**Objectives:**

To provide SNAP-Ed eligibles with:

1. Mobile-friendly, online education to assist with obtaining and preparing healthy, budget-friendly foods at stores and farmers markets.
2. Information on free health events, and
3. Access to RDs to answer their nutrition questions.

**Use of Theory or Research:**

Low-income residents often rely on cell phones for internet access (https://www.pewresearch.org/). As such, we built the mobile-friendly web-based platform, for participants to access nutrition resources.

Best-practices for e-marketing support the use of Search Engine Optimization (SEO) techniques, marketing, and paid ads/boosts as strategies for reaching target populations. We utilize these strategies to deliver content to the SNAP-Ed eligibles living in the top 10 CT cities/towns with the most SNAP participants (CT SNAP-Ed Needs Assessment, FY 2018).

**Target Audience:**

SNAP4CT targets SNAP eligible 18 to 59 year-olds with an emphasis on parents/caregivers of young children.

**Program Description:**

SNAP4CT.org is a mobile-friendly resource including a website and associated social media providing CT SNAP-Ed eligibles with information on accessing and preparing healthy, budget-friendly foods. This platform serves as a point of collaboration and information dissemination for CT SNAP-Ed contractors, and as a vehicle to share resources with community partners who serve SNAP participants.

We use SEO and promote resources and events on social media using paid ads and boosting as a means to reach and engage persons eligible for SNAP-Ed.

**Evaluation Methods:**

Process evaluation uses Google Analytics, social media platform metrics, and other administrative data to examine usage and growth over time. We track page views, form submissions, newsletter opens, video views, and direct likes, follows, and comments. In addition, we conducted surveys in FY 2018 and FY 2019 to ensure that SNAP4CT reaches our target population.

**Results:**

Process evaluation data shows substantial growth in utilization. In 2019, visitors from 161 of CT’s 169 cities/towns engaged with the platform accounting for 683,276 online interactions.

Surveys support that the target audience was reached. Full details can be found at:  https://www.snap4ct.org/toolkit.html

**Conclusions:**

Process evaluation data shows a nearly 20-fold increase in the use of the SNAP4CT.org platform from 2015 to 2019. Additionally, survey results suggest that the use of the website and social media is a relevant strategy to reach our target population.

Some of our community partners: