Abstract

Objective
To measure awareness of Ohio Supplemental Nutrition Assistance Program (SNAP-Ed) social marketing campaign, Celebrate Your Plate (CYP), with the goal of increasing awareness of the importance and ease of eating fruits and vegetables. The campaign was rolled out in phases, aligned with the four quadrants of the state. The multi-modal campaign was designed to provide information and tips for eating healthy on a budget. Digital and print materials were developed for dissemination through various channels, as well as website featuring recipes, cooking and shopping tips and community resources. Ohio SNAP-Ed contracted with Altarum to conduct an outcome evaluation of the campaign.

Objective
The purpose of the outcome evaluation was to measure awareness of Ohio SNAP-Ed's social marketing messages and assess healthy behaviors among low-income families with children in Ohio.

Methods
Altarum drew a representative sample of low-income Ohio residents earning approximately $30,000 - $35,000 per year or less with known children living in the household. The purpose of the outcome evaluation was to measure awareness of Ohio SNAP-Ed's social marketing messages and assess healthy behaviors among low-income families with children in Ohio. The USDA SNAP-Ed Plan Guidance recognizes that multi-level interventions, such as social marketing programs, or reported barriers to eating healthier were cost, health reasons, dislike, and being too busy to shop for, cook, or prepare healthy foods. Actions taken after campaign exposure included thinking about making healthier food choices, buying and eating more fruits and vegetables, and planning healthy meals for their family.

Conclusions
Ohio SNAP-Ed successfully launched a social marketing campaign in FYF 2018 that was recalled by almost 1 in 5 low-income Ohioans surveyed. Exposure was highest among those who had participated in one or more assistance programs within the past year. While low-income Ohioans are generally falling short of fruit and vegetable consumption, although more data may be needed to determine this significantly. Results suggest that people exposed to the campaign messages may have increased readiness to make dietary changes with regard to fruit and vegetable consumption compared with those unexposed to the campaign, particularly among assistance program participants. These positive results indicate that the social marketing campaign has the potential to encourage behavior change among the target audience.