



Consumer Campaign Evaluation – Salt Awareness 2016 “Don’t trust your taste buds”

TO:	Sarah Shiell VicHealth
CAMPAIGN NAME:	Salt Awareness Campaign Evaluation
CAMPAIGN DATES:	March to June 2016
PURPOSE:	Outlines anecdotal feedback, achieved awareness/behaviour change and campaign metrics to determine the effectiveness of the first phase of the Salt Awareness campaign – <i>Don’t trust your taste buds</i> .

1.0 Background

The majority of Victorians are currently consuming around 50% more salt than recommended. Scientific evidence conclusively points to diets high in salt increasing risk of high blood pressure (hypertension) – a powerful predictor of stroke and heart disease.

Recent consumer research commissioned by VicHealth, and conducted by Orima, has shown that while Victorian’s believe Australians consume too much salt, less than a third believed their own individual salt intake exceeds recommendations.

The Heart Foundation (Victoria) and VicHealth joined forces to raise this awareness and concern and encourage healthy changes to reduce the salt consumption of Victorians. A campaign framework was developed to outline how change would be achieved across three campaign phases ([Appendix A](#)).

A consumer awareness campaign called ‘Don’t trust your taste buds’ was developed as Phase 1 - to raise awareness of Victorian’s excessive salt intake and its origins in every day processed foods and to educate consumers about their own, and their families’, salt intake and the potential negative health impacts.

‘*Don’t trust your taste buds*’ ran from 8 June 2016 to 31 July 2016 and was primarily a digital campaign supported by Public Relations.

The campaign was targeted at parents/caregivers of children aged 0-12 years who are generally the primary purchaser of household groceries and have the most influence over the diets of the entire family. The aim was to encourage parents of younger aged children to reduce the salt intake of the family as it will also provide the most opportunity for generational change and longer term changes in dietary habits.

This evaluation document outlines:

- The development of the creative concept and overall strategy for the campaign;
- The campaign metrics (results from social media outputs) – including audience reach, website visits, media coverage, social media engagement and campaign recall;

- An overview of the change in awareness levels/behaviour that was achieved (against campaign targets) as a result of the campaign. Please note this is fully detailed in the final evaluation report by Orima.

It is important to note, that while campaign metrics provide a good indication of how the strategy and communication methods selected performed in reaching the desired audience, the overall effectiveness of the campaign was evaluated based on its ability to achieve the desired outcome – an increase in the levels of awareness as per the campaign objective and measurable targets.

This is reliant on the campaigns overall impact and uptake by the audience and effective communication of campaign key messages. The aim was to increase the awareness and knowledge of the target audience regarding the behaviour (salt intake) for them to begin to see change as relevant and desirable (salt reduction).

For a largely digital campaign, this is strongly affected by message frequency and the type of delivery of the message– which is highly dependent on budget.

This evaluation document also discusses the impact of budget on desired outcomes.

2.0 Campaign performance and results

2.1 Creative concept and strategy development

The nutrition space is a highly competitive and complex area, especially when targeting parents with children. Therefore, it was determined that significant resources for this campaign needed to be directed to the development of a creative concept that would achieve a highly accessible and effective communication of key messages and ensure increased uptake and engagement for the target audience.

Two short-listed creative agencies were asked to respond to a brief and develop a creative concept that raised the awareness of:

- The prevalence of hidden salt in foods
- The recommended limits of daily intake;
- The negative health impacts of high salt intake, especially for children

Two very different creative concepts were presented and tested in a series of focus groups including the appropriate target audience. ‘Don’t trust your taste buds’ was identified by the focus groups as being the most surprising and having the strongest take-away messages.

Of the two creative concepts tested with the focus groups, a “*Comparison*” concept was the preferred option. It was considered educational and challenged people’s everyday beliefs about certain foods. For example, the salt content in a cheese and ham sandwich, and also that of a sweet muffin, was much higher than expected.

An interactive comparison tool was considered both appealing and effective in communicating the link between hidden salt consumption and processed food. Indeed, this was universally endorsed. It has the potential to effectively raise awareness of (excessive) salt consumption in people’s diets and the potential negative health impacts of this. The branding of the Heart Foundation and VicHealth was seen to provide a level of trust and acceptance in terms of the information being presented in the campaign.

Further information regarding concept testing can be found in [Appendix B](#).

Challenges of the process:

Nutrition marketing is difficult. While ultimately trying to influence certain behaviours (reduce salt intake), this shouldn't be done at the expense of positive behaviours (eg. consumption of core foods high in other nutrients because they contain higher levels of salt). This was a major concern for nutritionists during the campaign and the foods chosen to be included in the campaign as examples of surprisingly high levels of salt needed to be selected carefully.

This public awareness campaign was born out of the Victorian Salt Partnership. A requirement or aim of this partnership is to encourage public debate around salt intake and achieving reduction in our diets and processed foods. Opportunities to achieve this via the creative concept needed to take into account particular sensitivities in this area. For example, it was important to avoid any perception of blame for the parents as well as avoid demonising any foods or drinks that may have higher sodium levels yet are core foods from the Australian Dietary Guidelines and therefore should be promoted for good health. It was also a requirement that the campaign avoid inadvertently promoting discretionary food and drinks with a confused message regarding salt content (e.g. some snack foods such as potato chips have lower salt content than many core foods like bread or cheese).

2.2 Media Strategy

The Orima discovery report, showed that the target audience preferred mass media channels as a means of receiving information about salt. However, the budget in this case did not extend to TV, outdoor and radio advertising.

A media strategist (Customedia) was engaged to identify the best options to reach the target audience with a limited \$100,000 media spend. It was recommended a minimum six-week campaign take a digital and social media focus due to the ability to highly target message to audience and its budget efficiencies. Video pre-rolls, Facebook advertising, content amplification, remarketing and search were the primary channels recommended. Social media was identified with the audience as a preferred online channel for campaigns.

The media strategist did advise however at the point of devising the campaign, that while the budget would allow for a reasonable digital campaign, it was unlikely to alone achieve awareness/behaviour change targets set out in the campaign plan. A much larger budget would be required to diversify channels (include mass media) and increase saturation over a longer campaign period.

Despite this, the channels selected performed well and provided the best value for money in reaching the target audience with a limited budget.

2.2.1 Channel performance

Overall, the campaign achieved 35,616,875 impressions and 74,211 clicks. There were 605,602 completed views and 53,376 sessions. This is a strong result and performs well against industry benchmarks (performance of similar campaigns such as LiveLighter), with video, display and content amplification performing especially well.

This shows there has been strong interest and engagement with the target market and the messages of the campaign.

Table 1: Results of key communication channels are presented below:

Channel	Impressions	Clicks	Click Rate (CTR)	Completed Views	Video View Rate	Cost	eCPM ¹	eCPCV ²
Facebook Display	512,506	18,748	3.66%			\$8,280	\$16.16	
Facebook Video	6,676,043	2,195	0.03%	1,486	0.02%	\$6,900	\$1.03	\$4.64
Targeted Display	2,626,448	4,781	0.18%			\$11,997	\$4.57	
Targeted Video	940,908	11,810	1.26%	604,116	64%	\$27,854	\$29.60	\$0.05
Remarketing Display	1,131,242	1,618	0.14%			\$6,879	\$6.08	
Search Total	156,878	2,249	1.43%			\$5,741		
Content Total	23,572,850	32,810	0.14%			\$17,495	\$0.74	
Grand Total	35,616,875	74,211	0.21%			\$85,146	n/a	

- Targeted display** – There were 2,626,448 impressions and 4,781 people followed up the impression by clicking to further links to the microsite. Women aged 35+ generated almost half the traffic. The paid 3rd party list was not cost effective and was therefore paused after two weeks. This method would not be recommended again in the future. Each of the 8 different creative executions performed well with no significant differences between uptake by the audience.
- Targeted video** – video performed especially well with a video view rate of 83%. This is well above the industry benchmark of 70%. There were 940,908 impressions and 11,810 people followed up by clicking to further links to the campaign. In regards to targeting, the ‘Mums’ 3rd party lists had exceptional results with completion rates over 85%. The Commercial Muffin 1 (Woman) video generated a high level of interest.
- Facebook display** – both carousel and static displays were used for Facebook. Overall there were 512,506 impressions and 18,748 clicks. The ham and cheese sandwich with general messaging performed best and received the majority of clicks (6,471). The crumpet creative with kids messaging generated the second most clicks (4,581)

¹ effective cost per thousand impressions

² effective Cost per Completed View

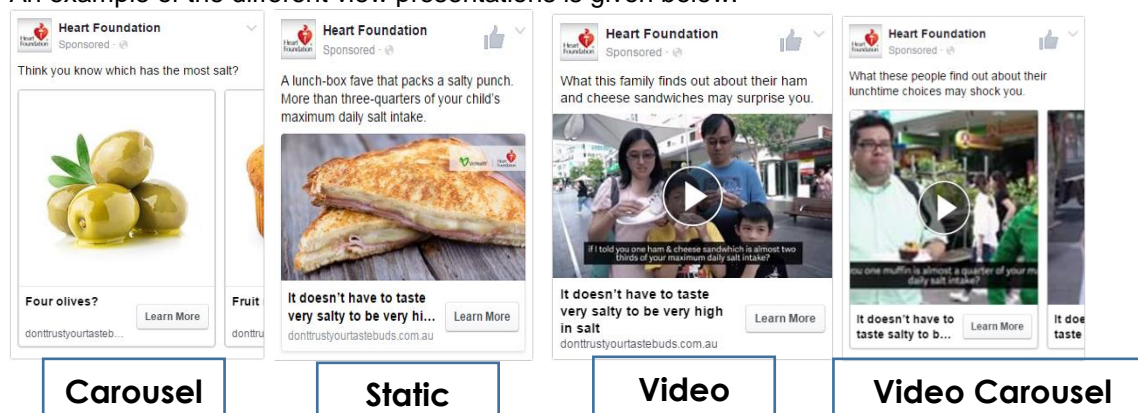
Table 2: Results for specific video presentations

Results showing the response to the different video concepts included in the campaign are given below:

Line Item	Creative	Clicks	Impressions	Click Rate (CTR)
TrueView	Commercial Muffin v1 (Woman)	3,848	233,318	1.65%
	Commercial Muffin v2 (Family)	382	26,195	1.46%
	Sandwich 1 (Family)	76	4,645	1.64%
	Sandwich 2 (Woman)	128	10,735	1.19%
Video	Commercial Muffin v1 (Woman)	1,866	198,493	0.94%
	Commercial Muffin v2 (Family)	1,853	194,377	0.95%
	Sandwich 1 (Family)	1,825	134,374	1.36%
	Sandwich 2 (Woman)	1,832	138,768	1.32%

- Facebook video** – Both static and carousel videos were also used for Facebook. Overall there were 6,676,043 impressions, 2,195 clicks and 1,486 completed views. Both the static and carousel formats had a completion rate over 13% which is a very good result. The carousel video which showcased all four videos generated 73% of all completed video views, with 1081 completed views.

An example of the different view presentations is given below:



- Content amplification** – content amplification was provided by two suppliers – Outbrain and Taboola – with both providing a very strong result. Overall there were 23,572,850 impressions and 32,810 clicks. These excellent results were assisted by good quality headlines and associated content (blogs). With Outbrain, 'The Truth about Pink Salt' performed disproportionality well. This is most likely because the Outbrain algorithm optimises towards well performing content. The Taboola algorithm does not work this way and with this supplier 'Is your breakfast giving you high blood pressure?' generated 60% of all traffic.

Table 3: Specific message responses

Results below show the response to different information links included in the campaign.

Headline (Top 5)	Impressions	Clicks	CTR	Cost	eCPC
The truth about pink salt	6,092,114	13,121	0.22%	\$6,316	\$0.48
Avoid a side of high-blood pressure with your brekkie	2,901,042	5,280	0.18%	\$2,285	\$0.43
Is your breakfast giving you high-blood pressure?	1,759,901	1,798	0.10%	\$1,032	\$0.57
Survey shows Victorians are still confused about salt	514,893	426	0.08%	\$304	\$0.71
The Great Salt Untruths	31,303	25	0.08%	\$15	\$0.60

Google AdWords – The results of Google AdWords are strong considering how competitive this category is. Overall there were 156,878 impressions, 2,249 clicks. This was helped by the good quality and content of the website. It is important to note that this started later due to the website not being available initially. Longer tail keywords (e.g. ‘daily requirement of salt’ and ‘how much salt is too much’) performed strongly with click rates above 6%. In terms of ad variations, ‘How much salt is enough’ had an excellent performance with a strong click rate of 5.1

Overall the performance of the campaign against industry benchmarks has been strong, with video and content amplification performing especially well. Content amplification provides a cost effective way to drive awareness and engagement within the target audience. The success of content amplification shows the target audience has an interest in the topic which is encouraging for phase 2 of the campaign.

A full report of channel performance can be found in [Appendix C](#).

2.3 Microsite

A campaign microsite (website) was recommended as part of the creative concept and strategy development given it was a digital campaign (specifically designed to get people to click on a link to go to a website – known as click-throughs) and the number of key messages hoping to be communicated.

The microsite, www.donttrustyourtastebuds.com.au gave an opportunity to provide additional information to the advertisements, such as daily limits and how to read labels. A campaign microsite usually contains a few pages with additional information and somewhere for interested visitors to register for further information or engagement. However, as the campaign development progressed, the site map and contents began to grow and in the end the microsite became quite a comprehensive resource for salt, which took a lot of resources to complete. With the main purpose of Phase 1 being to raise awareness of the negative health impacts of excess salt that processed foods are the primary source of excess salt, the increased level of detail on the site was not planned initially but was highly effective in engaging the target audience.

There were approximately 62,665 visits (sessions) to the microsite from 55,706 unique users during the campaign period. Approximately 89% of sessions were new visitors, with only 11% of visitors returning to the site.

Other metrics of interest include:

Bounce rate – the bounce rate for the microsite was quite high at 85.9%, however this is fairly standard. The bounce rate is most likely high due to users being directed to the site from the paid advertising and then leaving when they have consumed the content they wanted (e.g. blogs).

Session duration – the average session duration was 29 seconds. This is quite fast, however quite standard when viewed in conjunction with the high bounce rate. Once again this is most likely due to users viewing the content they want and then leaving. In order to combat this high bounce rate and fast session duration, it is recommended that more links to other pages within the site be incorporated into content.

Demographics – 72.3% of visitors to the microsite were female with the majority being in the 35-44 age bracket. This is encouraging as it shows the microsite was being accessed most by people within the target audience and is most likely due to the targeting of the paid media. The majority of the users were visiting the page from Victoria (92.5%), which makes sense as the content was geo-targeted. It is interesting to note that while 97% of users were located in Australia, there were also users viewing the site from other countries such as the USA (1.5%) and the UK (0.35%).

The majority of visits to the microsite came from mobile phones (45%) followed by desktop computers (31.5%) and then tablets (23.3%). Interestingly sessions from mobile phones also had the highest bounce rate (87%) and lowest pages viewed per session (1.23). Bounce rates were lowest from desktops, and this is where the most pages were viewed per session.

The most visited pages were the blogs, with ‘the great salt untruths’ being the most popular. This is most likely due to the blogs being pushed the most via paid advertising. Other pages that were popular included the sources of salt and the label reading pages. This shows users are engaged in the topic and are looking for information on how to make changes.

A Google Analytics report for the campaign period can be found in [Appendix D](#).

2.4 Public Relations

Given the limited media spend and channel use it was intended that the campaign would have to rely heavily on public relations to achieve mass media coverage. Health messages and especially new research are generally well picked-up by the media. The Heart Foundation enjoys a good relationship with the media with its expertise on heart and diet related matters and is often very successful in achieving coverage for its initiatives. This was certainly no different for “Don’t trust your taste buds.”

From 7 June to 23 August, the Don’t Trust Your Taste Buds salt campaign media coverage achieved:

- **Media items 213**
- **Media Outlet Circulation 211,434**
- **Broadcast Audience: All People 2,942,000**

This resulted in an audience reach of approximately 3,153,434 people and is roughly equivalent to \$472,421 in advertising dollars.

Effective public relations activities included:

News hook – In May 2016 the Heart Foundation hosted a parliamentary breakfast as part of hypertension week. This, together with the release of new academic research, provided an appropriate lead in to a conversation on salt and allowed space for the ‘Don’t Trust Your Tastebud’s’ campaign to leverage community interest.

Channel Ten news coverage – Channel Ten included a story on their online news and evening news in all States and Territories on June 8. Both Heart Foundation CEO Diana Heggie and VicHealth dietitian Sonya Stanley were interviewed. The story included mentions of hidden sources of salt and negative impacts of consuming too much salt

The Project Melbourne – Channel Ten's The Project mentioned the campaign on June 8. Campaign key messages such as '75% of salt consumed comes from processed food' and 'you can't trust your tastebuds' were mentioned, as well as quoting Heart Foundation CEO Diana Heggie. The Project is broadcast across 29 stations nationally and provided excellent reach.

Everyday Health Sydney – Heart Foundation Healthy Living manager Roni Beauchamp was interviewed about the salt campaign on Channel Ten's Everyday Health program, which aired on 8 July. This clip included discussion of the campaign, hidden salt in foods and visuals of the website. This was also broadcast on 33 further stations nationally.

Sunrise Melbourne – Channel 7's Sunrise program included a segment on June 8 with their GP Dr. Ginny Mansberg who spoke about the campaign. Key messages of the campaign were mentioned including '75% of our salt is coming from packaged foods'. This program was also broadcast across 43 stations nationally and provided excellent reach.

Joy FM Melbourne – Heart Foundation Healthy Living manager Roni Beauchamp was interviewed for a full hour on the Cravings program on Joy 94.9 in Melbourne on July 9.

Print Media – The campaign generated over 20 separate stories in both metropolitan and regional print media including Food Magazine and the Weekly Times Country Living Section.

A full evaluation report of public relations activities can be found in [Appendix E](#).

2.5 Social media

Social media was identified by the target audience as the most preferred online channel. As such, a portion of the media spend was invested in Facebook advertising, including display and video. The results of this activity can be found in the media buy section of this report.

A social media/content strategy/schedule was also developed for the Heart Foundation Facebook account/community to raise awareness of the campaign and achieve an organic audience reach through shares, likes, comments, engagement etc.

There were a total of 18 organic posts published on Facebook and 7 on Twitter, with the content mix focussing on blogs, videos, polls and key message tiles. This led to a total reach of 107,256 people and included 3,306 video views and 1,628 social referrals. Across the 25 social media posts, 3,344 engagements were delivered. The most engaged audience on social media were females, and those in the 35-55 age bracket, which is in line with the target audience of the campaign.

Posts that performed best included blogs – in particular the 'The great salt untruths' which had an organic reach of 18,000 and referred 531 clicks to the blog. An additional 10,000 organic reach and 230 blog clicks were generated when the post was shared to the Heart Foundation's Mum's United page. This 'click-bait'³ style content (designed to hook people in and get them to click onto the page) proved to be very successful and showed the strength of the Mum's United Facebook page. Twitter polls also performed well during the campaign and proved to be highly engaging. These types of posts should be utilised more in subsequent phases of the campaign, as they generate high click through rates. Video content was also successful and provided high organic reach. It should be noted that subtitles are necessary for video content as Facebook videos are often played on silent mode.

Facebook posts were also shared on the Heart Foundation's Mums United community page. This performed reasonably well given the account and Mums United community had not received regular communications for some 18 months, and had not been engaged at all for the last 6 months.

A social media report can be found in [Appendix F](#)

³ Click-bait refers to information or messages used intentionally to attract further interest from the audience. This information is a 'bait' to encourage them to continue to follow the links to gather more information

2.6 Stakeholder/community engagement

The research showed that the audience also thought that communication through their regular touchpoints, such as maternal health clinics, GPs, schools, child care would also be an effective way to spread the campaign messages.

Contact was made with peak and central bodies for these audiences including all Victorian Primary Health Care networks, Childcare Alliance, Department of Health and Human Services (Better Health Channel), Department of Education and Training (Maternal Child Health Service), and local governments to identify opportunities to spread campaign messages through their existing channels.

A digital campaign kit was provided to these audiences including newsletter article, campaign images, fact sheet and poster, suggested Facebook posts and tiles etc. for their consideration.

The kit was also provided to major private health insurers including Bupa, Medibank Private and Qantas Assure (Heart Foundation's new corporate partner).

Schools were reached via the Heart Foundations' Jump Rope for Heart e-newsletter, which went out to 9,548 teachers, with 51.8% clicking through to the campaign. EDMs (electronic digital messages) were distributed to the Heart Foundation's Mums United community (approx. 10,000 Victorian membership).

The only measure available for stakeholder activities is the performance of the EDMs to the Mums United community. The first EDM was sent on 10/06/2016 and had an open rate of 22.6% and click through rate of 1.7%. The second EDM was sent on 08/07/16 and had a lower open rate of 16.8%, however achieved a higher click rate of 2%. These results are strong in comparison to other Heart Foundation EDMs – for example a recent Heart Foundation EDM achieved an open rate of 16.1% and click through rate of 1.4%

Full reports on the EDM's can be found in [Appendix G](#)

Developing relationships and leveraging partner communication channels etc. can be a cost effective way of reaching the target audience, ensuring consistent messaging and maximising credibility. These types of relationships were not thoroughly explored during the first phase of the campaign, as they require a significant investment of time. Most of the resource investment was focused on developing a sound creative and media strategy, which is essential when developing a campaign that is expected to have longevity.

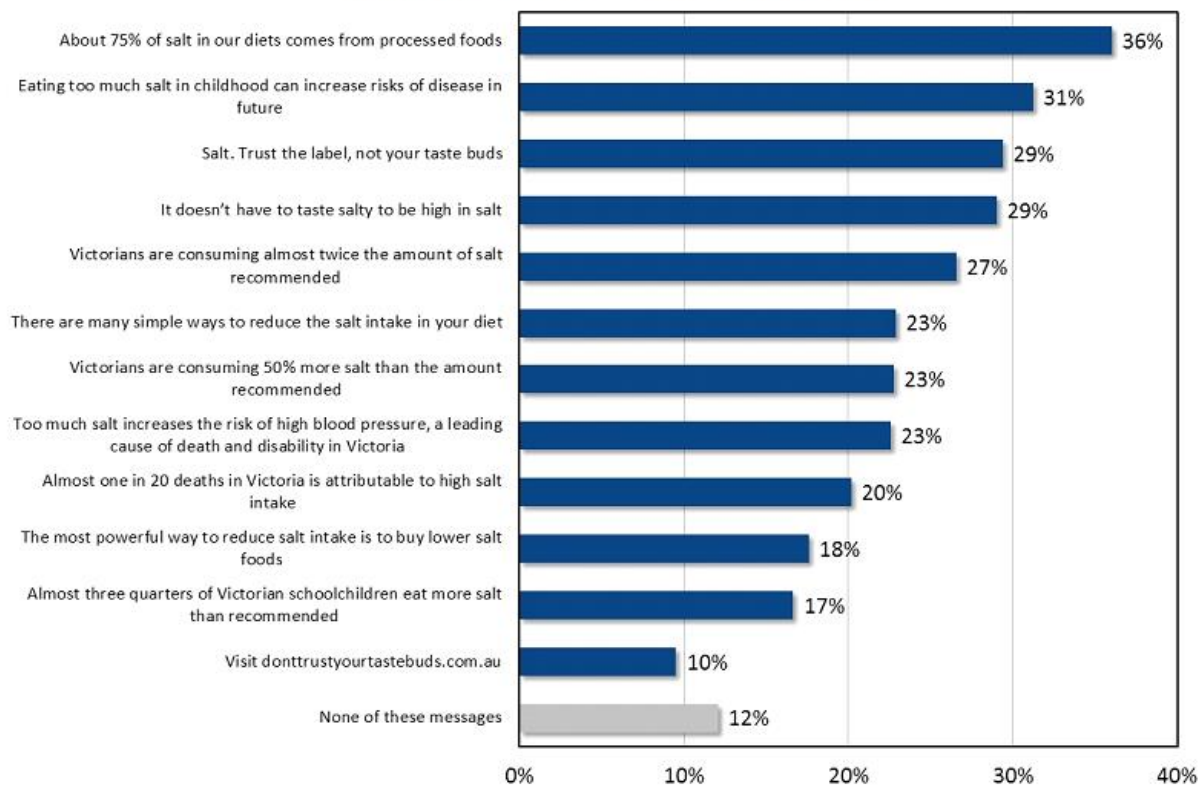
Stakeholder relations and community engagement would be a tool that would need to be further developed in subsequent phases of the campaign, particularly as it moves from awareness raising to an advocacy and behaviour change campaign. Being positively influenced by others to a behaviour is an essential element in encouraging target audiences to contemplate or prepare for making changes.

3.0 Campaign recall

At the end of the campaign period, an online survey of the target audience was undertaken by Orima Research. This included 1024 parents with children under 12 years of age. This survey showed that just over one quarter (27%) of parents had been exposed to at least one element of the campaign. Of those who had seen the campaign, most were likely to have seen it on an internet video advertisement (26%), followed by social media (22%) and then on a smartphone/tablet 'app' video advertisement (20%).

In regards to specific elements of the campaign, the levels of prompted recall in the target audience was fairly similar across all with a range between 10% and 36%. Interestingly, campaign materials displaying close up images of food (e.g. sandwich, pancakes) were recalled at a slightly higher rate.

Recall of key campaign messages
 (Base: Respondents exposed to salt campaign, n=273)



The take out of key messages in the target audience was high for the campaign, with around 88% of those exposed having derived at least one key message from the campaign when prompted. The key messages that were most commonly recalled from the campaign surrounded the hidden nature of salt, with the top key message being 'around 75% of salt in our diets comes from processed food' and the third and fourth most recalled messages being 'salt. Trust the label, not your tastebuds' and 'it doesn't have to taste salty to be high in salt' respectively. The message surrounding children was also highly recalled, with the second top key message being 'eating too much salt in childhood can increase risks of disease in the future'. Despite changes to initial concepts to ensure dietitian and VicHealth concerns were considered (see section 2.1 for more information), the campaign still achieved cut through and was relevant to the target audience.

The campaign was perceived positively in the target audience, with 61% of those surveyed indicating they were highly likely to pay attention to the advertisements if they say them again. Over half of those exposed to the campaign felt the materials were highly believable (59%), relevant (57%), interesting (56%) and told them something new (56%). These results are very encouraging and once again show the relevance and cut through of the campaign.

The Orima post campaign evaluation report can be found in [Appendix H](#)

4.0 Change in awareness

As the first phase of the campaign was focused on raising awareness of the issue as the first step in behaviour change, targets were focused on increasing the consciousness of excess salt intake in Victorian diets and an understanding of how it's being consumed and the potential negative health impacts.

The campaign targets agreed at the beginning of the planning stage with VicHealth were developed using baseline percentages taken from the Orima Research (dated 5 August 2015). Orima retested the awareness in August following the completion of the campaign (results in appendix H).

Table 5....: Change in awareness prior to campaign compared to following campaign results:

Measure	Benchmark	Evaluation	Change	Target	Target met
Awareness of the health impacts of high salt intakes (fully aware)	60%	58%	-2%	5% increase	No
Awareness that 75% of salt in Australian diets comes from processed foods (fully aware)	44%	49%	+5%	4% increase	Yes
Knowledge of recommended daily levels of salt (fully aware)	19%	23%	+4%	3% increase	Yes
Awareness that too much salt in childhood can lead to a lifetime of health risks (fully aware)	37%	41%	+4%	3% increase	Yes
Target audience are concerned about their family's salt intake (strongly agree or a agree)	32%	36%	+4%	5% increase	No

Feedback was provided by the media strategist and passed on to VicHealth that the targets set may be unrealistic given it would be primarily a digital campaign given budget limitations and that a much larger budget would likely be required to diversify channels (include mass media) and increase saturation over a longer campaign period to achieve the shift in awareness desired.

It is encouraging to see that three of the five targets were met, with a fourth very close to being met. Unfortunately, the awareness in the target audience of the health impacts of high salt intakes declined slightly over the campaign period (-2%). It should be noted that the campaign did not attempt to utilise scare tactics nor to graphically highlight the negative impacts of a diet high in salt, rather it focused on the hidden salt in food, and the need to read food labels. Therefore, the message that too much salt is bad for health may have been lost or become secondary to other campaign messages.

It should be noted however that there was a 2% increase in those fully aware that 'too much salt increases the risk of high blood pressure, which results in about half of all strokes, heart disease and chronic kidney disease deaths'. There was also a 6% increase in those fully aware that 'reducing Victorians salt intake by 30% would save around 800 lives each year and save hundreds of people from a life in disability'. This shows that the campaign has clearly raised awareness of current salt consumption in Victorian diets and the potential negative health impacts of this.

When looking at the final target, although there was only a 4% increase in those who were concerned about their family's salt intake, upon further breakdown to those who recalled the campaign vs those who didn't, those who recalled the campaign (were exposed) were 10% more likely to agree or strongly agree that they were concerned about their family's salt intake compared to those who were not exposed. This shows that the campaign has had an effect on raising awareness about the negative impacts of a diet too high in salt.

Behaviour change was not a specific goal of this phase of the salt campaign, however the Orima research has showed that over 73% of those who were exposed have taken at least one action as a result of seeing the advertisements. 31% of those exposed stated they have reduced how much salt they or their family eat and 29% stated they have begun looking at salt content on food labels. This is an unexpected yet encouraging result and builds a strong case for phase two of the campaign.

The results in table 5 demonstrate levels of awareness across the target market in general, regardless of whether they were exposed to the campaign or not. It is worthwhile looking at the change in awareness of those who were exposed to the campaign (Table 6). In this instance 4 of the 5 key measures were met with awareness of the health impacts still needing to be addressed.

Table 6.....: Change in awareness prior to campaign compared to following campaign **results for those exposed** to the campaign

Measure	Benchmark	Evaluation			Change (in those exposed)	Target	Target met
		Total	Exposed	Not exposed			
Awareness of the health impacts of high salt intakes (fully aware)	60%	58%	55%	59%	-5%	5% increase	No
Awareness that 75% of salt in Australian diets comes from processed foods (fully aware)	44%	49%	49%	49%	5%	4% increase	Yes
Knowledge of recommended daily levels of salt (fully aware)	19%	23%	29%	21%	10%	3% increase	Yes
Awareness that too much salt in childhood can lead to a lifetime of health risks (fully aware)	37%	41%	41%	41%	4%	3% increase	Yes
Target audience are concerned about their family's salt intake (strongly agree or a agree)	32%	36%	43%	33%	11%	5% increase	Yes

Given the limited budget and limited media channels of this campaign, the increase in awareness levels of the target population surrounding salt consumption and possible associated negative health impacts should be seen as a resounding success. The addition of initial behaviour change as a result of seeing the advertisements further proves the success of the phase one of the campaign.

6.0 Conclusion

Overall, the Don't Trust Your Tastebuds salt awareness campaign has been a great success. Evaluation has showed increased awareness and also the beginnings of behaviour change, as well as strong results across social media, public relations and paid media. This is especially significant given the limited budget and resources available to the campaign.

There is a strong case for development of phase two of the campaign as the results of phase one indicate there is potential for real behaviour change to be made. Phase 2 could include a focus on encouraging and enabling behaviour change by, for example, showing consumers how to reduce their salt intake, demonstrating how to make healthier choices at the supermarket and generally supporting the target audience to increase motivation to change their behaviour and reduce their excess salt intake.

Establishing broader partnerships with other health organisations and advocates to adopt messages in their activities will also strengthen phase 2 of the campaign as would enlisting the support of audience influencers (such as personalities, chefs) to reinforce the ease and benefits of reducing salt in diets.

The success of phase 1 of the consumer awareness campaign suggests that the community is ready for further support to enable sustainable change in reducing salt intake and improving health outcomes overall.

APPENDIX A - Campaign Framework

Victorians currently consume more than 50% more salt than recommended, putting them at higher risk for hypertension (high blood pressure) a powerful predictor of stroke and heart disease.

Phase 1 – Precontemplation
 March – June 2016 (funding)
(Consumers don't recognise the need for change or are not considering change).

1. Raise awareness of behaviour

Make Victorians aware of their own current excessive salt intake – (greater than daily recommended dose of 5g/d).

Make Victorians aware majority of salt intake comes from processed foods.

2. Educate about behaviour and see change as relevant and desirable

Raise awareness of health impacts of salt intake.

Raise awareness of recommended daily salt intake.

Raise awareness of hidden salt in everyday packaged foods – bread, cereal, ham, cheese, sauces.

Phase 2 – Contemplation and Preparation
 July 2016 – July 2017 (contingent on ongoing funding)
(Consumer recognise problem and is considering and preparing for change).

1. Feel able to do the behaviour

Show consumers how to easily reduce salt in diets

Demonstrate how to make better choices at the supermarket

2. Perceive the benefits of the behaviour change outweigh the costs

Show consumers how **easy it is** to reduce salt without compromising taste and convenience.

Remind consumers of the health benefits of making these easy changes.

3. Are positively influenced by others to do the behaviour

Establish partnerships with other health organisations and advocates to adopt messages in their activities.

Enlist support of audience influencers (such as personalities, chefs) to reinforce the ease and benefits of reducing salt in diets.

Phase 3 – Action and Maintenance
 June 2017 – Dec 2018 (contingent on funding)
Consumer has initiated change and adjusting to the change and practising new skills

1. Benefits still perceived as outweighing costs.

Remind consumers how easy it is to make better choices at the check-out and reduce salt in diets.

Remind consumers of continued health benefits of reducing salt.

2. Are positively influenced by others to continue with behaviour.

Reinforce ease and benefits of behaviour through continued support of partnerships and advocates.

3. Experience the promised benefits when the behaviour is undertaken.

Communicate some outcomes of positive changes in behaviour to audience – level of reduction of salt in Victorian diets since campaign introduction.

Commend audience for positive change – health benefits for individuals and population.

Victorians are aware of the health impacts of salt and have actively reduced their level of salt intake in their diets – lowering their risk of hypertension, stroke and heart disease.

