Richards (continued)

**Study Design, Settings, Participants:** This was a cross-sectional study in which students at 12 universities across the United States majoring in nutrition and/or dietetics (N/D), public health (PH), or social work (SW) completed an online survey (n=306).

**Measurable Outcome/Analysis:** Descriptive statistics were used for demographics and to evaluate students’ awareness/membership in PO by students’ major and training/resources students would be interested in receiving.

**Results:** Most students (80.7%) self-identified as female. Overall engagement in PO was low. Highest memberships were the Academy of Nutrition and Dietetics (AND) for N/D students (37%) and the American Public Health Association for PH students (6.3%). No students were members of the International Society for Behavioral Nutrition and Physical Activity (ISBNPA), and only 2.1% and 1.5% of N/D students were members of the Society for Nutrition Education and Behavior (SNEB) and the American Society for Nutrition (ASN), respectively. Most students had not heard of SNEB and ISBNPA. Only 10.3% of N/D students (vs. 55.6% of PH, 80.7% of SW) had not heard of AND. Receiving information about career opportunities (52.9%), networking (48.7%), and professional development (42.5%) were the most preferred professional resources.

**Conclusion:** Many students are not members and are unaware of PO. Integrating benefits of PO engagement into nutrition and health-related education at universities, while prioritizing student-requested resources, may enhance students’ awareness, membership, and professional development.

**Funding:** College of Saint Benedict and Saint John’s University Nutrition Department

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**Increasing Engagement in a Nutrition Course Through Development of a Student-Led Documentary About Dieting and Body Image**

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**Objective:** The objective of this course project was to increase student engagement with nutrition concepts.

**Use of Theory or Research:** This course project was informed by the experiential learning theory. This educational theory focuses on different methods of engagement as drivers for learning.

**Target Audience:** Students in a nutrition course at a university in the southern portion of the United States.

**Curriculum Description:** As part of a class project, students developed and organized a documentary on dieting and body image. The documentary was entitled: Getting Bodied: The Natural Way. Groups were formed to facilitate tasks. Groups included: painters; educational content developers; interviewers; music specialists; poets; readers; videotaping/editing; and script/storyboard. Informed by content from the course textbook and instructor-approved sources, groups met weekly to discuss and execute tasks that included: drawing body-image-related art; gathering nutrition content from online sources; recording significant body image/dieting statistics; interviewing students and faculty on campus concerning their body-image ideas; developing body-image poems; and videotaping interviews and class discussions concerning body image and dieting.

**Evaluation Methods:** Engagement was evaluated based on student participation (62/64); while comments from student evaluations provided additional qualitative data.

**Results:** Student surveys revealed that over 90% of students enjoyed participating in this project; learned new facts concerning body image and dieting; and were able to engage in nutrition research (interviews; web searches; library visits; reading of peer-reviewed journals). In addition to project engagement, students were able to facilitate community engagement through a public viewing of the documentary at the university. Over a hundred were in attendance for the viewing.

**Conclusion:** This class project successfully engaged students within a basic nutrition course. Developing and implementing media-focused nutrition projects provides a source of cultural relevance to college students and engages them in non-traditional learning experiences. While student learning was not measured for this project, engagement often enhances learning experiences and can potentially advance the field of nutrition education through students’ ability to mass communicate ideas from those experiences.

**Funding:** None

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**SHOP COOK EAT Healthy on a Budget: Examining Reach and Efficacy of Maine SNAP-Ed Social Marketing Campaign**

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*Altarum; Brenda Wolford, MS, RDN, Altarum; Brent Walker, MS, RD, Altarum; Kerri Vasold, PhD, Altarum; Patricia Dushuttle, MA,* State of Maine DHHS—Office for Family Independence

**Objective:** To examine reach and efficacy of Maine Supplemental Nutrition Assistance Program Education (SNAP-Ed) social marketing campaign messages and healthy behaviors among Maine residents.

**Use of Theory or Research:** USDA’s Food and Nutrition Service encourages use of social marketing campaigns to expand reach of SNAP-Ed messages and enhance nutrition education efforts.

**Target Audience:** SNAP-Ed eligible adult Mainers.

**Program Description:** Maine SNAP-Ed’s online social marketing campaign, SHOP COOK EAT Healthy on a Budget, aims to reinforce messages that reduce barriers to healthy behaviors and increase fruit and vegetable consumption among the focus audience. Audience-tested campaign messages are delivered through educational posts, videos and advertisements using digital channels (website, social media).

**Evaluation Methods:** Altarum, Maine SNAP-Ed’s external evaluator, conducted a population-level evaluation to assess campaign reach and efficacy. Results were weighted to reflect characteristics of Maine SNAP recipients.

*Continued on page 103*
Fantcone (continued)

Descriptive statistics, mean comparisons, and logistic regression models were used to examine differences in outcomes between groups.

**Results:** Surveys were completed by 384 respondents. More than half (55%) of respondents were aware of Maine SNAP-Ed programming and 23% recalled seeing campaign messages. Message recall was higher among respondents who participated in assistance programs compared with those who did not (44% vs. 17%). Of respondents who recalled campaign messages, 55% took action toward healthier behaviors. Respondents at-risk for food insecurity more frequently reported taking action after seeing campaign messages than those who were food secure (70% vs. 23%, p<0.001). Additionally, respondents who identified as a race other than White more frequently took action after seeing the campaign than those who identified as White (93% vs. 38%, p<0.001). However, barriers to eating fruit and vegetables are still present (eg, costs, spoilage).

**Conclusion:** While there is good recognition of Maine SNAP-Ed among the focus audience, there is an opportunity to expand promotion of the campaign to increase awareness. Maine SNAP-Ed may benefit from examining whether their campaign and programming can be enhanced by addressing top barriers to healthy eating.

**Funding:** Supplemental Nutrition Assistance Program - Education

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**Use of Location-Based Marketing in Social Marketing Campaign Successfully Reaches Priority Communities in SNAP-Ed**

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**Objective:** To determine if social marketing campaign is reaching priority audiences and impacting desired behavior change.

**Use of Theory or Research:** Social marketing is an effective way to deliver nutrition and physical activity messages to large groups for SNAP-Ed. Market research and formative evaluation were conducted with priority audiences in 2021 before implementation to determine preferred platforms and messaging styles.

**Target Audience:** Lower-income Illinois residents living in SNAP-Ed priority communities.

**Program Description:** University of Illinois’s SNAP-Ed Eat. Move. Save. social marketing campaign began in October 2021. Messages focused on healthy eating, physical activity, and food budgeting were disseminated via web, social media, digital out-of-home, streaming TV, and direct mailings. Location-based marketing was used to reach Illinois residents living in priority communities with fewer resources for nutrition education and larger populations difficult to reach with in-person education at scale.

**Evaluation Methods:** University of Illinois contracted with Altarum to complete the evaluation. An online survey (English and Spanish) assessed campaign exposure and recall, attitudes towards eating and activity, readiness for change, and actions taken due to campaign exposure. Twenty-five thousand invitations to participate in the baseline survey were mailed to lower-income residents.

**Results:** Baseline survey completion rate was 4.6% (1,156). One in 5 reported campaign exposure. Exposure was reported at a higher rate by Black/African American residents and those reporting food insecurity or assistance program participation. Campaign channels seen most often included billboards (31%), grocery store signage (30%), bus stop signage (28%), and social media (22%). After exposure, 2/3 of lower-income Illinois residents surveyed reported taking action, such as eating more fruits and vegetables (21%). Black/African American residents and those with food insecurity were most likely to take action toward behavior change.

**Conclusion:** Location-based marketing is an effective strategy in social marketing to reach and encourage action to change behavior. It may be particularly helpful with Black/African American audiences and those reporting food insecurity or assistance program participation.

**Funding:** Supplemental Nutrition Assistance Program - Education

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**Using Analytics and Feedback Forms to Improve Nutrition Education Content and Experiences for Extension Food Website Users**

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**Objective:** To improve Extension Food Website user experiences by comparing data collection and screening methods.

**Use of Theory or Research:** It is important to provide users with an outlet to interact with website content and help identify the quality of the content.

**Target Audience:** General public and multipler groups (eg, educators, health professionals, media) searching for nutrition-related information.

**Program Description:** Nebraska Extension Food Website provides tips, recipes, and free resources for everyday food and fitness.

**Evaluation Methods:** Used Google Analytics (GA) to assess website statistics. Analyzed web feedback form (WFF) responses (total and by webpage) by calculating frequencies and percentages and identified common themes for open-ended comments.

**Results:** The website had over 2.6 million pageviews (PVs) in 2022 (GA). Seven out of the top 10 pages for GA PVs were in the top 10 WFF submissions. There were 3,079 WFF submissions included in the analysis. Respondents reported information was helpful (88%) and shared content with over 31,000 people, with social media and “Other” being most

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