

Resilient and sustainable nutrition networks: **Celebrate Your Plate and Ohio SNAP-Ed's nutrition education and outreach for low-income Ohioans**

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Community Engagement
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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES
COLLEGE OF EDUCATION AND HUMAN ECOLOGY
FAMILY AND CONSUMER SCIENCES

Outline

- SNAP-Ed, State Nutrition Action Committee
- Social Marketing, Celebrate Your Plate
- Formative research
- Campaign rollout
- Evaluation
- Future directions



INTRODUCTION TO SNAP-ED

Who we are and the work we do.

What is SNAP-Ed

SNAP-Ed is a federal/state partnership that supports nutrition education for persons eligible for SNAP benefits



Goal of SNAP-Ed



- To improve the likelihood that persons eligible for SNAP will:
 - Make healthy food choices within a limited budget &
 - Choose physically active lifestyles consistent with the current *Dietary Guidelines for Americans* and MyPlate.



State Nutrition Action Committee



WHAT IS SOCIAL MARKETING?

Hint: It's different from social media

Definition:

Social Marketing (SM) is a process that uses marketing principles and techniques to influence a target audience **to voluntarily accept, reject, modify, or abandon a behavior** for the benefit of individuals, groups, or society as a whole.

(Andreasen, 1994)

Why social marketing?

- Proven to be effective at creating a behavior change
- Builds on existing resources
- Wide reach (impressions) with relatively low cost per person
- PSEs (Policy, Systems, and Environmental Change Interventions)

SNAP-Ed Social Marketing

Goal: Sustainably increase fruit and vegetable consumption



PRELIMINARY RESEARCH

Building a strong campaign.

Preliminary Research

Formative Research (Summer 2016)

- 11 focus groups (88 participants)
- Statewide survey with 860 responses

Creative and Position Testing (Spring 2017)

- 32 interviews
- 350 surveys



Campaign Strategy

Position SNAP-Ed and Celebrate Your Plate
as a trusted family friend

Approach:

1. Statewide materials
2. Marketing efforts by quadrants

Pilot testing

- **At point of purchase**

- Shelf talkers, floor slicks in grocery stores
- Banner stands with recipe cards at convenience/thrift stores

- **Where our audience gets their money**

- Posters, counter clings, counter tents, cash jackets at check cashing facilities

- **At home**

- Coupon bags

- **Where they spend leisure time online:**

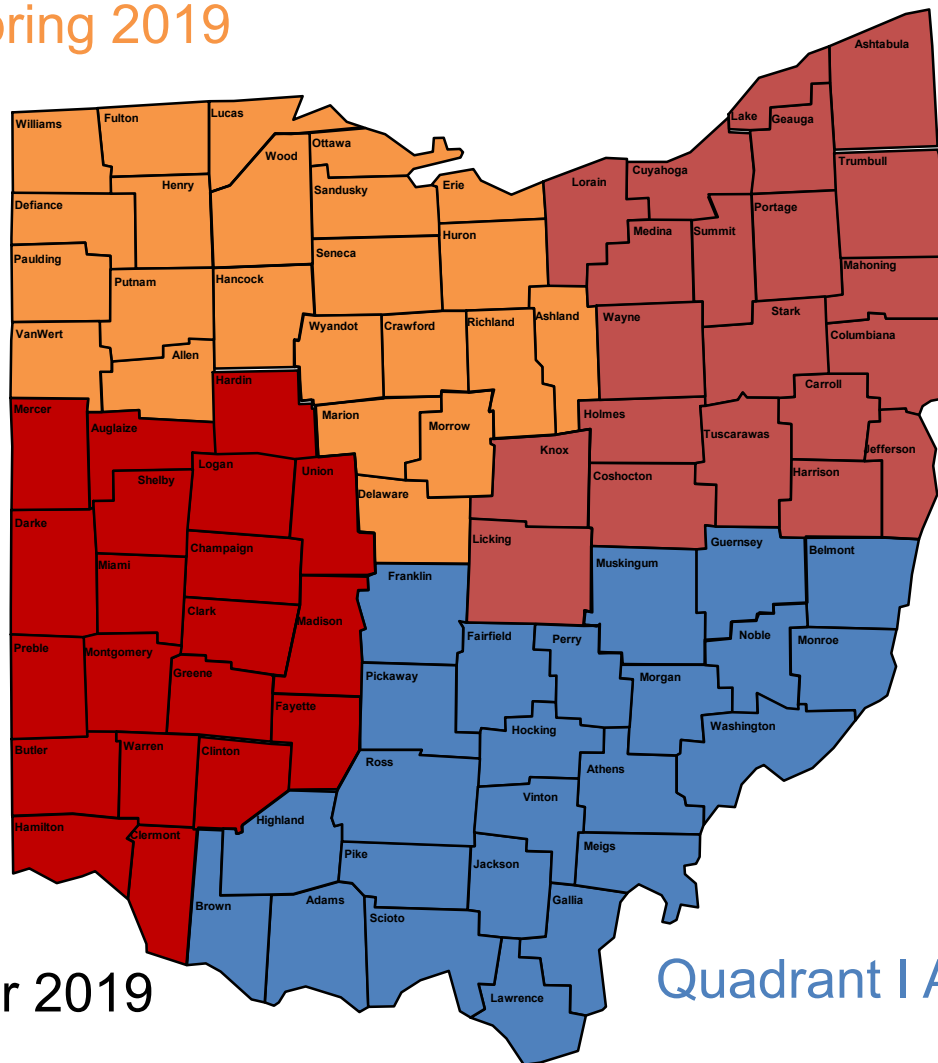
- Pandora radio commercials
- Mobile apps (games, weather, photo editing, etc.)

CAMPAIGN ROLLOUT

Counterclockwise quadrant rollout across the state of Ohio.

Quadrant II – June 2018

Quadrant III Spring 2019

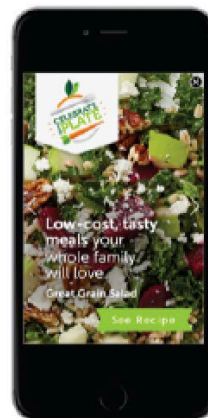


Quadrant IV Summer 2019

Quadrant I April 2018

You CAN love
canned veg

Beef and Bean Ch



just a sandwich?



Find tasty, healthy recipes and videos at
CelebrateYourPlate.org

The content was funded by USDA, Supplemental Nutrition Assistance Program (SNAP)



Total impressions: Q1 & Q2

Media location	Media type	Impressions
Physical	Convenience store posters	1,000,000
	Cash jackets	430,000
Digital	Online advertising	26,334,540
	Facebook	2,242,215
		30,006,755

Website Traffic: Q1 & Q2



101,636
Site Sessions



60,678
New Users



1.25
Pages / Session



127,259
Pageviews



36,714
Recipe Pageviews



**Top
Viewed
Recipes:**

1. Fruit Pizza
2. Banana Pudding in a Bag
3. Great Grain Salad
4. BBQ Chicken Salad
5. Butternut Squash Enchiladas



1,508
Site Events



456 Video Starts



456 Recipe Downloads



390 Outbound Clicks



128 Newsletters



78 Social Shares



EVALUATION

Process and outcome evaluations.



Evaluation

Outcome

- Asks: Did our intervention work?
 - Pre- and post-intervention phone interviews with target audience

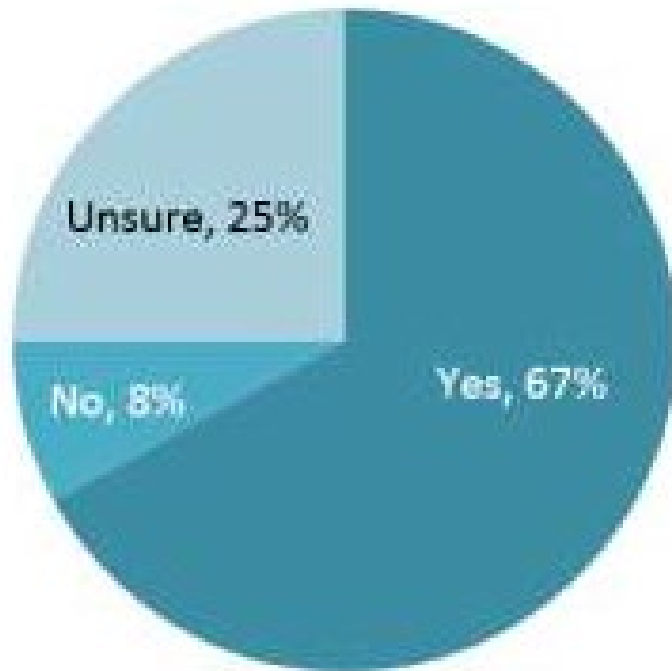
Process

- Asks: Were we good partners in this intervention?
 - Interviews with SNAC members
 - Interviews with SNAP-Ed staff in pilot counties
 - Online survey for SNAP-Ed staff in Q1



Process Evaluation Results

Do you believe CYP messages reinforce concepts taught in SNAP-Ed classes?



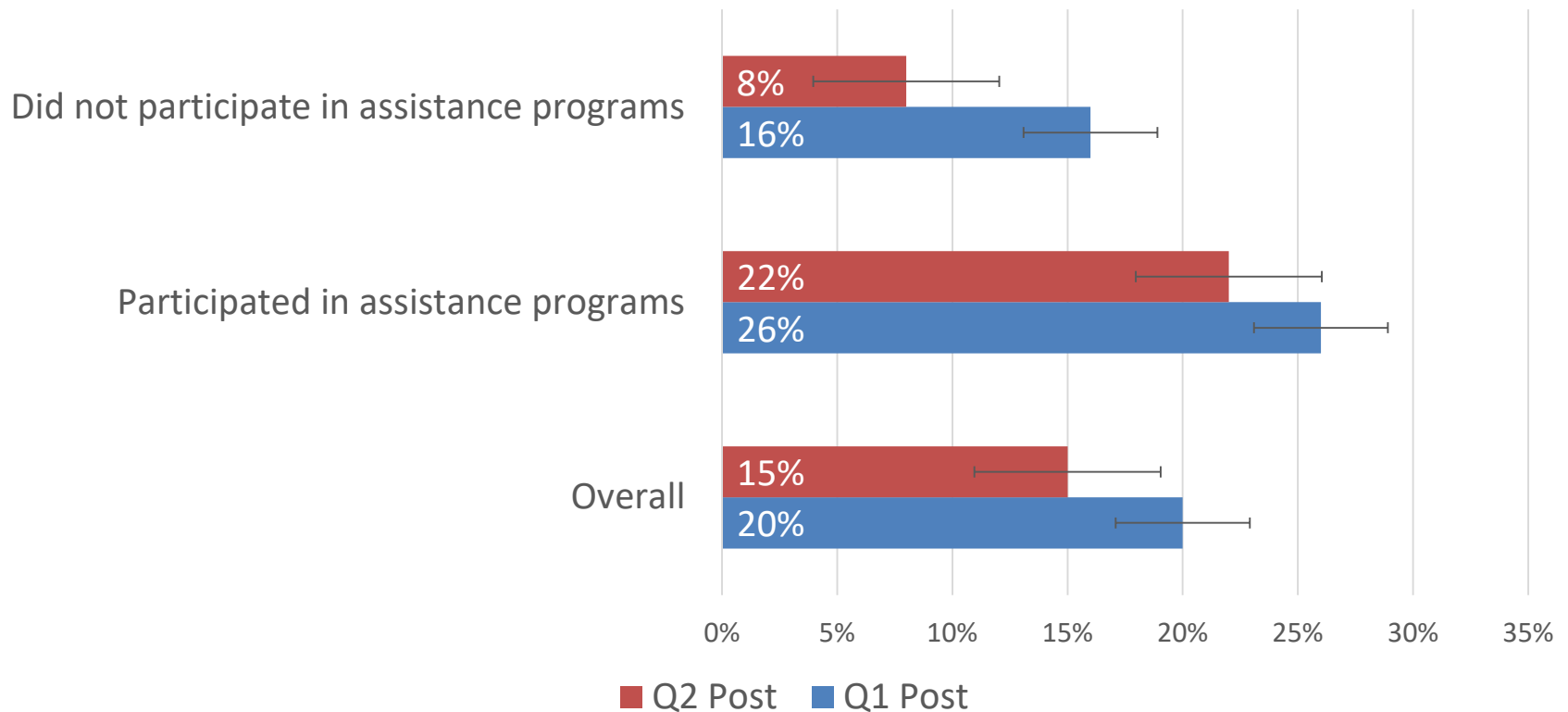
"I feel that CYP create[s] an easily accessible and fun way to practically use the information that I teach them in class. I also like that it feels like it is not a "government/higher Ed" feeling site that many people may be turned off [from]. I also like how it utilized videos with recipes like tasty and other food sites use on social media."

–Survey Respondent



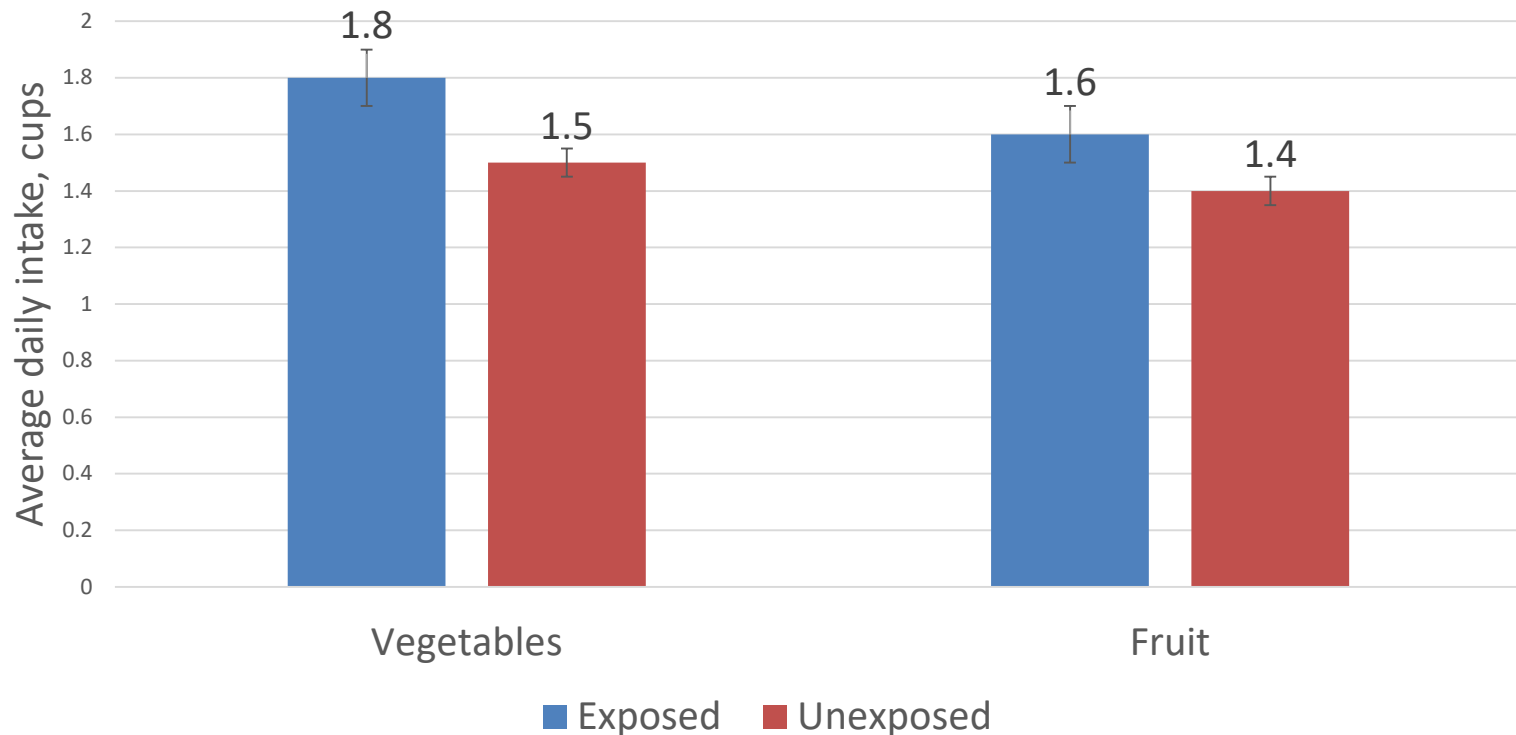
Outcome Evaluation Results

Exposure to CYP Campaign



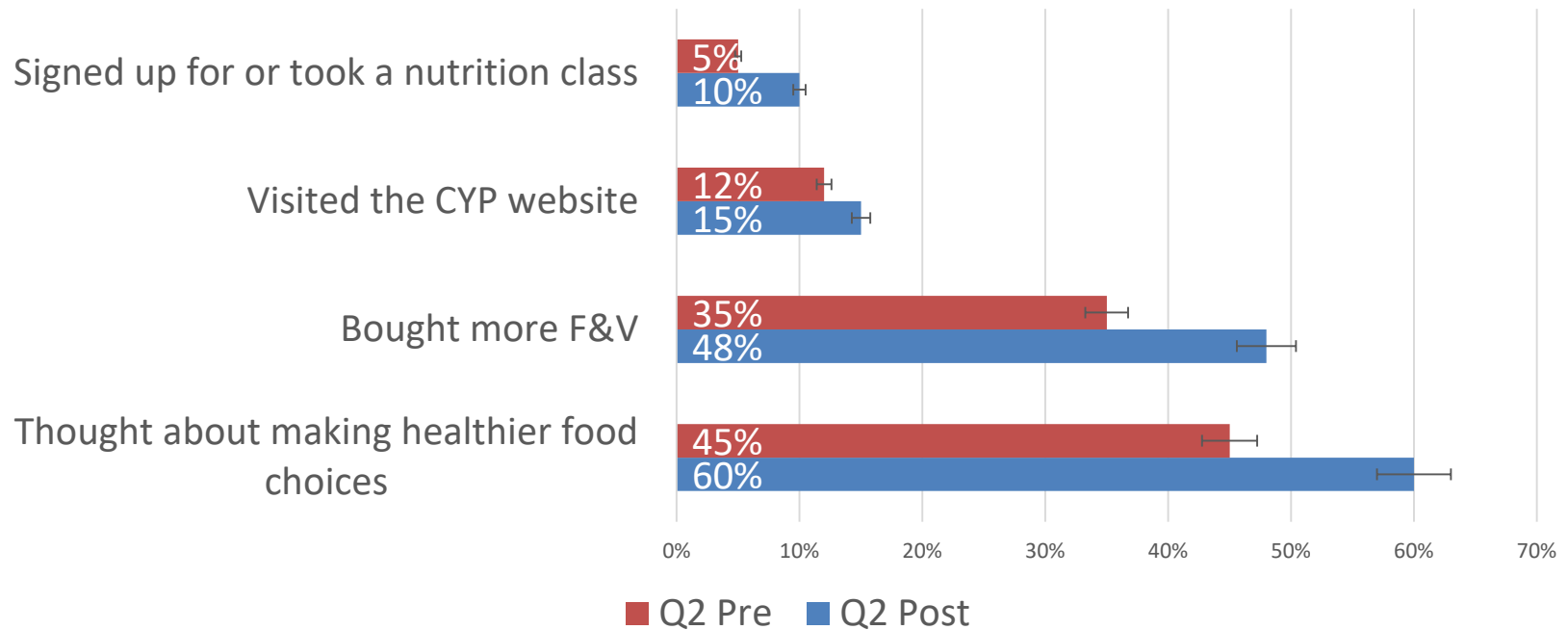
Outcome Evaluation Results

Fruit and Vegetable Consumption After Exposure to CYP Campaign



Outcome Evaluation Results

Change in Self-Efficacy After Exposure to CYP Campaign



Next steps

- Continued rollout
- Transition to grassroots marketing efforts by early 2020



WHAT QUESTIONS DO YOU HAVE?

www.CelebrateYourPlate.org

Youtube



Facebook



Instagram

