PRACTICAL USE OF SOCIAL MEDIA AS A SOCIAL MARKETING AND NUTRITION EDUCATION TOOL

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Learning Objectives

- Utilize social media advertising within social marketing campaigns to best reach target audiences, with emphasis on SNAP-eligible population
- Compare cost per impression/result of various social marketing channels, including social media, bus ads, billboards, print advertising, TV, and radio
- Describe different tools and strategies for tracking social marketing campaign performance with emphasis on social media and digital tools
INTRODUCTION TO SOCIAL MARKETING

Definition, Use in Nutrition Education, and Examples from VA & TN
What is Social Marketing?

“Social marketing is the use of marketing principles to influence human behavior in order to improve health or benefit society.” (CDCynergy Lite)

“the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society” (Andreason, 1995)

4 P’s – produce, place, price, & promotion

How is Social Marketing used in Nutrition Education?

P183 Outcome Evaluation of Maine SNAP-Ed’s Print and Digital Social Marketing Campaign

Brent Walker, MS, RD; Brenda Wofford, MS, RD; Ahtarum Institute; Patricia Dushuffle, MA, State of Maine DHHS Office for Family Independence

Objective: To determine effectiveness of reaching Maine SNAP-Ed’s target audience with social marketing messages delivered through print and digital channels.

Theory, Prior Research, Rationale: USDA’s Food and Nutrition Service (FNS) encourages the use of social marketing campaigns as a way to enhance nutrition education in SNAP-Ed. Successful campaigns are comprehensive in scope and provide education through multiple channels.

Description: In 2015, Maine SNAP-Ed launched its campaign, called Shop, Cook, Eat Healthy and on a Budget, to influence health-related behaviors of individuals and communities while building upon direct nutrition education efforts. The campaign integrated traditional print materials (direct mail postcards, posters, flyers), with a robust online presence (targeted online ads, social media, landing page). Target audience were SNAP-eligible women with children in Maine.

Evaluation: A follow-up randomized phone survey of 600 SNAP recipients statewide using measures from the SNAP-Ed Evaluation Framework to assess campaign exposure. Awareness of the campaign increased significantly from the previous year (63% vs. 49%), and women with children reported higher levels of exposure to messages compared to other respondents (81% vs. 56%), indicating that messages are resonating with the target audience. While print materials were the most commonly recalled among all respondents, women with children had higher levels of recall of the digital campaign compared to others. Exposure to the campaign led many respondents to report trying out a new behavior such as making healthier food choices (32%).

Conclusions and Implications: Evaluation results indicate that Maine SNAP-Ed has designed a social marketing campaign that reaches a large segment of its target audience through print and digital channels.

Funding: Supplemental Nutrition Assistance Program - Education.
Perspective from Virginia

It’s a SNAP to use EBT at farmers markets
www.eatsmartmovemoreva.org
Perspective from Tennessee

Formative Research
Farmers’ Market Fresh
Quick Wins
Families 4 Change
Problem Description - Overview

“clarifies what the public health problem is, who is affected, and what you propose to do to address it.” (CDCynergy Lite)

1. Write a problem statement
   - What should be occurring? What is occurring?
   - Who is affected and to what degree?
   - What could happen if the problem isn’t addressed?

2. List and map the causes of the health problem

3. Identify potential audiences

4. Conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis
Table 3: Identified Concerns/Barriers For Using Farmers Markets as an Access Point For Fresh, Local Foods.

<table>
<thead>
<tr>
<th>Theme</th>
<th>Concern</th>
<th>Impact on Farmers Market Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inconvenience</td>
<td>Days/Hours of Operation</td>
<td>Work and hours of childcare interfered with the ability to go to the market</td>
</tr>
<tr>
<td></td>
<td>Food choice and availability</td>
<td>Some farmers markets do not have foods from all of the food groups for sale, forcing participants to shop at other locations</td>
</tr>
<tr>
<td></td>
<td>Family-friendliness</td>
<td>Difficult to shop with children at farmers market</td>
</tr>
<tr>
<td>Physical navigation</td>
<td></td>
<td>Markets can be hard to navigate, don’t have the option to use motorized carts</td>
</tr>
<tr>
<td>Awareness</td>
<td>Unsure of prices</td>
<td>Hard to plan ahead</td>
</tr>
<tr>
<td></td>
<td>Unsure of availability</td>
<td>Hard to plan ahead</td>
</tr>
<tr>
<td>Awareness/social stigma*</td>
<td>Unsure of EBT acceptance</td>
<td>Participants preferred EBT acceptance to be well advertised so they would not have to draw attention to their EBT use</td>
</tr>
<tr>
<td>Social stigma*</td>
<td>Child behavior (i.e. children crying in public)</td>
<td>Trying to control children outdoors will lead to extra attention</td>
</tr>
<tr>
<td></td>
<td>Lack of anonymity</td>
<td>Vendors and other shoppers were able to identify the participants when they used their EBT cards</td>
</tr>
</tbody>
</table>

*Designates a researcher derived theme

Table 2.
Identified Opportunities For Including Experiential Learning Into Farmers Market Curriculum

<table>
<thead>
<tr>
<th>Theme</th>
<th>Opportunity</th>
<th>Supporting Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food knowledge</td>
<td>Knowledge of food preservation</td>
<td>Ability to use food, maximize value, prevent food waste</td>
</tr>
<tr>
<td></td>
<td>Direct contact with grower/producer</td>
<td>Ability to gather first-hand knowledge on food quality and safety</td>
</tr>
<tr>
<td>Socialization</td>
<td>Area for social gatherings, meeting people</td>
<td>Provided an opportunity for a girls’ outing/educational experiences</td>
</tr>
<tr>
<td>Budget</td>
<td>EBT-matching programs</td>
<td>Stretch food budget</td>
</tr>
<tr>
<td></td>
<td>Advertise higher perceived food quality and taste</td>
<td>Better quality for at a certain price point and better taste</td>
</tr>
</tbody>
</table>
Perspective from Tennessee

What do we do? Where do we start?
Problem Description – Your Turn!

- What nutrition or physical activity issues are you working to improve in your organization?
  - What effects is it having on your target population?
  - Who is your target population?
  - What can be done to improve this issue?
  - What is contributing to this issue? Think about the SEM or other theoretical frameworks used in your organization and what you can impact.
MARKET RESEARCH
Market Research - Overview

“Market research (also called consumer or audience research) is research designed to enhance your understanding of the target audience’s characteristics, attitudes, beliefs, values, behaviors, determinants, benefits and barriers to behavior change in order to create a strategy for social marketing programs.” (CDCynergy Lite)

1. Define your research questions: determine information gaps, basic social marketing questions, audience segments, and environment

2. Develop a market research plan.

3. Conduct and analyze market research

4. Summarize research results: executive summary, introduction, methodology section, results, and conclusions and recommendations.
Perspective from Tennessee

Formative Research:
Caregivers School-Age Children

9 Focus Groups
90 Minutes
108 Participants
Trust for Advice on Healthy Eating:

- Relatives (n = 24)
- Celebrities (n = 28)
- Doctor (n = 13)
What could others say to encourage healthy eating:

- “Reality checks”
- Mother focused
- Simple changes
Communication Channels

Facebook 88
Posters in Community Agencies 67
TV News 51
In-Store Displays 50
TV Ads 47
Billboards 36
Newspapers 33
Perspective from Virginia

Eat Smart, Move More
At Farmers Markets
In Season In Summer

2015 social marketing campaign images
Perspective from Virginia

Advertisements Seen for the Farmers Market in the Past 30 Days (n=398)

- No Advertisements
- Word of Mouth
- Internet/Social Media
- Newspaper
- Mailing
- Radio
- Television
- Billboard
- Bus Ad
- Poster

Ad Impacted Decision to Shop at the Farmers Market (n=276)

- Yes: 41%
- No: 59%

2015 social marketing campaign results
Perspective from Virginia

Preferred Social Media Site

Preferred Electronic Resources

Desired Information
Formative research on enrolled clients’ preferences for social media sites and content.
Peer Science is Rescue’s in-house behavior change research lab that explores the underlying motivations for unhealthy behaviors and how to change them. Peer Science focuses specifically on cultural norms and how one’s identity can encourage or discourage a healthy behavior, providing critical insights to develop interventions that drive behavior change more effectively and efficiently.

**WHAT ARE PEER CROWDS?**

Peer crowds are the macro-level connections between peer groups with similar values, interests, lifestyles, styles of dress, media consumption, and influencers. While a person has a local peer group they socializes with, that person and his/her peer group belong to a larger “peer crowd” that shares significant cultural similarities across geographic areas.

For example, among US teens, we have discovered the following five primary peer crowds that are present in nearly all communities. While the sizes of these peer crowds vary from city to city, what defines these peer crowds is consistent across the US.

Peer-reviewed research has shown that some teen peer crowds are significantly more likely to engage in risk behaviors such as smoking, drug use, alcohol use, and violence than others. Interventions can strategically use peer crowd information to design highly targeted campaigns to increase impact among the highest risk peer crowds. Research is also building to define young adult and adult peer crowds and their associated risk behaviors.

**PEER CROWD DISCOVERY STUDIES**

Peer Science offers public health organizations the opportunity to discover and understand peer crowds in their local communities and how they relate to specific health behaviors. This is a unique approach to formative research that can provide your organization with more valuable and actionable insights than conventional focus groups alone.

Peer Crowd Discovery is conducted through focus groups of 6-10 participants. During these two-hour groups, Rescue researchers conduct individual and group activities that are both qualitative and quantitative to understand the following:

- What differentiates people who engage in the risk behavior from those who don’t engage?
- What are the perceived benefits of the risk behavior and the healthy behavior?
- What are the peer crowds that people identify with locally?
- Which peer crowds are more likely to engage in the risk behavior than others?
- What are the values and norms of the high risk peer crowds that can be used to promote behavior change?

Peer Crowd Discovery studies range in price based on the number of focus groups and geographic scope. Generally, pricing for these studies begins around $40,000. Contact Rescue for more information or for a customized proposal.

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**I-BASE SURVEY™ STUDIES**

The I-BASE Survey™ is a proprietary research instrument developed by Rescue scientists that quantitatively measures peer crowd affiliation. Using the findings from Peer Crowd Discovery studies, Rescue identifies photos of people who represent each prevalent peer crowd to use as stimuli on the two-page I-BASE Survey. Then, participants are asked to select the pictures that best and least fit into their main group of friends. Based on each participant’s picture selections, the I-BASE Survey is used to calculate an influence score for each peer crowd. When combined with risk behavior questions, the I-BASE Survey can show which peer crowds are more or less likely to engage in the risk behavior, allowing you to target your campaign more effectively.

**I-BASE SURVEY™ IN ACTION – VIRGINIA FOUNDATION FOR HEALTHY YOUTH**

For years, the Virginia Foundation for Healthy Youth (VFHY) has used the I-BASE Survey to understand peer crowd tobacco use trends across Virginia. In 2015, VFHY took it one step further by working with the Virginia Department of Health to add the I-BASE Survey to the state’s Youth Risk Behavior Survey. This provided a plethora of new information about teen peer crowds and their risk behaviors.

- **CIGARETTE SMOKING**
  - Currently smoked cigarettes (7.6%)
  - Formerly smoked cigarettes (10.2%)
  - First cigarette before age 13 (7.6%)

- **BINGE DRINKING**
  - Drank five or more drinks in a row (5.2%)

- **MARIJUANA USE**
  - Currently used marijuana (16.8%)
  - Formerly used marijuana (14.4%)

- **PHYSICAL ACTIVITY**
  - Very active over last 6 months (6.3%)

- **SUGAR SWEETENED BEVERAGES**
  - Drinks a cup three or more times per day (7.6%)

- **DRUG USE**
  - Ever used over the counter drugs to get high (1.8%)

- **SUICIDE**
  - Attended suicide (1.8%)
Market Research – Your Turn!

Answer these basic social marketing questions (CDCynergy Lite):

- the barriers and benefits of the recommended behavior
- the barriers and benefits of its competition
- the benefits audience members seek in life overall
- what would make the behavior easier, more comfortable or fun, and more popular
- how, where and when the behavior takes place
- who helps create these opportunities or has influence on this audience
- through which media or channels the audience gets its information
MARKET STRATEGY
Market Strategy - Overview

“a plan of action for your entire social marketing program. Market strategy encompasses the specific target audience segment(s), the specific desired behavior change goal, the benefits you will offer, and the interventions that will influence or support behavior change.” (CDCynergy Lite)

1. Select your target audience segment(s).
2. Define current and desired behaviors for each audience segment.
3. Prioritize audience/behavior pairs
4. Describe the benefits you will offer
5. Write your behavior change goal(s)
6. Select the intervention(s) you will develop for your program (see Interventions section)
7. Write the goal for each intervention
Perspective from Virginia

Campaign objectives:
- increase use of SNAP at farmers markets
- Increase consumption of fruits and vegetables

Social media objective:
- Click link to map of Virginia Farmers Markets that accept and/or match SNAP
Perspective from Virginia

- Areas in Virginia with Farmers Markets that accept and/or match SNAP
- Adults 18+
- Demographics:
  - Lowest income & net worth settings
  - Some college or less educational attainment
  - Parents
- Interested in fast food, energy drinks, soft drinks, recipes
  - Friends of FNP Facebook page followers in Virginia
Perspective from Tennessee

Segmentation is key!

Who?
How?
Why?

Interventions
**CASE STUDY**

**RESCUE**

**REDUCING SUGAR-SWEETENED BEVERAGE CONSUMPTION IN VIRGINIA**

**A HEALTH BRANDING™ CASE STUDY**

Rev Your Bev is a statewide campaign in Virginia to raise awareness about the health effects of sodas and other sugary drinks. It uses Rescue's Health Branding™ strategy and the latest evidence-based marketing tactics to deliver new knowledge that could lead to behavior change in a relevant and believable way through integrated channels such as mass media and social media.

**BACKGROUND & RESEARCH**

Regional focus groups were held in SW Virginia with 36 teens and 14 parents assessing knowledge, beliefs, and message effectiveness among teens and parents. Research clearly showed a significant knowledge gap among both audiences with very few understanding the urgent and significant health harms of sugar-sweetened beverages.

**THE PROBLEM: KNOWLEDGE GAP**

Sugary drinks are not seen as a significant issue.

There’s little understanding of sugar, appropriate consumption levels, or health harms. Which means, as a result, that there’s no motivation or urgency to decrease consumption. And there’s a lack of knowledge for Virginians to be able to choose healthier options.

Misconceptions:

- “I consider Sprite the healthiest. Because it doesn’t have any caffeine.” - TEEN
- “We don’t buy pop for our house. My son prefers sweet tea & my daughter prefers Capri Sun.” - PARENT

**HEALTH BRANDING™**

People have to realize that there’s a problem before they’ll support a solution.

Using Rescue's Health Branding™ Model, Rev Your Bev, a multi-channel campaign blending digital and on-the-ground interaction to drive exposure to educational messaging both online and in-person was created.

5 Tactics for Designing an Effective Health Branding™ Campaign

1. Segment the audience based on their current behavior and likelihood to change based on new knowledge
2. Align knowledge with the values of specific audience segments through branding
3. Share information that challenges current knowledge (not known or not believed)
4. Highlight the simple, repeatable & sharable
5. Achieve sufficient reach & repetition to create a new understanding

**CAMPAIGN DESIGN**

**TARGETED MEDIA CAMPAIGN:** Television, Radio, and Digital Media

A suite of health communications materials were developed including Rev Your Bev television and radio spots, print materials and resources, and a robust bank of educational content for social media. An earned media strategy garnered media attention to amplify the message.

**ON THE GROUND EDUCATION EFFORTS:** Annual Rev Your Bev Day

An annual statewide day of action, Rev Your Bev Day, partners with local organizers to reach the target audience with high-value, high-impact, in-person educational conversations. Over 350 YMCAs, dentist offices, schools, hospitals, and other community hubs across Virginia signed up to host a Rev Your Bev Day event in 2016.

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**CREDENTIALS:**

- Event-in-a-Box: Kits received an “Event-in-a-Box,” with everything needed to host and promote a successful event. In addition to event materials such as posters, handouts, and display, each toolkit included a data collection tool that allows for measuring and evaluating event participation.
- Online Registration: An online registration process and digital coordination made it possible to have over 115 events taking place on a single day and access to contact information for future follow up.

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**DRIVE MESSAGE ENGAGEMENT: Online Interactive Education Experience**

The Rev Your Bev Interactive Online Experience gives users a better understanding of personal sugar consumption while encouraging them to swap unhealthy drinks for healthier alternatives.

![Interactive Education Experience](image)

**What’s Your Drink Profile?**

Users build a customized profile, either for themselves or their children, by selecting the types of beverages consumed in a typical day.

While the total sugar profile is being calculated, a video educates them on the health consequences of sugary sweetened beverages.

Users can see how much added sugar they drink broken down into teaspoons, calories, and pounds.

Graphics highlight health risks such as heart disease and liver disease. Users can click the image to learn more.

Users are then able to swap drinks for healthier choices and see how their choices can reduce their sugar intake.

Finally, users are encouraged to share their pledge to drink less sugar on social media and to ask their friends and family to follow their lead.

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**RESULTS:**

In 2016, 379 events across Virginia took place, collecting more than 13,500 educational surveys and reaching more than 579,000 people on the ground and online. Online content generated 2,433,699 impressions and resulted in 313,252 video views. Overall, the digital strategy has reached 1,877,252 people since April 2014 and has driven 277,847 actions.

In May 2016, a total of 15,551 cross-sectional surveys from a convenience sample were analyzed to assess awareness and knowledge of SSB and patterns of SSB consumption.

- 74% of participants said they learned something new about sugary drinks
- 71% said they would encourage others to drink fewer sugary drinks

![Results Graph](image)

Rev Your Bev continues to drive education and action across the state. In the last three years, local schools and community organizations - such as the YMCAs, community centers, and healthcare providers - have organized more than 1,000 Rev Your Bev Day events with more than 100,000 people taking part in this statewide day of action. Web visitors continue to interact with the educational engagement tool and build drink profiles.

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For more information about Rev Your Bev or Rescue’s Health Branding™ strategy, contact:

**KRISTIN CARROLL**

e19 - 231-7555 x 166 / Kristin@RescueAgency.com
Market Strategy – Your Turn!

1. Breakdown your overall target audience into 2-5 different segments using demographics, interests, etc., thinking about how you will tailor your message to each group.

2. List 2-3 desired behavior changes for each segment.

3. Rank segments in terms of priority for interventions.

4. Rank each behavior change in terms of priority.

CDC Market Strategy Wizard
INTERVENTIONS
Interventions - Overview

“methods used to influence, facilitate or promote behavior change.” (CDCynergy Lite)

1. Write SMART objectives for each intervention activity, specifying:
   - Who specifically will be affected?
   - What will change?
   - How much change will occur?
   - By when?

2. Write a program plan, including activities, process objectives, timeline, and budget, for each intervention
Perspective from Tennessee
Perspective from Tennessee
Simple Savings

Grocery tips from shoppers like you
Perspective from Virginia

Virginia Farmers Markets Accepting SNAP

Norton Farmers Market

Address
815 Park Avenue SW Norton, VA 24273

Market Season
June - September

Days Open
Tuesday

Hours Open
4PM - 7PM

SNAP Match?
Yes (Up to $25)

WIC Farmers Market Nutrition Program?
Yes

Senior Farmers Market Nutrition Program?
Yes

Website
http://www.nortonva.gov/farmersmarket
Perspective from Virginia
Interventions – Your Turn!

Choose one audience segment and develop your desired social media intervention to target one of the identified behaviors.

Consider social media channel to use, format (photo, blog post, video, etc.), timeline, and budget.
Evaluation - Overview

“a systematic way to improve and account for public health actions by involving procedures that are useful, feasible, ethical, and accurate.” (CDCynergy Lite)

1. Identify program elements to monitor
2. Select the key evaluation questions:
   - Was fidelity to the intervention plan maintained?
   - Were exposure levels adequate to make a measurable difference?
   - Were behavioral determinants affected by (or associated with) intervention exposures as predicted?
   - Did the determinants, in turn, affect behavior as predicted (i.e., was the internal logic of the intervention valid)?
   - Can any other event or influence explain the observed effects attributed to the intervention?
   - Were there any unintended effects?
3. Determine how the information will be gathered
4. Develop a data analysis and reporting plan
5. Develop a timetable and budget
Evaluation - Overview

Cost per impression/engagement vs. traditional advertising

- Direct Mail: $57
- Broadcast TV: $28
- Magazine: $16
- Newspaper: $16
- Radio: $10
- Billboards: $5
- Social Media: $2.50

Cost per 1,000 Impressions

Credit: Life Marketing
Evaluation

Cost per impression/engagement vs. traditional advertising

<table>
<thead>
<tr>
<th>Advertising Channel</th>
<th>Average Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local TV</td>
<td>$200 to $1500 per 30 second ad</td>
</tr>
<tr>
<td>Local Radio</td>
<td>$500 to $8,000 per week</td>
</tr>
<tr>
<td>Regional Newspaper Ads</td>
<td>$693 to $40,855 for ¼ page ad</td>
</tr>
<tr>
<td>Google Ads</td>
<td>$1 to $2 per click</td>
</tr>
<tr>
<td>Facebook Ads</td>
<td>$0.31 to $0.61 per click</td>
</tr>
</tbody>
</table>

Credit: Fit Small Business
**Perspective from Virginia**

**Cost:** $2,741,786

**Impressions:** 14,275,513

**Cost per impression:** $0.192

---

<table>
<thead>
<tr>
<th>Locality</th>
<th>Persons PA</th>
<th>Persons NPA</th>
<th>Persons Total</th>
<th>2012 Est. Total Pop in Poverty</th>
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<tbody>
<tr>
<td>ALEXANDRIA</td>
<td>1773</td>
<td>7,361</td>
<td>9,134</td>
<td>10719</td>
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<td>ARLINGTON</td>
<td>1582</td>
<td>5,868</td>
<td>7,450</td>
<td>17555</td>
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<td>DANVILLE</td>
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<td>10,912</td>
<td>12,594</td>
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<td>HANOVER</td>
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<td>4,337</td>
<td>4,848</td>
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<td>LYNCHBURG</td>
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<td>10,165</td>
<td>12,228</td>
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<td>MONTGOMERY</td>
<td>827</td>
<td>5,711</td>
<td>6,538</td>
<td>20087</td>
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<tr>
<td>WISE</td>
<td>1389</td>
<td>6,900</td>
<td>8,289</td>
<td>9750</td>
</tr>
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</table>

**Total:** 61,081

**Total:** 92,791

Based on SNAP participation Data from VDSS
### Perspective from Virginia

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Ends</th>
<th>Amount Spent (USD)</th>
<th>Results (3-second video views)</th>
<th>Cost per Result</th>
<th>Reach</th>
<th>Impressions</th>
<th>Cost per Impression</th>
<th>Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM Spring 2017 Promo 1</td>
<td>6/12/17</td>
<td>$249.87</td>
<td>8,503</td>
<td>$0.03</td>
<td>10,960</td>
<td>16,121</td>
<td>$0.015</td>
<td>92</td>
</tr>
<tr>
<td>FM Spring 2017 Promo 1 - Friends of FNP</td>
<td>6/12/17</td>
<td>$249.97</td>
<td>14,593</td>
<td>$0.02</td>
<td>17,955</td>
<td>28,475</td>
<td>$0.009</td>
<td>111</td>
</tr>
<tr>
<td>FM Spring 2017 Promo 1 - Friends of FNP - Video 2</td>
<td>7/17/17</td>
<td>$250.00</td>
<td>10,819</td>
<td>$0.02</td>
<td>12,035</td>
<td>18,273</td>
<td>$0.014</td>
<td>123</td>
</tr>
<tr>
<td>FM Spring 2017 Promo 2</td>
<td>7/17/17</td>
<td>$250.00</td>
<td>7,824</td>
<td>$0.03</td>
<td>7,524</td>
<td>13,309</td>
<td>$0.019</td>
<td>80</td>
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<tr>
<td>FM 2017 - Friends of FNP - Promo 3</td>
<td>7/24/17</td>
<td>$50.00</td>
<td>2,338</td>
<td>$0.02</td>
<td>2,783</td>
<td>3,546</td>
<td>$0.014</td>
<td>38</td>
</tr>
<tr>
<td>FM 2017 Promo 3</td>
<td>7/24/17</td>
<td>$50.00</td>
<td>2,680</td>
<td>$0.02</td>
<td>3,060</td>
<td>4,553</td>
<td>$0.011</td>
<td>10</td>
</tr>
<tr>
<td>Instagram - Traffic</td>
<td>8/1/17</td>
<td>$21.45</td>
<td>3</td>
<td>$7.15</td>
<td>3,919</td>
<td>4,579</td>
<td>$0.005</td>
<td>3</td>
</tr>
<tr>
<td>Boosted Post: &quot;Taste the difference of a locally grown tomato at...&quot;</td>
<td>8/8/17</td>
<td>$10.00</td>
<td>484</td>
<td>$0.02</td>
<td>1,633</td>
<td>1,789</td>
<td>$0.006</td>
<td></td>
</tr>
<tr>
<td>Boosted Post: &quot;We love colorful peppers! What's your favorite...&quot;</td>
<td>8/9/17</td>
<td>$10.00</td>
<td>494</td>
<td>$0.02</td>
<td>1,613</td>
<td>1,778</td>
<td>$0.006</td>
<td></td>
</tr>
<tr>
<td>Boosted Post: &quot;We're right in the middle of squash season....&quot;</td>
<td>8/10/17</td>
<td>$10.00</td>
<td>470</td>
<td>$0.02</td>
<td>1,759</td>
<td>1,886</td>
<td>$0.005</td>
<td></td>
</tr>
<tr>
<td>Boosted Post: &quot;You'll find fresh, local foods at the farmers...&quot;</td>
<td>8/11/17</td>
<td>$10.00</td>
<td>389</td>
<td>$0.03</td>
<td>1,462</td>
<td>1,608</td>
<td>$0.006</td>
<td>3</td>
</tr>
<tr>
<td>Boosted Post: &quot;Leafy greens taste better from the farmers...&quot;</td>
<td>8/12/17</td>
<td>$10.00</td>
<td>723</td>
<td>$0.01</td>
<td>1,725</td>
<td>1,880</td>
<td>$0.005</td>
<td></td>
</tr>
<tr>
<td>FM campaign - Friends of FNP - Video 4</td>
<td>9/22/17</td>
<td>$249.80</td>
<td>12,165</td>
<td>$0.02</td>
<td>12,591</td>
<td>21,857</td>
<td>$0.011</td>
<td>85</td>
</tr>
<tr>
<td>FM Video 4</td>
<td>9/22/17</td>
<td>$249.79</td>
<td>9,559</td>
<td>$0.03</td>
<td>10,164</td>
<td>19,371</td>
<td>$0.013</td>
<td>31</td>
</tr>
<tr>
<td><strong>Total results (cost, video views, reach, impressions, link clicks)</strong></td>
<td></td>
<td>$1,670.88</td>
<td>71,044</td>
<td></td>
<td>89,203</td>
<td>139,025</td>
<td></td>
<td>576</td>
</tr>
<tr>
<td>Average cost per result or impression</td>
<td></td>
<td></td>
<td></td>
<td>$0.53</td>
<td></td>
<td></td>
<td>$0.01</td>
<td></td>
</tr>
</tbody>
</table>

**Cost:** $1,670.88

**Impressions:** 139,025

**3 sec video views:** 71,044

**Link clicks:** 576

**Cost per impression:** $0.01

**Cost per view:** $0.53/$0.02

**Cost per click:** $2.90
Perspective from Tennessee

Process Evaluations
Impact Evaluations
Contract Services
Evaluation – Your Turn!

Let’s check out the ad targeting criteria and analytics available in Facebook Ads Manager.

Set up your own Ads Manager account.
IMPLEMENTATION
Implementation - Overview

“the point at which all your planning and preparation come together.” (CDCynergy Lite)

- Execute and manage intervention components and monitoring and evaluation plans
  - Begin to document your intervention activities and spot-check them for fidelity to your plan
  - Have a system for recording target audience feedback on your intervention activities, communication materials, services and products
  - Determine lessons learned by reviewing program steps from planning and implementation through feedback and evaluation.
    - examine both positive and negative outcomes to learn what worked and what didn’t
    - look at both hard and soft data

- Modify intervention activities according to feedback.
  - Use audience feedback, program monitoring, and evaluation data to revise your overall program model or to tweak activities to better serve your target audience.
  - For each major program adjustment, make the necessary changes in the supporting documentation, such as communication plans, staffing requirements and reviews, monitoring and feedback protocols and instruments, and evaluation designs
Perspective from Tennessee

Check In Continually

Modify and Refine

Continual Process Improvement

“We are not pouring concrete folks.”
Perspective from Virginia

Eat Smart, Move More

SNAP at farmers markets

It's a SNAP to use EBT at farmers markets

www.eatsmartmovemoreva.org

Eat Smart, Move More at Farmers Markets

What you can buy with your SNAP benefits at the farmers market

- Meat
- Vegetables
- Fruit
- Eggs
- Money
- Herbs
- Jams and preserves
- Cheese
- Wrapped baked goods to be eaten at home
- Plants that produce food

You cannot buy hot prepared foods, alcohol, and non-food items, same as the grocery store.

Virginia Cooperative Extension programs and activities are an equal opportunity/affirmative action institution. Equal Opportunity Statement. 2023. Material was partially funded by Expanded Food and Nutrition Education Program, USDA, EPA.
Perspective from Virginia

- Direct education
  - Farmers Market supplemental lesson
  - Just Say Yes mini lessons at the market
  - Cooking demos at the market

- PSE Work
  - Farmers market technical assistance for SNAP
  - Mini-grant program to support local farmers market work
  - #ESMMatFM social marketing
Implementation – Your Turn!

Group Share
Elevator Speech of what you created today!
Resources

- [www.EFNEPDigitalResources.org](http://www.EFNEPDigitalResources.org)
- [CDC's Gateway to Communication and Social Marketing Practice](https://www.cdc.gov/communication/) and [CDCynergy Lite Social Marketing tool](https://www.cdc.gov/cdcynergy/)
- [SNAP-Ed Connection Social Marketing page](https://www.cdc.gov/nutrition/snap-ed/)
- ASNNA Social Marketing Committee
- SNEB [Communications and Digital Technology in Nutrition Education and Behavior Change](https://www.sneb.org/programs/comm-tech) divisions
- [Making Health Communication Programs Work](https://www.cdc.gov/makehealthcommunicationwork/) from U.S. Department of Health and Human Services