

Celebrate Your Plate ZOOM Feedback Session:

How can we incorporate Celebrate Your Plate (CYP) into Direct Education?

E.B. Hustead, SNAP-Ed Social Marketing Coordinator; B.R. Butler, FCS Program Evaluation Director; A.N.J. Ferguson, SNAP-Ed Social Marketing Program Assistant; K.L. Golis, OSU Nutrition Program Graduate Research Associate; A.C. Zubieta, SNAP-Ed Director

INTRODUCTION

The Ohio SNAP-Ed Social Marketing Campaign, Celebrate Your Plate (CYP), has been in development since the Spring of 2015. The State Nutrition Action Committee or SNAC (participating agencies listed below) determined that the focus of the campaign should be on increasing fruit and vegetable consumption among low-income families (those at or below 185% of the Federal Poverty Level) with children. Since then, formative research has been conducted, a marketing agency was hired, the name Celebrate Your Plate was selected, Creative Position testing was conducted, the CYP content hub launched, and the CYP paid media pilot took place in Athens, Fairfield, Franklin, and Ross counties from August-October 2017.

In addition to the paid media advertising, CYP is also providing educational incentives to the SNAP-Ed Program Assistants to use in their direct education. Additional methods of incorporating CYP into existing direct education are needed to maximize the reach and value of the social marketing campaign to SNAP-Ed and the other members of SNAC.

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. SNAC agency logos are listed below.



CONCLUSIONS

At the five SNAP-Ed Regional Meetings held in August, 2017 the Social Marketing Program Coordinator introduced the idea of Program Assistants (PAs) helping to inform the creation of additional CYP tools and resources. The input of PAs and FCS Educators is crucial to the success of the campaign supporting direct education, as they have the greatest insight into the needs of the target audience and what materials and strategies will be most effective in increasing fruit and vegetable consumption. Two interactive, discussion-based Zoom webinars will take place on Wednesday, November 8 at 2pm and Thursday, November 9 at 10am. Feedback and ideas can also be submitted to the Social Marketing Program Coordinator Beth Hustead at hustead.7@osu.edu and Social Marketing Program Assistant Alisha Ferguson at ferguson.926@osu.edu.



ACKNOWLEDGEMENTS

The SNAP-Ed Social Marketing Core Team would like to thank all members of Ohio SNAP-Ed and extension, particularly the SNAP-Ed Program Assistants, SNAP-Ed Regional Program Specialists, and FCS Educators. Without your hard work and valuable community networks and connections, the Social Marketing Campaign would not be a success.

We would also like to thank members of the State Nutrition Action Committee including: the Ohio Department of Jobs and Family Services, Ohio Department of Public Health, WIC, Ohio Department of Aging, Ohio Department of Education, EFNEP and other community partners including the Mid-Ohio Foodbank and the Ohio Association of Foodbanks. Finally, the SNAP-Ed Social Marketing Core Team is immensely grateful to the Ohio State University Office of Special Projects and our team at Fahlgren Mortine who have worked tirelessly to make Celebrate Your Plate a success.

This study is supported by a grant from the U.S. Department of Agriculture Nutrition Education and Obesity Grant Program (G-1415-17-0847 and G-1617-0452)-SNAP-Ed.