

## TARGETED AUDIENCE MESSAGES

**Client:** CDHS, Food Distribution Programs

**Project:** Commodity Supplemental Food Program (CSFP) Marketing Materials Campaign

**Date:** 9/27/2021

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The following are groups of targeted messages for each identified audience of the Everyday Eats supplemental food program, formerly known as the Commodity Supplemental Food Program (CSFP). These messages will prove to be the most effective in reaching these audiences to inform them and engage them in the program, based upon their respective motivators, barriers, and other demographic factors.

### New & Existing Clients, Age 60-75

#### “Younger Olds”

- We’re here to help you access the food you need to stay **healthy**.
- Everyday Eats gives you the resources you need to center your **nutrition** including healthier, low-sodium, and low-fat options.
- We can all use **support** now and then. Everyday Eats provides good food to **supplement** what you might get at the grocery store to ensure you stay **nourished** every day
- Everyday Eats is here for you, with monthly boxes of food that you can use to restock your shelves and **prepare good, nutritious meals**.
- We’re here to help you access healthy food! Everyday Eats wants you to have the support you need to prepare nutritious meals every day.
- Get the food resources you need every month. Everyday Eats can provide **support** for you and other eligible adults **in your community**.
- Everyday Eats is a vital program for many older adults who may need access to more food resources. We’re here to help **fill the gap with food** and help you feel supported in your community.

## New & Existing Clients, Age 75+

### “Older Olds”

- We’re here to help you access the food you need to stay **healthy**.
- Everyday Eats gives you the resources you need to focus on your **nutrition** and **connect with your community**.
- Everyone can use **support** now and then. Everyday Eats is here for you, with monthly boxes of food that you can use to restock your shelves and prepare **good, nutritious meals**.
- Everyday Eats provides good food to supplement what you might get at the grocery store to make sure you have what you need, every day.
- We’re here to help you access healthy food! Everyday Eats wants you to have the support you need to prepare nutritious meals every day.
- Everyday Eats is a vital program for many older adults who may need access to more **food resources**. We’re here to help fill the gap with food and help you feel supported in your community.
- Everyday Eats food boxes provide you with some of the basics you need to prepare **good, nutritious meals**, helping you to stay **healthy**.

## Hispanic/Latino Older Adults (English + Spanish Speakers)

- We’re here to help you access the food you need to stay **healthy**.
- Everyday Eats gives you the resources you need to focus on your **nutrition** and **connect with your community**.
- Everyone can use **support** now and then. Everyday Eats is here for you, with food that you can use to restock your shelves and **prepare good, nutritious meals**.
- Everyday Eats is here to provide **another layer of support for you**. Access nutritious food every month to help maintain your health every day.
- We’re here to help you access healthy food! Everyday Eats wants you to have the support you need to prepare nutritious meals every day.
- Everyday Eats provides **good food** to supplement what you might get at the grocery store to make sure you stay **healthy**.
- Everyday Eats is a vital program for many older adults who may need access to more **food resources**.

We're here to help fill the gap with food and help you feel **supported in your community**.

- Everyday Eats food boxes provide you with some of the basics you need to prepare **good, solid meals**, helping you to stay healthy.

## Food Banks/Community Partners

- Everyday Eats is a vital federal program that provides **support and food assistance** to eligible older adults in Colorado. We're here to help your clients maintain their sense of **dignity** while accessing the food resources they need.
- Everyday Eats is focused on helping older adults understand food services that are available to them in their **community** and **provide support** every month.
- Everyday Eats is a vital program for many older adults who may lack consistent access to food resources. We're here to fill the gap with food resources and help our community maintain its sense of dignity.
- Everyday Eats provides good food that enables older adults to prepare solid meals, helping them to stay **nurtured**.

## Healthcare Providers

- Everyday Eats is a vital federal program that provides support and food assistance to eligible older adults in Colorado. We're here to **help your patients learn more about food resources in their community**.
- Everyday Eats is focused on helping older adults understand food services that are available to them in their **community** and provide **support** every month.
- Everyday Eats is a vital program for many older adults who may lack consistent access to food resources. The program provides boxes of essential food items they need to prepare meals and **stay healthy**.