

PROJECT TITLE: Social Marketing Campaign Development for the Colorado Expanded Food and Nutrition Education Program

Amy Blom, MPH/RD candidate, Colorado School of Public Health at CSU

Susan Baker, EdD Professor and Extension Specialist Expanded Food and Nutrition Education Program

Kathryn McGirr, MS/RD, EFNEP supervisor

Various other Colorado EFNEP staff

BACKGROUND/INTRODUCTION:

Eating Smart • Being Active (ESBA) is an evidence-based, healthy eating and active living curriculum developed and used by Colorado EFNEP that teaches healthy lifestyle skills.

Traditionally emphasizing direct education, EFNEP has recently required the incorporation of policy, systems, and environmental (PSE) change into programming to enhance direct education.

PROJECT GOALS:

The goal of this project was to develop a small, social marketing campaign to reach current and prospective ESBA participants. The campaign reinforces food resource management (skills for saving time and money on food acquisition and preparation) for current EFNEP participants and introduces these skills to prospective participants.

METHODS:

Six posters were designed, using existing ESBA curriculum. Posters link to a landing page through a QR code, and individuals will access recipes and reinforce or learn food resource management skills. Individuals will be linked to EFNEP resources for their geographic region. As a central part of the project, an evaluation and reporting plan was developed for the campaign using Google Analytics to collect data and the national EFNEP reporting platform, WebNEERS.

RESULTS:

Products were a campaign description and piloting plan with a WebNEERS reporting document. The campaign will influence the social environment where EFNEP participants frequent. It is a cost effective way to enhance the direct education of EFNEP utilizing a PSE framework, while simultaneously reinforcing key food resource management skills and increasing enrollment in CO EFNEP.

SUMMARY DISCUSSION:

The campaign will be piloted in Colorado and may be expanded to other states that use ESBA curriculum.

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