

Research Findings

SBT Counter-Marketing and Awareness Campaign





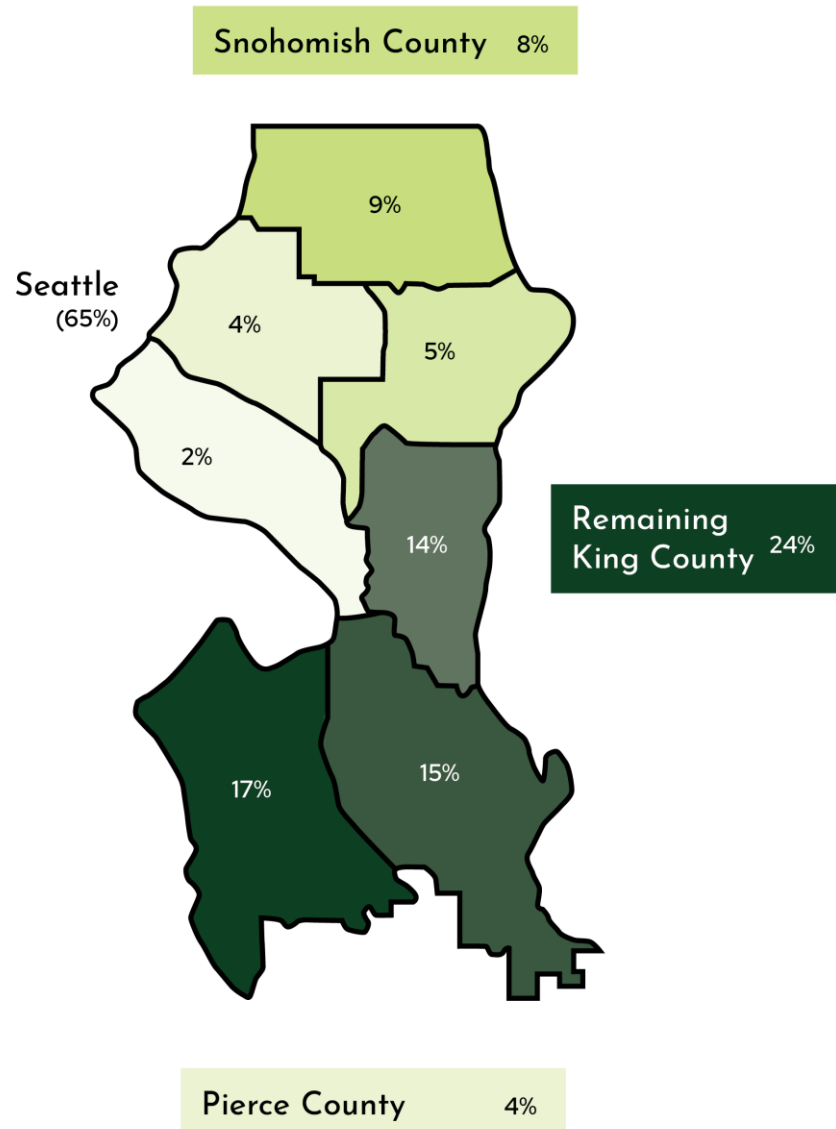
BLACK STAX



THE SERVICE BOARD

HIPHOP IS GREEN

Geography of Sweet Survey Respondents



Map of Responses

- 65% of responses were from the Seattle Area
- 35% of responses came from outside of city limits but within the Seattle Municipal Area



Chief Seattle Club

Key Research Findings

Knowledge of SSB health risk does not indicate healthy rates of sugary drink consumption

SSB Perception vs. Habit

PRIORITY POPULATION

Perception

54%

believe they currently consume a healthy amount of sugar

81%

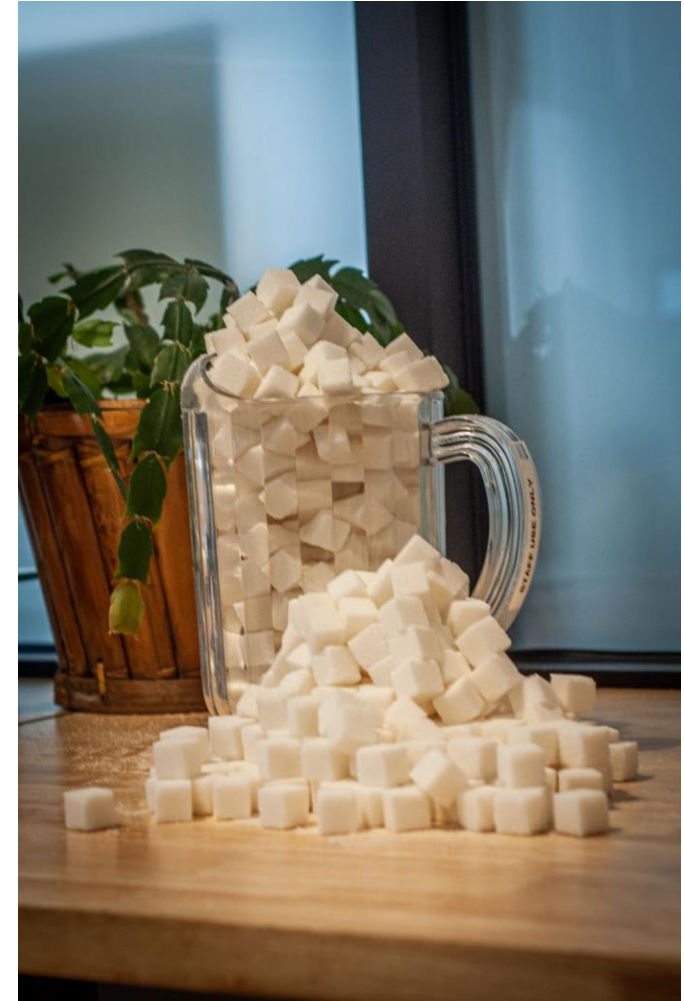
believe that SSBs are bad for their health

96%

consumed more than the doctor recommended limit of SSBs in the week prior to taking the survey

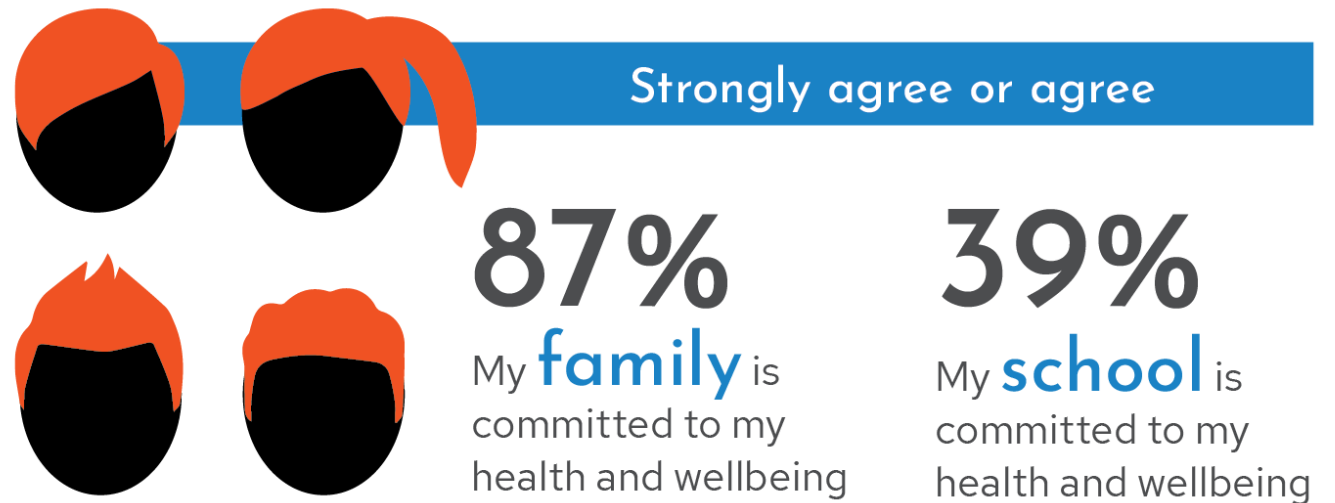
Habit

Percentages based on 2020 Sweet Survey Response



Key Research Findings

Sugary drinks are offered in 90% of Priority Population respondent households and 70% of schools, making it easy for young adults to over-consume

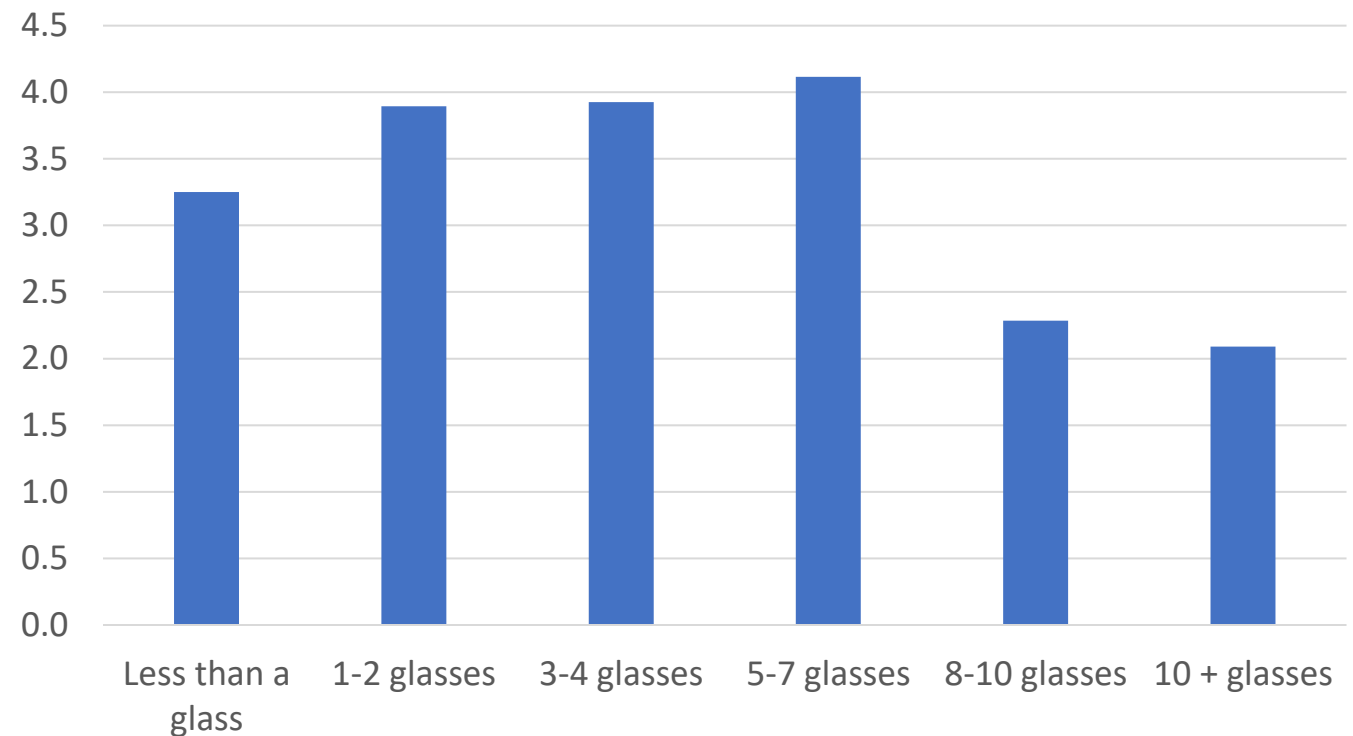


Percentages based on 2020 Sweet Survey Response

Key Research Findings

By increasing access to and consumption of water, we may reduce SSB consumption

DRINKING EIGHT OR MORE GLASSES OF WATER IS ASSOCIATED WITH LOWER SSB CONSUMPTION



Key Research Findings

Majority drink SSBs because:

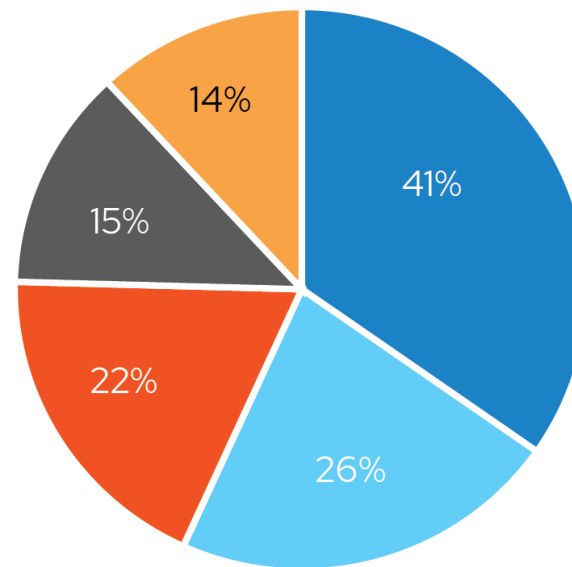
#1 – Taste

#2 – Craving

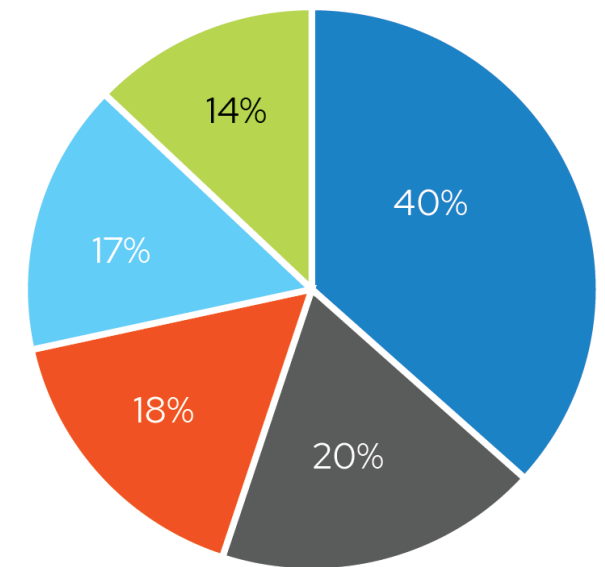
#3 – Convenience

Sugary Drinks Consumed in Week Prior to Taking Survey

GENERAL POPULATION



PRIORITY POPULATION

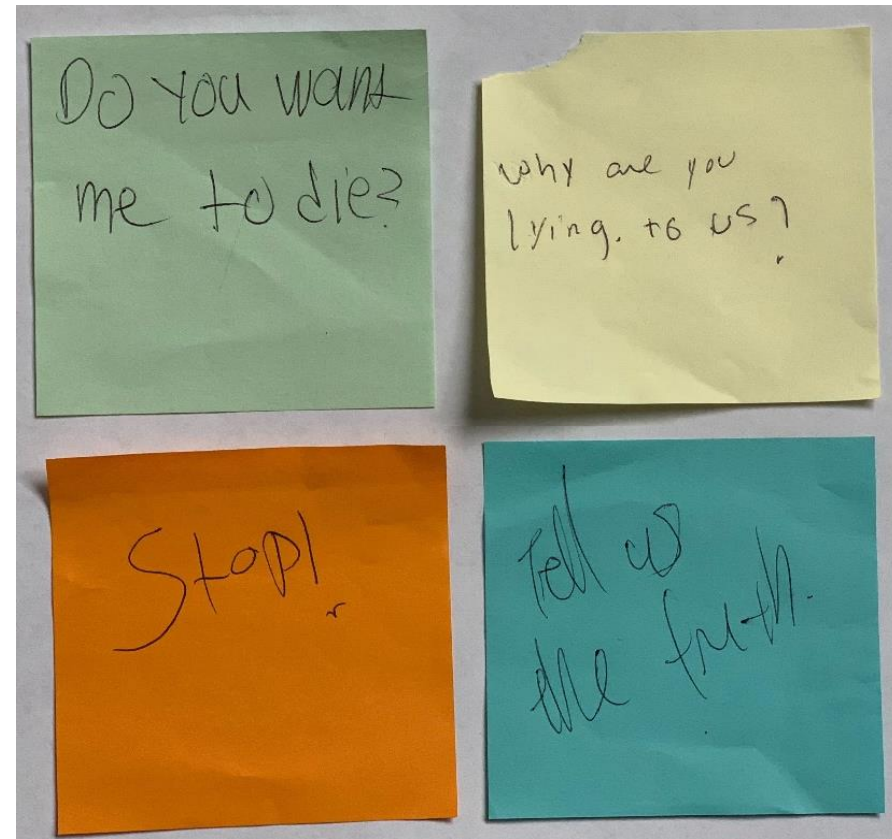


Juice Sprite Coca Cola Sugary Coffee Flavored Water Gatorade₁₂

Key Research Findings

Most are aware of being targeted by advertisers, but do not believe it affects their beverage choices or habits.

Focus group participants were asked what they would say to SSB producers if they were in the room. Responses included:



PAUSE FOR QUESTIONS

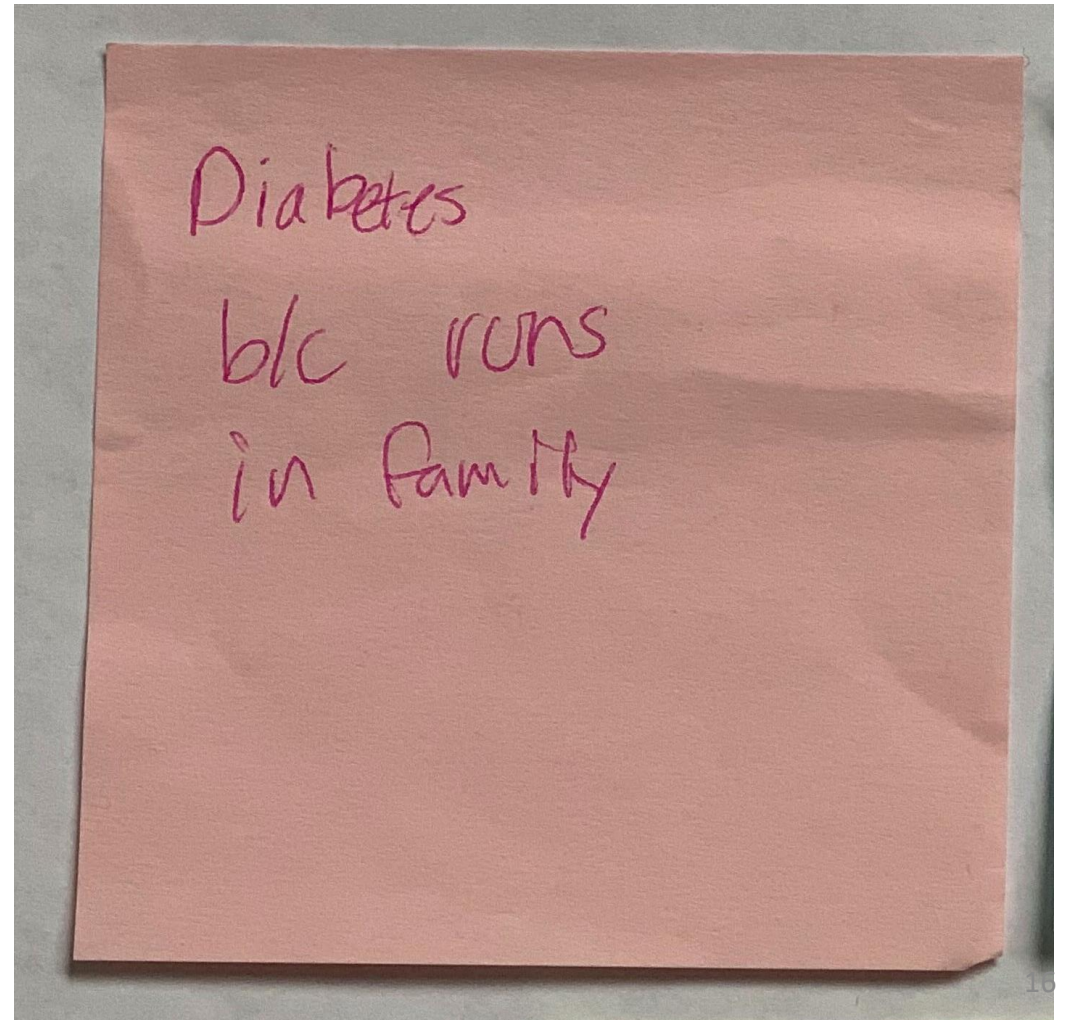
Key Recommendations

Focus Counter
Marketing on
Juice



Key Recommendations

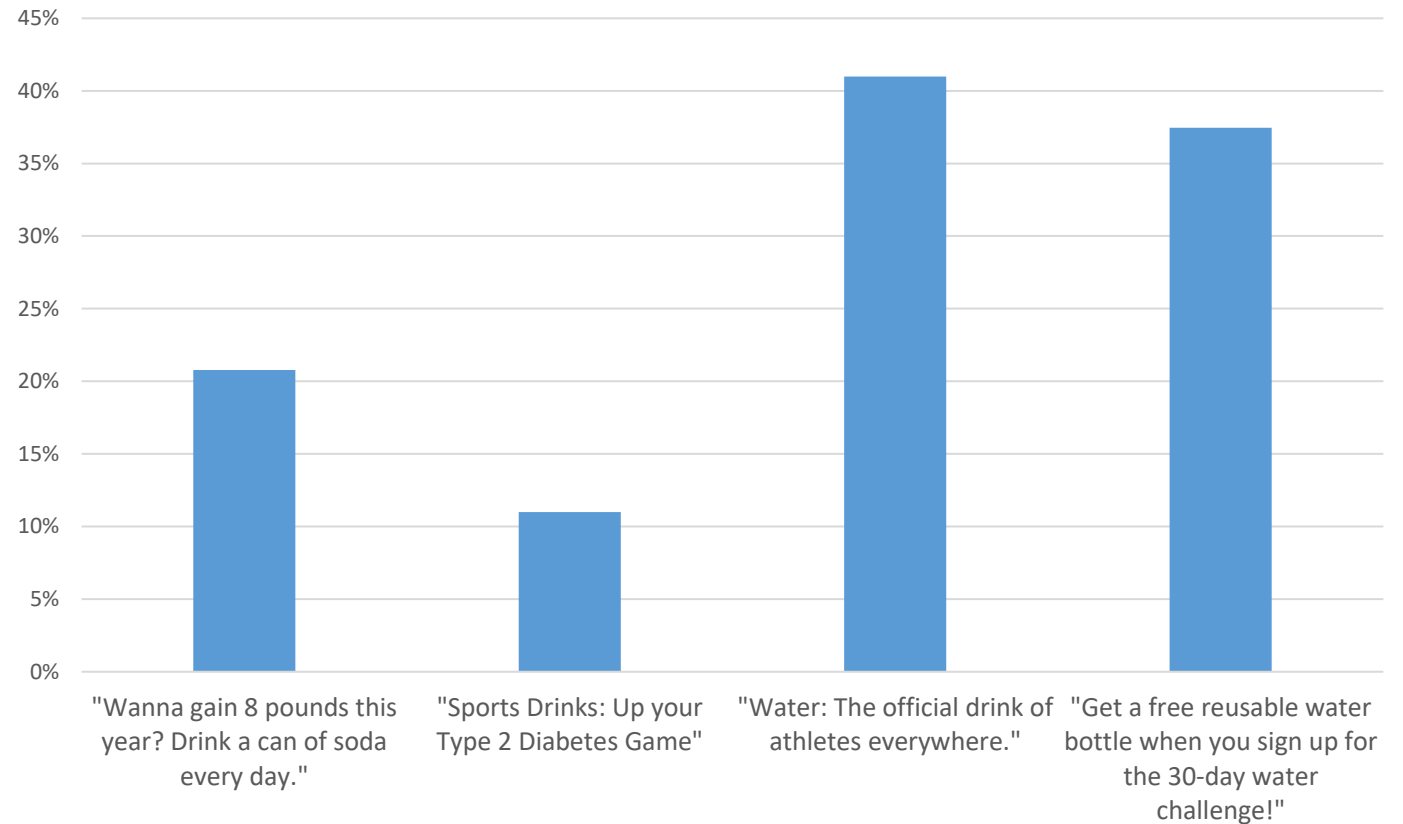
Focus Health
Risk Awareness
Marketing on
Type 2 Diabetes



Key Recommendations

Promote water as a healthy alternative

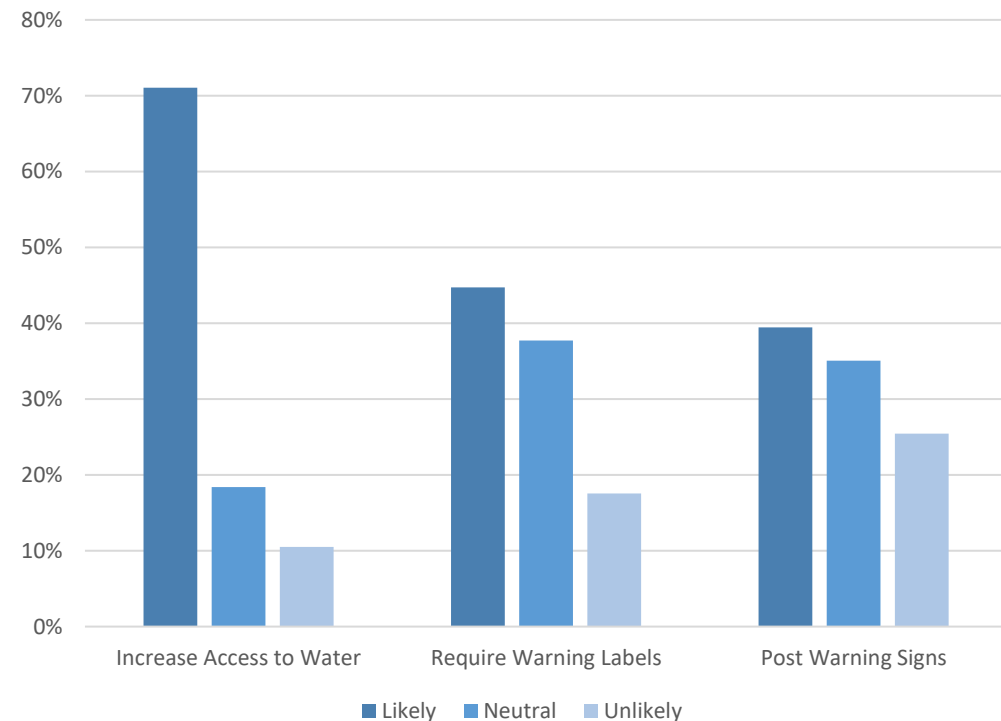
Which campaign messages are you interested in?
GENERAL POPULATION



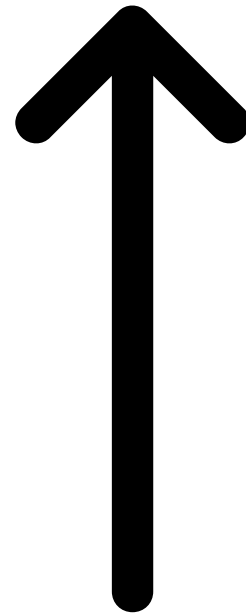
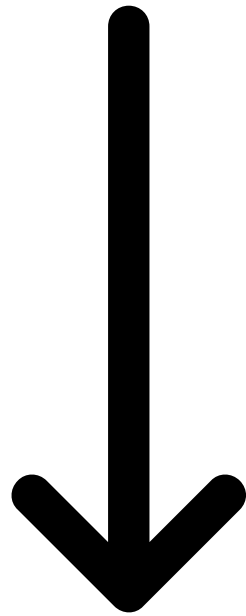
Key Recommendations

Engage
Communities in
Activities which
Increase
Access to Water

Campaign Activity Interest
PRIORITY POPULATION SURVEY RESPONDENTS



Key Recommendations



Future Study



On to Phase 3!

- Youth Workshop Series
- Creative Development
- Asset Creation
- Campaign Strategy

QUESTIONS