat Fit greatly values your feedback.

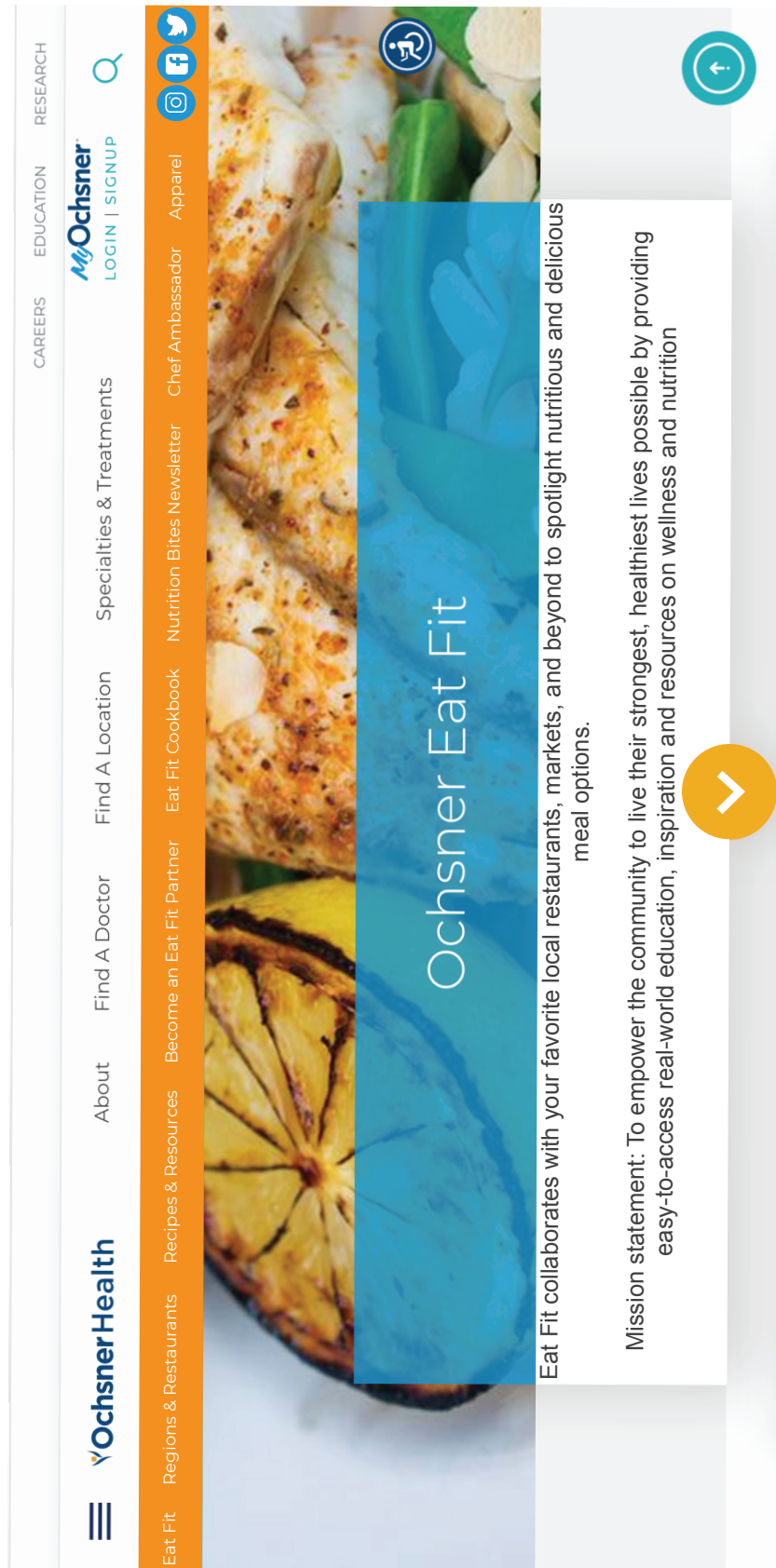
What is Eat Fit? Eat Fit is a nonprofit program in Louisiana that strives to make an impact in the community by encouraging people to live their strongest, healthiest lives. Eat Fit accomplishes this by working with local restaurants to offer healthier menu items that are identified with the Ochsner Eat Fit logo seal, collaborating with grocery stores to provide better options, providing the community with health and wellness resources, and hosting a wide array of events and challenges. For more information, visit <https://www.ochsner.org/eat-fit>.

Appendix B: Branding

As part of Objective 1-Strategy 1, I recommend creating stronger and more consistent branding by implementing the official Eat Fit mission statement across all platforms. Currently, each Eat Fit Facebook page has a different mission statement or lacks one altogether. By incorporating the same mission statement on all social media platforms and on the official Eat Fit website, Eat Fit can create uniformity and can help clear up confusion amongst community members, in regards to Eat Fit's overarching goal.

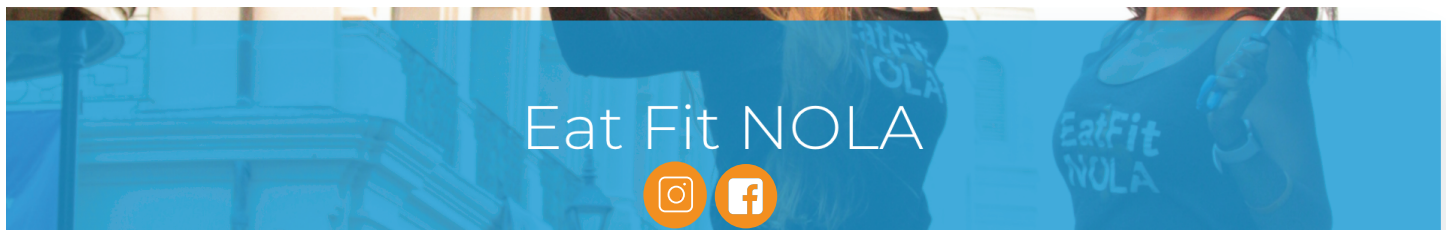
I also recommend adding the Eat Fit social media links to the main website to drive traffic back to social media. Right now, the visible social media links on the homepage are for Ochsner and the Eat Fit social media links are underneath the "Nutrition Bites Newsletter" category. This might make it difficult for people to find the Eat Fit social media links. Thus, I think it might be beneficial to add the Eat Fit social media links on the top navigation bar where people can see them first. Adding the Eat Fit social media links for each Eat Fit region to that appropriate page on the website will also be beneficial. The designs on the following pages display this.

Website

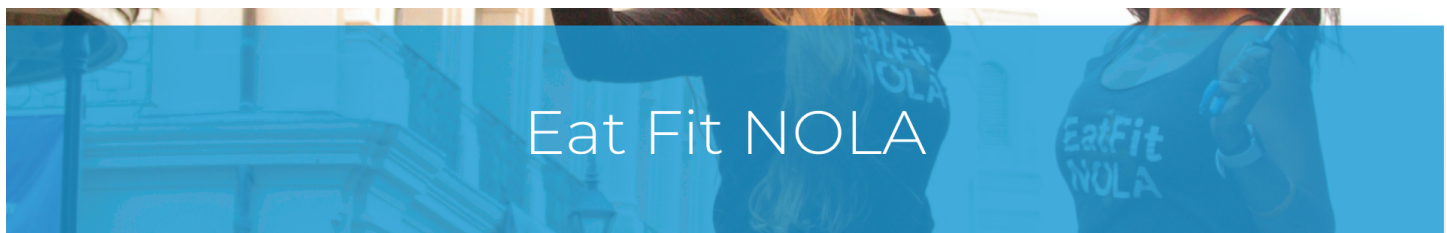


Social Media Links

I recommend placing social media links for each region onto that specific page on the main Eat Fit website. Below are some examples of places where you can place the social media links. (Continued on the next page).



Ochsner Eat Fit NOLA has more than 125 restaurant partners in the Greater New Orleans area, including some of the city's most famous establishments. Eat Fit NOLA is also featured in the Mercedes Benz Superdome, Audubon Nature Institute, Louis Armstrong International Airport, local schools and more.



Ochsner Eat Fit NOLA has more than 125 restaurant partners in the Greater New Orleans area, including some of the city's most famous establishments. Eat Fit NOLA is also featured in the Mercedes Benz Superdome, Audubon Nature Institute, Louis Armstrong International Airport, local schools and more.





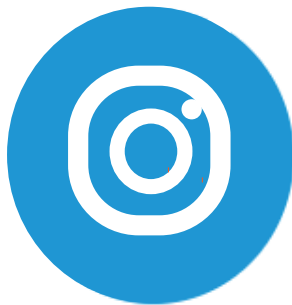
Eat Fit NOLA

MEET THE TEAM

VIEW RESTAURANTS



Find Eat Fit in Your Feeds!



Apparel Recommendations

Although the current apparel is fashionable, it does not have the typical colors or fonts characteristic of Eat Fit. This makes it difficult for people to associate the merchandise with the Eat Fit brand. Apparel is one of the main ways of receiving free advertising. For this reason, I have provided several suggestions for new attire which include the official Eat Fit logo, color schemes, and fonts.





Appendix C:

#LearnToEatFit

Campaign Materials

Informational Brochure

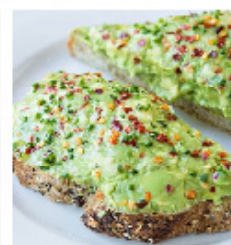


FOR MORE INFO:

www.OchsnerEatFit.com
Office: 504 842 9572

@EatFitNola
@EatFitBR
@EatFitNorthshore
@EatFitAcadiana
@EatFitShreveport
@EatFitMonroe

Download the free Eat App today!



What Is Eat Fit

Eat Fit is a nonprofit initiative of Ochsner Health that partners with local restaurants, grocery stores, and other food establishments to incorporate nutritious food options throughout the community. You can recognize these choices at participating restaurants by looking for the Eat Fit seal next to menu item that meet the nutritional criteria set forth by Eat Fit's team of registered dietitians.

Where Is Eat Fit

With over 300 partners, Eat Fit is sure to be at one of your favorite food establishments! You can even find Eat Fit approved meals at popular places such as the Mercedes Benz Superdome, the Audubon Nature Institute and the Louis Armstrong International Airport.

For a full list of participating restaurants, visit
www.OchsnerEatFit.com

“
TAKING THE
GUESSWORK
OUT OF
EATING
HEALTHY
”

Mission

To empower the community to live their strongest, healthiest lives possible by providing easy-to-access real-world education, inspiration and resources on wellness and nutrition



List of Potential “Foodie” Influencers to Follow and Reach out to

ACCOUNT	FOLLOWERS	BIO DESCRIPTION
@eatlovebr	13.1k followers	Bringing you up close and personal w our LOCAL Baton Rouge area eateries! Check us out on Facebook too! eatlovebr@gmail.com #eatlovebr
@brfoodies	3,917 followers	#BRFoodies (OG BR Foodies) Eating & drinking from Baton Rouge, Louisiana (and beyond). Use #BRFoodies y'all brfoodies@gmail.com @christinastephens
@eatbatonrouge	9,536 followers	Posting and writing about the best in Baton Rouge food.
@healthybrcity	2,585 followers	#LiveHealthyBR Healthy BR is the structure within our City-Parish government, and our community, to focus on the health and wellbeing of our citizens.
@nolahealthy	2,334 followers	NOLA HEALTHY Pro-Health, Pro-Fitness, Pro-Keto New Orleans Finest #KetoBlog High Fat, Low Carbs Recipes Reviews Cooking Vids
@nolafoodgals	20.8k followers	NOLA based #nolafoodgals nolafoodgals504@gmail.com
@edibleneworleans	7,137 followers	Edible New Orleans celebrates and explores the innovative, traditional, handmade and artistry of the food, drink and related culture in our area. www.edibleneworleans.com
@eatingnola	149k followers	WE LOVE NOLA NOW WATCH US EAT IT! #eatingNOLA Approved Must Eats
@eatinglafayette	17.5k followers	LAFAYETTE, LA • Foodie #EATINGLAFAYETTE Email / DM for business inquires www.eatinglafayette.com
@eatlafayette	21k followers	The official campaign by @LafayetteTravel Supporting locally-owned restaurants in Lafayette Parish. #EatLafayette #TasteLafayette
@shreveport eats	1,102 followers	Eating my way through the SBC

Local Instagram Food Influencer Outreach

EMAIL:

To: [INFLUENCER EMAIL]

Subject: [EAT FIT PARTNERSHIP or EAT FIT COLLABORATION]

Dear [INFLUENCER NAME],

My name is Molly Kimball and I am a registered dietician and the founder of Eat Fit, a nonprofit initiative of Ochsner that partners with local restaurants, grocery stores, and other food establishments to incorporate nutritious food options throughout the community. It is our goal to empower the community to live their strongest, healthiest lives!

We love your creative content on [INSTAGRAM HANDLE]. [INSERT SENTENCE SPECIFICALLY ABOUT THIS BRAND TO MAKE IT MORE PERSONAL]. Since you are passionate about food and finding the best eateries around [CITY], I wanted to reach out to see if you would be open to helping us spread the word about Eat Fit. We have partnered with over 300 local restaurants, so many food items at your favorite local eateries are "Eat Fit approved."

In return, we would like to offer you [INSERT SOMETHING THAT YOU CAN DO FOR THEM]. Although Eat Fit has a small budget, please consider offering some sort of partnership so that there is something in it for them, too. This could include shoutouts or mentions on your page.]

Would you be interested? If so, please respond at your earliest convenience and we can discuss details! Look forward to hearing from you!

Sincerely,

Molly Kimball, RD, CSSD

Ochsner Fitness Center | Ochsner Eat Fit

504-842-9572 office

EatFitNOLA.com

EatFitCookbook.com

DM:

Hey [INFLUENCER NAME],

The Eat Fit team and I really love your creative content, especially [INSERT SOMETHING PERSONAL]. We partner with many local restaurants to offer healthier menu options so people can live their healthiest, strongest lives! We'd love to [PARTNER or START A RELATIONSHIP WITH YOU]. In return, we can offer you [INSERT SOMETHING FOR THEM].

Let me know if you'd be interested!

-Molly Kimball, RD

Testimonial Question Sheet for Loyal Eat Fitters

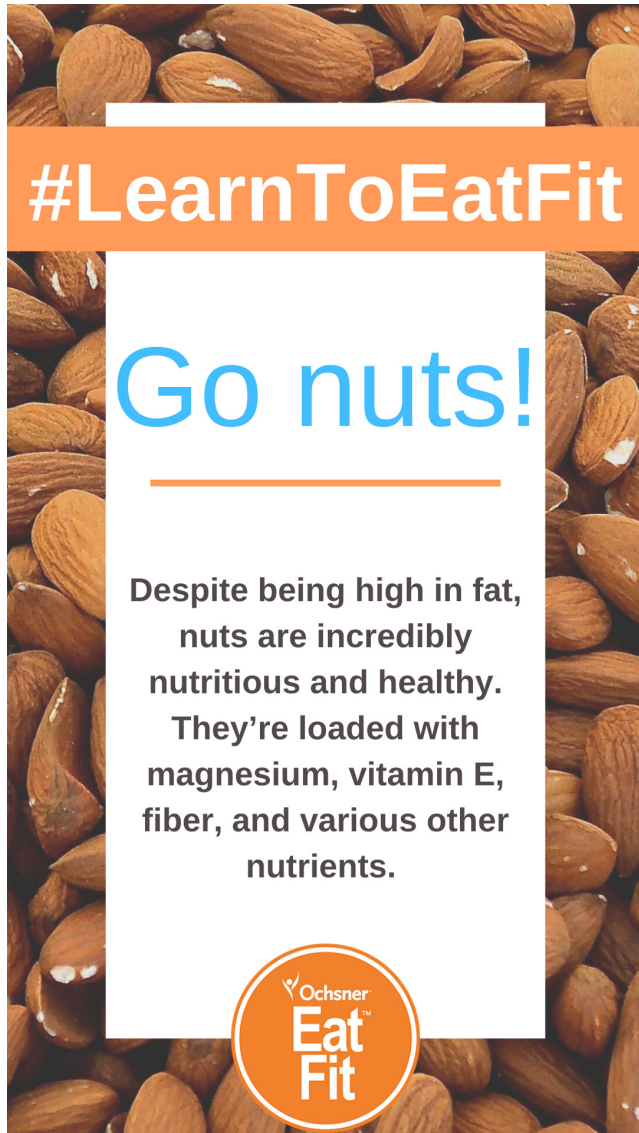
1. What is your name?
2. How old are you?
3. How did you discover Eat Fit?
4. Why do you love Eat Fit? What do you love most about Eat Fit
5. Why do you trust Eat Fit?
6. What would you say to others to encourage them to give Eat Fit a chance?

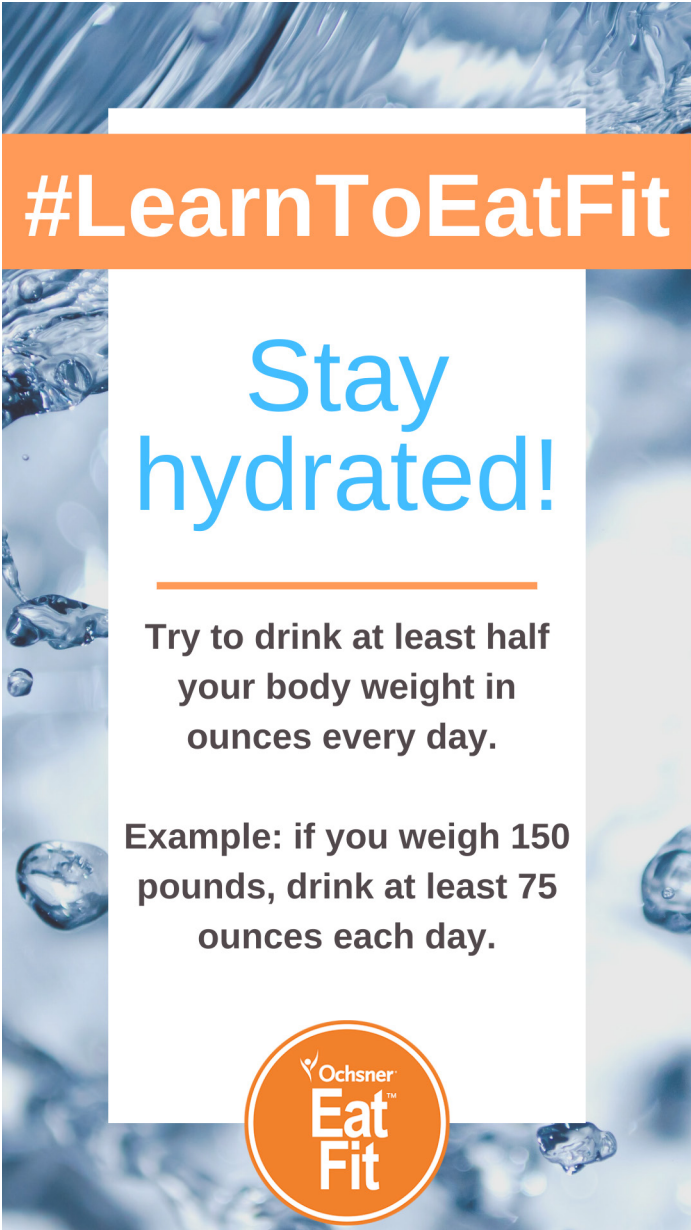
*Note: You can use theses testimonials to create videos, pictures, or stories for social media advertisements.

Radio Ad for Eat Fit

Want to eat healthier, but don't know where to start? Ochsner's Eat Fit aims to take the guesswork out of eating healthy by partnering with tons of local restaurants to create delicious and nutritious meals that meet the nutritional criteria set forth by Eat Fit's team of registered dieticians. With over 300 partners, Eat Fit is sure to be at one of your favorite places. Eat Fit is even at the Superdome! Next time you go out to eat or cheer on our Saints, look for the Eat Fit seal of approval next to menu items that pass the criteria! For more information, visit Ochsner-Eat-Fit-Dot-Org.

#LearnToEatFit Facebook and Instagram Story Samples





#LearnToEatFit

Stay hydrated!

Try to drink at least half your body weight in ounces every day.

Example: if you weigh 150 pounds, drink at least 75 ounces each day.



#LearnToEatFit

Avoid Diets!

Diets are notoriously ineffective and rarely work well in the long term.

(If you feel stuck, please reach out to our team of registered dietitians for help)



#LearnToEatFit List of More Facebook and Instagram Story Ideas

Stay Hydrated! Drink half your body weight in ounces of water each day.
Go nuts! Despite being high in fat, nuts are incredibly nutritious and healthy. They're loaded with magnesium, vitamin E, fiber, and various other nutrients
Eat, Don't Drink, Your Fruit. Not only does fruit juice lack the original natural fiber from the fruit, but it also contains high amounts of sugar.
Avoid diets. Diets are notoriously ineffective and rarely work well in the long term.
Use EVOO! Extra virgin olive oil is one of the healthiest vegetable oils.
Nurture relationships. Relationships are important for your mental and physical health. Studies show that people who have close solid relationships are healthier and live much longer than those who do not.
Avoid bright lights before sleep. Bright lights in the evening may disrupt your production of the sleep hormone melatonin.
Be Practical, Not Perfect. It's about progress, not perfection.
Sleep tight! Sleep is vital to our physical and mental health; it allows our bodies to repair themselves and our brains to consolidate our memories and process information
Drink water in the morning. Having a cup of water first thing in the morning helps to aid digestion, enhance skin health and boost energy.
Rest up! Remember to take breaks and rest when needed. Listen to your body!
Sip while you sit. Bring a cup or bottle of water with you whenever you sit.
Use less salt. Too much salt is not healthy- try lemon, herbs, or spices instead!
Read the label! Don't get fooled by flashy brands. Remember to flip the package over and read the nutrition label. A good thing to remember- if you can't pronounce an ingredient, you should probably avoid buying the package.
Get real. Have realistic expectations for yourself and your body.

#LearnToEatFit Mini Event Fliers



#LearnToEatFit Meal Prep Monday

Come hang out with your local Eat Fit registered dietitians and prepare some delicious and nutritious snacks for the week!!

First Monday of each month
@ 6 p.m.

Visit www.OchsnerEatFit.com for more information or download the free Eat Fit app.
Follow your local Eat Fit on social media today!



#LearnToEatFit Meal Prep Monday

Come hang out with your local Eat Fit registered dietitians and prepare some delicious and nutritious snacks for the week!!

First Monday of each month
@ 6 p.m.

Visit www.OchsnerEatFit.com for more information or download the free Eat Fit app.
Follow your local Eat Fit on social media today!



#LearnToEatFit Meal Prep Monday

Come hang out with your local Eat Fit registered dietitians and prepare some delicious and nutritious snacks for the week!!

First Monday of each month
@ 6 p.m.

Visit www.OchsnerEatFit.com for more information or download the free Eat Fit app.
Follow your local Eat Fit on social media today!



#LearnToEatFit

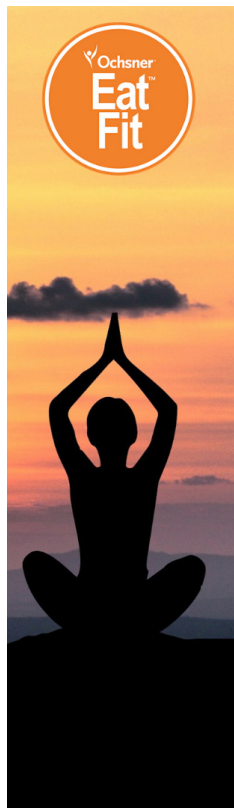
Wellness Wednesday

Start each month on the right foot by learning free health and wellness tips from the Eat Fit team of registered dietitians.

- *Each month has a different topic
- *Snacks and beverages provided
- *RSVP online

First Wednesday of each month
@ 6 p.m.

Visit www.OchsnerEatFit.com for more information
Follow your local Eat Fit on social media today!



#LearnToEatFit

Wellness Wednesday

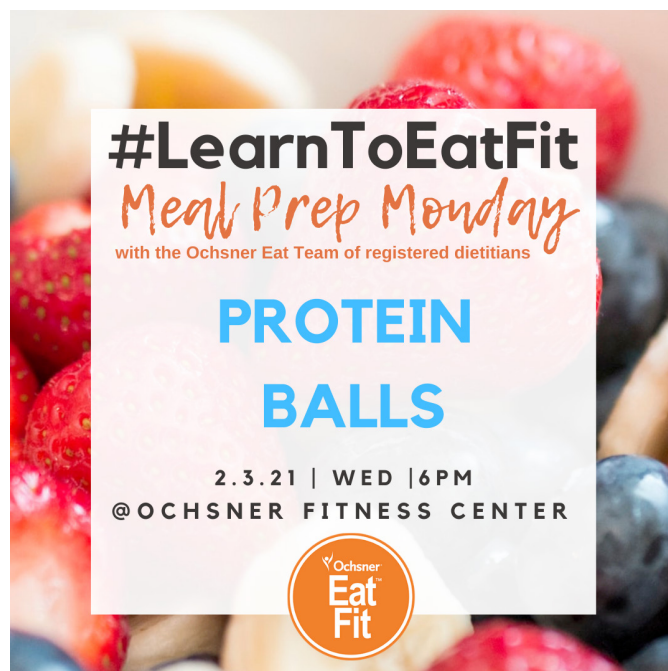
Start each month on the right foot by learning free health and wellness tips from the Eat Fit team of registered dietitians.

- *Each month has a different topic
- *Snacks and beverages provided
- *RSVP online

First Wednesday of each month
@ 6 p.m.

Visit www.OchsnerEatFit.com for more information
Follow your local Eat Fit on social media today!

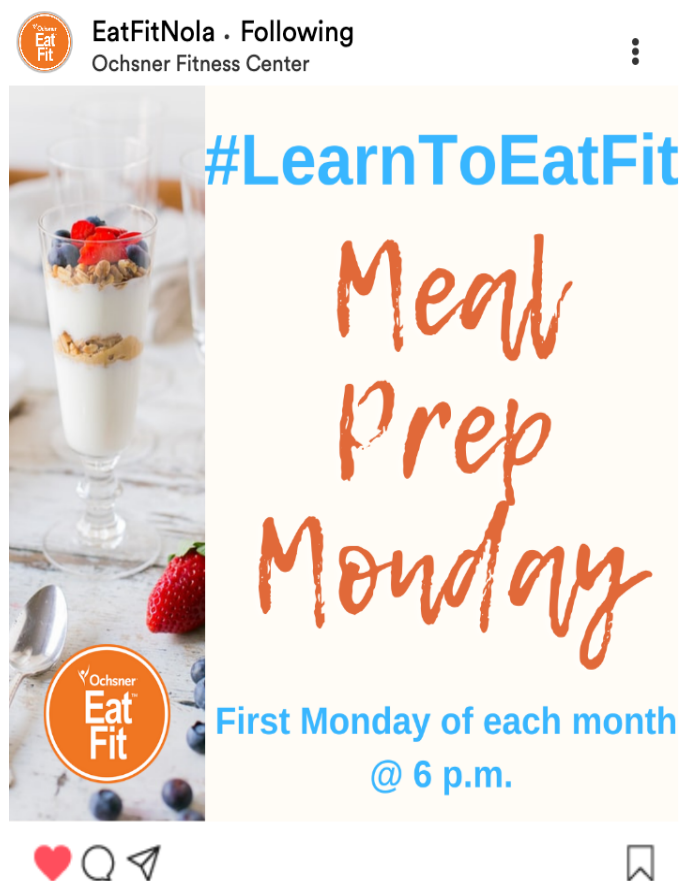
#LearnToEatFit Mini Event Social Media Pictures





#LearnToEatFit Mini Event Sample Social Media Posts

In addition to Eat Fit NOLA hosting these events at Ochsner Fitness Center (or another convenient location), every other Eat Fit region should also host these events if possible. This shows that although Eat Fit has numerous regions for people all across Louisiana, it has one unified mission: to empower people to live their strongest, healthiest lives. In addition to posting these, Eat Fit should also consider making an event page for each event in every region. These events are also a great opportunity to promote the Eat Fit app and the Eat Fit Cookbook.



Liked 120 others
EatFitNola Introducing our new #LearnToEatFit mini event series! Come to Ochsner Fitness Center on the first Monday of each month at 6 p.m. to meet our team of registered dietitians and make some healthy snacks for the week! These meal prep Mondays will help you [#LearnToEatFit](#)

[View all 16 comments](#)



Liked 145 others
EatFitNola Check out our free #LearnToEatFit Wellness Wednesdays!

Come to Ochsner Fitness Center on the first Wednesday of each month at 6 p.m. to meet our team of registered dietitians and learn about a new wellness topic each month.

Link in the bio for more info!

[#LearnToEatFit](#)

[View all 11 comment](#)



EatFitNola · Following
Ochsner Fitness Center



Liked by 200 others

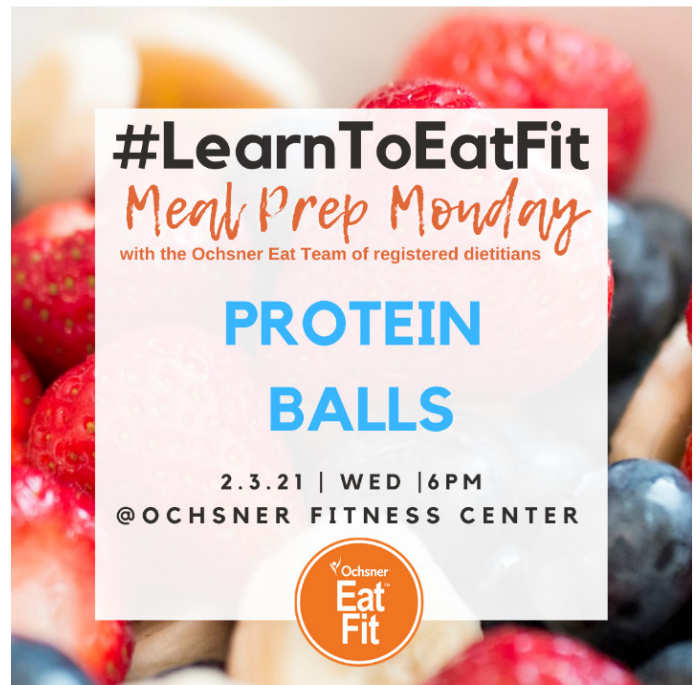
EatFitNola Come to Ochsner Fitness Center next Monday the 4th at 6 p.m. to meet our team of registered dietitians and meal prep some overnight oats for F R E E! Bring a friend and [#LearnToEatFit](#)

Link in the bio for more info!

[View all 14 comments](#)



EatFitNola · Following
Ochsner Fitness Center



Liked by 200 others

EatFitNola Come to Ochsner Fitness Center next Monday the 3rd at 6 p.m. to make tasty protein balls and ask our team of registered dietitians anything and everything about health and wellness!

Best part...it's FREE! Bring a friend and [#LearnToEatFit](#)

Link in the bio for more info!

[View all 14 comments](#)



EatFitNola · Following
Ochsner Fitness Center



Liked by 163 others

EatFitNola As part of our [#LearnToEatFit](#) series, we are hosting a FREE Wellness Wednesday event at Ochsner Fitness Center next Wednesday the 6th at 6 p.m to talk about stress management. Can't wait to see you there!

Link in bio for more info

[View all 110 comments](#)



EatFitNola · Following
Ochsner Fitness Center



Liked by 125 others

EatFitNola Sleep schedule messing you up? Come out to our free Wellness Wednesday event next Wednesday (5th) at 6 p.m. to learn some helpful tips and tricks! Snacks and beverages provided. See you there!

Link in bio for more info

[#LearnToEatFit](#)

[View all 8 comments](#)

#LearnToEatFit Mini Event Topic Ideas

MEAL PREP MONDAY	WELLNESS WEDNESDAY
I recommend doing this on the first Monday of each month at 6 p.m.	I recommend doing this on the first Wednesday of each month at 6 p.m.
Protein balls	Stress management
Granola bars	Balancing life
Salad in a jar	Creating happiness
Fruit salad	Mindfulness and meditation
Overnight oats	Creating your ideal gym schedule
Parfaits	Body image
Burrito bowls	Simple steps to being healthier
Healthy cookies	Healthy relationships
Protein pack! (lunch box-style meals)	Sleep health
Trail mix	Morning routine
Eat Fit Mocktails	Creating good habits
Redo the most popular one	How to stay hydrated

Appendix D: Event Materials

Testimonial Question Sheet for Prior Alcohol Free for 40 Participants

1. What is your name?
2. How old are you?
3. Why did you decide to participate in the Alcohol Free for 40 Challenge?
4. What did you love most about it?
- 5 .Did you see or feel any results from the challenge?
6. Will you be doing the challenge this year?
7. What would you say to others to encourage them to participate in the challenge, too?

*Note: You can use theses testimonials to create videos, pictures, or stories for social media advertisements.

Radio Ad for Alcohol Free for 40

Mardi Gras is right around the corner! We all love to let the good times roll, but it can be hard to get back on track after partying for so long. Luckily, Eat Fit is here to help by hosting its annual Alcohol Free for 40 Challenge. This challenge starts on [DATE] and ends on [DATE]. For 40 days, you give up alcohol to see some amazing results, including weight loss, improved sleep, less bloating, increased energy and improved blood pressure control. This challenge also has a support group on Facebook, so don't worry....you're not alone! For more information, visit Ochsner-Eat-Fit-Dot-Org.

Radio Ad for Eat Fit Dine Out

This week, Eat Fit is hosting its annual Eat Fit Dine Out Day on [DATE]. Participating restaurants partner with Ochsner's Eat Fit for one day to give a portion of the proceeds to the Eat Fit Live Fit Fund. This fund helps Eat Fit give back to the community by hosting community nutrition workshops, cooking demonstrations, high school cooking programs and wellness screenings. Come out and enjoy a nice meal at your favorite local restaurants for a great cause! For more information, visit Ochsner-Eat-Fit-Dot-Org.

Eat Fit Dine Out Press Release



FOR IMMEDIATE RELEASE:
[DATE]

CONTACT:
Molly Kimball, RD, CSSD
Ochsner Eat Fit Founder
504-842-9572
mkimball@ochsner.org

EAT FIT HOSTS THE ANNUAL EAT FIT DINE OUT EVENT [INSERT DATE OF EVENT]

Eat Fit, a local nonprofit initiative of Ochsner, will host its annual Eat Fit Dine Out Day on [DATE]. This event helps the Eat Fit team of dietitians educate and empower Louisiana residents to live their healthiest, strongest lives possible.

[INSERT QUOTE HERE]

Participating restaurants donate a portion of the day's proceeds to the Eat Fit | Live Fit fund, which supports a variety of initiatives to encourage balanced, healthful lifestyles. Key projects include collaboration with local restaurants to provide healthful options on menus, community nutrition workshops, cooking demos, wellness screenings, and high school culinary teaching programs.

For a full list of participating restaurants, please visit [LINK].

About Eat Fit

Eat Fit is a nonprofit initiative of Ochsner that partners with local restaurants, grocery stores, and other food establishments to incorporate nutritious food options throughout the community. Its mission is to "empower the community to live their strongest, healthiest lives possible by providing easy-to-access real-world education, inspiration, and resources on wellness and nutrition." For more information, please visit www.OchsnerEatFit.com or follow along on Facebook, Instagram, and Twitter.

###

Alcohol Free for 40 Press Release



FOR IMMEDIATE RELEASE:
[DATE]

CONTACT:
Molly Kimball, RD, CSSD
Ochsner Eat Fit Founder
504-842-9572
mkimball@ochsner.org

EAT FIT HOSTS THE ANNUAL ALCOHOL FREE FOR 40 CHALLENGE [INSERT DATE OF EVENT]

Eat Fit, a local nonprofit initiative of Ochsner, will host its annual Alcohol Free for 40 Challenge on [DATE]. This challenge aims to help participants become healthier by giving up alcohol from Ash Wednesday until Easter.

[INSERT QUOTE ABOUT EVENT HERE].

Before beginning the challenge, participants must take a close-up picture of their face, record their weight, and ask their doctor to run several simple lab tests to test overall health as well as liver health and alcohol toxicity. These tests are CBC, CMP, Lipid Panel, GGT, hs-CRP, ESR, Vitamin B12 and Folate Panel.

To make it easier on participants, the Ochsner Eat Fit team is providing pre- and post-challenge metrics for just \$25. Participants can receive their metrics during the #AlcoholFreeFor40 kickoff party on [WHEN AND WHERE]. Please register at [LINK], as space is limited. Post-challenge metrics are scheduled for [DATE].

By participating in the Alcohol Free for 40 Challenge, you can expect some, if not all, of the following results:

- Improved sleep
- Increased energy
- Weight loss
- Less bloating
- Healthier-looking complexion
- Improved blood pressure control

The challenge also offers a #AlcoholFreeFor40 Facebook group where participants can find information on participating restaurants, read helpful recipes, post about struggles or successes, receive support, and gain exclusive access to "Happy Hour Workouts" and "Mocktail Meet-ups."

For more information, please visit [LINK].

About Eat Fit

Eat Fit is a nonprofit initiative of Ochsner that partners with local restaurants, grocery stores, and other food establishments to incorporate nutritious food options throughout the community. Its mission is to "empower the community to live their strongest, healthiest lives possible by providing easy-to-access real-world education, inspiration, and resources on wellness and nutrition." For more information, please visit www.OchsnerEatFit.com or follow along on Facebook, Instagram, and Twitter.

###

Appendix E: Special Features Materials

Eat Fit Cookbook Information Card

EAT FIT COOKBOOK

125+ HEALTHY RECIPES

**RECIPES AND CONTENT
FROM DOZENS OF LOCAL
ICONIC RESTAURANTS**

WELLNESS TIPS

**STORIES FROM CHEFS
AND FOODIES**



Eat Fit Cookbook Recipe Cards



BUCHA BELLINI MOCKTAIL

Big Easy Bucha

Makes 2 servings

Who doesn't love a bellini? This delightfully peachy drink is a perfect choice for (put your wine down) Wednesday.

- 16oz Big Easy Bucha Front Porch Peach Kombucha (or any sweet, floral variety of kombucha)
- 2 tablespoons El Guapo Summer Berries Bitters (or any citrus or berry-based bitters)
- Peach slices, for garnish

Pour and garnish. It's that simple.

Per serving: 30 calories, 0 fat, 0 saturated fat, 10 mg sodium, 7 grams carbohydrate, 0 fiber, 2 grams sugar, 0 protein

GF, LOW CARB, VEGETARIAN, LOW SODIUM

visit www.OchsnerEatFit.com for more info!





Recipes from the Eat Fit Cookbook

SWEET POTATO SNAPPER

Cafe Vermilionville

Makes 4 servings • GF, LOW CARB

- 4 snapper fillets (5-6oz each)
- 1/2 tsp. salt and 1/2 tsp. pepper
- 2 tbsp. sweet potato flour
- 4 tsp. light olive oil
- 1/2 cup butternut squash hash
- 4 large leaves Swiss chard, pan-fried until crispy
- 1/2 jicama slaw
- 1/4 cup pickled red onion

Preheat oven to 400 degrees. Lightly dust fish with salt, pepper, and flour. Heat oil in ove-safe saucepan and sear fish on each side. Finish in the oven for 5 minutes, until fish is warm to the touch.

To serve, form 2 tbsp. butternut squash hash in circle and top with flat "sheet" of pan-fried Swiss chard. Arrange the seared fish on top, add 2 tbsp. Jicama slaw, and garnish with pickled red onions.

Per serving: 350 calories, 18 grams fat, 2.5 grams saturated fat, 390 mg sodium, 13 grams carbohydrate, 3 grams fiber, 4 grams sugar, 34 grams protein



visit www.OchsnerEatFit.com for more info!



Recipes from the Eat Fit Cookbook

FRESH BASIL VINAIGRETTE

Andrea's Restaurant

Makes ~3/4 cup

- 1tbsp. finely chopped white onion
- 1/2 tsp. minced garlic
- 2 fresh basil leaves, chopped
- 1 tsp. chopped fresh oregano
- 1/2 tsp. sea salt
- 1/2 tsp. black pepper
- 2/3 cup extra virgin olive oil

Add all ingredients except olive oil to blender. Blend while slowly drizzling in olive oil to emulsify.

Per serving: 200 calories, 24 grams fat, 3.5 grams saturated fat, 150 mg sodium, 0 carbohydrate, 0 fiber, 0 sugar, 0 protein

GF, LOW CARB, VEGAN

visit www.OchsnerEatFit.com for more info!



Radio Ad for Eat Fit King Cake

Mardi Gras is right around the corner! We all love to let the good times roll, but for people trying to eat healthy, this can be a hard time. That's why Ochsner Eat Fit has created a healthy, but delicious king cake! With four times more protein and 93% fewer carbs than a traditional king cake, this Eat Fit King Cake is sure to satisfy your sweet tooth while staying healthy. Find this healthy king cake at your local grocery stores or online today! For more information, visit Ochsner-Eat-Fit-Dot-Org.

Radio Ad for Eat Fit App

Are you always on the go? If you are, then you know the struggle of being busy and trying to stay healthy. Eat Fit is here to make your life easier by offering an all-in-one health mobile app. You can see local community health events, shopping guides, healthy recipes, cooking tips, Eat Fit participating restaurants, health challenges, health articles, and much more. The best part is that it's free! Eat Fit is here to make sure you can still enjoy life while maintaining your health. Download the free Eat Fit app today!