



FEED HAPPINESS

Evaluation Report

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The project partnership would also like to acknowledge the consultancy work of Ellis Jones and Common Cause Australia for their valuable inputs into the campaign design and messaging framework.



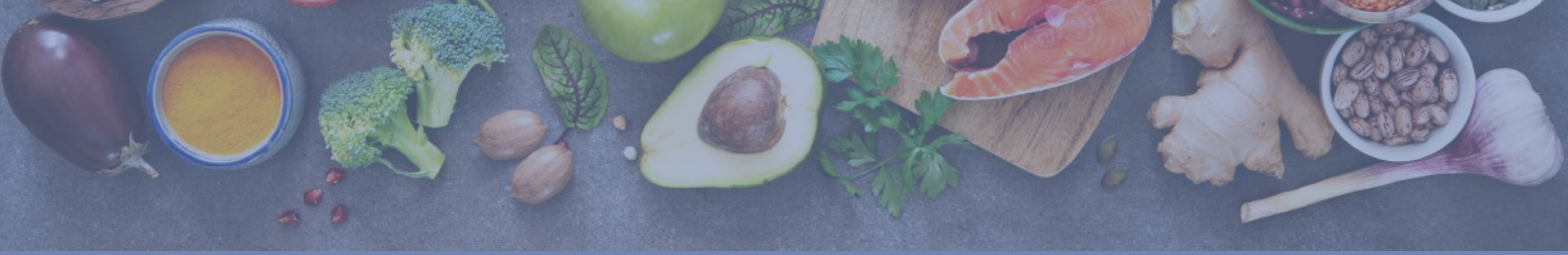


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N.B. Supporting information is available in the companion document
Feed Happiness Evaluation Report: Appendices 2021

1. Executive Summary

Feed Happiness was an innovative social media campaign undertaken by nineteen organisations in Melbourne's Southern Metropolitan Region in February-March 2021. In a region-first approach, and in response to the impacts of the COVID-19 pandemic and the 'lock-down' of Greater Melbourne in 2020, the campaign focused on the promotion of healthy eating to support good mental health. *Feed Happiness* involved collaboration between all partner organisations to develop and promote campaign messaging, supported by capacity building workshops and consultancy from Common Cause Australia and Ellis Jones. The campaign was delivered via Facebook and Instagram over four weeks.

This report provides an analysis of the campaign to identify how it benefited partners and to share learnings that might inform future region-wide campaigns. *Feed Happiness* sought to enable the community to identify healthier food options, as well as to prepare and eat healthy meals, and the report considers the extent to which this was achieved.

Social media analytics show that the campaign distribution was a success, with an approximate total reach of 161,621 (inclusive of partner newsletters and blogs). Less than one quarter of the campaign reach was paid, possibly indicating that content engaged and resonated with users. The campaign predominantly reached people between 25–44 years (53% = Facebook, 63% = Instagram), which indicates effective reach to population groups likely to be representative of the target parent demographic. However, the campaign posts were less successful in reaching the second target audience of young people, with a page reach to people aged 13–24 years of approximately 14% on Facebook and 12% on Instagram.

The community impact survey portrays an increase in knowledge, awareness and low level behaviour change from respondents who viewed the campaign. The completion rate was 78% and not all of the target audience was reached through this survey. A majority of survey respondents were successfully able to identify and recall the main campaign messaging, while 88% of respondents reported that they will now include healthier foods identified in the campaign in meals to support their mood. 52% of respondents noted they had begun changing the foods they were eating to support their mental health as a result of the campaign, and 80% of respondents with children indicated they had encouraged their children to eat healthier foods to support mental health after seeing the campaign.

The two Common Cause Australia workshops were successful in increasing partner organisations' knowledge and awareness of values-based messaging, with all participants satisfied or very satisfied with how the workshops were facilitated. 100% of respondents reported that their understanding of values-based messaging theory and the vision-barrier-cause-action framework had improved as a result of attending both the workshops. The workshops allowed partner organisations to have their voices heard in the development of the campaign story structure for intended audiences, with 85% of respondents indicating they had adequate opportunity to contribute to the process.

The partnership was evaluated through two online surveys for the broad Partnership Group and the Steering Group, respectively, which showed the majority of organisations were satisfied with the collaboration and its outputs. 94% of partners rated the quality of the campaign resources as either 'good' or 'excellent' and 100% of partners reported being 'likely' or 'very likely' to participate with this partnership group to deliver a future *Feed Happiness* campaign.

Overall, there was a very high level of satisfaction with the processes and governance within the Steering Group, and considerable potential for future collaborative work. Aspects of the partnership that worked well included the partnership structure and sourcing of external expertise to support a values-based messaging approach. Aspects of the project that could be improved included the prolonged length of time from project inception to delivery (June 2020 to early March 2021).

A series of recommendations have been developed to inform and enhance future social marketing campaigns. The recommendations are clustered based on the main elements of the campaign: partnership model, planning, consultancy, implementation and evaluation.

For a successful partnership it is recommended that the two-tier governance structure is retained, a Memorandum of Understanding is adopted and connections with expert stakeholders are maintained.

To ensure a more efficient planning stage, it is proposed that task groups and duties are identified, the final budget is established sooner and partner communications teams are engaged earlier. Direct consultation with identified target audiences and diverse communities should also be emphasised.

Consultancy was identified as an important factor in the campaign. It is recommended to contract a content creator to capture photographs and video that reflect the local community. Capacity building workshops on relevant topics, delivered by expert facilitators, are seen as valuable inputs.

An enhanced implementation stage should allow for earlier development and execution of the media strategy for media outlets, as well as a micro-influencer strategy. Paid advertising is a worthwhile investment, and creation of a stand-alone campaign website should be considered. A skilled person should be designated to lead campaign management and where the target audience is young people, it would be important to investigate alternative or additional media platforms.

Lastly, to improve upon the evaluation stage it is recommended to explore alternative and innovative ways to effectively collect evaluation data from the audience and investigate how other campaigns evaluate changes to community behaviour and attitudes. Key results from the *Feed Happiness* campaign should be used as a benchmark for subsequent campaigns.

The low response rates for the evaluation surveys impact the ability to draw strong conclusions regarding the effectiveness of the campaign, workshops and partnership. In particular, the absence of appropriate social media benchmark data makes it difficult to determine the level of impact of *Feed Happiness*. There are significant gaps in understanding of how to effectively and appropriately evaluate social marketing campaigns implemented at a regional level.



2. Background

Feed Happiness was an innovative social media campaign which aimed to improve understanding of the interrelationship between healthy eating and positive mental health for better health outcomes in young people and families in Melbourne's Southern Metropolitan region. The *Feed Happiness* campaign was delivered via Facebook and Instagram over a four-week period during February-March 2021.

In response to the impacts of the COVID-19 pandemic and the 'lock-down' of Greater Melbourne during 2020, nineteen local Government and health organisations came together in a region-first approach to formulate a social media campaign aimed at educating community members to understand the causal link between healthy diet and good mental health. The *Feed Happiness* campaign also promoted tools and strategies to enable community members to identify healthier food options and alternative methods to prepare and eat healthier meals.

Key messages were shared during and beyond the COVID-19 restrictions via community health organisations, councils, Primary Care Partnerships (PCPs) and community settings across the Southern Metropolitan Region.

With two thirds of Victorian adults and a quarter of Victorian children overweight or obese, the *Feed Happiness* partnership recognised the importance of continuing to implement prevention strategies in the community which align with the Victorian Government health priority to increase healthy eating. The partnership also shares a robust commitment to identifying and reducing the impact of poor mental health in the community and seek pathways to improve wellbeing.



Anecdotal and formal community surveying conducted during the COVID-19 pandemic and subsequent lockdown highlighted the negative mental health impacts within the community. Local primary prevention practitioners observed increased community interest in ways to build resilience and wellbeing. Sporting clubs, recreation centres, education settings and workplaces were amongst the organisations actively developing digital means to stay connected and offer support to their respective membership groups.

Prevention practitioners from across ten municipalities met in June 2020 to discuss the challenges faced within the settings in which people ‘live, work, learn and play’. The practitioners identified an opportunity to leverage demand for wellbeing strategies via a social media campaign focused on ‘food and mood’, encouraging healthier eating and better nutrition to support good mental and brain health.

Objectives

The objectives of the campaign were:

- The campaign reaches target audiences (families and young people), including people who have low awareness and/or understanding of the links between food and mental health.
- Target audiences are aware of, and can recall, the main campaign messages (including specific foods which contribute to good mental health).
- Audiences who see the campaign share campaign messages with their peers (including influential voices across settings).
- Increase people’s understanding of how their food intake affects their mood.
- Enable people to identify the healthier food options available in the places in which they live, work, learn and play.
- Encourage people to prepare and eat healthy meals that promote good mental health.
- Generate community interest and momentum in eating to enhance mood using tailored social media messages.



(An overview of the campaign and communication objectives can be found in Appendix 1.)

2.1 Introduction

The aim of this report is to provide an overview of the formative and summative evaluation of the *Feed Happiness* campaign. The report will focus on two main areas:

- Campaign processes and outcomes
- Partnership processes and outcomes

In addition to measuring the campaign's primary objectives around increasing community knowledge and awareness of the link between healthy eating and positive mental health, the Partnership supported the opportunity to monitor and evaluate the methods and processes to implement a region-wide social marketing campaign.

The report will provide a detailed summary of the project implementation, present key results and discussions, and an overview of the strengths and limitations. The Steering Group have also compiled a list of recommendations for consideration to inform future iterations of the *Feed Happiness* campaign, or the development of similar partnership approaches to social marketing.

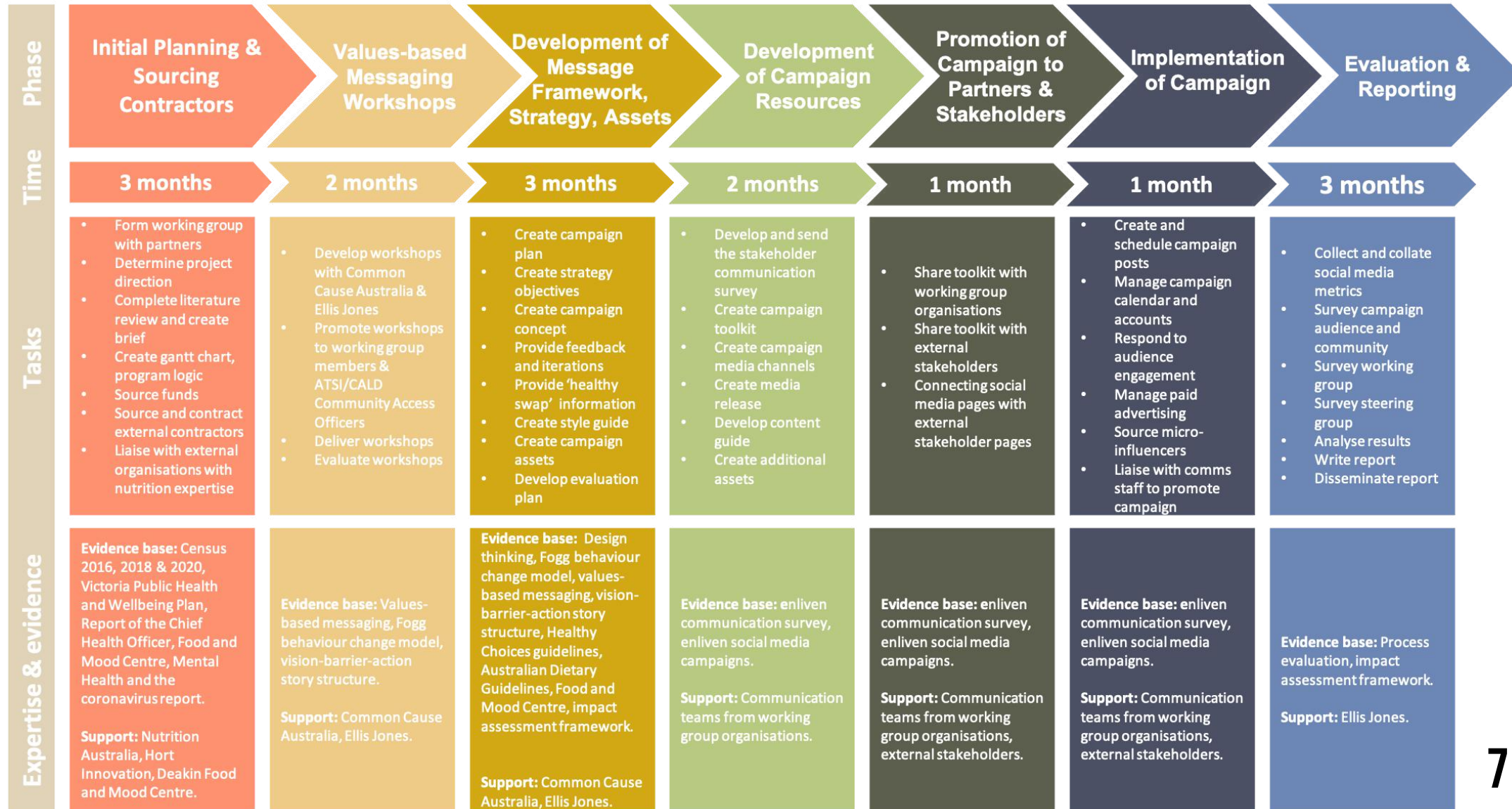
A companion Appendices to this report is also available and includes the data collection tools and full datasets from the *Feed Happiness* surveys and social media metrics.



3. Method

3.1 Key Activities and Project Timeline

The image below summarises the *Feed Happiness* campaign journey, including key activities undertaken across the lifespan of the project.



3.2 Project Inputs

Funding

The project secured income of \$22,500.00 and the expenditure was \$20,573.09 (inclusive of Common Cause workshops, Ellis Jones creative design, paid media and survey prizes). The campaign surplus of \$1,926.91 will be dedicated to the next phase of this project. Financial contributions from seven of the partners were secured to fund the project. The project budget can be found in Appendix 2.

Partnerships and governance

A governance structure for the initiative evolved from the initial planning meetings. One representative from four of the partner organisations voluntarily formed a Steering Group to lead the initiative. Representatives from the remaining fifteen partners formed the Partnership Group.

Staffing, volunteers and in-kind contributions

The Steering Group met approximately 46 times between June 2020 and June 2021, and dedicated approximately 1100 hours to the entirety of the project (meetings and hours in kind).

Members of the Partnership Group dedicated approximately 7.5 hours of attendance at project meetings. Total meeting hours (Steering Group and Partnership Group combined) totalled approximately 55 hours.

Three Health Promotion Volunteers from Enliven Victoria contributed approximately 40 hours to the project.



Consultants

The project included the contracting of two organisations, Common Cause Australia and Ellis Jones, to support the development of the social media campaign.

Common Cause Australia delivered two workshops to staff from partner organisations in September and October 2020 on how to apply a values-based messaging approach to the ‘food and mood’ topic. This allowed participants to apply their learning to a ‘live project’ and for the group to collectively develop a values-based overlay for the campaign messages.

A project plan was developed and approved by the broader group across a further three meetings and a series of communiques. ‘Families, parents, and carers of children 0-15 years old’ and ‘Young people 16-25 years old’ were agreed by the partnership group as the two target demographics for the campaign, based upon mental health and nutrition needs and the vulnerabilities of families and young people within the region during and beyond the pandemic. Across both of these demographics, the campaign specifically focused on those with low awareness and/or understanding of the links between healthy eating and psychological benefits.

Through workshopping with Common Cause, Ellis Jones and the partner organisations; campaign messaging focused upon:

- Associations of healthy food with pleasure and immediate mood gains. Tapping into positive aspiration and self-compassion rather than unhealthy self-criticism.
- Consideration of audience behavioural context: where, when and how.
- Defining specific behavioural asks (buying, preparing, and eating) and specific food substitutes.



4. Results and Discussion

Social Media Campaign

The project utilised a number of tools and methods to effectively evaluate the processes, partnerships and impacts of the *Feed Happiness* campaign. As the first campaign of its kind in the Southern Metropolitan Region, the Steering Group acknowledges the value of a high degree of transparency in communicating and sharing the methods and outcomes of the project to ensure its replicability for future social marketing campaigns.

This report contains a high-level summary of data from a range of social media metrics, surveys, focus groups, and document analysis. Key findings have been analysed and presented based on their relevance to campaign objectives and the project partnership. Full datasets and copies of the data collection tools are provided in the Appendices.

4.1 Social Media Campaign

The *Feed Happiness* campaign utilised Facebook, Instagram, newsletters, blogs and local media to promote its key messaging. Project partners were encouraged to share and promote the campaign through various platforms to further engage the campaign's target audiences; young people and families in Southern Metropolitan Melbourne.

These platforms were identified by Ellis Jones as the most appropriate channels for engaging the target audiences, within the constraints of the budget and scope of the campaign.



Limitations to the development of appropriate benchmark metrics were encountered. No equivalent social marketing campaigns currently exist, in scope or resourcing, which could have provided accurate comparison data to measure performance metrics against. For this reason, this evaluation monitored and collated an extensive range of metrics which can be utilised for benchmarking purposes in future social marketing campaigns, or a subsequent iteration of the *Feed Happiness* campaign. Where possible, general social media data and insights have been utilised to draw upon for comparison and measure success. Data was collected between 8 February 2021 and 7 March 2021.

The data is inclusive of metrics collected from the campaign social media accounts (Facebook and Instagram), and partner social media accounts. Approximately 65 different metrics were used to monitor the campaign at weekly intervals, however this report will focus on the metrics that are most relevant to the campaign objectives. A more comprehensive dataset and results can be found in Appendix 3.

Table 1 outlines the total number of social media posts and post frequency, derived from campaign accounts during the period of 8/2/21 to 7/3/21.

PLATFORM	NUMBER OF POSTS	POST FREQUENCY (AVG. POSTS PER DAY):
Facebook	31	1.1
Instagram	29	1

Table 1. Total number of *Feed Happiness* social media posts and post frequency per day

The approximate **total reach** of the campaign was 161,621 (inclusive of partner newsletters and blogs).

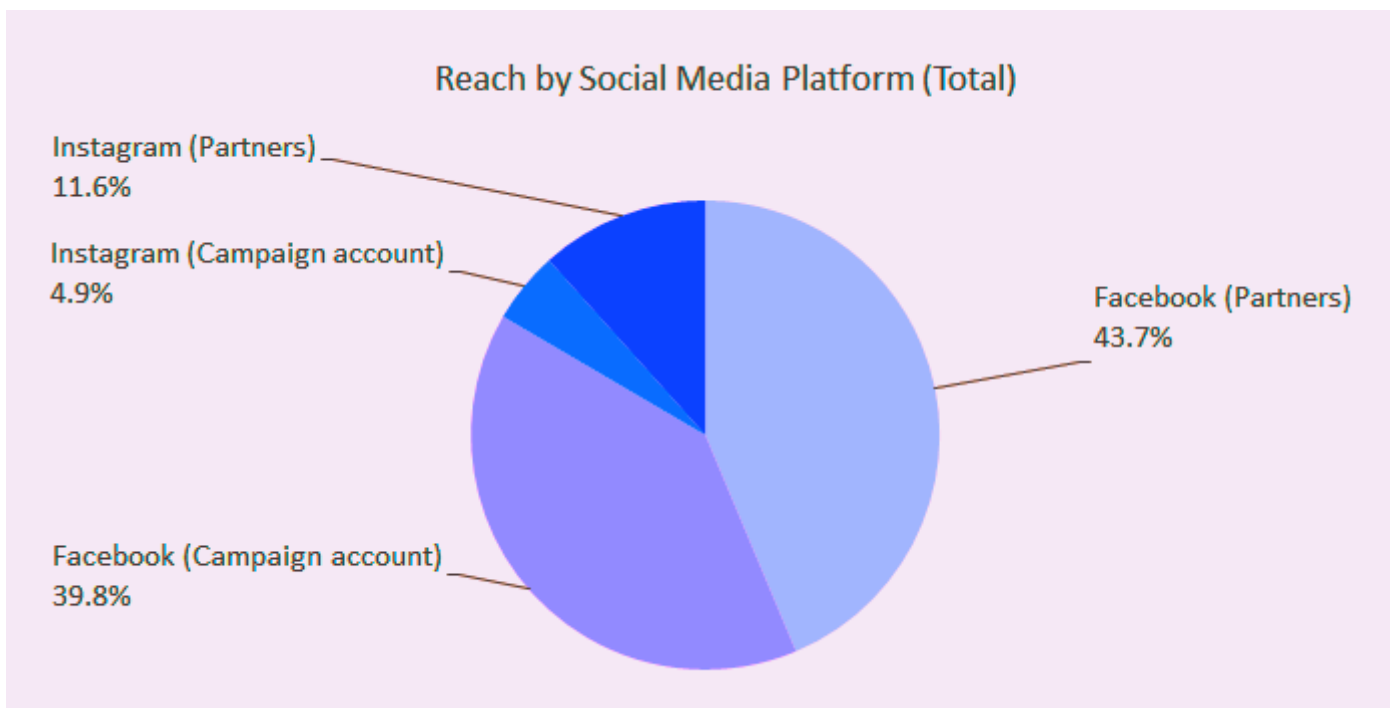
The approximate total reach of the campaign on **social media** was 94,607.

Campaign Reach

Approximately 84% of total reach was gained through Facebook, with approximately 55% of the total reach across both Instagram and Facebook attributed to content posted by partners.

This data suggests that engaging partners in the co-promotion of the campaign, in addition to utilising campaign accounts, was a beneficial strategy to increase reach.

Figure 1. Percentage of Total Reach by Social Media Platforms



“The partnership nature of the campaign helped increase the reach of the campaign content and message.” - Project partner

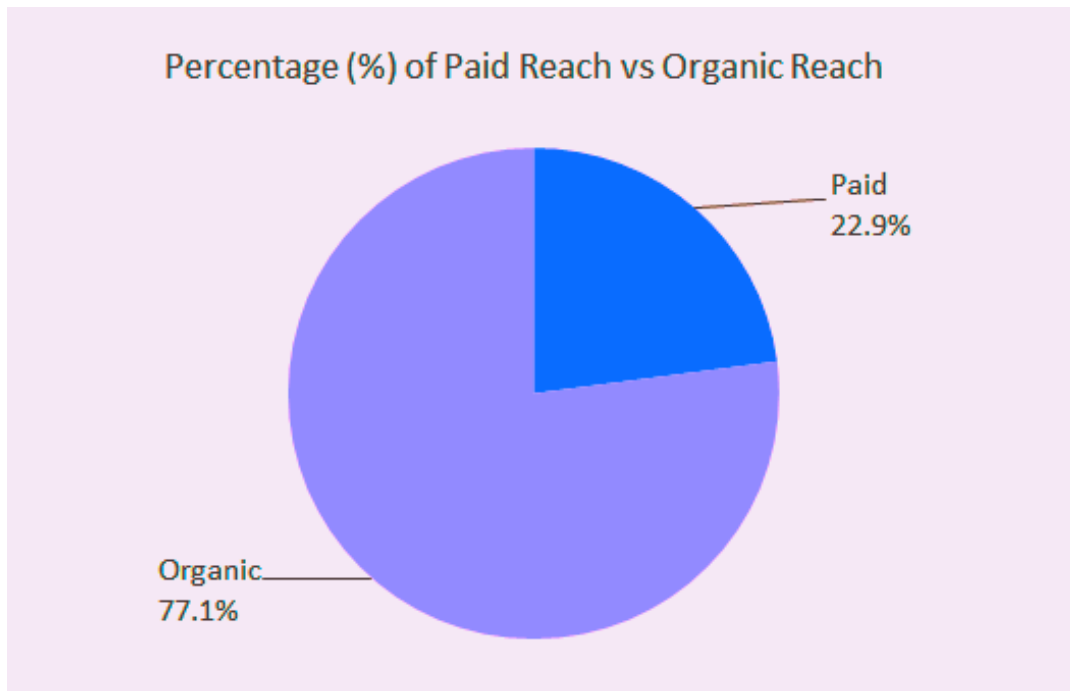


Figure 2. Percentage of Paid Reach vs Organic Reach

Approximately 14% of people (unique users) in the Southern Metropolitan Region had *Feed Happiness* content enter their screen over the 28 day campaign period.

A browser search located items about *Feed Happiness* in seven online news publications:

- Emerald Messenger
- Frankston Online News
- Mirage News
- Mornington Online News
- Southern Peninsula Online News
- National Tribune
- Westernport Online News

The estimated readership of these online news publications is unknown, and is therefore excluded from the approximate total.

NB: This data is an estimate and is likely to be a conservative figure. It is not inclusive of the reach of non-partner organisations, individuals and media outlets who shared stand-alone campaign content and assets, blogs, articles and newsletters during the campaign period. It also excludes data from partner organisations who shared content, but did not report their data at the completion of the campaign.

Demographic Reach

Figure 3 outlines the number of people who had any content from the *Feed Happiness* Page or about the *Feed Happiness* Page enter their screen, grouped by age and gender. This number is an estimate.

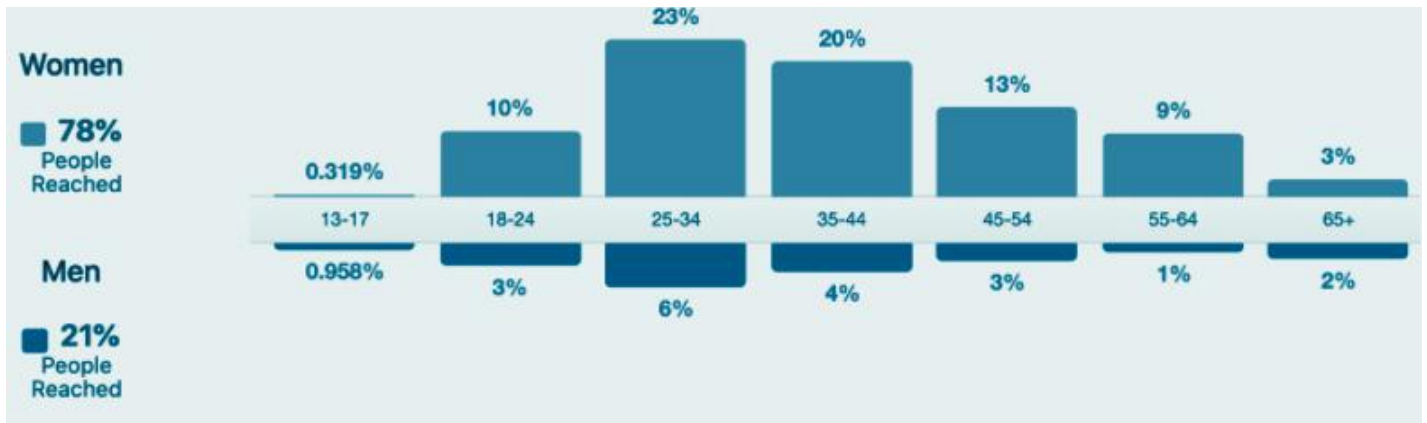


Figure 3. Facebook Reach by Age and Gender

- The campaign accounts reached significantly more women (78% = Facebook, 88% = Instagram) than men (21% = Facebook, 12% = Instagram).
- The campaign predominantly reached women and men between 25–44 years (53% = Facebook, 63% = Instagram), which is a reflection of the effective reach to population groups likely to be representative of the target parent demographic.
- The campaign posts were less successful in reaching young people (aged 13–24 years), with page reach representing approximately 14% on Facebook and 12% on Instagram. However, this result may be reflective of broader trends of Facebook consumption in Australia in 2020, which saw people aged 13-24 years representing approximately 10% of all Facebook users. Instagram consumption for people aged 13-24 years was approximately 29%, which indicates that the campaign was less effective in reaching its target demographic of young people.
- Ninety-nine percent of Facebook page followers were from Australia, with 96% of accounts from Melbourne and other cities within Southern Metropolitan Shires (Mornington Peninsula and Cardinia Shire). Approximately 88% of Instagram followers were from Melbourne or other cities within Southern Metropolitan Melbourne. This indicates the campaign had a high degree of success in reaching audiences within its target geographical region.

Campaign Engagement

Average engagement rates during the campaign were 7.2% (Instagram) and 6.4% (Facebook). This data reflects high levels of active involvement and interaction with campaign content. Engagement rates are a strong measure of how responsive audiences are, which may also be reflective of the influence the content has on audience attitudes, intent and behaviours.

For comparison, in 2021, the average post engagement rates in Australia are approximately 1.16% (Instagram) and 0.27% (Facebook). For the healthcare sector, average engagement rates are approximately 1.37% (Instagram) and 0.51% (Facebook).

Partnership Campaign Engagement

Project partners were encouraged to utilise a [campaign toolkit](#) to assist in individual promotion of the campaign. It was intended that partner organisations would also utilise their links with schools, workplaces, sporting clubs and recreation facilities to increase the reach and engagement with the campaign's target audiences.

There were significant differences in how, when, and where project partners promoted the campaign. This may be a result of differences in when or how communications teams were engaged. There were no trends as to the size or type of organisation and its ability to share and promote the campaign.



Partners were asked to report against a series of digital media metrics at the completion of the campaign. Thirteen out of nineteen (68%) partners completed the metrics reporting. Partners were requested to report against a range of social media indicators such as post frequency, post reach, post engagement and newsletter reach over a period of four weeks.

NB: This data does not include data from partners who chose to 'share' content directly from the campaign accounts. It only reflects data from original posts executed by partner organisations.

- Between the partners that responded, the total approximate reach of *Feed Happiness* social media posts, newsletters and blogs was 50,334.
- Of the partners that responded, 85% posted campaign content on at least one social media platform.
- Between the partners that responded, 54 campaign posts were executed across Instagram, Facebook, Twitter and LinkedIn.
- Between the partners that responded, campaign posts had an approximate total reach of 41,324 people (unique users), with an engagement rate of 1.6%.
- Of the partners that responded, 54% promoted the campaign via an online newsletter or blogs.
- Between the partners that responded, *Feed Happiness* was featured in 10 online articles or blogs.

NB: This data is likely to be a conservative estimate of actual partner reach.



Paid Advertising

A total of 12 ad sets were executed throughout the campaign, with a **total spend of \$988**. Examples of the ad executions can be found in Appendix 4.

There were three types of ad sets executed:

- Post engagement (x8)
- Page likes (x3)
- Link clicks (x1)

The average cost per engagement (link click, post engagement, page like) for paid ads was \$1.90. The average click through rate (CTR) for paid ads was 6.23% which is indicative of a strong engagement rate for advertising content.

Sector Engagement

In addition to pre-campaign promotion to local organisations, a range of organisations and other key State and National peak bodies related to health promotion, healthy eating, obesity prevention, primary prevention, education and sports were contacted utilising the networks of the partner agencies.

A review of the campaign platforms and posts showed support and engagement from the following stakeholders in health promotion:

- Achievement Program (Cancer Council).
- Prevention Victoria (Department of Health and Human Services).
- Healthy Eating Advisory Service (Nutrition Australia).
- Parents' Voice.
- Sugar By Half.

The campaign was also shared by a number of local Members of Parliament, Councillors, community groups, and health professionals.

N.B. This is not an exhaustive list of stakeholders who engaged with the campaign.

4.2 Community Impact

Community Survey

An online survey tool was created to collect feedback from the community (n=32) to understand the impact of the *Feed Happiness* campaign (Appendix 5). The survey link was disseminated via social media post and the survey was open for two weeks. GiftPay vouchers were offered as incentives to complete the survey, with \$150 vouchers awarded to three randomly selected respondents.

The survey response rate was 78%. Of the respondents 88% were female and 64% were aged 26 to 45 years. Questions focused on the respondents campaign recall, knowledge, awareness and behaviours.

In response to a low survey completion rate, the Steering Group also implemented community ‘polls’ on the *Feed Happiness* Facebook and Instagram. The questions were drawn from the survey and although there were no incentives attached, it was hoped that the minimal time required to answer would generate greater engagement. Unfortunately the response rate was too low for the data to be considered meaningful.

The following key results indicate prior behaviour, the success of the social marketing campaign, knowledge of best practice, behaviour change and the target audience. The full results from the community survey can be found in Appendix 6.

4.2.1 Behaviour Prior to Campaign

Respondents were asked if prior to the campaign they had a level of understanding of the link between the benefits and/or choosing food for good mood of which 93% of the community members responded they had.



4.2.2 Campaign Recall

The main messages that were successfully recalled following the campaign were:

- The food we eat supports positive mental health (76%).
- Try more mood boosting foods such as veggies, fruit and grains (68%).
- Feed happiness with food that is good for our brain (56%).



Figure 4. Summary of key campaign messages that were recalled (two weeks post-campaign)

These results reflect a high level of community recall, particularly for higher-level campaign messages. Many of the messages with the highest level of recall were also reiterated strongly within paid ads.

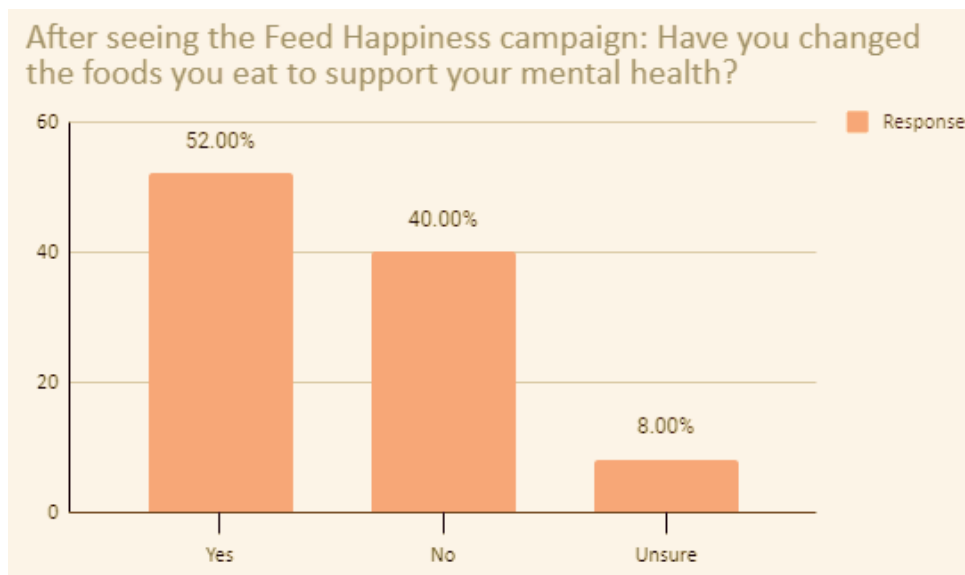
When asked to recall 'the best dietary habits to promote mental and brain health', 72% of respondents correctly selected "Vegetables, fruits, wholegrain cereals, legumes, nuts and seeds, while reducing 'junk foods'". This result reflects community knowledge that aligns to current evidence-based advice and key campaign messaging.

4.2.3 Behaviour Change

Respondents were asked questions about their behaviour as a result of engaging with the *Feed Happiness* campaign. When asked ‘Will you now include healthier foods in meals to improve mood?’ 88% of respondents reported that they will include foods as identified through the *Feed Happiness* campaign.

Furthermore, 52% of respondents reported that as a result of the campaign, they had already begun changing the foods they were eating to support their mental health (Figure 5). Approximately four out of five (80%) respondents with children indicated they have encouraged their children to eat healthier foods to support mental health after viewing the *Feed Happiness* campaign.

Figure 5. Community-Reported Dietary Changes to Support Improved Mental Health Post-campaign



“I am learning to care for myself regarding food intake, mental health, nutrition and information like this is so valuable.”
- Community member

While survey responses represented a very small proportion of community members who engaged with the campaign, the overall results indicate a promising positive effect on behaviour. Interestingly, the results also indicate a strong level of motivation from the parent/caregivers segment, in encouraging children to choose and consume foods which promote positive mental health.

Low community response rates were reflective of other local organisation’s experiences during the post lock-down climate in Victoria. This may be a result of survey or consultation fatigue negatively impacting rates of online community responses.

5. Results and Discussion

Partnerships

This project reflected an innovative and extensive partnership approach, presenting an opportunity for many organisations to collaborate with new partners across three diverse regions of the Southern Metropolitan Region (Southern Melbourne, South East Melbourne, and Frankston Mornington Peninsula). This new model of collaboration in delivering social marketing campaigns presented an ideal opportunity to monitor and measure the impact of the partnership.

5.1 Capacity Building

Common Cause Australia Workshops

Two workshops were held with members from the 19 partnership organisations. Additionally, Aboriginal Community Access Officers and Culturally and Linguistically Diverse/Multicultural Community Access Officers were invited to attend from member organisations to ensure diverse cultural perspectives were included in the campaign messaging development process. Twenty-five members attended the first workshop and 27 members attended the second workshop.

Common Cause Australia facilitated the workshops, with Ellis Jones providing additional facilitatory support through consumer empathy and campaign story activities.

Workshop One ran for 2 hours and focused on ‘using values and frames to motivate and change’. Workshop Two ran for 3 hours and focused on ‘developing vision-barrier-action messages’.



The aims of conducting these two workshops were to:

- Foster member capacity for values-based messaging. Enable utilisation of this knowledge in scenarios outside of the campaign working group.
- Adequately capture member knowledge and expertise in relation to target audience and health promotion messaging. Further develop values-based messaging and stories to be utilised as the foundation for Ellis Jones to create the *Feed Happiness* campaign.

An online survey was created and disseminated via email after each workshop to collect feedback from all members who attended (Appendix 7). The surveys were each open for seven days, with questions focused on respondent satisfaction and perceived value of the workshops.

5.1.1 Results Workshop One

Knowledge:

All respondents noted they had a ‘good’ or ‘excellent’ understanding of the significance of values-based messaging in health promotion after the workshop.

- 25% stated ‘excellent’.
- 75% stated ‘good’.
- No one reported they did not understand.

A majority of respondents also reported that they had a ‘good’ or ‘excellent’ understanding of how values work in practice following the workshop.

- 17% reported ‘excellent’.
- 58% reported ‘good’.
- 25% reported they had a ‘somewhat understanding’.

No one stated they did not understand.

Satisfaction:

12 attendees of Workshop One responded to the survey.

- 67% of respondents were satisfied with how the workshop was facilitated.
- 33% were very satisfied.
- 2 respondents noted that the breakout rooms on creating values-based messaging for the campaign could have been run better with more probing questions to increase dialogue.



Awareness

‘Great to have the chance to refresh/reinforce learning - and to apply it to a live project, along with other partners.’ - Workshop participant

Figure 6 shows that Workshop One was successful in raising awareness of values-based messaging in health promotion.

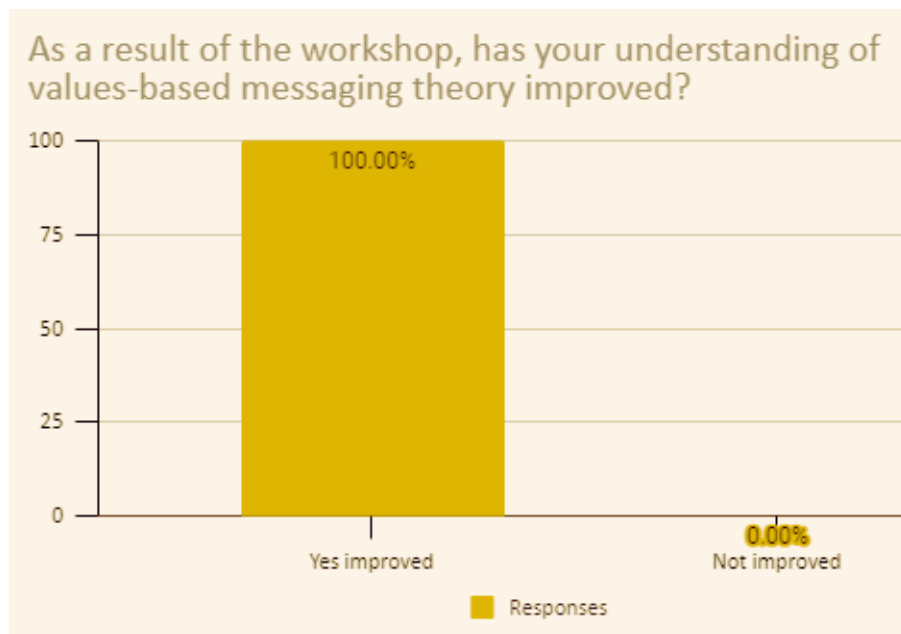


Figure 6. Partnership Understanding of Values-Based Messaging Theory following Workshop One

A majority of respondents had previous background knowledge and understanding of the content prior to the workshop. However, participant comments reiterated that the workshop was a useful refresher which enabled added comprehension of nuances.

- 67% of respondents said that they had previously attended a Common Cause Australia workshop on values-based messaging.
- 100% of respondents reported that their understanding of values-based messaging theory had improved as a result of attending the workshop.
- 33% respondents reported that they were ‘very confident’ or ‘extremely confident’ to implement values-based messaging into their projects.
- 67% of respondents noted that they were only ‘somewhat confident’.

Comments outlined that confidence would build as theory was revisited and put into action. Further feedback from the survey stated that the workshop was well facilitated, informative and relevant. Specific examples of the use of values-based messaging in health promotion also supported attendees' understanding. Some respondents noted the workshop could have been shorter and that there needed to be more context on how the values-based messaging related specifically to the *Feed Happiness* project.

5.1.2 Results Workshop Two

Thirteen attendees of Workshop Two responded to the survey.

A majority of respondents were satisfied with how the workshop was facilitated, with 54% selecting 'satisfied' and 38% reporting 'very satisfied'. Furthermore, 100% of respondents reported that their understanding of the Vision-Barrier-Cause-Action Framework increased as a result of attending the workshop, indicating the workshop significantly contributed to building the capacity of the members to implement the Framework (Figure 7).

Comments noted that the Framework was very useful and it was helpful to trial it in small groups and receive feedback on how it was used. A majority of respondents (94%) said they were confident to implement values-based messaging in their future projects following Workshops One and Two.

Similar to the feedback from Workshop One, respondents indicated that increased practice utilising the messaging model was required in order to improve confidence during future project implementation. Some respondents felt designer bias in break out rooms swayed the discussion of potential story frames.

- 92% of respondents indicated the workshop adequately captured their understanding of the target audience's perspective on the campaign topic.
- 85% of respondents indicated they had adequate opportunity to contribute to the process of developing the campaign story structure.
- Overall, a majority of respondents felt that their voice was heard in the development of the campaign story structure for the intended audiences.



Further feedback from the survey indicated that a facilitator for each breakout room would have worked well. Other comments noted that it was a great session and participants would definitely use information learned from workshops on future projects.

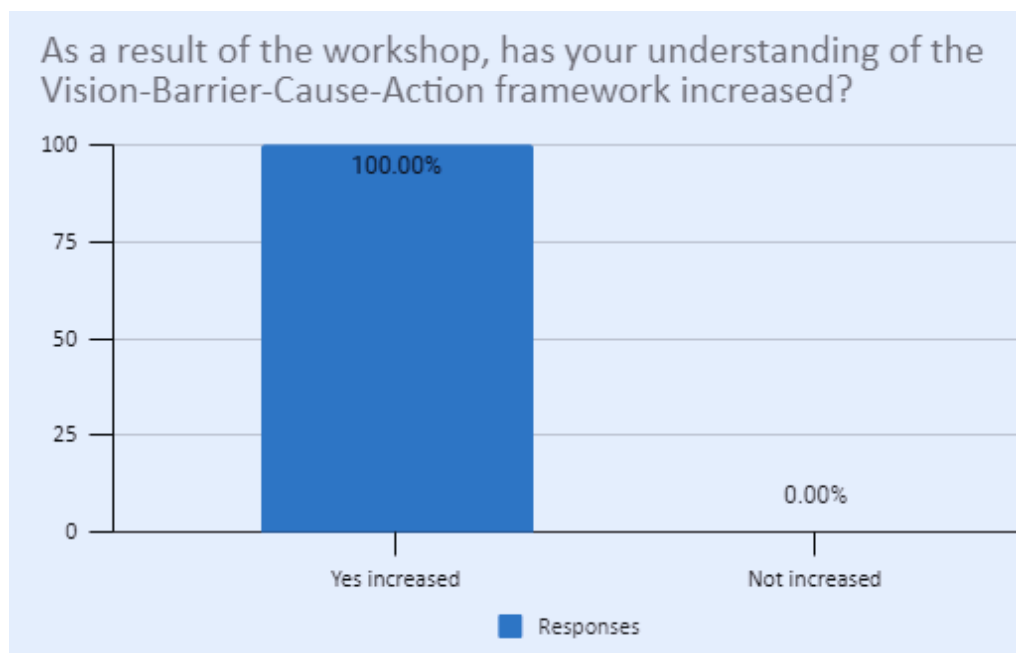


Figure 7. Partnership Understanding of the Vision-Barrier-Cause-Action Framework following Workshop Two

Both workshops led to an increase in understanding and confidence in utilising values-based messaging for health promotion projects. Following participation in the workshops, the majority of respondents were happy to support the development of the *Feed Happiness* campaign story structure aimed at specific key audiences, utilising newly enhanced knowledge and expertise in developing values-based messaging.

The full results from these surveys can be found within Appendix 8.

5.2 Partnership Effectiveness

Partner Surveys

Two separate online survey tools were created to collect anonymous feedback from the Partnership Group and the Steering Group (Appendices 9 and 10).

The Partnership Group Survey was open to all participating staff members from any of the partner organisations, excluding Steering Group organisations. The survey link was disseminated and open for two weeks.

There were 32 questions which focused upon respondent satisfaction, including indicators such as effectiveness, quality, value and likelihood of future collaboration. The Steering Group Partnership Survey Tool consisted of 30 questions similar to those in the Partnership Survey Tool, but with a focus upon respondent satisfaction with the way the Steering Group functioned. The survey link was emailed to the four Steering Group members and was open for two weeks.

The two surveys included 17 matching questions which allowed for the perspectives of the two groups on key topics to be compared and contrasted (Appendix 11).

5.2.1 Partnership Group Survey

Fifteen surveys were returned (Local Government n=10, Other n=5), including 3 incomplete surveys. Twelve respondents answered all of the closed/forced choice questions in the survey.

- 100% of partners were either 'satisfied' or 'very satisfied' with project communication, with three-quarters of partners either 'satisfied' or 'very satisfied' with the time it took to plan and deliver the project.
- 67% of partners either 'agreed' or 'strongly agreed' that they had developed new or stronger links with other organisations as a result of the project, and 66% of partners either 'agreed' or 'strongly agreed' that they also developed new or stronger links with other departments within their organisation as a result of the project.
- 100% of partners either 'agreed' or 'strongly agreed' that contracting Common Cause Australia added value to the project.

- 94% of partners rated the quality of the campaign resources as either ‘good’ or ‘excellent’ (Figure 8).
- 75% of partners either ‘agreed’ or ‘strongly agreed’ that the project helped them demonstrate to management the benefits of working collectively with other organisations.
- 100% of partners reported being ‘likely’ or ‘very likely’ to participate with this partnership group to deliver a future *Feed Happiness* campaign (Figure 9).
- 92% of partners reported being ‘likely’ or ‘very likely’ to participate with this partnership group to deliver another social media campaign on a different topic and to deliver another health promotion project. Two-thirds of organisations (67%) of partners either ‘agreed’ or ‘strongly agreed’ that the project has enhanced the reputation of the partners individually as well as collectively.

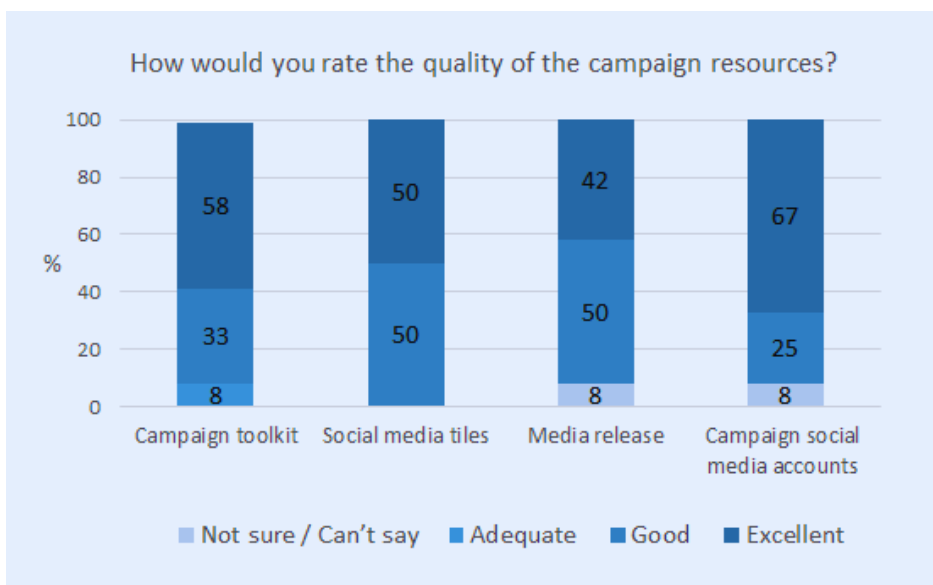
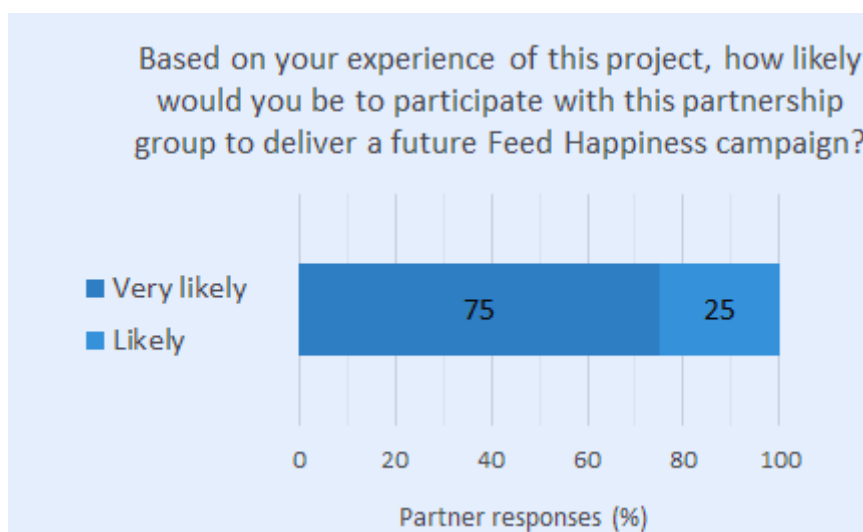


Figure 8. Partner Rating of Campaign Resources

Figure 9. Likelihood of Partnering to Deliver a Future *Feed Happiness* Campaign



Aspects of the partnership that emerged from the open-ended questions as having worked well included the partnership structure and sourcing of external expertise to support a values-based messaging approach.

“Lead organisations driving the project helped the campaign to run smoothly and effectively.” - Project partner

The provision of resources to facilitate the campaign roll-out was largely highlighted as a positive by respondents, with only one respondent indicating there was room for improvement.

“Campaign materials could have been shared earlier to allow for sufficient planning, more social media content and guidance (i.e. additional images, caption examples)” - Project partner

Aspects of the project that did not work as well or could be improved, included the prolonged length of time from project inception to delivery (June 2020 to early March 2021). The duration was rated as dissatisfying by one respondent and also noted in two additional comments, however it was accepted that a variety of factors contributed to the timeframe.

“The length of time from inception to delivery (didn’t work as well) although I think this will improve with practice and learnings.” - Project partner

NB: No respondents reported participating in all 5 project phases listed in the survey. More respondents (73%) participated in the pre-launch promotion phase than any other phase. The lowest participation rate (50%) of any phase was the initial planning phase.



5.2.2 Steering Group Survey

The survey was completed in full by members of the Steering Group (n=4). All respondents were either 'satisfied' or 'very satisfied' with the functioning of the Steering Group across a range of indicators, including; open and honest communication, timely information sharing, valuing of ideas and opinions, equitable decision making and equitable distribution of workload.

Other key results from the survey:

All (100%) Steering Group members either 'agreed' or 'strongly agreed' that:

- Contracting both Common Cause Australia and Ellis Jones added value to the project.
- Their understanding of social media campaigning had increased as a result of the project.
- They had developed new or stronger links with other organisations as a result of the project.
- That the project helped them demonstrate to management the benefits of working collectively with other organisations.

Figure 10 reflects the development of new or stronger associations with other organisations.

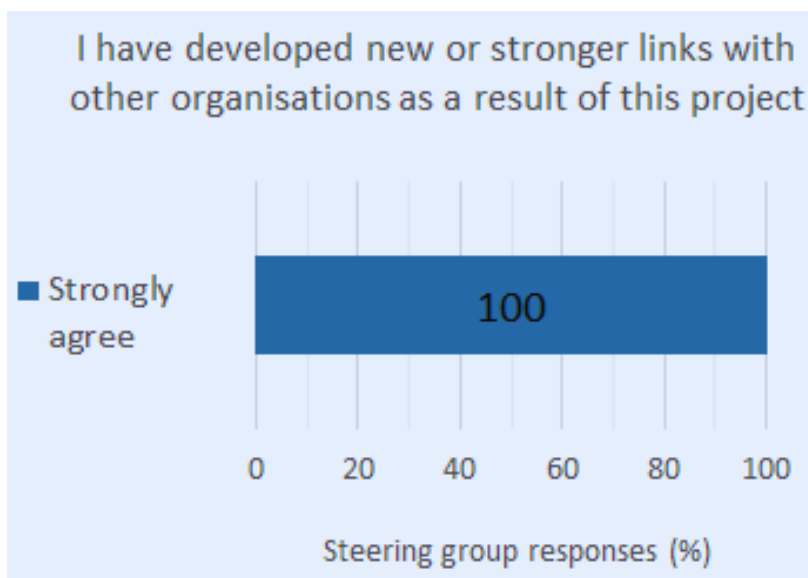


Figure 10. Steering Group Member Perception of Relationships with Other Organisations

Furthermore, 100% of Steering Group members reported being 'likely' or 'very likely' to:

- Participate with this partnership group to deliver a future *Feed Happiness* campaign.
- Participate with this partnership group to deliver another social media campaign on a different topic.
- Participate with this partnership group to deliver another health promotion project.

“I very much enjoyed the dynamics and collective focus of this Steering Group.”

- Steering Group member

100% of Steering Group members reported being satisfied with the time it took to plan and deliver the project, however did indicate in comments that whilst the timeframe was satisfactory, it was also longer than envisaged.

“The earliest conversations were about responding quickly to the impacts of COVID-19 and the lockdown, so from that perspective, the overall timeline cannot be described as fast or agile. However, given the small number of people undertaking the bulk of the tasks, the time taken to deliver the project simply reflects what was possible.” - Steering Group respondent

Respondents were split between ‘satisfied’ and ‘dissatisfied’ on the following two questions:

- The time involved in delivering the project did not place unreasonable demands on members’ capacity.
- There was adequate time available to plan and implement the evaluation phase.

There was also an ‘agree’ / ‘disagree’ split regarding the statement:

- The project tasks I undertook fitted within my job description.

Overall, there was a very high level of satisfaction with the processes and governance within the Steering Group, and considerable potential for future collaborative work.

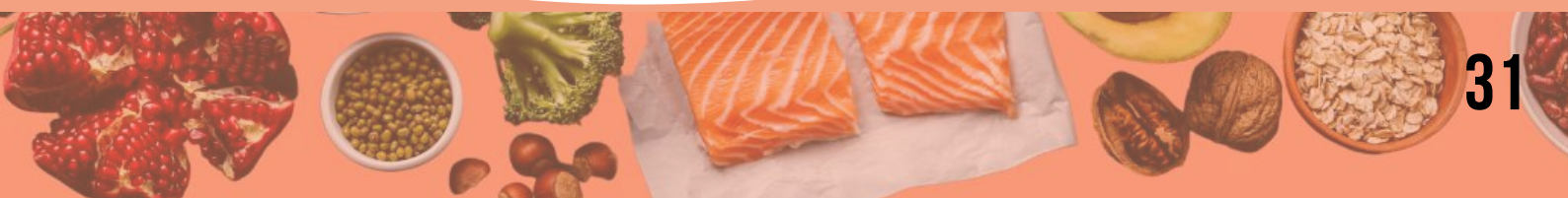


5.2.3 Steering Group Focus Group

The four Steering Group members took part in a one hour discussion which was facilitated by a Manager from one of the partner organisations. Barriers, enablers and recommendations were recorded by the facilitator.

Key discussion points relating to the Partnership structure and Partnership processes were as follows:

- The Steering Group was a cohesive unit that worked well together and learned from and valued the experience, despite the challenges faced in terms of capacity and timelines.
- Engagement of so many partners was a strength of the project, but also presented challenges, particularly for a 'first time' initiative.
 - The initial planning phase involved holding and synthesising many diverse perspectives on what the project should focus upon and how it should be delivered.
 - Although time-consuming, this felt like a necessary process and one that formed a positive dynamic from which future campaigns could potentially flow.
- The initiative was first envisaged as a 'quick and responsive pivot' to the COVID-19 experience, however was not quick. Interesting questions for Primary Prevention Practitioners and organisations were posed regarding how to work in a partnership more efficiently.
- Having key personnel to drive and undertake the work ensured the project was implemented and the model was viewed favourably by the Partnership group. A future iteration of the campaign would require greater distribution of tasks across more partner organisations. In this project, the Steering Group was the 'Working Group'.
- The amount of work and different elements involved in delivering a project of this nature were not fully appreciated when the project commenced. At the same time, it was recognised that some of the tasks would not need to be undertaken in a second version of the campaign, or to a lesser extent.



5.3 Partnership Comparative Analysis

Given the two-tier partnership structure, it was important to compare the Steering Group and Partnership Group perspectives on the partnership.

Comparison of the matching questions in the surveys shows that more ‘don’t know/can’t say’ responses were returned by the Partnership Group than the Steering Group. This may be due to the fact that the Steering Group members participated heavily in all phases of the project, whereas members of the Partnership Group were more likely to take part in phases that suited their role in their organisation and/or their capacity for participation. Allowing for this difference, the responses from the two cohorts were largely consistent for most questions.

The most apparent differences were noted in the questions regarding development of new or stronger linkages with other organisations and extent to which project tasks aligned with one’s job description. All members of the Steering Group developed external linkages, whereas amongst the Partnership Group, 17% of respondents did not and a further 17% replied “not sure/can’t say”. All respondents from the Partnership Group reported that the project tasks they undertook fitted with their job description, compared with only half of the Steering Group members.



6. Strengths and Limitations

A number of strengths and limitations of the project have been identified by the project Steering Committee. The results of the campaign are to be interpreted in the constraints of the contextual and environmental factors which influenced the planning and implementation of the campaign.

6.1 Strengths

The shifting public health landscape of the COVID-19 pandemic provided a unique opportunity for collaborative action and the development and strengthening of new and existing partnerships. Project partners and the local prevention workforce collectively took advantage of increasingly digital methods of communication to overcome challenges of limited resourcing and funding, and an increasing urgency to address health and wellbeing issues within their respective communities. Through combining expertise, resources and funding; a significant number of partners were able to jointly work on an agreed priority area to maximise the scope of impact. One advantage of the extensive evaluation activities revealed project partners successfully worked beyond traditional geographical boundaries and existing partnerships to realise the significant benefits to their communities, organisations and the prevention workforce more broadly.

- The inception and development of *Feed Happiness* provided an opportunity for innovative health promotion practice. As traditional, face-to-face modes of place-based and community development approaches of health promotion were impacted by COVID-19 restrictions; partners looked to digital methods of intervention to continue their work to facilitate and enable health and wellbeing. The campaign's social marketing approach offered a low-cost, high-reach intervention during a period of uncertainty surrounding traditional modes of working to address population health challenges. *Feed Happiness* was also designed to appeal to a variety of partners by aligning with a broad range of organisational and sector priority areas, such as mental health, healthy eating, and obesity prevention.
- Evaluation methodology and data collection relating to capacity building of partners was a key strength of the evaluation. A range of tools were designed to measure the impacts of the project activities upon the knowledge, skills, confidence and partnership capacity of the Partnership Group and Steering Group. As a result, there have been a broad range of positive outcomes for the majority of those involved (including impacts at an individual, organisational, and partnership level). Through facilitating capacity building and collaborative opportunities throughout the lifespan of the project, the capacity of the primary prevention and health communications workforce to implement social marketing campaigns in the future has thus been enhanced.



6.2 Limitations

- The low response rates of community and partner evaluation surveys impact the ability to draw strong conclusions regarding the effectiveness of the campaign and partnership. As partner surveys were anonymous, it is not known which organisations participated and was not possible to follow up on any answers for further clarification. Only 50% of the members who attended the workshops participated, which may impact the generalisability and external validity of the results.
- There were considerable variations in the level and length of involvement from individuals in the Partnership Group throughout the lifespan of the project. This inconsistency may have impacted respondent data from the Common Cause Australia workshops (as many did not have as thorough a background knowledge of the project as other members did, or other respondents had received previous values-based messaging training from Common Cause Australia). Furthermore, respondent's views in the Partnership Group survey may have been influenced by their level of direct involvement in the project phases and their level of awareness of project activities in which they did not take part. The latter point may have been affected by communication channels within partner organisations, as well as by project communication channels.
- The absence of appropriate benchmark data on social media imposed limitations to the campaign in determining the level of impact. There are significant gaps in understanding of how to effectively and appropriately evaluate social marketing campaigns implemented at a regional level. While this is a key limitation of the project, the Steering Group have utilised the opportunity to capture and share a broad range of social media metrics as a result of *Feed Happiness*, which can be used to inform and benchmark future campaigns.

7. Recommendations

A series of recommendations have been developed to inform and enhance future social marketing campaigns, or collaborative work in this space. These recommendations were formed by the Steering Group, following data analysis as part of this evaluation report.

a. Partnership model

1. Retain the two-tier governance structure, with a smaller group of organisations leading the project and a larger group of organisations in support (i.e. steering group/task groups), but adjust the model to spread the workload and engage partner organisations more actively in specific tasks.

2. Consider adopting a Memorandum of Understanding, whereby partners formally commit to certain undertakings. For example, this might involve partners delivering a minimum number of social media posts or other campaign promotions, or outline expectations about promotion of the project within each partner agency (e.g. engagement of internal communications teams or other staff).

3. Maintain connections formed with key stakeholders and advocates for 'food and mood' (e.g. Deakin University Food & Mood Centre).

4. Continue to broadly share strategies, results and learnings from social media campaigns to build capacity and transparency within the primary prevention workforce.



b. Planning

1. Streamline the initial group decision-making phase to more efficiently achieve a consensus position on project aims and objectives.
2. Identify task groups and their duties to enable partners to commit to specific pieces of work.
3. Procure funds and establish the final budget earlier, to allow for more efficient negotiation of consultant contracts and allocation of funds to project phases.
4. Engage partner communications teams as early as possible to utilise their expertise and garner their support for the implementation phase. Specifically, seek to identify any organisational risks or barriers to sharing and promoting campaign content.
5. Emphasise consultation with the identified target audiences in the early stages of planning to inform and/or co-design the campaign.
6. Seek diverse perspectives and inputs on the project at commencement or during design to enhance equity, inclusion and accessibility.

c. Consultancy

1. For an inaugural campaign it is beneficial to work with a social impact and a creative design consultant to develop the core message framework, strategy and assets, as the iterative development process encourages a thorough understanding of the campaign intent and a sound final product. Allow longer for this process but also for more frequent in-person communication (as opposed to written) to clarify key points.
2. Subsequent campaigns may not require consultant support for the framework messaging, however a content creator could be engaged to capture 'real' community photographs and/or video to be used in the campaign.
3. Future campaigns should again include partner capacity building workshops on relevant topics (in this case it was values-based messaging), delivered via an expert facilitator. This serves multiple purposes – enhancing engagement in the project, gathering insights and increasing workforce skills and confidence.

d. Implementation

1. With regard to workshops:

- a. where participants are outside of the immediate partnership group (e.g. colleagues of those most involved in the project), ensure they have a full understanding of the project, the benefits of attending, and what is being expected of them.
- b. consider offering a follow-up activity after the formal workshop/s, to allow participants to reinforce and further apply their learning. Depending on the purpose of the workshops, consider involving community members or delivering separate workshops.

2. Allow for earlier development and execution of a media strategy aimed at media outlets and other non-partner stakeholders. This includes production of a more targeted media release.

3. Alternative or additional social media platforms and/or strategies should be explored to effectively reach and engage young people (aged 15 – 24 years). Social media demographic trends or co-design processes could be utilised to identify the most appropriate platforms, as social media consumption is frequently shifting.

4. Continue to explore ways to build, boost and enhance engagement. For example, continue to invest in paid advertising and implement a micro influencer strategy earlier.

5. Access to more sophisticated social media management software would be beneficial to enhance the quality of campaign monitoring and evaluation.



6. Consider creation of a stand-alone *Feed Happiness* website to host all campaign information and resources (as opposed to a page on a partner website). This would help to establish brand presence, monitor campaign performance, and serve as a central platform for resources.
7. Designate a skilled person to lead the campaign management. This includes oversight of tasks such as determining the campaign content pillars and post content, managing the campaign calendar and executing paid advertising.
8. Consider incorporating capacity building strategies into the implementation phase to increase workforce competency. For example, some practitioners tasked with responding to audience engagement on social media expressed a need for guidance in this area.

e. Evaluation

1. Explore alternative and innovative ways to effectively collect evaluation data from the audience e.g. Facebook polls, Instagram story polls, focus groups. The timing of this information collection should also be carefully considered, given the crowded and competitive nature of social media campaigning. Data collection throughout the campaign, while the audience is engaged, may be more effective than post-campaign surveying. Any post-campaign surveying should commence immediately after the campaign closes.
2. Identify key results from the first *Feed Happiness* campaign and use them as a benchmark for subsequent campaigns.
3. Continue to investigate how other campaigns with a similar scope have evaluated changes to community behaviours and attitudes.

8. Conclusion

Feed Happiness provided a significant opportunity for the community in the Southern Metropolitan Region to access information about the interrelationship between healthy eating and positive mental health.

Below is a summary of the *Feed Happiness* campaign success, specific to its objectives:

- **The campaign reaches target audiences (families and young people), including people who have low awareness and/or understanding of the links between food and mental health.**

The campaign was successful in reaching the target audience of families, and to a lesser extent young people, evidenced by indicators within the social media metrics (reach, impressions, account demographic data) and within the community survey (recall, understanding, awareness).

- **Target audiences are aware of, and can recall, the main campaign messages (including specific foods which contribute to good mental health).**

The campaign was successful in developing high awareness and recall of the main campaign messages (at a two week post-campaign interval), as highlighted in the community survey and a combination of social media metrics.

- **Audiences who see the campaign share campaign messages with their peers (including influential voices across settings).**

The campaign was successful in promoting high rates of sharing, measured through a broad range of engagement and reach indicators captured within partner engagement metrics, social media metrics, and the community survey.



- **Increase people's understanding of how their food intake affects their mood.**

The campaign was successful in increasing people's understanding of how food affects their mood, as indicated within knowledge and awareness indicators within the community survey.

- **Enable people to identify the healthier food options available in the places in which they live, work, learn and play.**

It is unclear to what degree the campaign was successful in enabling people's ability to identify healthier food options, however there are a number of strong results within social media engagement metrics (engagement rate, CTR, etc.) which may indicate higher awareness and interest in the campaign content.

- **Encourage people to prepare and eat healthy meals that promote good mental health.**

The campaign was successful in encouraging people to prepare and eat healthy meals for good mental health, as outlined in the community survey (behaviour indicators), and supported by social media metrics (CTR, post engagement rates).

- **Generate community interest and momentum in eating to enhance mood using tailored social media messages.**

The campaign was successful in generating community interest and momentum using tailored social media messages, as evidenced through a range of engagement indicators (engagement, CTR, page follows, growth rates etc.) collected via social media metrics.

Throughout the implementation and evaluation of *Feed Happiness*, it became increasingly apparent that success of the campaign was broader than its initial objectives. Additional areas of impact included; increasing regional stakeholder capacity to implement social marketing campaigns and apply principles of Values-Based Messaging, development of a strong partnership model to successfully deliver health promotion social marketing campaigns, and enhanced collaboration between partners in Southern Metropolitan Melbourne. There is broad support within the Partnership Group for continuing and advocating for this important work to promote better mental health and healthy eating outcomes for communities in Southern Metropolitan Melbourne.

As a pilot campaign, *Feed Happiness* was able to establish strong foundations and promising impact for future community education and engagement around the topic of nutritional psychiatry. Additionally, it is hoped that the processes and outcomes detailed within this campaign evaluation will provide valuable knowledge and evidence to inform future collaborative social marketing campaigns across a broad range of health priority areas and settings.

#feedhappiness

