

Social marketing meets extension outreach and education: The Food Hero experience

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TOPIC/TARGET AUDIENCE: Social Marketing and Education/ Nutrition Education

ABSTRACT: Food Hero is a multichannel social marketing campaign and community outreach and education program, designed to increase fruit and vegetable intake. Food Hero reached over 3 million contacts in 2015.

OBJECTIVE(S):

This poster will define the Food Hero social marketing campaign and how it relates to outreach and education.

A list of the numerous components of the social marketing campaign will include: FoodHero.org website; social media; newsletters; calendars; videos; media buys focused on-line and retail including a Grocery Outlet partnership.

The presenters will discuss how this far-reaching campaign has allowed SNAP Educators to have a community-based approach that influences preschoolers through senior citizens through the Food Hero Community Toolkit (“Kit”) and will explain how the Kit is designed and then utilized by community educators.

Identify that the Food Hero social marketing campaign reached 1,415, 069 media impression and had 3,458 followers among Facebook, Pinterest, and Twitter.

Compared with SNAP Ed programming outreach in 2015 that included 77,708 individuals reached using Food Hero displays and another 285,882 through Food Hero recipe tastings; 87,000 Food Hero Calendars and 520,985 Newsletters were distributed bringing the total reach of the Food Hero campaign and educational components to over 3 million contacts in 2015. Design for the social marketing campaign was targeted at SNAP -eligible moms via surveys and focus groups (continually evaluated and refined) and extensively interwoven into SNAP education programs statewide.

Assessment of Food Hero Social Marketing Campaign is that it was approved for use among SNAP-Ed programs nationwide for the last two years, per its inclusion in the USDA list of approved education materials.

With this poster, we would love to share the Food Hero Experience and illustrate how the combination of Social Marketing and Extension Education and Outreach can transform the way we deliver nutrition education.

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