

Outcome Evaluation of the LSU AgCenter SNAP-Ed Social Marketing Program

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Background

Social marketing materials, including billboards and television and radio campaigns, are used by the LSU AgCenter SNAP-Ed program to encourage healthy eating behaviors and to supplement information provided in direct education lessons. An evaluation conducted in 2018 found campaign messages were previously found to be effective in encouraging healthful eating behaviors, but changes were since made to targeting and implementation.

Objective

This study aimed to assess exposure, unaided recall, and behavior change outcomes of a social marketing campaign on a SNAP-Ed eligible audience.

Study Design, Settings, Participants

A survey was distributed to n=78 SNAP-Ed eligible adults through channels used for recruitment of SNAP-Ed participants.

Outcome Measures & Analysis

The survey first assessed unaided recall of social marketing messages, then prompted participants with titles of campaign messages and assessed recall. Survey questions also asked about changes to attitudes and behaviors after exposure to campaign messages.

Recall of Social Marketing Materials and Message

Material recalled	Respondents	%
Recalling any social marketing material (radio, TV, or billboard)	62 of 78	79%
Recalling billboards	55 of 78	70%
TV ads	35 of 78	45%
Radio ads	6 of 78	5%
Unaided recall of social marketing message content	13 of 78	17%

Intention and Behavior Changes in Response to Social Marketing Message

Increased intention to eat a healthy breakfast	17 of 29	59%
Increased frequency of consuming healthy breakfast	12 of 29	41%
Increased intention to eat more fruits and vegetables	22 of 28	79%
Increased amount of fruits and vegetables consumed	19 of 28	68%

Results

Although few (n= 13, 17%) respondents recalled messages unaided, many remembered billboard (n=55, 70%) and television (n=35, 45%) messages. Only 5% (n=6) of participants reported hearing a radio message. Many participants who specifically recalled messages about breakfast and fruits and vegetables said they changed their behavior in response to those messages (n=12, 41% and n=19, 68%, respectively).

Conclusions

Though the generalizability of our findings are limited by the convenience sampling strategy used, our results demonstrated continued reach and effectiveness of the LSU AgCenter social marketing campaign among our sample of participants. Findings also suggested that radio messaging may not be effective in reaching the target audience.

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