Social Marketing Evaluation

ASNNA Winter Conference
February 10, 2016
Introduction

▲ Key issues related to social marketing

- Formative research and target audience identification
- Messaging
- Media
- Measurable outcomes
Meet the Presenters

▲ Altarum Institute
   ▪ Loren Bell
   ▪ Brent Walker
   ▪ Brenda Wolford

▲ State SNAP-Ed Implementing Agencies
   ▪ Leslie Ouellette (University of New England, ME)
   ▪ Kathleen Cullinen (Michigan Fitness Foundation, MI)
   ▪ Carla Verbois (Louisiana State University AgCenter, LA)
Overview of Presentation

▲ Key elements to consider when designing evaluation
▲ Methods used in evaluation
▲ Key findings from evaluations conducted in 3 states
▲ How each state has used evaluation findings
▲ Summary
▲ Q&A
Core Aspects of Social Marketing Evaluation

▲ Formative evaluation
   ▪ Identify target audience
   ▪ Use tested messages

▲ Process Evaluation
   ▪ Gather important feedback on implementation

▲ Outcome Evaluation
   ▪ Assess if campaign is reaching target audience and achieving stated goals

▲ Impact Evaluation
   ▪ Validate if observed outcomes are the result of the campaign
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What was the purpose of the social marketing campaign?</td>
<td>Was the intended audience reached?</td>
</tr>
<tr>
<td>Did the message accomplish what was intended?</td>
<td>How were partners involved in the campaign?</td>
</tr>
<tr>
<td>Was the message recognized by the target audience?</td>
<td>How were local SNAP-Ed staff involved in the campaign?</td>
</tr>
</tbody>
</table>
Measurable objectives for evaluation must align with the purpose of the campaign.

Is the campaign:

- Introducing a message to motivate an action?
- Reinforcing messages being delivered through direct education?
- Creating awareness to inform clients of a healthy eating behavior?
Campaign’s Reach to Target Audience

▲ Gather data on message dissemination

▲ Include demographic characteristics in evaluating reach
  ▪ Was the target audience families with children, general SNAP audience, or another specific group?

▲ Refer to formative research
Message Recognition by Target Audience

▲ Explore reach and recognition of message
▲ Focus on the message and how it was delivered
▲ Were respondents with certain characteristics more or less responsive to campaign messages?
  ▪ Household composition
  ▪ Age
  ▪ Gender
  ▪ Education level
  ▪ Food security status
Message Accomplishments

Has the campaign achieved its objectives?

Consider measuring:

- Exposure (reach) of campaign messages
- Awareness of campaign messages
- Attitudes on nutrition and physical activity
- Nutrition and physical activity behaviors
- Readiness to change behaviors
- Action taken after being exposed to the campaign
- Changes in attitudes and beliefs over time
Campaign Partners

▲ Social marketing reliant on cooperation of partners

▲ Which partners were involved with campaign?
  - SNAP, WIC, TANF offices
  - Schools, Head Start, daycare / youth centers
  - Food banks / pantries
  - Retailers, farmers markets
  - Community centers, libraries
  - Faith-based organizations

▲ What were the roles of partners and did they complete their roles?

▲ How did partners feel about the campaign?

▲ What were some success and challenges of working with partners on the campaign?
Local SNAP-Ed Staff

- Local staff usually includes SNAP-Ed agents, educators, supervisors and support staff.

- How were local staff involved in the campaign?
  - Distribute materials
  - Build partnerships in their communities
  - Reinforce campaign messages through direct nutrition education

- How did staff feel about their role in campaign and were they able to complete their role?

- Valuable evaluation information can be gleaned from local staff feedback.
  - Future recommendations
Methods Used in Evaluation

- Assessment of campaign materials and messaging
- Key informant interviews & web surveys
  - Staff
  - Partners
- Telephone surveys of SNAP recipients
- Focus groups with SNAP recipients
- Observations and site visits
## FFY 2015 Campaign Materials

### Maine (2nd year)

<table>
<thead>
<tr>
<th>Key Messages</th>
<th>• Shop, Cook, Eat Healthy and on a Budget</th>
</tr>
</thead>
</table>
| Intended Audience | • SNAP-eligibles  
• Mothers with children |
| Delivery Channels | • Print materials  
• Online ads  
• Landing page  
• Social media |

![Campaign Materials Examples](image-url)
## FFY 2015 Campaign Materials

### Michigan (4th year)

<table>
<thead>
<tr>
<th>Key Messages</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increased consumption of fruits and vegetables</td>
<td></td>
</tr>
<tr>
<td>• Increased family meal time</td>
<td></td>
</tr>
<tr>
<td>• Increased physical activity</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Intended Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Mothers with children</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Delivery Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Mass media</td>
</tr>
<tr>
<td>• Print materials/displays</td>
</tr>
<tr>
<td>• Digital/social media</td>
</tr>
<tr>
<td>• Video vignettes</td>
</tr>
</tbody>
</table>

They learn from watching you... Be Active and your kids will too!
### FFY 2015 Campaign Materials

#### Louisiana (1st year)

| Key Messages                                      | • Increased consumption of fruits and vegetables  
|                                                 | • Increased family meal time  
|                                                 | • Increased physical activity  |
| Intended Audience                                | • SNAP-eligibles  |
| Delivery Channels                                | • Mass media  
|                                                 | • Print materials  
|                                                 | • Store displays  |
## Goals of Altarum’s Evaluation

<table>
<thead>
<tr>
<th>Maine</th>
<th>Michigan</th>
<th>Louisiana</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design and implementation process</td>
<td>Reach and awareness</td>
<td>Design and implementation process</td>
</tr>
<tr>
<td>Reach and awareness</td>
<td>Healthy eating and physical activity attitudes</td>
<td>Reach and awareness</td>
</tr>
<tr>
<td>Extent to which campaign drew SNAP-eligibles into classes</td>
<td>Readiness to engage in behavior change</td>
<td>Healthy eating attitudes</td>
</tr>
<tr>
<td>Satisfaction with campaign</td>
<td>Trends over time</td>
<td>Readiness to engage in behavior change</td>
</tr>
<tr>
<td>Action taken</td>
<td></td>
<td></td>
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</tbody>
</table>
Key Findings from Social Marketing Evaluation

- Reach
- Delivery
- Readiness to change
## Delivery of FFY 2015 Campaign Messages

<table>
<thead>
<tr>
<th></th>
<th>Michigan</th>
<th>Louisiana</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mass media ads</strong></td>
<td>237 billboards</td>
<td>75 billboards</td>
</tr>
<tr>
<td></td>
<td>550 bus wraps</td>
<td></td>
</tr>
<tr>
<td><strong>Print materials</strong></td>
<td>Store, farmers market, food pantry displays</td>
<td>Banners, Posters, Clings, Bi-folds, Recipe Cards, Activity Books</td>
</tr>
<tr>
<td><strong>Geographic Targeting</strong></td>
<td>12 counties</td>
<td>14 parishes</td>
</tr>
</tbody>
</table>
Delivery of FFY 2015 Campaign Messages

Maine SNAP-Ed

▲ Print materials distributed through local channels

208,789 post cards

5,905 posters, flyers, rack cards and coupons

▲ Web analytics for Q4

3.9 million impressions from internet ads

9,905 landing page views

1,304 PDF downloads

1,479 Facebook page “likes”
Process Feedback from Staff on Delivery

▲ In LA and ME, staff helped deliver the campaigns at the local level
  ➢ Staff were generally confident using the materials
  ➢ They used existing and new partnerships to disseminate materials

▲ FCS Agents in LA believed campaign messages helped reinforce direct nutrition education concepts

▲ Nutrition educators and FCS Agents in both states offered valuable feedback for future improvement
Campaign Exposure: SNAP Recipients

- Maine: 49%
- Louisiana: 50%
- Michigan: 64%
Campaign Exposure: Respondents with Children

- Maine: 63%
- Louisiana: 52%
- Michigan: 68%
Assessing Target Audiences’ Readiness to Change

Louisiana & Michigan:

▲ Majority of respondents were preparing to take action and change dietary behaviors

▲ Respondents with children were further along in the model than those without children

▲ Often related to respondents’ interest in improving overall health

Stages of Change (Prochaska’s Transtheoretical Model)
Common Themes Across Three States

▲ Respondents with children and females typically more receptive to campaign messages

▲ Some individuals better poised to make behavior changes than others
  ▪ Under age 65
  ▪ In good or excellent health
  ▪ Have children in household
  ▪ More food secure

▲ Respondents over age 65 least receptive to campaign messages

▲ Campaigns were generally reaching the appropriate target audience

▲ Many respondents want to live healthier lifestyles but face a range of obstacles (i.e. food insecurity and time)
Opportunities for Future Campaigns

Internal Processes
- Engage nutrition educators at the local level in planning
- Help engage partners at the state-level

Engagement of Target Audience(s)
- Consider how younger demographics want to be reached (i.e. text messaging)
- Incorporate/expand social media efforts
- Explore alternate ways to engage seniors

Long-Term Strategies
- Identify and address barriers to healthy eating & PA
- Multi-faceted approaches
Limitations

- Rely on self-reported exposure to campaign materials
- Possibility of social desirability bias
- Competing messages – difficult to isolate effect of campaign
- Time
Using Evaluation to Inform Future Campaigns

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Kathleen Cullinen
Michigan Fitness Foundation

Carla Verbois
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Questions and Answers