

SAMPLE MEDIA ACTION PLAN FOR TRANS FAT PUBLIC SERVICE ANNOUNCEMENT (PSA)

This document provides a sample media action plan that country governments or civil society organizations can adapt to run and promote a trans fat elimination Public Service Announcement (PSA) in country. The sample campaign plan was used by a civil society organization, in collaboration with government, to run a trans fat elimination PSA campaign in India. This plan should be adapted for the relevant country context.

"HEART ATTACK REWIND" MEDIA CAMPAIGN PLAN TO SUPPORT TFA REGULATION

BACKGROUND

Trans fats are unsaturated fatty acids that come from either natural or industrial sources. Naturally-occurring trans fat come from ruminant animal meat and milk (cows and sheep). Industrially produced trans fat is formed in an industrial process that adds hydrogen to oil converting the liquid into a solid, resulting in partially hydrogenated oil (PHO). PHO is the major source of industrially produced trans fat consumption globally.

Trans fat consumption is proven to clog arteries and cause heart attacks and death. An estimated 540,000 people die each year because of trans fat in their food.

Replacing industrially produced trans fat with healthier fats and oils is proven to save lives, is feasible, and does not change the taste and cost of food. WHO recommends trans fat consumption of less than 1% of total daily energy intake.

INDIAN CONTEXT

PHO, commonly known as Vanaspati in India, is the most common source of TFA consumption. Vanaspati comprises 10% of the edible oils market, yet accounts for 60% of fats and oils used in bakeries. In 2008, 24 Vanaspati brands were assessed for TFA and it was found that 11 brands contained 5-15% trans fat, 5 brands had 15-20% trans fat, and 8 brands had as much as 20-38% trans fat. Fried snacks, sweets and biscuits are major sources of trans fat consumption in India.

The Food Safety and Standards (Food Products Standards and Food Additives) Regulations, which were amended in 2013 to institute a limit of trans fat to no more than 10% by weight of the following fats, oils and emulsions: interesterified vegetable fat, bakery and industrial margarine, and hydrogenated vegetable oils. In 2015, a further amendment was made limiting trans fat content in the same fats and oils categories to no more than 5% by weight to go into effect in August 2017.

The Food Safety and Standards Authority of India (FSSAI) has committed to reduce the industrially produced trans fat in Vanaspati, bakery shortenings and margarines to less than 2% in a phased manner by the year 2022, that would effectively bring the level of trans fats to zero level in food in India.

Vital Strategies, in collaboration with FSSAI, will run a four-week "Heart Attack Rewind" PSA digital and social media campaign that aims to spur and support the regulation to limit trans fat at 2%.

CAMPAIGN STRATEGY

GOAL

Set the public agenda to support passage of a regulation that limits industrially produced trans fats to a maximum of 2% in fats and oils.

CAMPAIGN OBJECTIVES

- Provide a supportive environment for the release and passage of trans fat regulations
- Spur government action to enforce regulations at state level

COMMUNICATION OBJECTIVES

- Inform the general population about the harmful effects of trans fat in food and cooking and its link to cardiovascular disease
- Call on public support to "Make India's Future Trans Fat Free"
- Direct the target audience to FSSAI's website www.fssai.org to access more information

CALL TO ACTION

"Make India's Future Trans Fat Free"

TARGET AUDIENCE

- Policy makers
- Media
- Key Influencers
- Tertiary audience: general population with support for policy

TIME/DURATION

4 weeks

COMMUNICATION CHANNELS

- Mass Media: Radio (high reach government and private channels in Delhi and National Capital Region)
- Online video streaming platforms: Youtube, Facebook video adverts, Hotstar, Voot
- Social Media: Facebook, Twitter
- Amplification of the campaign through earned media; available platforms:
 - FSSAI social media platforms: Twitter @fssaiindia (Followers: 11,900); Facebook @fssaifoodsafety (Followers/Likes: approximately 7,000)
 - India Health Wise: Twitter (Followers: 4,000) and Facebook (Followers: 7,000)
 - Social media of other partners and supporters (Followers: approximately 10,000)

CAMPAIGN PLAN

- 1 Placement of the "Heart Attack Rewind" PSA on radio
 - Select key 3-4 high-reach radio channels in Delhi and NCR (hub of policy makers)
 - Air 30-second radio version in English and Hindi languages for 4 weeks
- 2 Placement of campaign posters on outdoor/billboards
 - 5-6 prominent/strategic locations in Delhi and National Capital Region
 - Hindi and English languages
 - Posters in the community and health centres
- 3 Placement/streaming of "Heart Attack Rewind" TV spot on high reach online video streaming platforms
 - Combination of major digital media channels (Hot star, Voot, Youtube, Facebook adverts) for two months

- 30- and 15- second versions in 17 languages for pan India coverage

4 Two months social media campaign using Facebook and Twitter

- Call to action: "Make India Transfat Free, for more info, visit fssai.org"
- Memes and posts using images and elements from PSA as well as facts and figures
- Policy related messages
- Quotes from influencers
- Memes and posts via FSSAI's social media platforms

5 Announce and amplify the campaign and its messages through news/earned media

- Press release announcing the campaign and its messages with factsheet on trans fat
- Oped
- Media interaction
- Engagement of influencers in the nutrition area, e.g. celebrity chefs, to tweet
- Synergistic offline and online influence

HASHTAG

#ReplaceTransFat

METRICS

ONLINE VIDEO STREAMING PLATFORMS

- Online reach and impression of the campaign
- Clickthrough rate (# of people that visit Fssai.org for more information on trans fat)

SOCIAL MEDIA AND EARNED MEDIA

- Reach and impression
- Number of mentions
- Conversation analysis
- Share of voice
- Trends and influencers
- Tweets from key influencers

OTHER

- Clicks on www.fssai.org website
- Tweets using relevant hashtags
- Reach and activity on Facebook (likes and shares)
- Cost per action
- Cost per view

BUDGET ESTIMATE

- **OPTION 1** High budget: Radio + Outdoor/Billboards + Online video streaming platforms + Social Media.
- **OPTION 2: MEDIUM BUDGET** Online video streaming platforms + Radio + Outdoor/Billboards.
- **OPTION 3: LOW BUDGET** Radio + Social Media.