

# Opportunities for Building Awareness and Urgency

Presenter: Linda Cornish



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**State of  
The Science**

September 20, 2017

# 2014 Eating Heart Healthy Pilot: Boston

## Program Partners



BRIGHAM AND  
WOMEN'S HOSPITAL

Pollin Cardiovascular Wellness Center



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In June 2014 a group of women from Roxbury Tenants of Harvard participated in "Eating Heart Healthy."

[YouTube Video Link](#)

"Eating Heart Healthy" is a 4-week, 90 minutes per week, interactive cooking and nutrition program for women ages 35-50 at risk of heart disease. This is a collaborative effort between Seafood Nutrition Partnership, Brigham & Women's Hospital, and Roxbury Tenants of Harvard. We are working with women from the Roxbury Tenants of Harvard community to reduce cardiovascular disease (CVD) risks through an interactive cooking and nutrition program to increase awareness of a heart healthy diet and build skills to incorporate healthy fats and nutrient dense foods into daily meals.

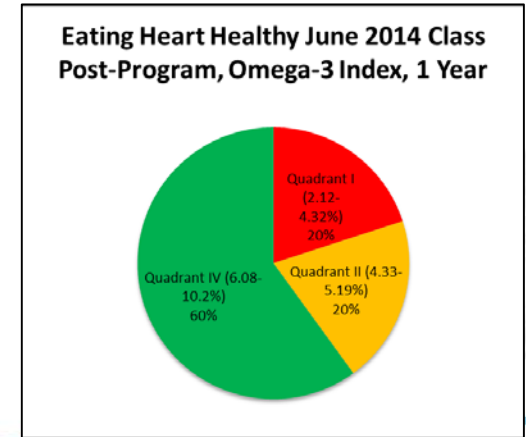
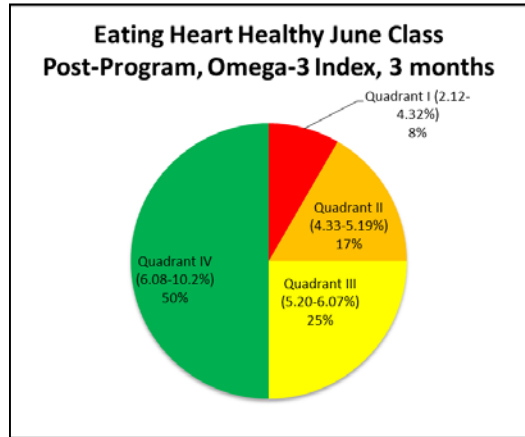
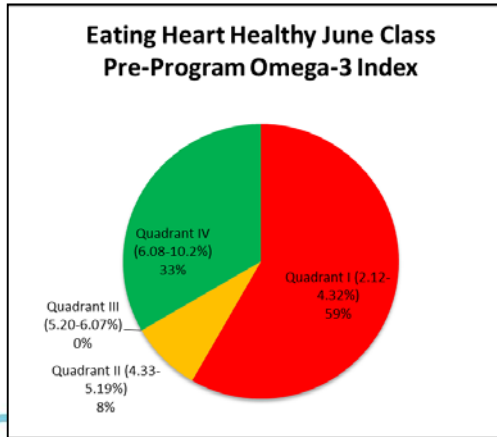


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# Omega-3 Findings: EHH Pilot – Boston

- Behavior change is possible with nutrition information, cooking demonstrations, recipes, monthly eNewsletters, weekly text messages.
- Omega-3 improvements can be seen within 4 months of eating seafood twice a week.
- 92% of the June program participants increased their omega-3 levels after eating seafood twice a week for four months, and 80% maintained an increase in their omega-3 levels after 1 year.
- Participants in Quadrant IV went from 33% to 60% after 1 year.





# 2014 Target Market Pilot – IND & MEM Behavior Change Research

## Target Audience

Women ages 35-50 in Memphis and Indianapolis

- With a connection to heart disease
- Who eat seafood less than twice/week



## General Disposition

Prioritizes faith, family, financial stability

- And *herself*; in order to serve the first three
- Seeks fun and enjoyment, in simple ways

## Food Preferences

Taste is most important

- She wants to be healthy, and to eat healthy food, but not at the expense of taste
- Needs to feel confident in selection and preparation

## Seafood Consumption

Most like seafood

- It's special, fun and desirable
- It's tasty, healthy and enjoyable for herself and her family

## Barriers

Barriers are similar to other health foods

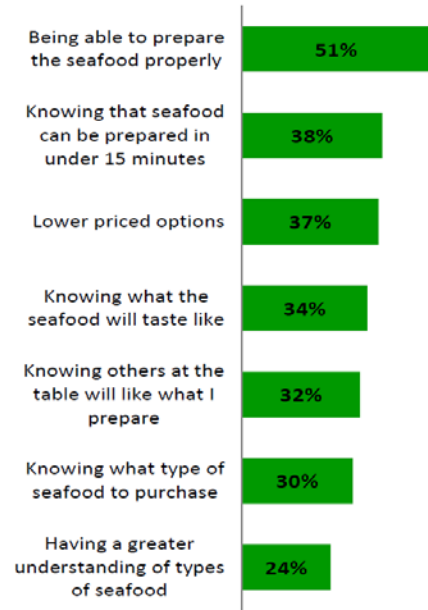
- The difference is that she *wants* to eat more seafood
- Knowledge of what to prepare and where to buy, and taste expectations get in the way of the purchase
- Cost is a barrier, but it's more about justifying cost and expanding awareness of the price spectrum than lowering price points



# Research Findings: Greater Consideration of Seafood

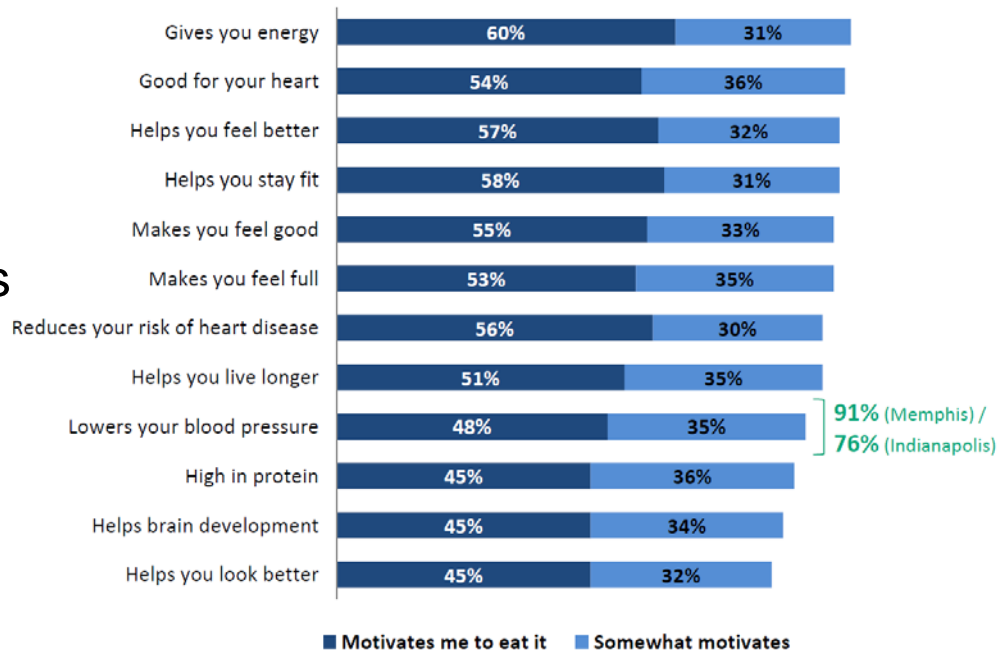
- Women think about eating seafood, crave seafood, and want to eat it more. **In fact, several of them were perplexed when they reflected back on the fact that they did not eat it as much as they could.**
- Seafood is special, fun, something they eat in celebration or when treating themselves.
- Barriers are similar to other health foods, with one exception: women want to eat seafood more.
- Cost, knowledge of what to prepare and where to buy, and taste expectations get in the way of the purchase.

## TOP SEAFOOD MOTIVATORS



# Research Findings: Motivation to Consume (Not Seafood Specific)

- **Findings:** Women are motivated by foods that provide energy, good feelings, and that help a certain part of their body.
- **Implication:** The larger appeal is to positive statements that show what the healthy food gives the person (gives you energy, good for your heart) vs. the food properties (high in protein, lowers blood pressure).



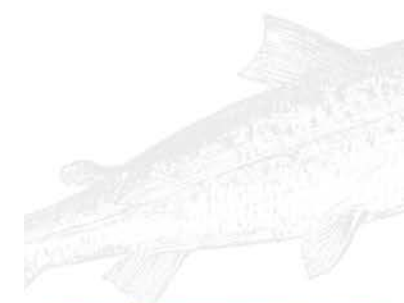


# Message Framework: Emotional Appeal

	Description	Example drawn from survey responses and qualitative insights
Start with:	A simple positive appeal to the audience, the person	<ul style="list-style-type: none"> <li>• Good for you</li> <li>• Good for your heart</li> <li>• Eat seafood, be happy</li> </ul>
Then:	Tell them what you want them to do	<ul style="list-style-type: none"> <li>• Eat seafood twice a week, substitute seafood for chicken, pork or beef</li> <li>• Add it on to your grocery list, find it in the frozen aisle</li> </ul>
Then:	Tell them why (benefits), still focused on them/family	<ul style="list-style-type: none"> <li>• Helps your heart</li> <li>• Helps your baby's brain develop</li> <li>• Helps lower your risk...</li> <li>• Gives you energy</li> </ul>
Then:	Tell them how they can do this	<ul style="list-style-type: none"> <li>• You can purchase this in the frozen section of your grocery store</li> <li>• Look for canned tuna or salmon</li> <li>• Cook on the stove for 10 minutes</li> </ul>
And finally:	Re-engage the emotion	<ul style="list-style-type: none"> <li>• Do something special twice a week</li> <li>• Help your heart, help your head</li> <li>• Give your heart a treat</li> </ul>

Engage

Educate and Motivate



# New Online Resources: Recipes, Videos, Nutrition Programs



Cumin Scented Salmon with Black Bean Stew | SNP Eating Heart Healthy



Crab Salad | SNP Eating Heart Healthy



Mussels in Garlic Broth | SNP Eating Heart Healthy



Italian Tuna Salad | SNP Eating Heart Healthy



Salmon Cakes | SNP Eating Heart Healthy



Parmesan Crusted Pollock | SNP Eating Heart Healthy



Fish Tacos | SNP Eating Heart Healthy



Moroccan Sardine Meatballs | SNP Eating Heart Healthy



Trout Almondine | SNP Eating Heart Healthy

## Health & Nutrition Professionals



Explore programs that are designed to be delivered by health and nutrition professionals.

## Love Your Heart (General Public)



Discover our programs that provide education and skills building tips to help you achieve a heart healthy lifestyle.

## School Educators



Teach students about health and nutrition using our free supplemental lessons and resources.

## Workplace Wellness



If you are in search of a fun and engaging program at your company, try our free nutrition programs.



# Downloadable Resources To Share

## LOVE YOUR Heart, EAT YOUR Seafood

Help us build awareness of the need to include seafood in our diets. The below infographic and palm card are designed to teach consumers about the health benefits and culinary versatility of seafood. Web-ready files are available for use in social and online channels – and print-ready files are available for in-store and community events and during counseling. For more resources, visit [SeafoodNutrition.org/resources](http://SeafoodNutrition.org/resources).



- Get infographic for web page
- JPEG Version [Download File](#)
- PDF Version [Download File](#)
- Get infographic for print
- Front – JPEG Version [Download File](#)
- Back – JPEG Version [Download File](#)
- PDF Version [Download File](#)

### A SUPER FOOD for you and your family

Seafood is a nutrient-dense source of protein and healthy fats. It's also a great source of omega-3 fatty acids, which can help reduce the risk of heart disease.

**LOVE THIS?**

- It's a great source of protein and healthy fats.
- It's low in calories and fat.
- It's a great source of omega-3 fatty acids.
- It's easy to prepare and eat.

**GO FISH!**

Most seafood can be prepared in just 15 minutes or less.

**MAKING IT EASY TO SAY "YES" TO YOUR HEALTH.**

- Buy fresh, wild-caught seafood.
- Choose seafood that is frozen and thawed.
- Choose seafood that is sustainably sourced.
- Choose seafood that is low in mercury.

**LOVE YOUR HEART, Eat Your Seafood**

LATER SAVED THREE A WEEK CAN REDUCE YOUR RISK OF HEART DISEASE BY AT LEAST 50% AND GIVE YOU MORE ENERGY THROUGHOUT THE DAY!

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**PRINTED THE FOLD:**

- 6 inches wide by 4 inches tall when folded
- 6 inches wide by 12 inches tall when flat

**SNP Palm Card for Print** [Download File](#)

**SNP Palm Card Web Hi-Res** [Download File](#)

**SNP Palm Card Web Lo-Res** [Download File](#)

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### GUIDE TO ANSWERING CUSTOMERS' Seafood Questions

**I PLAN TO:**

**A. Eat it today or tomorrow**  
If you eat it today or tomorrow, the best is to eat wild-caught. Seafood should be consumed within one to two days of purchase. If you buy frozen, it's best to eat it as soon as possible. If you buy fresh, it's best to eat it as soon as possible.

**B. Save it**  
If you plan to save it, try frozen or canned options. Frozen fish is often cooked and ready to eat.

**TO PREPARE AND COOK MY SEAFOOD TO LOVE IT:**

**A. Use my outdoor grill**  
Many fish stand up to the heat, and it can bring out a delicious smoky flavor. Try salmon, mackerel, tuna, mahi-mahi, swordfish, trout, catfish, walleye, or strip. Fish such as salmon, tuna, mahi-mahi, swordfish, or strip.

**C. Broil or bake**  
Try cod, halibut, snapper, whitefish, or walleye.

### fresh FISH

**TO LOVE IT WITHOUT TO COOK IT**  
If you're looking for a quick and easy way to enjoy fresh fish, try eating it without cooking. This is a great option for people who are short on time or who don't like to cook.

**B. Healthy source of protein**  
Seafood is a great source of protein, and it's also a good source of omega-3 fatty acids. It's a healthy source of protein that can help you stay healthy and active.

**C. Longevity**  
Seafood can help you live longer. People who eat a diet rich in seafood live longer than those who don't. This is because of the omega-3 fatty acids in seafood, which can help reduce the risk of heart disease and other chronic diseases.

**STILL CAN'T DECIDE?**  
Looking for a fish recipe? Try these ideas: **LEMON-CHICKEN PASTA**, **CHICKEN HANGOVER**, **GRILLED CHICKEN ON STEAK**, **CHEESE ENCRUSTED SALMON**, **GLUTEN FREE GRILLED TILAM TACOS**, **AGAVE STEAK STEAMED SALMON**, **AGAVE STEAK STEAMED SALMON**, **AGAVE STEAK STEAMED SALMON**.

## Go Fish!

For a healthier heart and mind, experts recommend eating seafood twice a week. It's so easy! Just take your favorite dishes and go fish! Use your family's favorite recipes with these seafood suggestions, or try the new recipe provided!

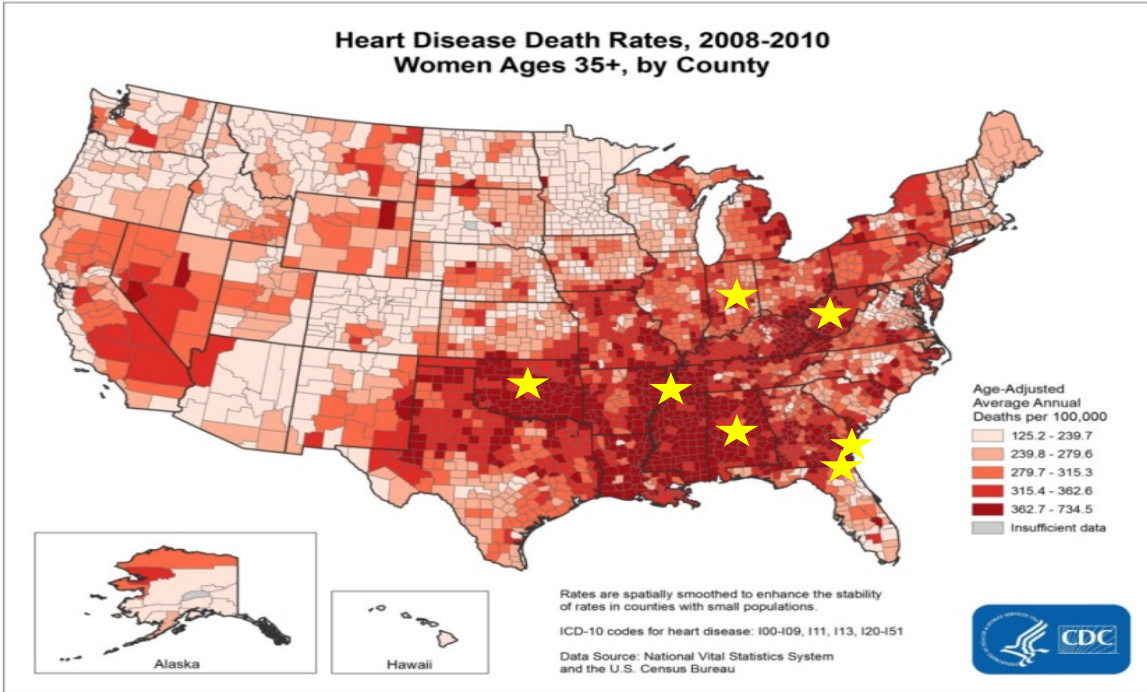
<p><b>LOVE THIS?</b></p> <p><b>LEMON-CHICKEN PASTA</b></p> <p>Your recipe with scallops, or try <b>TILAM-SEALED SCALLOPS, WILKINSON'S GARLIC RISOTTO</b></p>	<p><b>GO FISH!</b></p> <p><b>CHICKEN HANGOVER</b></p> <p>Your recipe with tilapia, or try <b>TRIMMED CHICKEN, BELL PEPPERS</b></p>	<p><b>LOVE THIS?</b></p> <p><b>GRILLED CHICKEN ON STEAK</b></p> <p>Get a lean steak, chicken, shrimp, sausage, or try <b>SALMON</b></p>	<p><b>GO FISH!</b></p> <p><b>CHEESE ENCRUSTED SALMON</b></p> <p>Your recipe with tilapia, or try <b>AGAVE STEAK, STEAMED SALMON</b></p>	<p><b>LOVE THIS?</b></p> <p><b>AGAVE STEAK STEAMED SALMON</b></p> <p>Your recipe with tilapia, or try <b>AGAVE STEAK, STEAMED SALMON</b></p>	<p><b>GO FISH!</b></p> <p><b>AGAVE STEAK STEAMED SALMON</b></p> <p>Your recipe with tilapia, or try <b>AGAVE STEAK, STEAMED SALMON</b></p>
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# Engage with Registered Dietitians

546 attendees visited the SNP booth and 98% found SNP resources to be very helpful for their practice.



# SNP Target Markets



## Active

- Birmingham AL
- Brunswick GA
- Charleston WV
- Indianapolis, IN
- Jacksonville FL
- Memphis TN
- Oklahoma City OK

# Sample Target Market Outreach: IND



Detlef Schrempf, SNP Board Member; Linda Cornish, SNP President, and Melissa Hehmann Meijer RD were featured on Fox59, SNP held a cooking demo at Meijer and shared salmon cakes and fish oil samples, Detlef Schrempf signed autographs at A Pacers game for every Healthy Heart Pledge.



# Sample Target Market Outreach: MEM



Seafood Restaurant Week, Detlef Schrempf, SNP Board Member, met with Congressman Cohen & leaders at a luncheon.



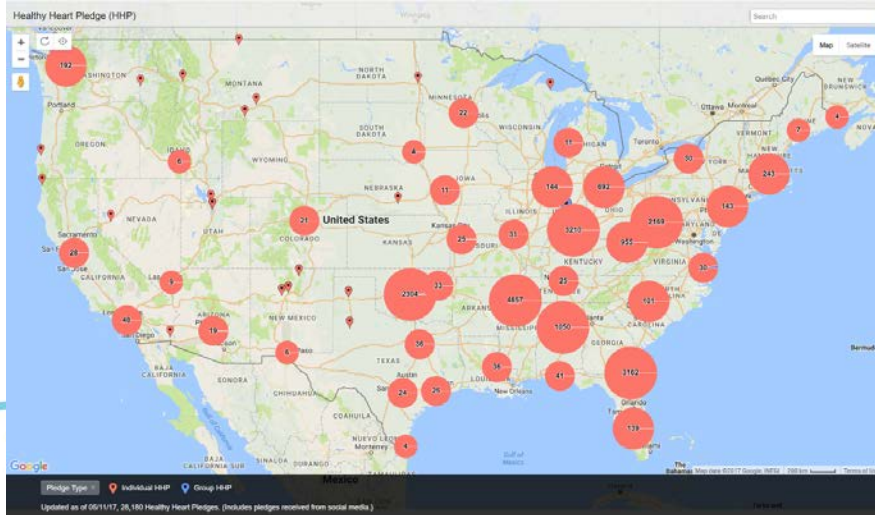
# Sample Target Market Outreach: OKC



The SNP OKC Team kicked-off fall activation with a Seafood Soiree hosted by SNP Coalition Leader Mary Blankenship Pointer. Detlef Schrempf visited Oklahoma City and shared seafood nutrition messages at The Thunder game and with media. Our OKC team had a collaboration with the Regional Food Bank of Oklahoma to provide a can of seafood for every Healthy Heart Pledge secured.

# Results & Indicators

	2015	2016	2017 YTD
Outreach Impressions	250 million	310 million	62 million
Healthy Heart Pledges (cumulative)	2,818	25,000	38,136
Per Capita Seafood Consumption (NOAA)	15.5 pounds Up 6.1% from 2014	TBD Available Fall 2017	TBD



## 2017 impact surveys show that:

- In the past year, 1 in 3 Americans intentionally added more seafood to their diets to eat healthier.
- For those that took the Healthy Heart Pledge: almost 60% eat seafood twice per week and over 35% take omega-3 supplements regularly.

# Support SNP Public Health Campaign

- Join the SNP campaign
- Amplify Social Media Messages: [Facebook](#); [Instagram](#); [Pinterest](#); [Twitter](#)
- Take the [Healthy Heart Pledge](#)
- Utilize SNP Education Resources
- Donate to Phase 2 (2018-2020) Public Health Education Campaign.



NEW: [SNP Kids Recipe Video](#)