A Follow-Up Outcome Evaluation of Alabama SNAP-Ed’s Social Marketing Campaign

Overview
In 2016, ACES designed three billboards to incorporate three Live Well Alabama messages into its existing statewide social marketing campaign. ACES contracted with Altarum in 2017 to conduct process and outcome evaluations of the campaign. Based on Altarum’s findings, ACES revised the campaign’s three core messages and relaunched the campaign in early 2018. The campaign themes remained the same; however, the messages and accompanying images were modified based on target audience feedback.

Objective
To measure campaign exposure and assess dietary and health behaviors among selected Alabama Supplemental Nutrition Assistance Program-Education (SNAP-Ed) parents.

Study Design, Settings, Participants
Altarum conducted an outcome evaluation using measures from the SNAP-Ed Evaluation Framework. An updated telephone survey was utilized to collect data from parents of third grade Body Quest students in spring 2018.

Measurable Outcome/Analysis
Descriptive statistics described the sample population and outcome variables. Significant differences between groups were estimated using 95% confidence intervals. Differences between the 2017 and 2018 evaluations were noted.

Results
A total of 366 surveys were completed. About half (51%) of respondents were exposed to at least one billboard message, a significant increase from 2017 (38%). Repeated exposure to billboards was strong with 39%, 41%, and 56% of all exposed respondents reporting seeing the billboard with over half (56%) of exposed respondents recalling seeing it five or more times, a large increase from 2017 (31%). Respondents also reported repeated exposure to the Physical Activity (41%) and Fruit and Vegetable (39%) billboard messages (Figure 2). Repeated exposure is an important factor for the success of a social marketing campaign. Repeated exposure was highest for the Water billboard with over half (56%) of exposed respondents recalling seeing it five or more times, a large increase from 2017 (31%).

Conclusions
ACES successfully revised and relaunched its billboard social marketing campaign in 2018 that was recognized by over one-half of the surveyed audience. Lack of time was again reported as the most common barrier to increasing vegetable consumption and physical activity.

Dietary Habits and Physical Activity
Respondents reported consuming an average of 1.5 cups of fruit and 1.6 cups of vegetables daily, consistent with 2017 findings. However, respondents exposed to billboards consumed significantly more cups of fruit than those unexposed (1.7 and 1.3 cups, respectively). As in 2017, respondents exposed to billboards were more likely to report that they consume water “2 or more times per day” and those exposed to any of the billboard messages were significantly more likely to report that they consume water “2 or more times per day” compared with those unexposed (92% and 78%, respectively).

Figure 3. Actions Taken After Exposure to Billboard Messages, 2018

As shown in Figure 3, exposed respondents reported that viewing the billboards led them to drink more water (38%), eat more fruits and vegetables (37%), think about making healthier food choices (33%), plan healthy meals (32%), and buy more fruits and vegetables (31%).

References
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Figure 2. Repeated Exposure to Billboard Messages, 2017-2018

Figure 4. Planned healthy meals for me or my family