

Celebrate Your Plate: Nutrition Education Through Social Marketing

Ohio SNAP-Ed's initiative to increase fruit and vegetable consumption across the state.

E.B. Hustead, SNAP-Ed Social Marketing Coordinator; B.R. Butler, FCS Program Evaluation Director; A.N.J. Ferguson, SNAP-Ed Social Marketing Program Assistant; K.L. Golis, OSU Nutrition Program Graduate Research Associate; A.C. Zubieta, SNAP-Ed Director

INTRODUCTION

In 2016 Ohio SNAP-Ed launched a Social Marketing Campaign to increase fruit and vegetable consumption amongst SNAP-eligible families with children. Social marketing is defined as “the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society.” (Andreasen, 1995). The objectives of the SNAP-Ed Social Marketing Campaign are as follows:

Objective 1: Plan, design, implement, and evaluate a Social Marketing Campaign that supports, expands and extends the existing OSU Extension SNAP-Ed direct education program.

Objective 2: Create and document the processes of the Social Marketing Campaign and its pilot and staged implementation throughout Ohio.

STATE NUTRITION ACTION COMMITTEE

The State Nutrition Action Committee has been meeting for over a decade to discuss approaches to health and nutrition challenges across the state of Ohio. SNAC agency logos are listed below.



Formative Research

Formative research began in May 2016 and consisted of Nielsen Mapping Data, focus groups in three counties, and a statewide survey to determine motivators, obstacles, and access issues associated with Ohio families with children at or below 185% of poverty eating more fruits and vegetables. Eleven focus groups total were held in Franklin, Fairfield, and Athens counties and a total of 80 individuals participated. The statewide survey collected 860 responses from 64 counties across the state.

Campaign Design

Name and Logo Development

Creative Agency Fahlgren Mortine was hired in 2016 to design the SNAP-Ed social marketing campaign's name and logo. The name Celebrate Your Plate was selected (logo pictured below).

Creative and Position Testing

Over 360 interviews were conducted in Athens, Fairfield, Franklin and Ross counties to test the name and design of the campaign. Responses were overwhelmingly positive and the decision to proceed with the name and logo was made.

Pilot

From September-October, paid marketing materials (advertisements in grocery stores and check cashing facilities, Pandora radio commercials, etc.) were tested in the four pilot counties listed above. Evaluation consisted of one focus group and 10 phone interviews per county.

SNAP-ED SOCIAL MARKETING TIMELINE: 2016 - 2021

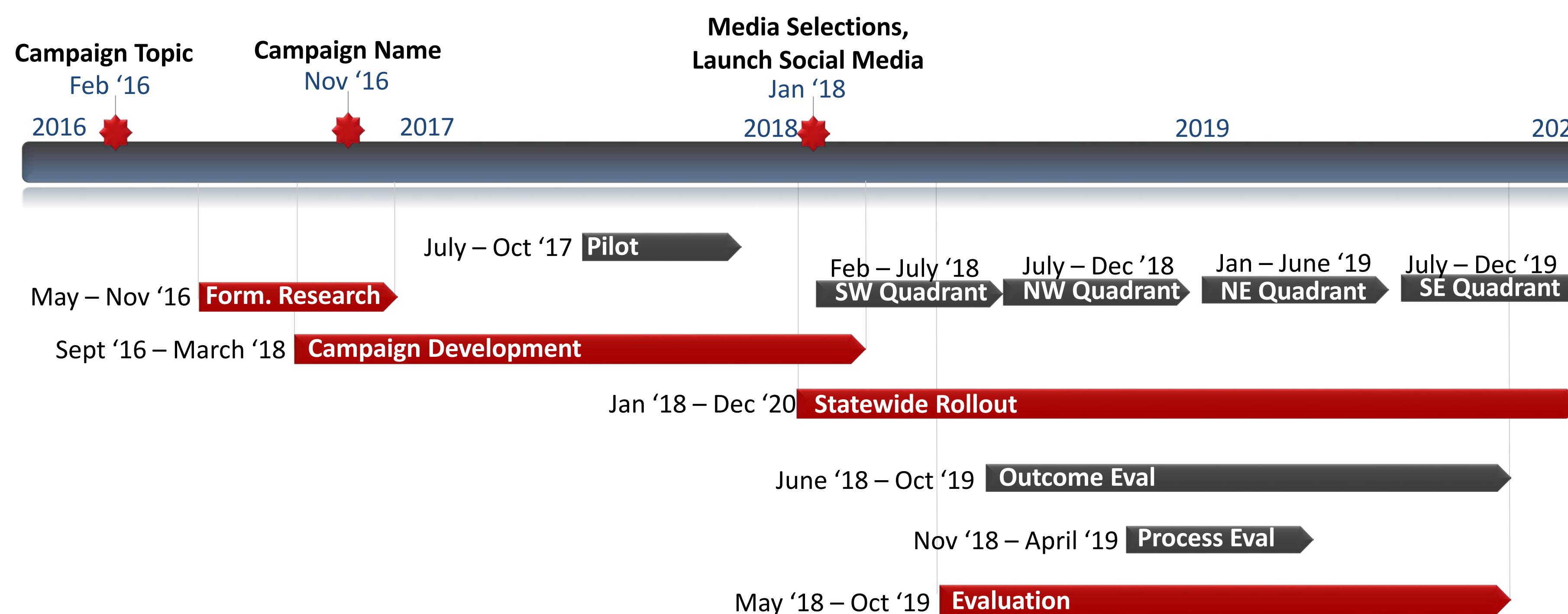


Figure 1: Projected SNAP-Ed Social Marketing timeline from 2016 – 2020. Formative research and campaign development are described above while statewide rollout and evaluation phases are described below. Projected rollout and evaluation dates are a best estimate and contingent on many factors including budget restraints, media purchasing, and evaluator availability

Statewide Rollout

While some Celebrate Your Plate materials will be available in 2017 (educational enhancements and the CYP website), Celebrate Your Plate paid media will rollout across the state of Ohio in four quadrants of roughly 22 counties each on the following schedule:
 Phase 1: SE Quadrant: Spring 2018
 Phase 2: NE Quadrant: Summer 2018
 Phase 3: NW Quadrant: Spring 2019
 Phase 4: SW Quadrant: Summer 2019



Evaluation

Altarum Institute was hired to conduct the Celebrate Your Plate evaluations in the fall of 2017. They will conduct an outcome evaluation measuring the success of the campaign (telephone surveys across rollout quadrants) as well as a process evaluation to measure the efficacy of the SNAC partnership on this project (face to face interviews with member agencies of SNAC).

CONCLUSIONS

The Celebrate Your Plate social marketing campaign will reinforce nutrition and healthy lifestyle information for SNAP-eligible families with children across the state of Ohio. Through collaborations with partners in SNAC, agencies will be able to present consistent information across many platforms and outlets. Because they will be receiving consistent nutrition information and exposed to similar media at many of their assistance touchpoints in the community, audiences are more likely to adopt a behavioral change. The SNAP-Ed Social Marketing Campaign began in 2016 with formative research and the hiring of a creative agency. The next phase was campaign design: a name and logo were developed for the campaign and evaluated with Creative and Position testing with the target audience. A three-month pilot was conducted in Athens, Fairfield, Franklin, and Ross counties to determine efficacy of paid media strategies. A statewide rollout of paid media will begin in the spring of 2018. Altarum Institute will conduct a thorough outcome evaluation of changes in fruit and vegetable consumption amongst SNAP-eligible families with children across the state as well as a process evaluation among SNAC partners.

ACKNOWLEDGEMENTS

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We would also like to thank members of the State Nutrition Action Committee including: the Ohio Department of Jobs and Family Services, Ohio Department of Public Health, WIC, Ohio Department of Aging, Ohio Department of Education, EFNEP and other community partners including the Mid-Ohio Foodbank and the Ohio Association of Foodbanks. Finally, the SNAP-Ed Social Marketing Core Team is immensely grateful to the Ohio State University Office of Special Projects, specifically Andrew Jasin and Ashley Neidhart, for their assistance in the contracting process.

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