

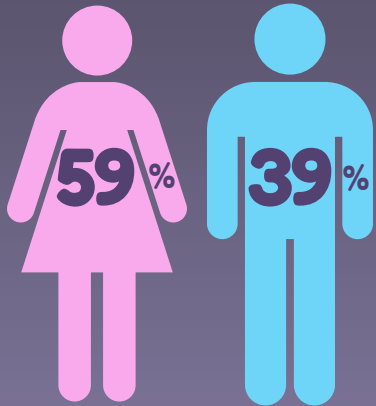
Effects of the

SNAP-Ed



SOCIAL MARKETING CAMPAIGN

Data collection was performed via telephone interviews from July 15 - 31, 2015, and 600 surveys were completed. Half were exposed to the campaign.



Campaign messages reached 59% of female respondents and 39% of male respondents.

Percentage of Respondents Reported Seeing the Following Campaign Messages:

33%

Eat More Fruits and Vegetables

32%

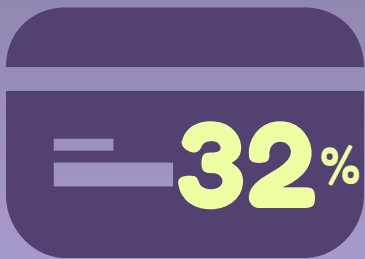
Be Active and Your Kids Will Too

14%

Make Meals and Memories Together

Almost half of the respondents saw each message three or more times on a billboard.

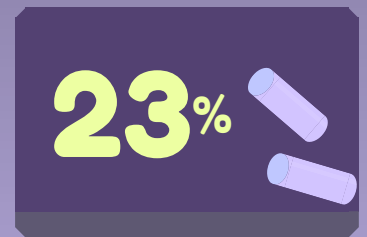
50% of respondents saw at least one of three campaign messages.



Saw campaign messages in a WIC or SNAP office



Saw campaign messages in a grocery store



Saw campaign messages at a child's school.

More awareness of SNAP-Ed programs increased interest in healthy living.

In all, 62% of respondents said they are interested in living a healthier lifestyle.

Respondents who are **very** interested in living a healthier lifestyle:

64%

Exposed to the campaign



59%

Not exposed to the campaign