

Don't Be Fooled By Fruit Drinks

A Social Media Countermarketing Toolkit to Reduce Fruit Drink Purchases

*Spanish and English Messages for
Parents of Latinx Children Age 0-5*



Too many kids consume sugary drinks

Public health practitioners and advocacy organizations are working with communities to decrease the marketing of sugary drinks & the amount of sugary drinks our children consume.

This toolkit describes an **evidence-based social media messaging campaign** for countering beverage industry marketing of fruit drinks and decreasing the purchases of fruit drinks by Latinx parents for their children.

This countermarketing toolkit contains two sets of messages: one focused on discouraging purchase of fruit drinks, and a second that combines the fruit drink messages with water promotion messages.

Because young Latinx children have the highest rate of sugary drink consumption among ethnic/racial groups, and the beverage industry intentionally targets the growing Latinx demographic, this intervention was developed for and tested with Latinx parents of kids age 0-5.



This social media toolkit, available in Spanish and English, includes:

- 1) Research evidence showing the efficacy of these messages in reducing parents' intent to buy fruit drinks
- 2) Instructions on how to use messages
- 3) Tested messages (including images and accompanying text) to use with social media and other communication channels

Too many young Latinx children consume fruit drinks



Consumption of sugary beverages is associated with poor diet quality,¹ overweight,^{2,3} dental caries,⁴ early onset Type 2 diabetes and other adverse outcomes among children.⁵⁻⁷

Health organizations recommend that children under 5 avoid all sugar-sweetened beverages.⁸



Ages 0-5

Sugary beverage consumption is common among young children age 0-5.

By age 4, nearly half of children drink at least one sugary beverage on any given day.⁹



vs.



SSB intake is highest among lower income (vs. higher income) children, and among Latinx and Black children relative to white children.¹⁰⁻¹³

A 'fruit drink' is a fruit flavored beverage containing added sugar that is not 100% juice.

- ✓ Fruit drinks are the most consumed sugary beverage in young children.^{9, 12}
- ✓ Fruit drink consumption is particularly high among Latinx children.¹⁶
- ✓ Misleading marketing has led many parents to believe fruit drinks are healthy beverages, contributing to high consumption.^{14,15}
- ✓ Parental choices largely determine the types of drinks consumed by young children. Sugary beverage interventions must target parents' purchasing habits and exposure to marketing.¹⁵



A “countermarketing” approach

There is substantial evidence that the beverage industry markets sugary drinks to parents and children using cartoons, online games and other attention-grabbing mediums. Fruit drink marketing practices create a halo of health, with packages and ads making claims about nutrients, fruit content, and health benefits.

Countermarketing challenges this misleading industry marketing. Key elements of countermarketing include:

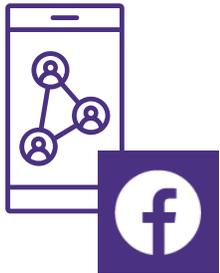
- Describing adverse product effects
- Showing how industry manipulates consumers and targets vulnerable populations
- Generating outrage, fear (for example, the negative effects on children’s wellbeing) and other negative emotions
- Calling out specific brands and images
- Tailoring to specific market segments
- Showing how industry targets vulnerable populations¹⁷

Prior research has identified that “parents of young children vulnerable to the harms of [food] products may constitute the most receptive audience” for countermarketing efforts.¹⁷

The goal of a countermarketing campaign is to denormalize & “counter” industry marketing practices.



Scientifically tested social media fruit drink countermarketing messages



To address inequities in fruit drink consumption and SSB-related health outcomes between Latinx and white children, we developed a fruit drink countermarketing campaign delivered via Facebook groups to Latinx parents of kids age 0-5.

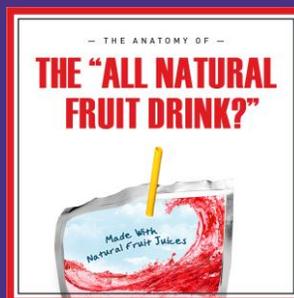
We then conducted a scientific study to find out how effective the campaign was reducing parents' choice of fruit drinks for their children.

Why use Facebook to deliver the messages?

We chose to develop an intervention for Facebook, because Facebook is a good media channel for reaching a Latinx audience. There is a high rate of social media use among Latinx communities, and Latinx individuals are more likely to use social media for health information relative to their non-Latinx peers.^{18,19}

Developing the countermarketing messages

- We reviewed, summarized, and learned from existing sugary drink media campaigns.
- We conducted focus groups with 45 parents in New York City, NY, San Antonio, TX, and Yakima, WA to learn about parental knowledge, attitudes, and behaviors regarding fruit drinks and water. We also gathered parents' feedback on draft social media messages.
- Using parent feedback, we developed fruit countermarketing messages with accompanying text to post to Facebook, and complementary water promotion messages.
- All posts were simultaneously created in English and Spanish and culturally tailored to Latinx parents.



Messages tested in a 3-arm randomized controlled trial

Study Design

We enrolled 1628 self-identifying Latinx parents in an online randomized controlled trial. This study assessed the impacts of the countermessages delivered to Facebook groups on parents' beverage purchase decisions and fruit drink knowledge and perceptions.

Parents were enrolled in 1 of 3 study arms:

- 1) Fruit drink countermessages only
- 2) Fruit drink countermessages plus water promotion messages
- 3) A control group, where parents saw car seat safety messages



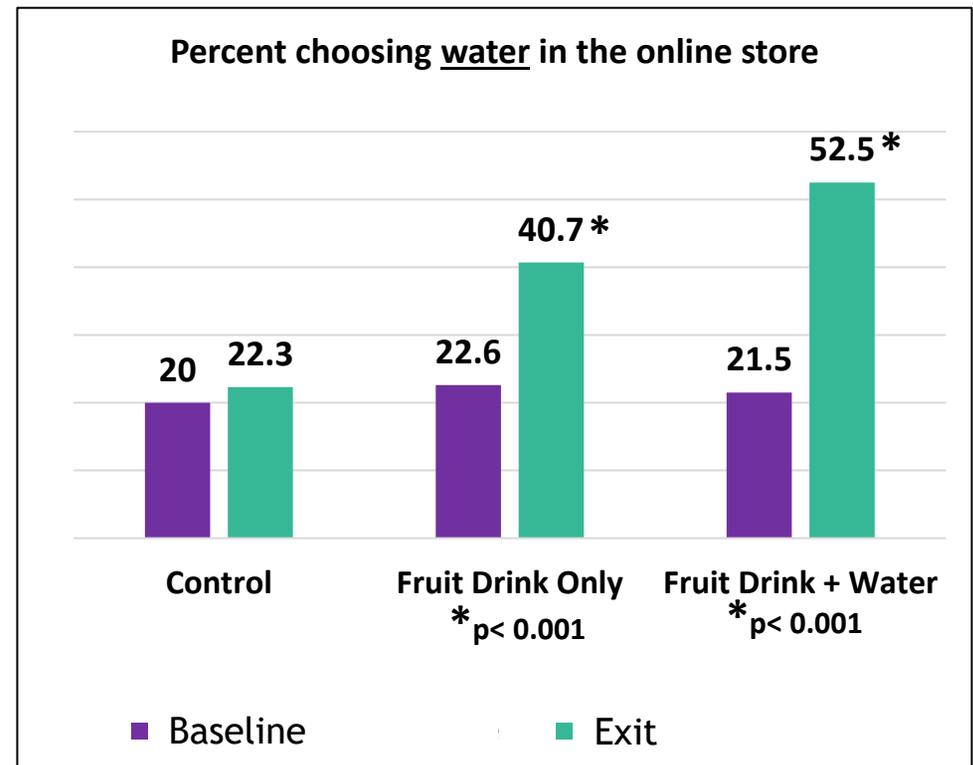
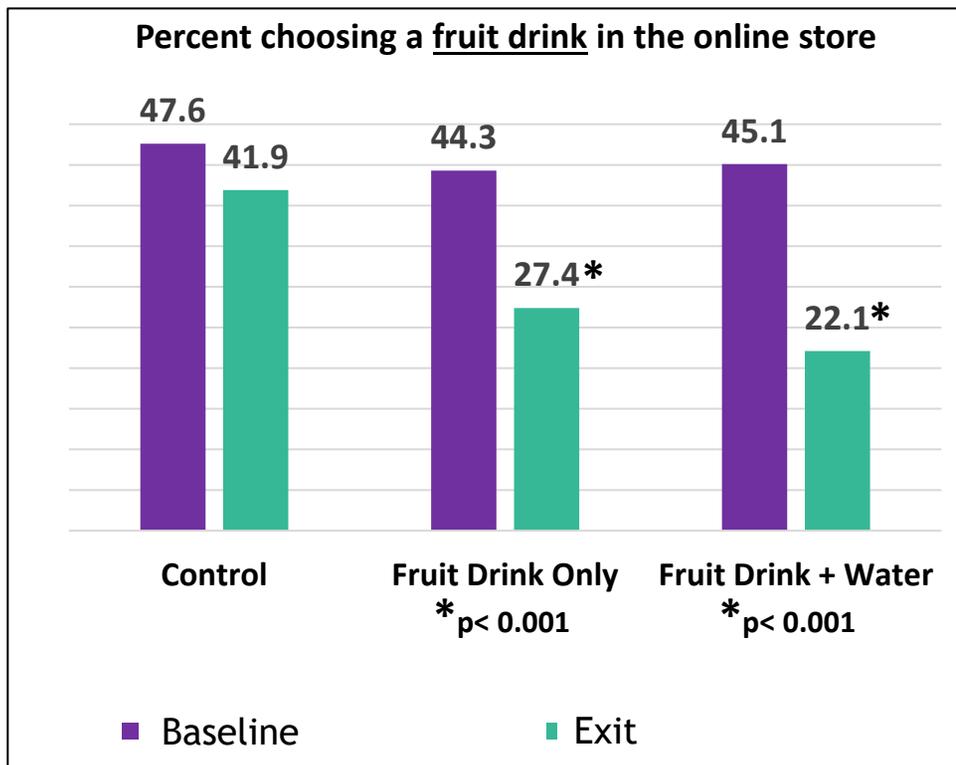
To assess purchase intent, we offered parents this online store where they clicked on the beverage they wanted to buy, and we sent them \$2 to buy a drink.

These messages WORKED to reduce parents' intent to buy a fruit drink

Study Results

We found that both the fruit drink messages alone and the fruit drink messages plus water promotion messages WORKED.

Parents who saw these messages were *less* likely to buy a fruit drink and *more* likely to buy water in the online store compared to parents who did not see these messages.



Distribute these messages widely!

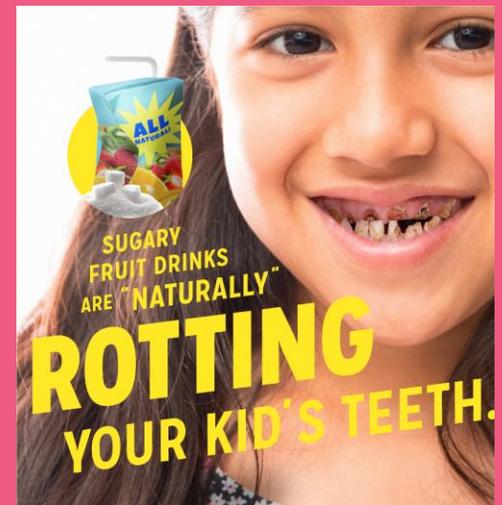
All images and their accompanying copy/text are available for [DOWNLOAD HERE!](#)

WHO is the audience for these messages?

These messages were developed for and tested with Latinx parents for efficacy and acceptability. If you would like to use these messages for audiences beyond Latinx parents, feel free to do so, selecting messages that are suited for your community and your population.

WHO can use these messages?

Anyone who wants to reduce fruit drink consumption! Public health departments or other government agencies, advocacy and other non-profit organizations, community groups, dental or medical clinics-can all use these messages alone or in combination with other messaging.



Distribute these messages widely!

WHICH messages should I use?

Choose the messages that are most appropriate for your community and target population. If your primary goal is to reduce fruit drink purchases, both the fruit drink messages and the fruit drink plus water promotion messages are equally effective. If your primary aim is to increase water consumption, we recommend using the fruit drink plus water promotion messages. You are welcome to use both sets together or select which messages from each you would like to use.

WHERE should I share these messages?

While these messages were developed and tested for Facebook, you could disseminate them via:

[Social media.](#) In addition to Facebook, use Instagram, Twitter, and other social media channels.

[Websites.](#) Post them on your website.

[Community and program sites.](#) Display them in poster format or provide them as handouts.

[Email.](#) Blast using your distribution lists.

[Newsletters.](#) Include in your next newsletter.



Social media tip!

On Facebook, tag an organization in your post by using the '@' sign. By tagging an organization, help connect your followers to more resources.

The posts on the following pages present the full set of tested Facebook posts (including the messages and accompanying text).

Several of the posts include multiple messages and images. In the online trial, we posted all messages together as a carousel of images (i.e., several images posted together, similar to a photo album).

Here we present the English messages and accompanying post text. Note that all messages and text are also in Spanish. All content is available for download in both languages on our website: www.truthaboutfruitdrinks.com.

**All images and their accompanying copy/text are
available for DOWNLOAD HERE!**

Fruit drink countermarketing messages

A focus on health



Just because a label states “all-natural” doesn’t make a fruit drink healthy. Don’t let the beverage industry harm your kids.



Fruit drink countermarketing messages

Professional recommendations

 Just because a label states “all-natural” doesn’t make a fruit drink healthy. Don’t let the beverage industry harm your kids.



 Protect your kids from obesity, type 2 diabetes and tooth decay. Simply put, don’t give your kids fruit drinks.



Fruit drink countermarketing messages

Deception and hidden ingredients

 **BOLDLY ORIGINAL? or BOLDLY DECEPTIVE?**
“Citrus Fruit Drink”
full of added sugars.



**BOLDLY ORIGINAL?
- OR -
BOLDLY DECEPTIVE?**

“CITRUS FRUIT DRINK” ...
FULL OF ADDED SUGARS.

Some fruit drinks are
BOLDLY DECEPTIVE,
touting 100% Vitamin C
while ignoring or hiding large
amounts of sugar.

**EATING
REAL FRUIT**
is a healthier
way to obtain
vitamin C.

THE FACT IS,
fruit drinks contain up to
28 cubes/packets
of sugar, elevating your
risk of obesity, diabetes,
and tooth decay.

**SUNNY
DIABETES**
FULL OF ADDED SUGARS.

 Your body turns sugar
you drink into fat
which can result in
diabetes.



Fruit drink countermarketing messages

Deception and hidden ingredients

 WARNING: Calling it natural does not make it good for your kids.



 Do YOU know the difference between fruit drinks and soda?



Fruit drink countermarketing messages, *plus* water promotion

Pure water promotion

-  Activate your kid's health by giving them thirst quenching water instead of sugary fruit drinks. The choice is clear.



-  Consuming fruit drinks contributes to obesity & type 2 diabetes. The choice is clear, give your kid water.



Fruit drink countermarketing messages, *plus* water promotion

A focus on health

 Sugary fruit drinks rot your kid's teeth. Water naturally protects them.



 Don't let the beverage industry double down against your kid's health. H2O is the way to go!



Fruit drink countermarketing messages, *plus* water promotion

Professional recommendations

 Fluoridated water strengthens and protects your kid's teeth.



FLUORIDE FACTS

It's Natural
Fluoride occurs naturally on earth and is released from rocks into water. It's this same natural fluoride that's added to water to protect your family's teeth.

It's Healthy
Fluoride strengthens permanent teeth during your kid's development and is good for your kid's oral health. A healthy mouth means a healthy kid.

It's Highly Recommended
Fluoridation is recommended by the American Academy of Pediatrics and World Health Organization.

 Water is simply one of the healthiest beverages you can give your kids. It's also more affordable.



 Parents say NO to fruit drinks and YES to water!



NO

NO

En cambio, el agua SÍ es 100% recomendada.

¡Papás! ¡La respuesta es CLARA, mejor dales agua!

Fruit drink countermarketing messages, *plus* water promotion

Deception and hidden ingredients

 Sugary fruit drinks contain unhealthy ingredients like high fructose corn syrup, artificial colorings, and more. Water is pure goodness. The choice is clear!



 Water is the all-natural drink. The choice is clear, give your kid water.



THE "ALL NATURAL FRUIT DRINK?"

Made With Natural Fruit Juices

- Water
- Apple and Strawberry Juice Concentrates
- Citric Acid
- High Fructose Corn Syrup
- Vitamin E Acetate
- Natural Flavor

WATER IS THE ORIGINAL ALL NATURAL DRINK.
H2O is the way to go!

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