It takes a village… to run a successful Social Marketing Campaign

Ohio SNAP-Ed’s initiative to increase fruit and vegetable consumption across the state.

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INTRODUCTION

In 2016 Ohio SNAP-Ed launched a Social Marketing Campaign to increase fruit and vegetable consumption amongst SNAP-eligible families with children. Social marketing is defined as “the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society” (Andreasen, 1995). The objectives of the SNAP-Ed Social Marketing Campaign are as follows:

Objective 1: Plan, design, implement, and evaluate a Social Marketing Campaign that supports, expands and extends the existing OSU Extension SNAP-Ed direct education program.

Objective 2: Create and document the processes of the Social Marketing Campaign and its pilot stage implemented throughout Ohio.

STATE NUTRITION ACTION COMMITTEE

The State Nutrition Action Committee has been meeting for over a decade to discuss approaches to health and nutrition challenges across the state of Ohio. SNAP agency logos are listed below.

SNAP-ED SOCIAL MARKETING TIMELINE: 2016 - 2021

Phase 1

Formative Research

Phase 1 began in April 2016 with the hiring of a SNAP-Ed Social Marketing Coordinator. Formative research began in May 2016 and consisted of Nielsen Mapping Data, focus groups in three counties, and a statewide survey to determine motivators, obstacles, and access issues associated with Ohio families with children at or below 185% of poverty eating more fruits and vegetables. Eleven focus groups total were held in Franklin, Fairfield, and Athens counties and a total of 80 individuals participated. The statewide survey collected 860 responses from 64 counties across the state.

Hiring a Creative Agency

Phase 1 continued through the summer and fall of 2016: the SNAP-Ed Social Marketing Core Team prepared a Request for Proposals (RFP) in June, 2016 which was sent to eight Creative Agencies across the country. Four Creative Agencies attended a mandatory question and answer session on June 30, 2016 to learn more about the project, and three agencies submitted proposals. After a review, two agencies were invited to present their plan for the SNAP-Ed Social Marketing Campaign to members of the core team and the State Nutrition Action Committee on August 30, 2016. Fahlgren Mortine was selected as the creative agency for the campaign and a contract was signed in September 2016.

CONCLUSIONS

A social marketing campaign will reinforce nutrition and healthy lifestyle information for SNAP-eligible families with children across the state of Ohio. Through collaborations with agency partners, SNAP agencies will be able to present consistent information across many platforms and outlets. Because they will be receiving consistent nutrition information and exposed to similar media at many of their assistance touchpoints in the community, audiences are more likely to adopt a behavioral change. The SNAP-Ed Social Marketing Campaign began in 2016 with phase 1: formative research and the hiring of a creative agency. Phase 2 will begin in the Spring of 2017 with a four-county pilot of materials generated by the Creative Agency. Phase 3 will begin in Fall 2017 with four rollouts of 22 counties every nine months. The campaign will conclude with phase 4: an intense evaluation of changes in fruit and vegetable consumption amongst SNAP-eligible families with children across the state.

ACKNOWLEDGMENTS

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