Fantacone (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

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.

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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 multiplier 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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