

Social Marketing - Connecting the Dots

Sue Briody

AzNN Social Marketing Manager

Objectives

- * Define Advertising and Marketing vs. Social Marketing
- * Discuss the USDA approval process
- * Review the ADHS and AZNN approval process
- * Review the current “Put a Little Play Into Your Day” campaign
- * Complete Social Marketing assignment

Advertising Definition

“The act or practice of calling public attention to one’s product, service, need, etc., especially by paid announcements in newspapers and magazines, radio, television and billboards.”

Social Marketing Definition

Social Marketing is defined as is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society.

The Basics

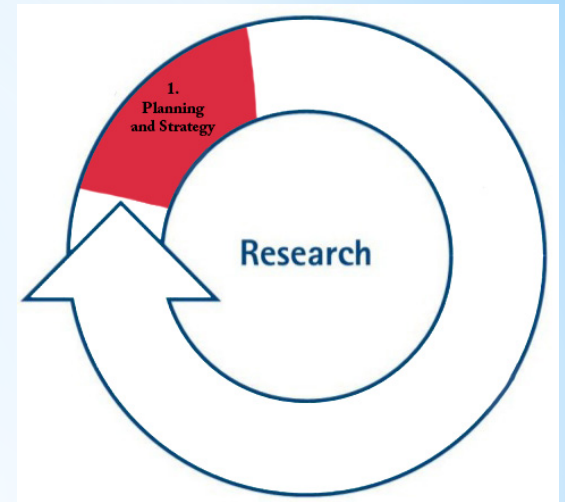


The Social Marketing Wheel

Step #1

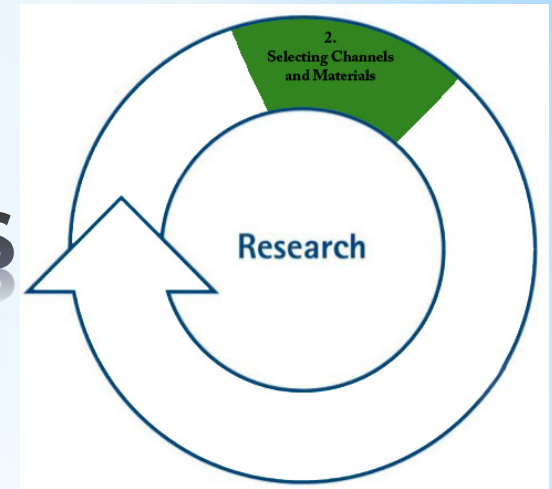
Planning and Strategy

- * Identify the problem
- * Identify your target audience
- * Research the scope of the problem (formative research)



Step #2

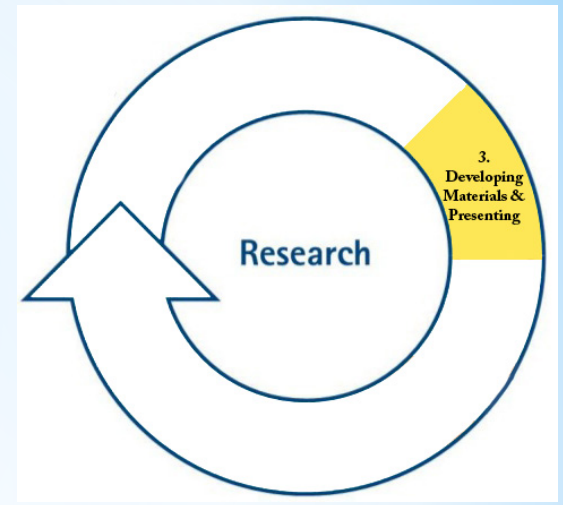
Channels and Materials



- * Identify the messages you want to send
- * Choose appropriate and effective channels of communication
 - * mass media, posters/brochures, newsletters, etc.
 - * radio, television, billboards

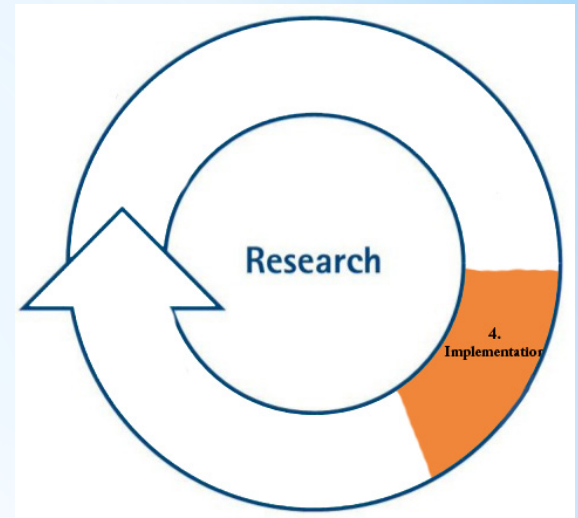
Step #3

Materials and Pretesting



- * Develop messages
- * Develop materials for delivering the messages
- * Test materials with target audience
- * Revise materials based on pretesting outcomes

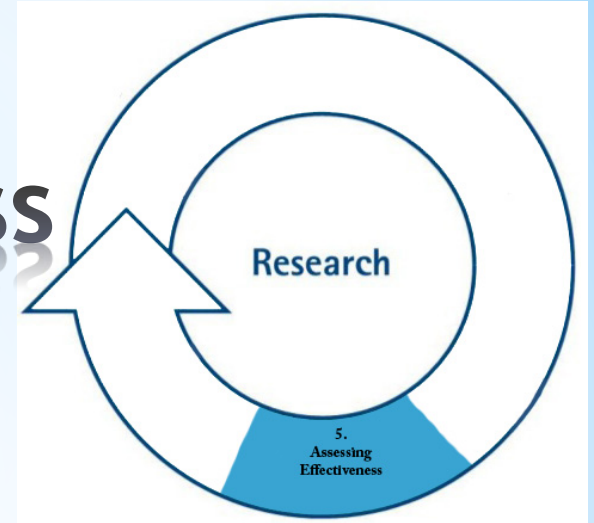
Step #4 Implementation



- * Promote and distribute through chosen channels
- * Review activities and track audience reactions

Step #5

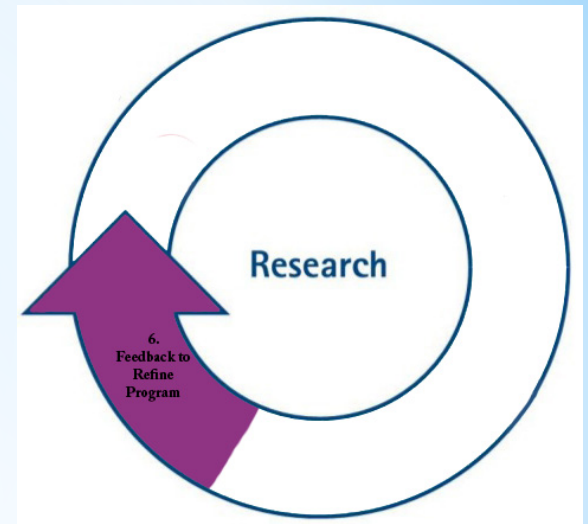
Assessing Effectiveness



- * Evaluate the campaign
- * Assess how the program affected the beliefs, attitudes and behaviors of the target population

Step #6

Feedback and Refinement



- * Make revisions to the campaign (based on evaluation outcomes)
- * Receive and provide feedback

**What does a Social Marketing
Campaign look like?**

USDA Approval Process

- * All AzNN social marketing campaigns are reviewed by USDA
- * Campaigns must meet the same requirements as all site qualifying methodology.
- * Each method (TV, radio, billboard, online targeting, grocery stores) must meet the requirements and is reviewed by meticulously USDA.
- * FSNE social marketing campaigns are guided by the “50% requirement” rule for media activities delivered to persons.
- * The current USDA formula for program selection is as follows:
 - * Programs selected must have, on average, at least 50% of its women 18-49 audience that meet the target criteria, which is defined as women 18-49 with an annual household income of \$25,000 or less (food stamp eligible).

Timeline

[illegible]


ADHS Approval Process

Communication Team Timelines										
Program Manager: Stephanie Martinez		Registered Dietitian: Noelle Veilleux			Translator: Patty Moraga-Quezada					
Campaign: Physical Activity		Dates: May 1 - Sept 30, 2015			Content Expert: Ryan Lang					
Index:		PCA:			Budget:					
Materials	Planning Meeting	Content Deadline	Translation	Layout	Edit and Proofreading	Program Approval	BNPA FINAL Approval	USDA/ PHS Asst. Director FINAL Approval	Printing Deadline	Warehouse Deadline
DUE DATES		3/8/2016	3/14-3/21	3/14 - 3/21	3/21-3/23	3/24/2016	3/25/2016	3/28/2016	4/8/2016	4/29/2016
Parents FFN Kids FFN Senior Bulletin Recipes (7 total)	Sue/Ryan	Ryan	Patty	Sue	Susie	Stephanie	Sharon	Celia	Sue	Sue
Posters - Moses	Concept Presentations	Comp Approval	Translation	Final submission	Susie	Stephanie	Sharon	Celia	Sue	Sue
Website Content										
Template provided by Moses		Ryan	Patty		Susie	Stephanie	Sharon			
Contractor Downloads										
Preschool	Sue/Ryan	Ryan/Moses	Patty (as needed)	Sue	Susie	Stephanie	Sharon			
Elementary										
Adult/Senior										
Website Updates	Content Updated on EWBW week of April 27th									
EWBW Home Page	Sue			Sue	Susie	Stephanie	Sharon			
Champions for Change page										
Current Campaigns										
SNAP										
What's Happening										
Campaign Recipes										
Misc. Materials										
Media										
Television										
On-line Ads - Moses		Comp Approval	Translation	Final submission		Stephanie	Sharon	Celia		

Put a Little Play Into Your Day

- * Educational Materials
- * Out of Home
- * Online and Mobile Ads
- * Web Site Updates
- * Media Release
- * Social Media - Twitter, Facebook, Blogs
- * Television and Radio

* Put a Little Play Into Your Day Campaign Materials



Put a Little PLAY Into Your DAY

USDA Stay Active with EatWellBeWell.org


USDA is an equal opportunity provider and employer. This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP.

You Can Do It!

Adding physical activity to your life is a key to healthy living. Adults need at least 150 minutes a week of moderate activity (like brisk walking) or 75 minutes of vigorous activity (like jogging). Muscle strengthening activities (like weight training or yoga) are important to include twice per week. It may be hard to be physically active, but don't give up. There are things you can do to help keep you on track.

Challenges	Solution
"I don't have time"	<ul style="list-style-type: none"> Physical activity can be done in smaller amounts of time throughout the day. Break up your activity into smaller chunks and you can still reach your goal.
"It's boring"	<ul style="list-style-type: none"> Invite friends to join in. The best physical activity is the kind you enjoy and want to do. Mix it up! Change the types of activities you do.
"I don't have energy or motivation"	<ul style="list-style-type: none"> Be active during the time of day when you have the most energy. Being active will actually give you more energy. Set goals you can reach to keep you on track.
"My family needs me"	<ul style="list-style-type: none"> Play active games with your children or walk around the neighborhood.

"My family loves being active. We spend time together as a family and are being healthy at the same time!"



"I know that some activity is better than none and that it all adds up. That's why I do a little bit throughout the day when I can."

Physical Activity for the Family

Doing physical activity can be a fun way to get the family moving and spend time together! Leading by example and being a good role model will help your children be more active. Being active as a family will help children learn healthy habits that will last a lifetime.

- Make physical activity a family habit.** Before you know it, physical activity will become part of your daily routine. Walk to school together or take the family for a walk after dinner.
- Play together.** Plan time at the park instead of going to a movie. Playing together as a family is fun for everyone.
- Limit screen time.** Set a two-hour time limit per day for TV and video games. Ask your children to help with dinner or play an active game instead of sitting in front of a screen.
- Set a family goal.** Start with a goal your family can reach, like walking after dinner at least three nights a week. Include your children in the weekly planning and goal setting. Allowing them to help make decisions will motivate them to reach the goal.

Avocado Breakfast Bruschetta

Ingredients


3 ripe avocados	4 eggs (hard boiled)
2 medium tomatoes	12 slices whole wheat baguette (toasted)
1 green onion	
1 cup chopped fresh basil	1/2 cup ricotta cheese (reduced fat)
1/2 tsp salt	1/2 tsp black pepper (to taste)

Directions

- Chop avocados, tomatoes, and green onions.
- Peel and chop hard-boiled eggs.
- Reserving 1 tablespoon basil for garnish, gently toss the first five ingredients in a small bowl. Add pepper to taste.
- Toast baguette slices and smear with ricotta cheese.
- Top with avocado mix and garnish with chopped basil.

Makes 6 servings

Nutrition information per serving: Calories, 320; Carbohydrate, 18 gms; Protein, 10 gms; Total Fat, 10 gms; Saturated Fat, 4 gms; Cholesterol, 195 mg; Fiber, 5 gms; Total Sugar, 2 gms; Sodium, 360 mg; Calcium, 137 mg; Potassium 40 mg; Iron, 5.5 mg; Calories from Fat, 42%



Healthy Eating Tips for Active Families

- Save time by slicing vegetables.** Store sliced vegetables in the fridge and serve on their own or with dips like hummus or low-fat plain yogurt.
- Snap out the sugar.** Keep healthier foods handy to help kids limit cookies, candy and chips between meals.
- Fruits are a quick and easy snack.** Fresh, frozen and canned fruits can be easy grab-and-go options with little prep time. Offer whole fruit or choose fruits packed in 100% juice or water.
- Drink water instead of sugary drinks to cut extra calories.** Drinking plenty of water is important for an active lifestyle, especially in Arizona. If you're thirsty, reach for water.

The Supplemental Nutrition Assistance Program (SNAP) provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact 1-800-232-6403, A-888 3-35.



Put a Little PLAY Into Your DAY

USDA Stay Active with EatWellBeWell.org

The website was funded by USDA's Supplemental Nutrition Assistance Program - SNAP through the Arizona Nutrition Network. This material is an equal opportunity provider.

Parent's Fun Food
News

Parent's Poster

Put a Little Play Into Your Day

Put a Little PLAY Into Your DAY

Only Active with EatWellBeWell.org

USDA
Champions for Change
Arizona Nutrition Network

How Can You Get 60 Minutes of Play Each Day?

Being active is an important part of a healthy life. Aim for at least 60 minutes of activity each day. Try activities that make your body work harder, like active games or running, at least three days per week. There are many ways for you to stay active and play each day!

- Walk to school!
- Go swimming with your family and friends!
- Play games like hide and seek or tag with friends!
- Walk with your family!
- Join a sports team!
- Play on the playground at school or a park!
- Turn off the TV or video game and go be active!

The Supplemental Nutrition Assistance Program (SNAP) provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact 1-800-368-9683, ActUp 5/19

Physical Activity Keeps Your Body Healthy

Staying active and playing each day helps your body grow and stay healthy. Doing activities that build strong bones and muscles at least three days per week are important for your body. Here are all the ways you are keeping your body healthy by being physically active each day.

Bones: Physical activity makes your bones stronger, which is important for growing kids. There are over 200 bones to support your body!

Muscles: While you are active, your muscles are working to stay healthy and help your body move. Any physical activity you like to do is a great way to build strong, healthy muscles.

Brain: Your brain controls the way you move your body and the way you think. Physical activity can help you learn, think, and sleep better! Staying active is a great way to keep you feeling happy.

Put a Little Play in Your Day Word Search

Find the hidden words about physical activity:
active, healthy, body, move, walk, run, fun, happy, play, jump

P	R	F	E	V	B	P	L	P	N
J	X	U	F	A	T	O	K	L	K
U	H	N	N	G	C	M	D	A	X
M	H	E	A	D	J	X	T	O	Y
P	E	A	D	J	M	R	N	I	V
N	A	S	P	Y	B	L	W	I	V
D	L	M	X	P	J	L	V	A	I
J	T	R	W	J	A	C	L	D	X
Q	H	R	W	J	A	C	L	D	X
D	Y	L	R	K	Z	O	F	K	A

Activity Pledge

I agree to be an active kid for 60 minutes each day. My body is healthy and I am happy when I am moving. There are many ways to be active and have fun too. I can be active any time of the day and have my family and friends with me.

Name: _____

No-Bake Peanut Butter Crunch Balls

Ingredients:

- 1/2 cup golden raisins
- 1 cup melted peanut butter
- 1 tablespoon brown sugar, packed
- 1 teaspoon ground cinnamon
- 1 teaspoon ground ginger
- 1 cup puffed corn cereal
- 1 cup cheddar crushed pretzels
- 1/2 cup unsweetened coconut

Directions:

- Wash hands with warm water and soap.
- Add raisins to a food processor. Pulse raisins until thoroughly chopped and a ball forms. If you do not have a food processor, chop finely by hand with a sharp knife.
- Add peanut butter, brown sugar, cinnamon, ginger, puffed rice cereal and pretzels to food processor. Pulse for about 1 minute or until the mixture is fairly ground.
- Measure out 1 tablespoon of the mixture and roll into a ball with your hands. Sprinkle with coconut. Repeat process with remaining ingredients and place on a waxed paper.
- Cool 5 hours. Transfer balls to a plastic airtight container to prevent them from drying out.

Serves: 15 balls

Nutrition Facts for one serving (1 ball): Calories: 80; Carbohydrates: 12 gms; Protein: 2 gms; Total Fat: 3.5 gms; Saturated Fat: 2 gms; Total Sugar: 10gms; Sodium: 1 mg; Fiber: 1 gms; Total Sugar: 7 gms; Sodium: 20 mg; Calcium: 8 mg; Potassium: 1.4 mg; Iron: 0.1 mg; Calcium: 100 mg; Iron: 0.1 mg.

Fuel Up to Keep Moving

Eating healthy foods like vegetables and fruits helps keep you active, healthy eating gives your body energy so that you can be active for 60 minutes each day. Power your body to be healthy with vegetables and fruits.

- Snack like a super hero. Power up with fruit and yogurt.
- Do the dip! Ask for cut-up veggies with your favorite dip for an after-school snack.
- Rock, orange, yellow, green—eat lots of colors of vegetables and fruits to fuel your play every day.
- Pick your favorite fruit to fill your family's fruit bowl next week.

WORD PLAY

Champions for Change
Arizona Nutrition Network

Five activities are missing in the boxes below. Find out what they are by adding the images next to each box.

For example: + = Basketball

J _____ **P** _____

This activity gets your heart pumping and your legs jumping. Plus it can be played alone or with friends!

How many can you do?

+ = _____

L _____ **S** _____

This activity is made for playing with friends. Use your hands for balance when you jump and for safety when you kneel on the ground.

How many can you do?

+ = _____

W _____ **D** _____

This activity is good for you and your furry friend. It gets your legs moving and your pet's tail wagging.

Have you done this today?

+ = _____

P _____ **U** _____

This activity gets your body moving and your room clean. Make a game to see how fast you can go!

Have you done this today?

+ = _____

M _____ **S** _____ **A** _____

This activity is perfect for playing with friends. Get your heart racing as you race for a spot!

How long can you last?

+ + = _____

This material was funded by USDA's Supplemental Nutrition Assistance Program—SNAP Through the Arizona Nutrition Network. This institution is an equal opportunity provider.

Visit EatWellBeWell.org for more ways to add play into your day.

Kid's Fun Food News

Kid's Poster

**Put a Little
PLAY
Into Your
DAY**



Aerobic Activities (150 minutes per week)	<ul style="list-style-type: none"> • Walking • Jogging • Swimming • Gardening • Tennis • Bicycle riding (stationary or on a path)
Muscle-Strengthening Activities (2 days per week)	<ul style="list-style-type: none"> • Exercise bands • Hand weights • Household chores or yard work • Carrying groceries • Yoga • Balance training

A stainless steel bowl filled with sautéed spinach, mushrooms, and onions, garnished with a wooden spoon.

- As you age, you may not feel as thirsty. Drink water often. Fat-free or low-fat (1%) milk and 100% juice can also count.
- Add sliced vegetables and fruits to your meals and snacks. Look for pre-sliced vegetables and fruits on sale if slicing and chopping are hard for you.
- Include a variety of colored vegetables and fruits to brighten your plate. Most vegetables are low in calories.
- Changes in your teeth and gums can make it harder to chew foods like vegetables, fruits or meat. Try cooked vegetables or fruits, low-sodium soups, and canned tuna or chicken to help you get the nutrition you need.
- Add flavor to foods with spices and herbs instead of salt. Look for low-sodium packaged foods.

Directions

1. Wash hands with warm water and soap.
2. Wash fresh vegetables before preparing.
3. Heat non-stick skillet over medium high heat.
4. Add oil and onion. Cook, stirring occasionally for 5 minutes.
5. Add apples and cook for 5 more minutes stirring occasionally.
6. Add kale and cook for about 5 minutes or until kale is bright green in color and has wilted slightly. Add salt and pepper to taste, and sprinkle with lemon juice.

Makes: 2 servings

Nutrition Facts for one serving (1/2 of recipe): Calories, 150; Carbohydrate, 28 gms; Protein, 11 gms; Total Fat, 4 gms; Saturated Fat, 1 gm; Trans Fat, 0 gms; Cholesterol, 5 mg; Fiber, 5 gms; Total Sugar, 14 gms; Sodium, 240 mg; Calcium, 130 mg; Folate, 34 mcg; Iron, 1.2 mg; Calories from Fat, 24%.

Champions
for Change

Makes 8 servings

Nutrition Facts

1. Wash hands with warm water and soap.
2. Open the can of mixed fruit and pineapple with the can opener. Pour both cans into the colander over a bowl to drain. Save the juice to drink later.
3. Wash the apple in cool water. Pat dry with paper towels.
4. Have an adult cut the apple into 4 sections on the cutting board using the cutting knife. Cut out the apple core and seeds. Cut the apple in large chunks.
5. Wash the orange in cool water. Peel the orange and separate the orange segments. Have an adult cut each segment in half and remove all the seeds.
6. Put the yogurt and honey in the mixing bowl. Stir with the wooden spoon until mixed. Add the drained fruit, pineapple and the apple and orange. Stir with the spoon until mixed. *Serve cold.*

For more free recipes, visit EatWellBeWell.org

- 1/2 cup plain yogurt or tahini (sesame seed paste)
- 1 garlic clove, minced
- 1 tablespoon lemon juice
- 1 tablespoon cumin
- 4 whole wheat tortillas, large or burrito size
- 1 green pepper, sliced
- 1 tomato, sliced
- 1 cucumber, sliced

Directions

1. Puree garbanzo beans, yogurt or tahini, garlic, lemon juice, and cumin in a blender to make hummus.
2. Refrigerate until ready to use.
3. Spread hummus on tortilla. Layer green pepper, tomato, and cucumber on top. Roll up and eat!

For more free racines, visit EatMe!!EatMe!! on



Champions
for Change

Makes 4 servings

- 1 lemon, juiced and peel grated
- 2 teaspoons vinegar
- 2 teaspoons sugar
- 2 tablespoons low fat plain yogurt
- 1 teaspoon Italian seasonings blend
- 1 (15-ounce can) garbanzo beans, drained and rinsed
- 2 tablespoons finely diced red onion
- 1 celery stalk, diced
- 1 cup frozen vegetable mix, thawed
- 2 cups chopped fresh spinach leaves

Directions

1. Wash hands with soap and warm water.
2. Wash fresh vegetables before preparing.
3. Whisk lemon peel and juice, vinegar, sugar, yogurt and Italian seasoning in medium size mixing bowl.
4. Add garbanzo beans, onion, celery, vegetable mix and spinach leaves to the bowl. Toss well and serve.

For more free recipes, visit EatMeAllTheMeat.com



Champions
for Change
Always, In Motion

Makes 2 servings

Nutrition Facts

- | | |
|-------------------|-------|
| per serving | |
| Calories | |
| Carbohydrates | |
| Protein | |
| Total Fat | |
| Saturated Fat | |
| Trans Fat | |
| Cholesterol | |
| Sodium Fiber | |
| Total Sugars | |
| Soluble | |
| Calories | |
| Folate | |
| Iron | |
| Calories from Fat | |

LIFE

Recipe Card

Out of Home



Billboards/School Buses



Bus Benches



Floor Graphics

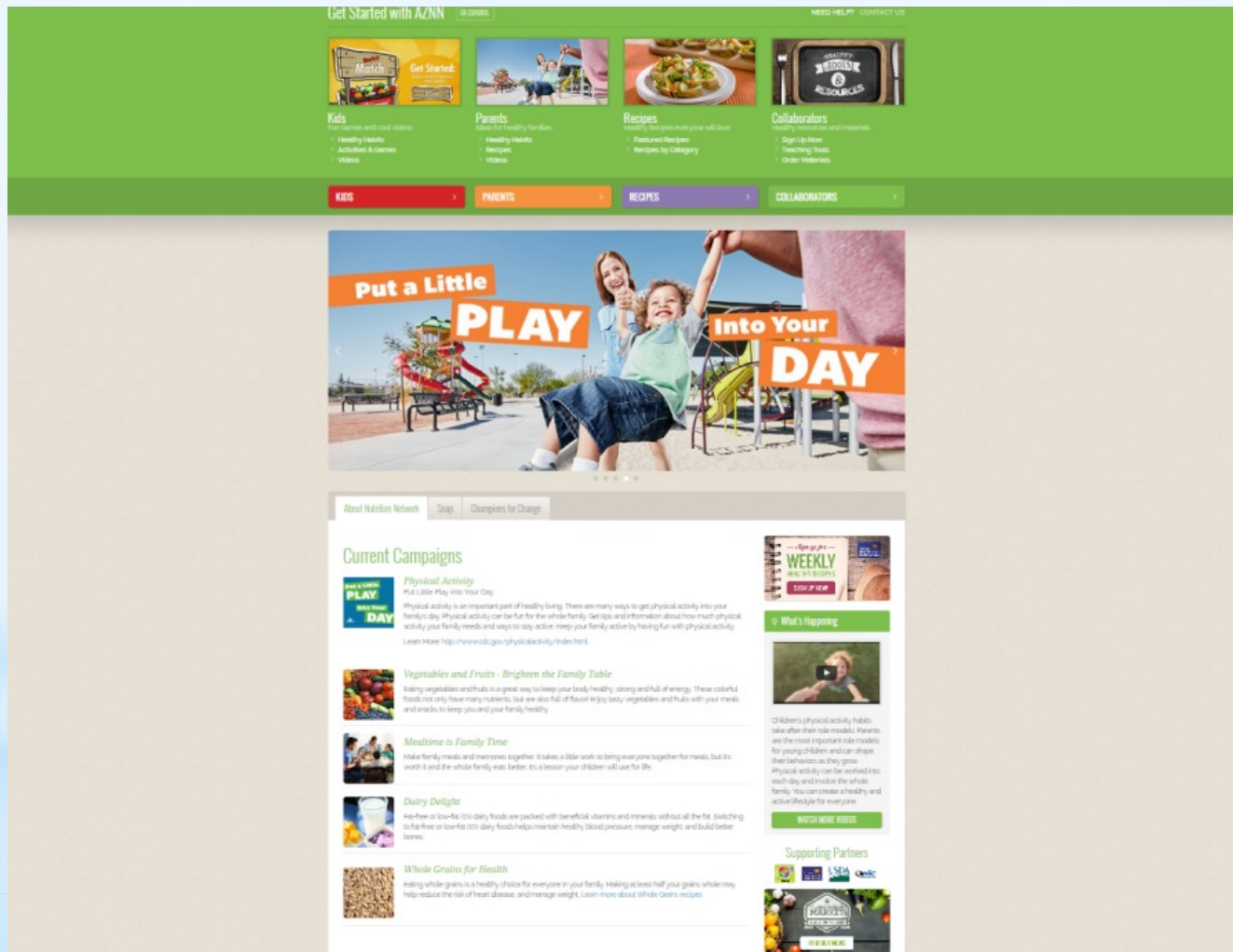


Transit Shelters

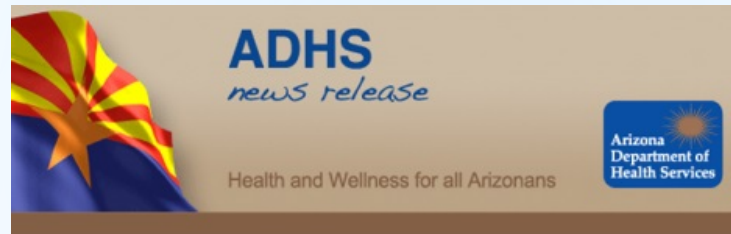
Online



Website Updates



Media Release



For Immediate Release: May 2, 2016
Media Contact: Holly Ward
602.542.1094 desk
480.327.7252 cell

New public awareness initiative promotes physical activity in Arizona

Put a Little Play Into Your Day

PHOENIX - The Arizona Department of Health Services is encouraging families across the state to increase daily physical activity with a new public awareness campaign. The initiative called "Put a Little Play Into Your Day" highlights simple, fun, and free or low-cost activities families can do together to stay physically active.

"Regular physical activity is one of the most important things we can do to improve our overall health," said Dr. Cara Christ, director of the Arizona Department of Health Services. "Physical activity can help you control your weight, improve your mood, and reduce your risk of chronic diseases like heart disease, diabetes, and cancer."

The "Put a Little Play Into Your Day" public awareness campaign launches statewide on May 2 and is part of the Arizona Nutrition Network, which provides nutrition education and obesity prevention programs for Supplemental Nutrition Assistance Program recipients and other eligible low-income individuals. The activities support the goals of the [Arizona Health Improvement Plan](#) in promoting healthy people and healthy communities.

Campaign materials may be found on the Arizona Nutrition Network's website www.eatwellbewell.org. Once there you will find healthy recipes, online games for kids, and tips for how to be more physically active. The Arizona Nutrition Network works to increase access to healthier foods, promote active living, improve nutrition and physical activity in schools, and enhance practices in early care and education programs to impact the health of preschool children.

Arizona Nutrition Network services are provided statewide by partners including the University of Arizona Cooperative Extension, county health departments, school districts, tribal communities, after-school programs, food banks, community health centers, city governments, and non-profit community organizations.


"We're excited to launch this new public awareness campaign and bring more awareness to the fun and easy ways families can be more physically active together," said Dr. Christ. "We all have busy lives, and showing fun ways that families can stay active together is an important component of this new campaign. I encourage everyone to visit the Arizona Nutrition Network online at www.eatwellbewell.org to learn how easy it can be to incorporate physical activity into our daily routines."


###


About us:


The Arizona Department of Health Services is responsible for leading Arizona's public health system including responding to disease outbreaks, licensing health and childcare facilities, operating the Arizona State Hospital, and improving the overall health and wellness of all Arizonans.

Blogs


AZHS
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88°F
Phoenix

Susan Brady



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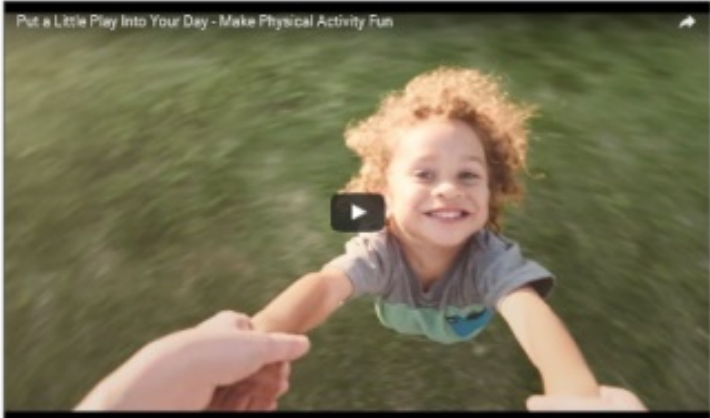


Director Message

[+ Go Back](#) [Posted May 2, 2018 at 11:28am](#) [Post](#)

New Public Awareness Campaign Encourages Families to be Physically Active

Put a Little Play Into Your Day - Make Physical Activity Fun



This week the Arizona Nutrition Network is launching a new public awareness campaign called "Put a Little Play into Your Day" to increase physical activity throughout Arizona. The effort is an important step in addressing obesity, one of Arizona's leading health priorities identified in the Arizona Health Improvement Plan [11](#).

We know that physical activity, at least 60 minutes a day, where kids live, learn and play is essential for growing healthy kids. Adults need at least 150 minutes a week of moderate activity (like brisk walking) or 75 minutes of vigorous activity (such as jogging) along with muscle-strengthening activities (weight training or yoga, for example) at least twice per week.

As a mom, I know how important it is to start healthy habits with active play in preschool, and having quality physical activity as a part of the school day is essential. Working together, we can help our neighborhoods to be ones where active living and healthy eating are an easy choice.

"Put a Little Play into Your Day" offers fun, free and low-cost activities, and simple tips for families to have fun together while moving more. Being physically active as a family will help children learn healthy habits to last a lifetime.

[See this story on the Director's blog.](#) [11](#)

Social Media

Twitter



Social Media

Facebook



Arizona Department of Health Services

February 17 · 🌐

Enjoy tasty vegetables and fruits with your meals and snacks to keep you and your family healthy. For more information and recipes:
www.eatwellbewell.org



➦ Share

Mary Ellen Cunningham, Debbie Robinson and 2 others like this.



Arizona Department of Health Services

18 hrs · 🌐

Our Arizona Nutrition Network is launching a new public awareness campaign called "Put a Little Play Into Your Day" to increase physical activity throughout Arizona. Learn more about it!
<http://1.azdhs.gov/1W2ZhN5>



105 Views

➦ Share

Sharon Kotsonas, Adrienne C. Utte, Heather Crenshaw and 6 others like this.

Top Comments ▾

1 share



Go Stay Kit sound advice for all our young people

👍 1 · 2 hrs

Social Media Blogs

Arizona
INTRANET

82°F
Phoenix

Ruben Brody

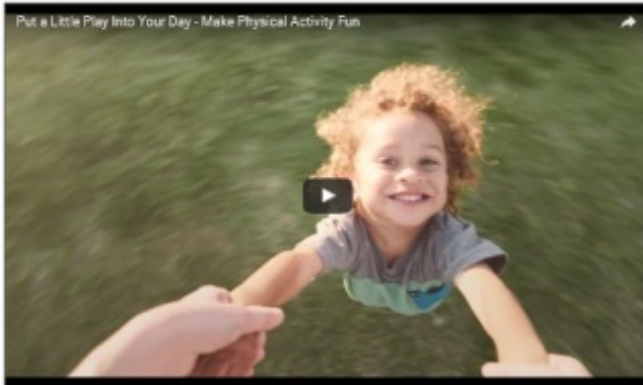
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Director Message

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[See this story on the Director's blog.](#)

Television



<http://www.eatwellbewell.org/parents/videos>

Campaign Schedule

FY2016 Media Plan

March 28, 2016

Put a Little Play Into Your Day

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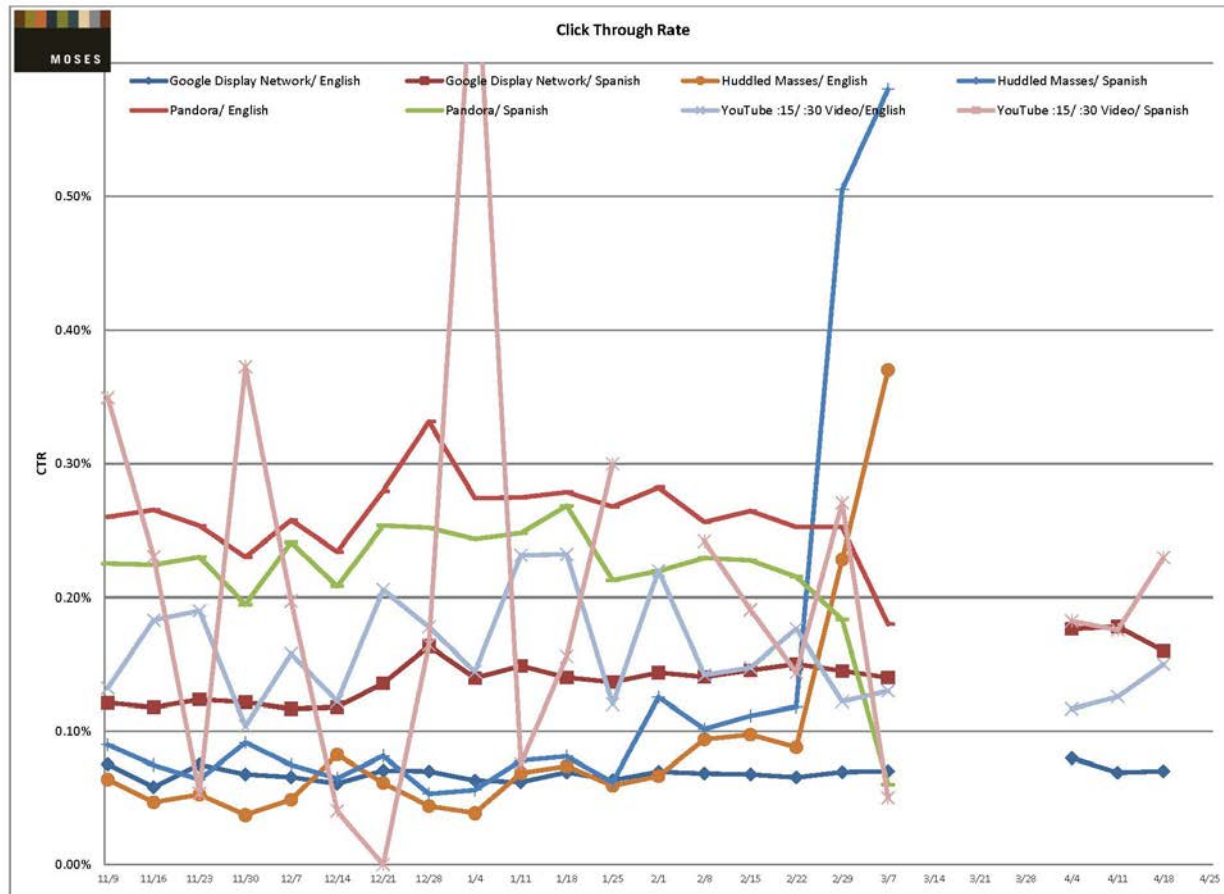
Website Analytics

Advantages of using Google Analytics:

- * Target your online visitors
- * Measure the results of your campaign
- * Customize for greater exposure
- * Evaluate traffic flow
- * Improve your quality

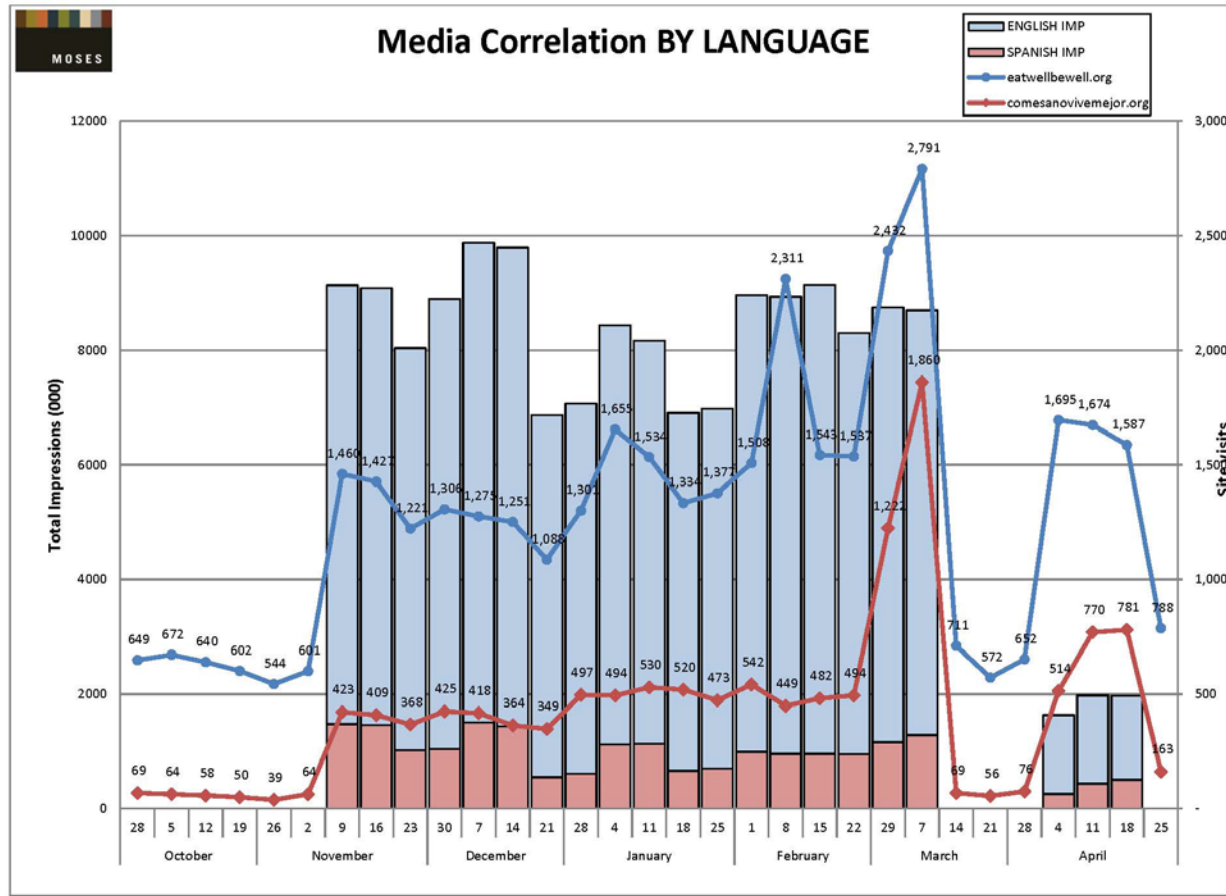
Media Reporting -

Brighten the Family Table



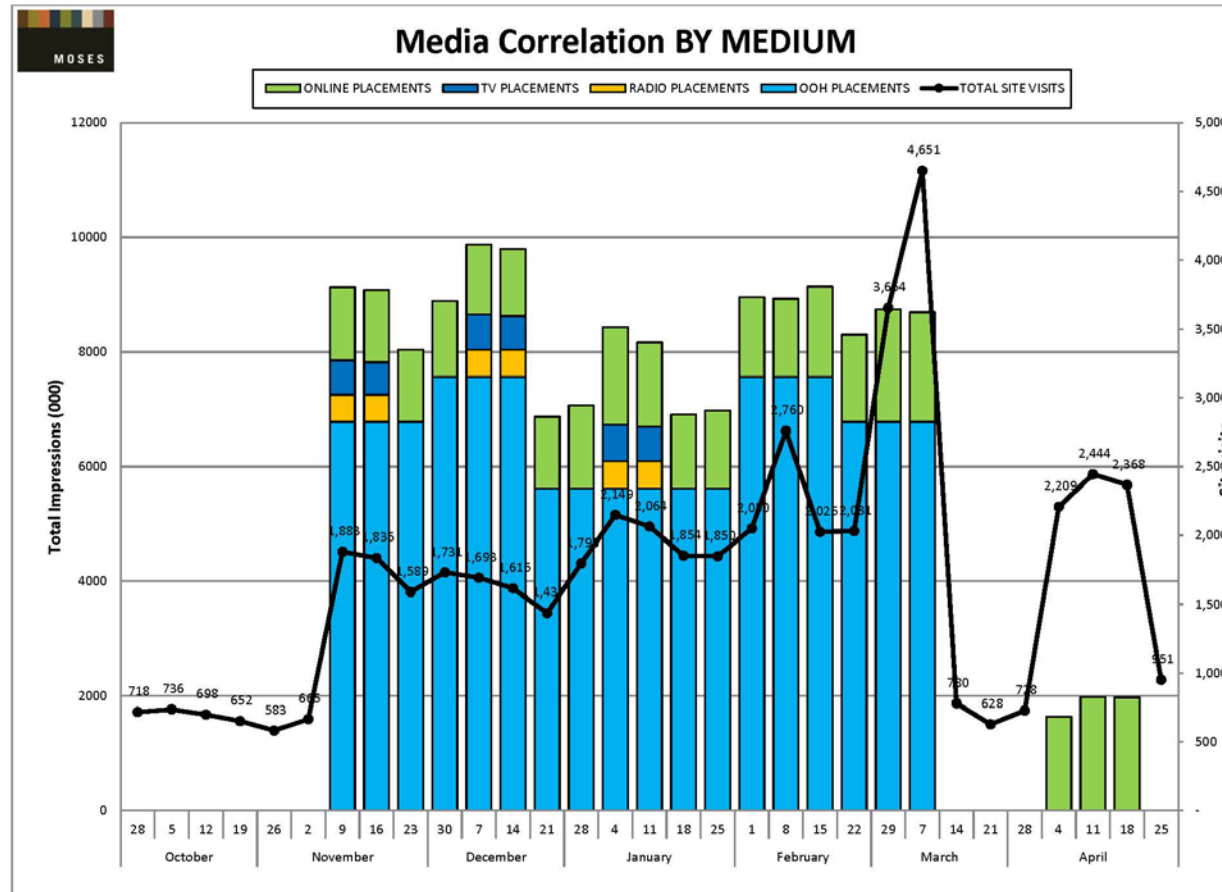
Media Reporting -

Brighten the Family Table



Media Reporting -

Brighten the Family Table



Assignment

Using the Social Marketing Wheel, what is the best method for talking to your local community to promote “healthy meals” and help fight obesity in the Arizona.



1. Planning and Strategy
2. Selecting Channels
3. Developing Materials
4. Implementation
5. Effectiveness
6. Feedback

Thank You!