



SECTION 6

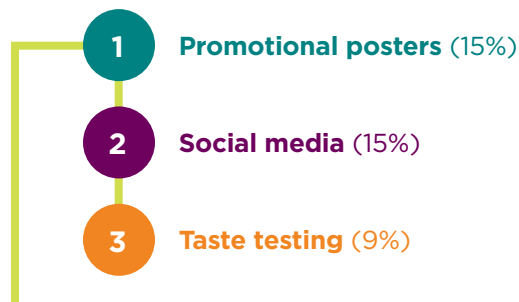
# Promotional and Educational Activities Supporting 10 Cents

10 Cents a Meal for Michigan's Kids and Farms (10 Cents), administered by the Michigan Department of Education, matches what participating schools, districts, and early care and education centers spend on Michigan-grown fruits, vegetables, and dry beans with grants of up to 10 cents per meal.

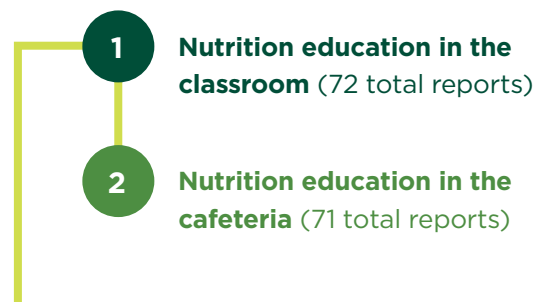
This brief is part of *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts*.

## Key Takeaways

### Top Types of Promotional Activities



### Top Educational Activities



In each of the four surveys, participating food program managers (FPMs) were asked, **“Since the start of the school year/last survey, which activities to support local foods have been implemented in your school/district/center?”** Grantees were asked to select all activities that applied from a list that included promotional and educational activities along with the options to choose “none,” “other” classroom activities, and “other, please describe.” If tasting activities were selected, grantees were asked to list the food product types that were used. If at least one activity was selected, grantees were asked which type of activity they considered most successful. It should be noted that survey respondents did not provide the number of times each type of activity was conducted and that 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) grants only provided funding for the purchase of Michigan-grown foods in food programs, not for any promotional and educational activities that support food programs.

## PROMOTIONAL AND EDUCATIONAL ACTIVITIES

- Throughout the school year, 140 different FPMs reported that activities were conducted in support of 10 Cents. Across all surveys, there were 908 reports of promotional activities.** The most frequently reported activities were promotional posters (138 reports, 15%), social media (136 reports, 15%), and taste testing (83 reports, 9%). Although we do not make many comparisons to evaluation results from previous pilot years of 10 Cents due to changes in the size, geographic scope, and type of grantees involved in the program, it is of interest to note that taste testing was the most frequently reported activity by grantees in all pilot years prior to the pandemic.<sup>1</sup> Perhaps the ongoing coronavirus pandemic brought with it limited staff capacity, periods of remote teaching, and/or the potential risk of exposure associated with conducting taste tests that reduced their use during this time. We will be interested to track the frequency with which grantees report tasting activities in future years.
- More than half of all grantees (54%, 76 grantees) reported no activities were conducted at least once during the year.** Additionally, “no activities conducted” was reported 121 times throughout the year, with the highest rates occurring in August (21%). Four grantees reported no activities were conducted across all four surveys.
- The most frequently reported types of activities—promotional posters, social media, and taste testing—were reported by 105 grantees at least once during the year: 68 grantees reported using promotional posters, 64 reported using social media, and 52 reported using taste testing.** The average number of types of promotional activities reported throughout the year was seven (7.28). Top educational activities included nutrition education in the classroom and in the cafeteria, each with 70 reports. Write-in responses for “other” classroom activities included cooking-related activities, FoodCorps curriculum, and hands-on activities, such as painting.

908

REPORTS OF  
PROMOTIONAL  
ACTIVITIES ACROSS  
ALL SURVEYS

25%

indicated  
circumstances  
surrounding the  
pandemic limited  
opportunities.

- One-quarter of the “other” responses (16 out of 64 other responses by 14 different grantees) indicated that circumstances surrounding the pandemic limited opportunities to conduct a variety of activities to support local foods.** Remote/virtual teaching, social distancing guidelines, and curbside meal pickup were all mentioned as disrupting the capacity to conduct activities. Even so, some grantees stated that they found new ways to conduct activities, such as distributing new recipes, informational sheets, and flyers in curbside and take-home meals.

<sup>1</sup> Refer to the [10 Cents a Meal Pilot: 2018–2019 Evaluation Results](#).



## SOCIAL MEDIA

REPORTED AS THE MOST SUCCESSFUL TYPE OF PROMOTIONAL ACTIVITY

### MOST SUCCESSFUL ACTIVITIES

FPMs were asked in each survey to indicate the single activity they considered most successful of those reported. There were 128 grantees who responded to this question, providing 336 reports over the year.

Survey results indicated that FPMs considered social media activities the most successful type of promotional activity (31 different grantees, 58 reports, 17% of all reports). The second-most successful was taste testing (32 different grantees, 52 reports, 15% of all reports), which was reported as the most successful type of activity in prior 10 Cents pilot years. The high number of reports suggests that taste-testing activities are still viewed as ideal educational activities despite the pandemic's potential limitations on the ability to conduct them. Although promotional posters were the most frequently conducted educational activity, respondents listed reports as only the third-most successful activity (27 grantees, 36 reports, 11% of all reports). Social media and promotional posters may have been considered particularly successful during the pandemic because they are safe activities that can be conducted virtually or at a social distance.

FPMs who reported “other” types of activities as most successful described a range of additional promotional efforts. Eight grantees reported different types of educational activities to teach schoolchildren about their food, including where it comes from and nutritional aspects. Other FPMs reported adding special labeling on their menus and creating and distributing handouts, flyers, and recipes for schoolchildren to take home to their families.



Table 6.1. Promotional and Educational Activities Supporting 10 Cents

Type of activity	Reports of activity conducted	Reports of activity being most successful
Promotional posters	138	36
Social media	136	58
Taste testing	83	52
Nutrition education in the classroom	72	28
Nutrition education in the cafeteria	71	27
Harvest of the month menu feature	70	16
Other (please describe)	64	33
Decorations	63	14
Creative menu names for local dishes	49	14
Electronic signage/message boards	44	9
Onsite garden activities	42	19
Other classroom activities (please describe)	27	4
News media	25	14
Window clings	24	3
<b>Total</b>	<b>908</b>	<b>327</b>

Note: For "Reports of activity conducted,"  $n = 140$ ; for "Reports of activity being most successful,"  $n = 128$ .

Evaluation of 10 Cents is led by the Michigan State University Center for Regional Food Systems (CRFS). The work presented here is part of *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts* by Colleen Matts and Megan McManus of CRFS and was generously funded by the W.K. Kellogg Foundation and 10 Cents administrative funds for partner organizations.

To learn more, visit [tencentsmichigan.org](https://tencentsmichigan.org), [foodsystems.msu.edu/10-cents-a-meal](https://foodsystems.msu.edu/10-cents-a-meal), and [mifarmtoschool.msu.edu](https://mifarmtoschool.msu.edu).

