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Eat Smart New York Infographic

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EVALUATION OF THE EAT SMART NEW YORK (ESNY)

SOCIAL MARKETING CAMPAIGN IN WESTERN NEW YORK

The purpose of this study was to assess the **effectiveness** of the ESNY social marketing campaign on SNAP eligible recipients. The ESNY marketing strategy centers in raising awareness of the programs through the use of health nutrition messaging on NFTA public buses, bus shelters and corner stores.

HIGHLIGHTS

- Almost two-thirds of survey respondents were SNAP recipients
- About half of the respondents had children under the age of 18 living in their household
- Of the 4 ads, participants indicated that they saw the "At the Stop to Good Health" logo the most of all the ads

RESULTS

- Data analysis showed that marketing campaign had some **effectiveness** in raising awareness
- Data showed that participants from both targeted and non-targeted zip codes reported seeing the ads

Ad Images



METHODOLOGY

- 5 zip codes were chosen based on a needs assessment
- Interviewers surveyed participants at target locations (bus stops, library, county office, etc.)
- Ads were evaluated based on how compelling, memorable and persuasive they were to participants

FUTURE IMPLICATIONS

- Participants reported a measurable change in behavior after viewing the marketing campaign
- Participants were more likely to follow recommendations and **also** recommend to their children to follow healthy eating patterns



Office of Temporary
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