



EAT.
MOVE.
SAVE.

UNIVERSITY OF ILLINOIS SNAP-ED

Social Marketing Evaluation Report

July 2023



Illinois Extension
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



UI Health
Office of Community Engagement and
Neighborhood Health Partnerships



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Executive Summary

Illinois Supplemental Nutrition Assistance Program (SNAP) Education (IL SNAP-Ed) provides practical healthy eating and physical activity solutions for Illinois families. In 2020, Illinois SNAP-Ed at the University of Illinois Extension and the Illinois Chicago Partnership for Health Promotion expanded the existing SNAP-Ed social marketing campaign called **Eat.Move.Save.** The campaign was launched in October 2021. **Eat.Move.Save.** is designed to promote healthy eating and physical activity in communities having high concentrations of families with lower incomes.

In October 2021, Illinois SNAP-Ed at the University of Illinois Extension contracted Altarum Institute (Altarum) to assess the newly designed **Eat.Move.Save.** campaign. After the campaign was launched and messages were disseminated through all channels of delivery, Altarum conducted an outcome evaluation of the campaign by surveying randomly selected Illinois residents with lower incomes residing within zip codes receiving social marketing messages. This was followed by a six-month follow-up survey (i.e., impact evaluation) of the same group of individuals who responded to the initial survey. Additionally, Altarum surveyed staff and local partners to elicit their feedback about the new campaign messages and channels of delivery.

PART 1: POPULATION-LEVEL SURVEY OUTCOME REPORT (BASELINE FINDINGS)

In April 2022, Altarum mailed 25,000 survey invitations to Illinois residents with lower incomes and received 1,156 responses. The survey was designed to capture respondents' exposure to the **Eat.Move.Save.** campaign, as well as other behaviors such as fruit and vegetable consumption and physical activity. Weighted data were used to conduct all analyses.

Results

Eat.Move.Save. campaign messages are reaching priority populations in Illinois, with higher rates of exposure among Illinois residents who participate in assistance programs, who experience food insecurity, and who have lower levels of educational attainment.

- ▲ 20.3 percent of Illinois residents with lower incomes have been exposed to the **Eat.Move.Save.** campaign (i.e., recalled seeing the campaign messages).
- ▲ Some demographic groups were more likely to be exposed to the campaign than others, including residents who: identified as Black/African American ($p=.007$); with educational attainment levels up to and including an associate's degree or vocational and technical training ($p<.05$); were food insecure ($p<.001$); participated in assistance programs ($p<.001$); or participated in Illinois Link/ SNAP/Electronic Benefits Transfer (EBT) ($p=.005$).
- ▲ Illinois residents with lower incomes who were exposed to SNAP-Ed programming more frequently reported exposure to the campaign ($p<.05$).
- ▲ Illinois residents with lower incomes most frequently reported seeing **Eat.Move.Save.** on billboards, at grocery stores, and at bus stops.
- ▲ 66 percent of Illinois residents with lower incomes who saw the campaign reported taking action after seeing the messages.
- ▲ Illinois residents with lower incomes who were exposed to **Eat.Move.Save.** were more likely to be preparing to eat more fruit and vegetables than residents not exposed.
- ▲ Illinois residents with lower incomes who were exposed to **Eat.Move.Save.** were more likely to eat vegetables at least once per day than residents who were not exposed.

- ▲ Illinois residents with lower incomes who were exposed to **Eat.Move.Save.** ate vegetables more frequently than residents who were not exposed.
- ▲ There were no differences between residents who were exposed and those who were not for fruit consumption frequency or physical activity levels.

PART 2: POPULATION-LEVEL SURVEY IMPACT REPORT (FOLLOW-UP FINDINGS)

In November 2022, 1,154 respondents who completed the baseline survey were emailed a link to the follow-up survey. The survey was designed to capture respondents' exposure to the **Eat.Move.Save.** campaign, as well as other behaviors such as fruit and vegetable consumption and physical activity within the past six months. Baseline and follow-up responses were matched, and the final unweighted sample included 596 respondents. Weighted data were used to conduct all analyses.

Results

One year after the launch of the **Eat.Move.Save.** campaign, messages are reaching priority populations in Illinois.

- ▲ Some demographic groups were more likely to be exposed to the campaign than others, including residents who: identified as Black/African American ($p=.002$); with educational attainment levels of a high school degree or less ($p<.05$); or participated in assistance programs ($p<.001$).
- ▲ Illinois residents who were exposed to SNAP-Ed programming were 9.2 times more likely to be exposed to the campaign overall than residents who were not exposed to SNAP-Ed programming ($p<.001$).
- ▲ Illinois residents with lower incomes most frequently reported seeing **Eat.Move.Save.** on billboards, bus stops, social media, and letters.
- ▲ Almost all (93%) Illinois residents with lower incomes who saw the campaign reported taking action after seeing the messages.
- ▲ Illinois residents who were food insecure and Illinois residents from households with children were more likely to take healthy behavior actions after exposure to the campaign.
- ▲ Illinois residents who were exposed to the campaign and SNAP-Ed programming were more likely to be preparing to eat more fruit than those who were just exposed to the campaign.
- ▲ Illinois residents who were exposed to the campaign in the past six months were 1.9 times more likely to make progress, along the Stages of Change (SOC) model, from baseline to follow-up than residents who were not exposed.
- ▲ Illinois residents who were exposed to the campaign were more likely to increase their physical activity levels.
- ▲ Residents who were not exposed to the campaign reported greater levels of physical activity; however, residents who were exposed experienced a significantly greater change in the number of days per week they reported being active from baseline to follow-up.
- ▲ There were no differences at follow-up between residents who were exposed and those who were not for fruit and vegetable consumption frequency.

PART 3: STAFF SURVEY

In partnership with the University of Illinois Extension, Altarum developed a social marketing survey instrument to be disseminated to local staff (of both the University of Illinois Extension and the Illinois Chicago Partnership for Health Promotion). The survey instrument elicited feedback from local staff about the **Eat.Move.Save.** social marketing campaign. Survey dissemination began in August 2022 and the survey was closed by mid-September 2022. A total of 82 responses were included in the final sample.

Results

The **Eat.Move.Save.** campaign was well-received by staff members.

- ▲ 97 percent of staff are aware of the **Eat.Move.Save.** campaign.
- ▲ Most staff members believe that the campaign reinforces direct education (83%) and policy, systems, and environment (PSE) work (66%), but less than half (42%) think it is reaching households with lower incomes in their communities.
- ▲ 68 percent of staff members shared the campaign with partners.
- ▲ 83 percent of staff members shared the campaign with participants.

PART 4: PARTNER SURVEY

In partnership with the University of Illinois Extension, Altarum developed a social marketing survey instrument for dissemination to local partners. The survey instrument elicited feedback from local partners about the **Eat.Move.Save.** social marketing campaign. Survey dissemination occurred from the end of October 2022 through November 2022. The final dataset for analysis included 94 responses.

Results

Most partners are aware of and agree that the **Eat.Move.Save.** campaign aligns with their organization's work. Partners agree campaign components are appropriate, culturally relevant, and effective in reaching lower income households.

- ▲ 62 percent of partners are aware of the **Eat.Move.Save.** campaign.
- ▲ Most partners believe that the campaign reinforces or supports their organization's work (86%), but less than half (41%) think it is reaching households with lower incomes in their communities.
- ▲ 65 percent of partners shared the campaign with their clientele or participants.

Evaluation Overview

Illinois Supplemental Nutrition Assistance Program (SNAP) Education (IL SNAP-Ed) provides practical healthy eating and physical activity solutions for Illinois families, and participates in strategic local, regional, and statewide partnerships to transform the health of Illinois communities. In 2020, Illinois SNAP-Ed at the University of Illinois Extension and the Chicago Partnership for Health Promotion contracted with an Illinois-based marketing firm, DCC Marketing, to expand the existing SNAP-Ed social marketing campaign called **Eat.Move.Save**. DCC Marketing conducted formative research with members of the priority population to inform the development of new creative content. DCC Marketing also developed the brand and messaging strategy, along with a marketing plan, to disseminate campaign messages. The campaign was launched in October 2021. **Eat.Move.Save** is designed to promote healthy eating and physical activity in communities having high concentrations of families with lower incomes. Illinois SNAP-Ed prioritized community networks (focused geographic areas where SNAP-Ed eligible families live, work, shop, eat, play, and learn) with fewer obesity prevention resources (e.g., SNAP-Ed programming, partnerships, coalitions, other assets) to receive social marketing messages. These community networks were identified through a rigorous scoring and ranking process conducted by Altarum Institute (Altarum), a non-profit health research and consulting company, and detailed in the *SNAP-Ed Community Network Impact Evaluation Report*.

The primary goals of the campaign are three-fold:

- 1) Increase awareness of SNAP-Ed;
- 2) Increase engagement with SNAP-Ed; and
- 3) Encourage healthy eating and physical activity behaviors among Illinois residents with lower incomes.

Eat.Move.Save campaign messages are disseminated through a variety of channels to reach families in Illinois with lower incomes, including:

- ▲ Landing page (<https://eat-move-save.extension.illinois.edu>)
- ▲ Online ads
- ▲ Text messaging
- ▲ Newsletter
- ▲ Direct mailing to SNAP households
- ▲ Digital out of home ads (i.e., transit, billboards, grocery stores, and gas stations)
- ▲ Streaming TV

In October 2021, Illinois SNAP-Ed at the University of Illinois Extension contracted Altarum to assess the newly designed **Eat.Move.Save** campaign. After the campaign was launched and messages were disseminated through all channels of delivery, Altarum conducted an outcome evaluation of the campaign by surveying randomly selected Illinois residents with lower incomes residing within zip codes receiving social marketing messages. This was followed by a six-month follow-up survey of the same group of individuals who responded to the initial survey. Additionally, Altarum surveyed staff and local partners to elicit their feedback about the new campaign messages and channels of delivery.

ORGANIZATION OF THIS REPORT

This report is organized into four parts highlighting the various components of the social marketing campaign evaluation. Each part contains a description of the methodology and data analysis approach, as well as key findings and conclusions. The report is organized as follows:

- ▲ Part 1: Population-Level Survey Outcome Report (Baseline Findings)
- ▲ Part 2: Population-Level Survey Impact Report (Follow-up Findings)
- ▲ Part 3: Staff Survey
- ▲ Part 4: Partner Survey

Part 1: Population-Level Survey Outcome Report

Baseline Findings

METHODOLOGY

Study Design and Recruitment

Altarum Institute (Altarum) purchased a sample list of Illinois residents with lower incomes (annual household income less than \$35,000) living within zip codes receiving social marketing messages. The list contained 25,000 randomly selected Illinois residents representing approximately 60 different zip codes across the state. Prospective respondents from the purchased list were mailed a letter explaining the purpose of the evaluation and an invitation to complete a web-based survey, for which the recipients were provided a unique identification code to access the survey online. In April 2022, Altarum mailed 25,000 survey invitations with the goal of receiving 1,500 completed surveys. A reminder letter was mailed 10 days later, followed by a reminder postcard. Altarum closed the survey in May 2022 with total of 1,156 responses (4.6 percent response rate). Respondents received a \$10.00 gift card for completing the survey.

Data Collection Instrument

In partnership with the University of Illinois Extension SNAP-Ed, Altarum developed an online survey instrument drawing from the *SNAP-Ed Evaluation Framework and Interpretive Guide*.¹ The evaluation instrument was made available in both English and Spanish to support engagement with the growing Hispanic communities. The instrument was designed to be clear, culturally and linguistically appropriate, and to capture diverse opinions and experiences, while minimizing respondent burden. It also included previously validated or tested questions where available and met plain language standards.² The survey was administered online and designed to take approximately 15 minutes to complete. All survey materials were reviewed and approved by the University of Illinois Institutional Review Board (IRB), including evaluation protocols, recruitment materials, and survey instrument. See **Appendix A** for the baseline survey instrument.

Data Collection Measures

The instrument was designed to capture respondents' exposure to the **Eat.Move.Save.** campaign, as well as other behaviors such as fruit and vegetable consumption and physical activity. Exposure to the campaign was measured by asking respondents whether they recalled seeing messages with the slogan **Eat.Move.Save.** in their community or on the internet. They were also asked to recall where they saw the messages and to report any actions taken after being exposed to the messages.

To determine respondents' readiness to make positive dietary and physical activity changes along a continuum, the Stages of Change (SOC) model³ was used. Several questions were asked to place respondents into one of the five stages, as described below.

- ▲ Pre-Contemplation: respondent has no intention to make change in the next six months.
- ▲ Contemplation: respondent intends to make change in the next six months.
- ▲ Preparation: respondent intends to take action in the next 30 days and has taken some behavior steps in this direction.
- ▲ Action: respondent has changed overt behavior for less than six months.

¹ U.S. Department of Agriculture (USDA), Food and Nutrition Service (FNS), June 2016. *The Supplemental Nutrition Assistance Program Education (SNAP-Ed) Evaluation Framework: Nutrition, Physical Activity, and Obesity Prevention Indicators, Interpretive Guide to the SNAP-Ed Evaluation Framework* (updated July 2018). Downloaded December 2019 from <https://snaped.fns.usda.gov/>.

² Checklist for Plain Language found at <https://www.plainlanguage.gov/resources/checklists/checklist/>.

³ Prochaska, J., & DiClemente, C. (1983). Stages and processes of self-change of smoking: Toward an integrative model of change. *Journal of Consulting and Clinical Psychology*, 51(3), 390–395.

- ▲ Maintenance: respondent has changed overt behavior for more than six months.

Fruit and vegetable consumption questions from the Behavioral Risk Factor Surveillance System (BRFSS)⁴, known to be reliable and valid measures, were adapted for self-administration. This approach has been used in similar evaluations.⁵ A composite variable for vegetable consumption was created by calculating daily consumption of each vegetable category included in the survey and summing all to obtain total daily vegetable consumption. For fruit, daily consumption of fruit and fruit juice was combined to get total daily fruit consumption.

The six-item Household Food Security Module was used to assess household food security.⁶ Body mass index (BMI) was calculated using respondents' self-reported height and weight. Demographic data, such as gender, age, race/ethnicity, and household composition were collected from respondents. Respondents were asked to indicate whether they participated in any assistance programs and their answers were used as proxy measures to determine SNAP-Ed eligibility.

The following research questions helped guide this assessment:

1. What is the measured reach of the social marketing campaign?
2. What are the attitudes toward healthy eating and physical activity among the priority audience?
3. Where does the priority audience fall in terms of readiness to engage in change relative to dietary and physical activity-related behaviors using a SOC model?
4. Are there differences in campaign recall by demographic or socioeconomic characteristics of the priority audience?
5. What actions to improve health have been taken as a result of campaign exposure?

Statistical Analysis

Data cleaning included removal of duplicate responses and survey respondents who did not complete a majority of the survey. After data cleaning, the final unweighted sample included 1,147 respondents. Data were weighted to represent the Illinois Supplemental Nutrition Assistance Program (SNAP) recipient sex, age, and race characteristics according to the American Community Survey, five-year estimates for 2020. Post-stratification weights were applied to the sample using SAS-callable SUDAAN's PROC WTADJUST procedure with the intervention sample weighted to 1.0. The final weighted sample included 1,167 respondents, and the mean weight value was 1.2 with a median weight of 0.8. Weighted data were used to conduct all analyses.

Descriptive statistics such as frequencies and means were calculated for all variables of interest. Mean comparisons and Chi-square analyses were used to determine differences based on exposure to the **Eat.Move.Save.** campaign. Logistic regression modeling was used to examine differences in outcomes across demographic characteristics and exposure to the campaign. When relevant, models were adjusted for demographic variables that differed between residents who were exposed to **Eat.Move.Save.** and those who were not. Variables included in adjusted models were race, educational attainment, food security status, participation in assistance programs, and exposure to SNAP-Ed programming.

⁴ Centers for Disease Control and Prevention (CDC). 2019 BRFSS Questionnaire. Atlanta, GA: U.S. Department of Health and Human Services (HHS), CDC. 2013. <https://www.cdc.gov/brfss/questionnaires/pdf-ques/2019-BRFSS-Questionnaire-508.pdf>.

⁵ Durward, C.M., Savoie-Roskos, M., Atoloye, A., Isabella, P., Jewkes, M.D., Ralls, B., Riggs, K., LeBlanc, H. (2019). *Double Up Food Bucks* Participation is Associated with Increased Fruit and Vegetable Consumption and Food Security Among Low-Income Adults. *Journal of Nutrition Education and Behavior*, 51;342-347.

⁶ Economic Research Service, USDA. U.S. Household Food Security Survey Module: Six-Item Short Form. <https://www.ers.usda.gov/media/8282/short2012.pdf>.

RESULTS

Campaign Exposure

One in five (20.3%) Illinois residents with lower incomes have been exposed to the **Eat.Move.Save.** campaign (i.e., recalled seeing the campaign messages). Campaign exposure varied across demographic characteristics including race, educational attainment, participation in assistance programs, food security status, and exposure to SNAP-Ed programming overall (see **Exhibits 1.1–1.10**).

Exhibit 1.1. Racial Background by Exposure to Eat.Move.Save.

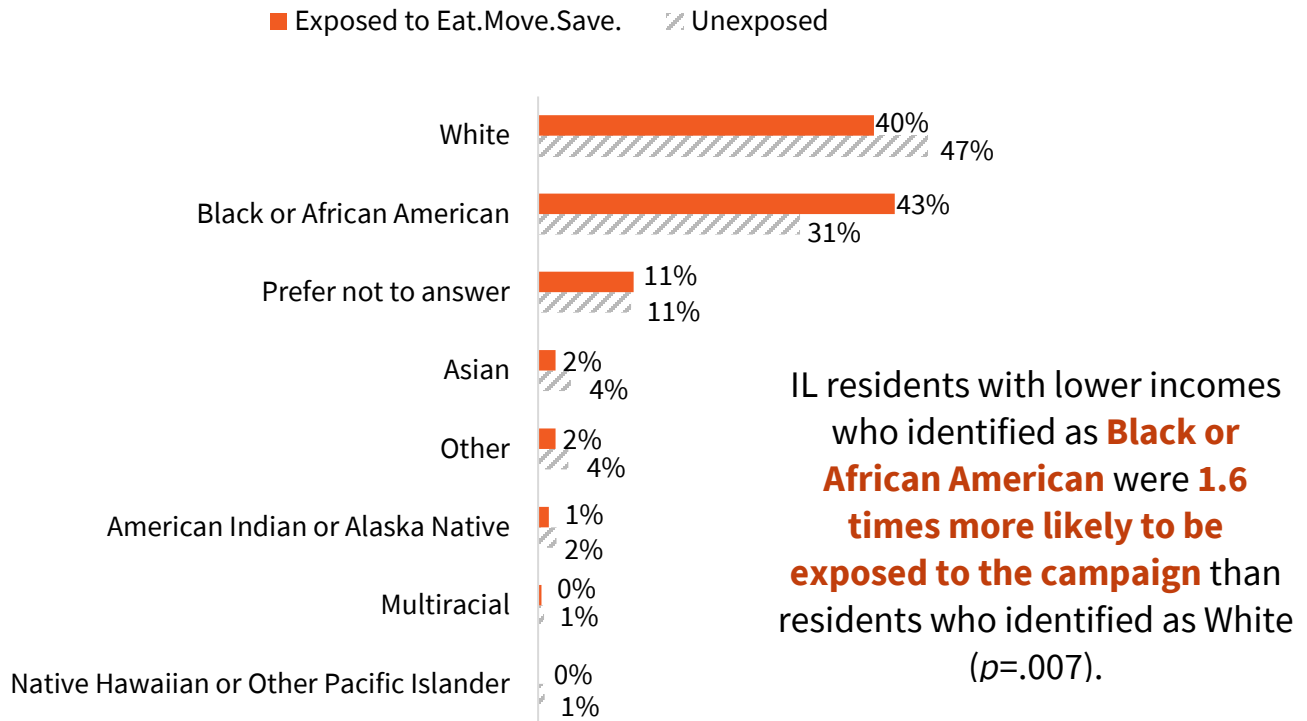


Exhibit 1.2. Ethnicity by Exposure to Eat.Move.Save.

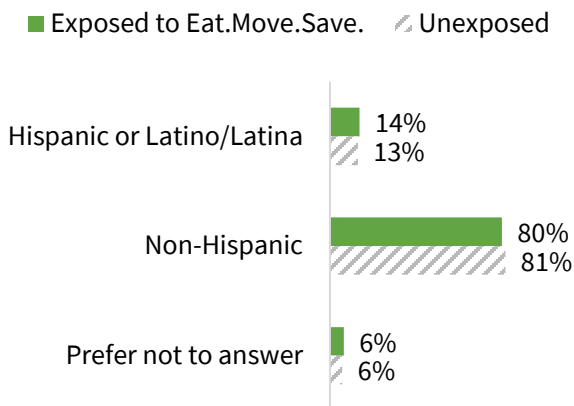


Exhibit 1.3. Sex by Exposure to Eat.Move.Save.

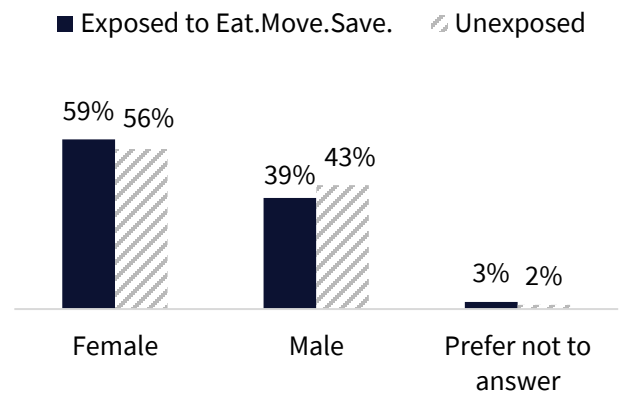


Exhibit 1.4. Age by Exposure to Eat.Move.Save.

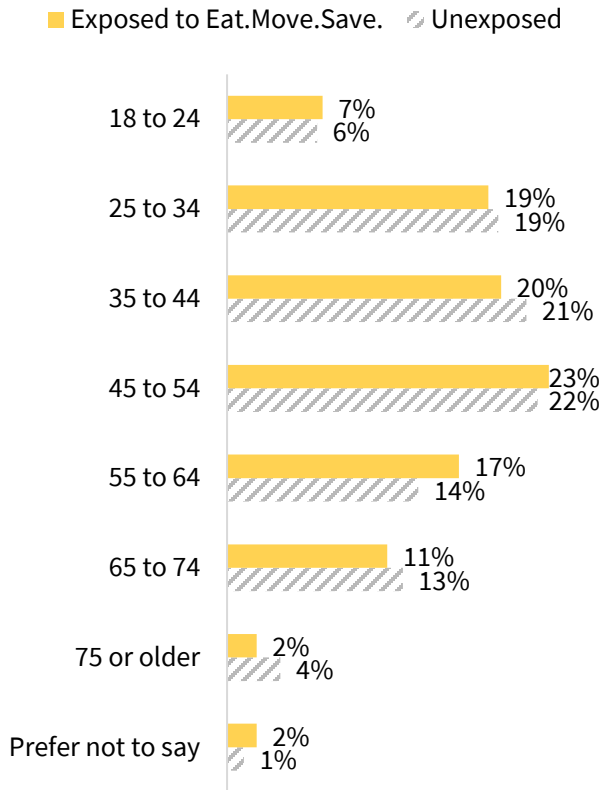


Exhibit 1.5. Household Composition by Exposure to Eat.Move.Save.

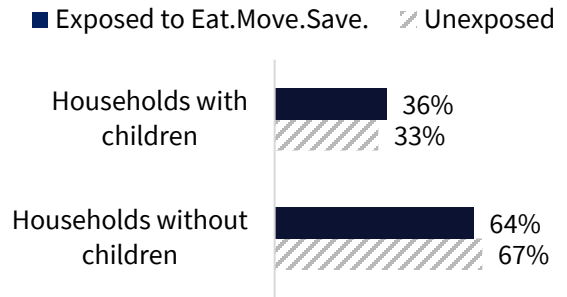


Exhibit 1.6. Health Status by Exposure to Eat.Move.Save.

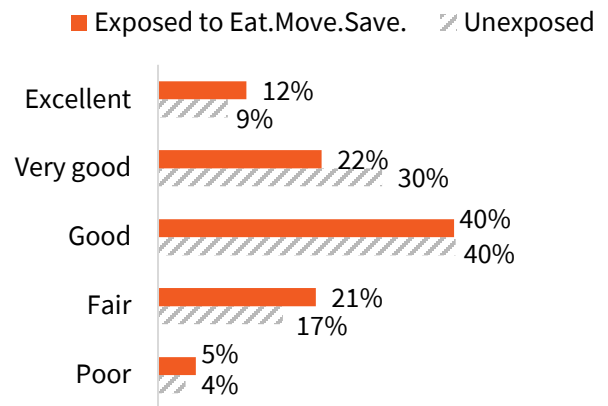
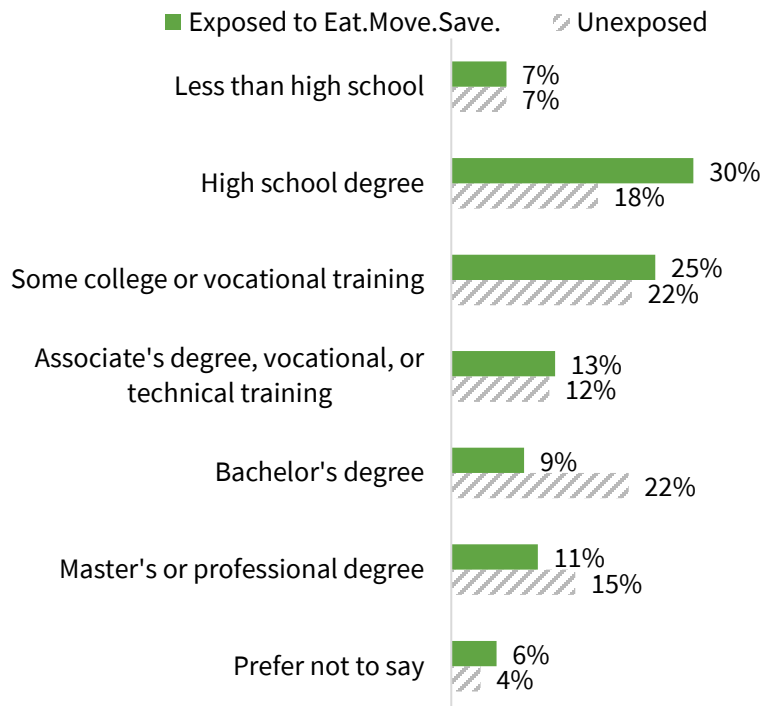


Exhibit 1.7. Educational Attainment by Exposure to Eat.Move.Save.



IL residents with educational attainment levels **up to and including an Associate's degree or vocational and technical training** were **2.5 to 4 times more likely to be exposed to the campaign** than residents with an educational attainment of a Bachelor's degree ($p < .05$).

IL residents with lower incomes who were **food insecure more frequently reported exposure to the campaign** than food secure residents ($p < .001$).

Exhibit 1.8. Food Security Status by Exposure to Eat.Move.Save.

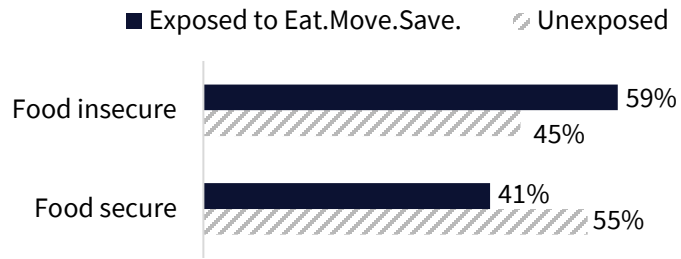
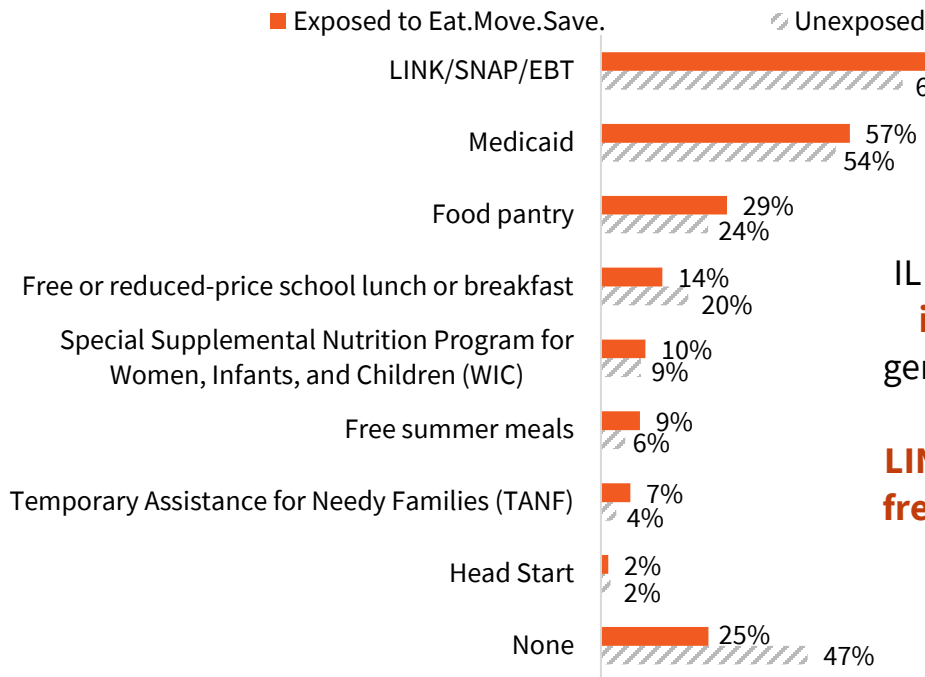


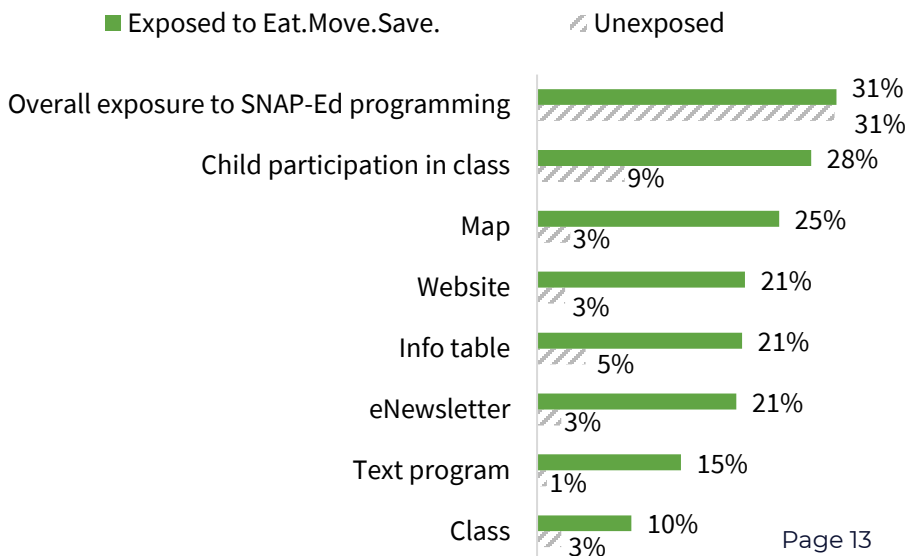
Exhibit 1.9. Assistance Program Participation by Exposure to Eat.Move.Save.



IL residents who **participated in assistance programs in general** ($p < .001$) and those who **participated in LINK/SNAP/EBT** ($p = .005$) **more frequently reported exposure to the campaign.**

IL residents with lower incomes who were **exposed to SNAP-Ed programming more frequently reported exposure to the campaign** ($p < .05$).

Exhibit 1.10. Interaction with SNAP-Ed Programming by Exposure to Eat.Move.Save.

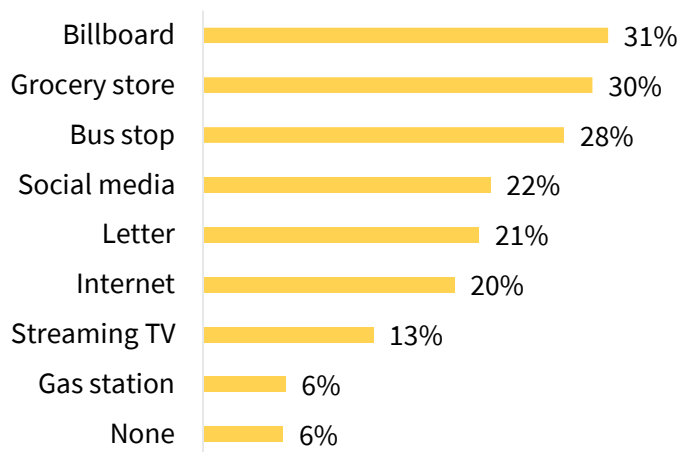


Eat.Move.Save. Campaign Channels

On average, Illinois residents with lower incomes exposed to the campaign reported seeing **Eat.Move.Save.** through 1.7 different channels in their community. The channels through which campaign messages were seen most frequently were billboards (31%), grocery stores (30%), and bus stops (28%). The channels through which messages were seen least frequently were gas stations (6%) and streaming television (13%). See **Exhibit 1.11.**

Exhibit 1.11. Exposure to Eat.Move.Save through Each Channel of Delivery

IL residents with lower incomes most frequently reported seeing **Eat.Move.Save.** on billboards, at grocery stores, and at bus stops.



Channels where Illinois residents reported seeing the **Eat.Move.Save.** campaign varied by race, participation in assistance programs, food security status, and educational attainment. Channels did not vary by exposure to SNAP-Ed programming. In models adjusting for differences in demographic characteristics, the following was found:

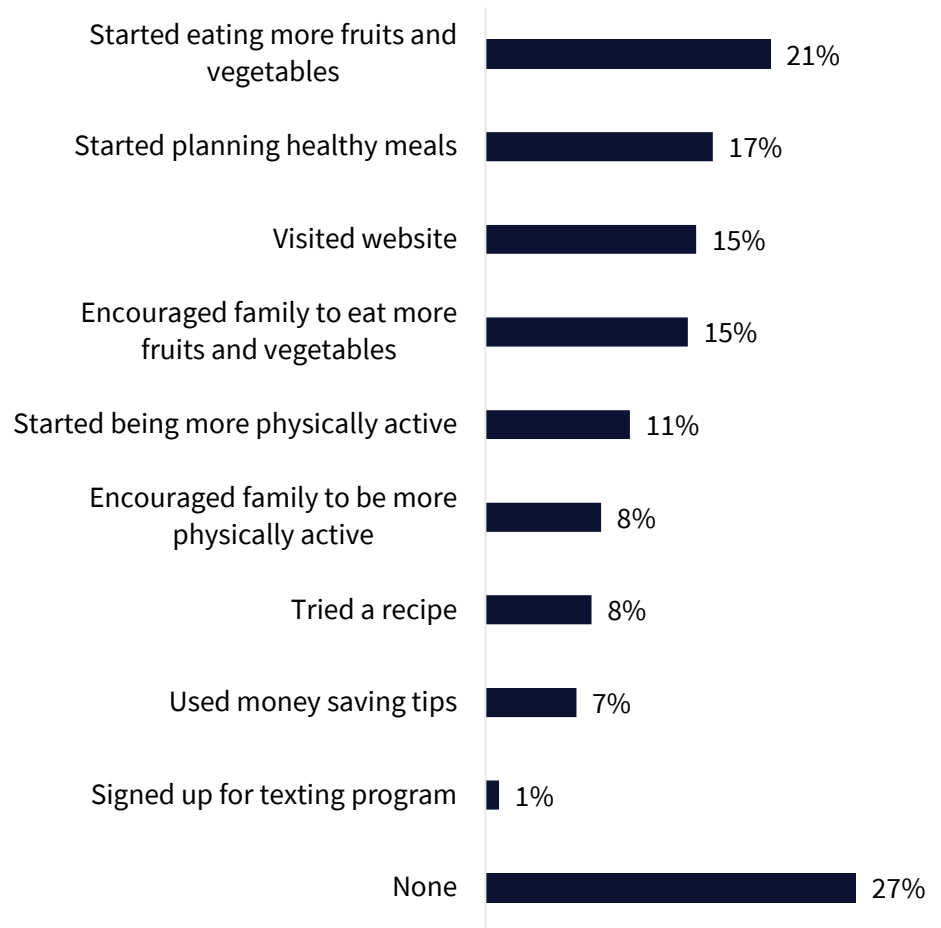
- ▲ Illinois residents who identified as Black/African American were 2.4 times more likely to see messages at bus stops ($p=.026$), 2.7 times more likely to see messages at the grocery store ($p=.015$), and 58 percent less likely to see messages while browsing the internet ($p=.023$) than residents who identified as White.
- ▲ Illinois residents who participated in assistance programs were 24.9 times more likely to see messages while browsing the internet than residents who did not participate in assistance programs ($p=.003$).
- ▲ Illinois residents who were food insecure were 51 percent less likely to see messages at bus stops than residents who were food secure ($p=.035$).
- ▲ Illinois residents who had some college, vocational training, technical training, or higher were 70 percent less likely to see messages at a gas station than residents who had a high school degree ($p=.048$).

Actions Taken After Exposure

Among Illinois residents with lower incomes who reported seeing the **Eat.Move.Save.** campaign messages, two-thirds (66%) took action after seeing the messages. The most common actions reported were starting to eat more fruits and vegetables (21%), starting to plan healthy meals (17%), encouraging family to eat more fruits and vegetables (15%), and visiting the **Eat.Move.Save.** website (15%). See **Exhibit 1.12.**

Exhibit 1.12. Actions After Seeing Eat.Move.Save.

66%
of IL residents with lower incomes who saw the campaign reported **taking action** after seeing the messages.

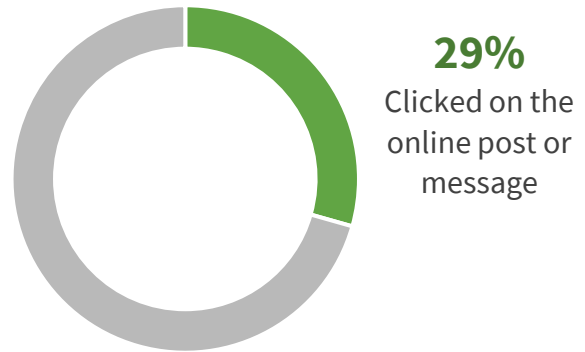


Taking any action in general after seeing **Eat.Move.Save.** campaign messages varied by race, educational attainment, and food security status, but there were no significant differences across participation in assistance programs. In models adjusting for differences in demographic characteristics, the following was found:

- ▲ Illinois residents who identified as Black/African American were 2.4 times more likely to report taking action in general than residents who identified as White ($p < .001$).
- ▲ Illinois residents who had some college, vocational training, technical training, or higher were 40 percent less likely to report taking action in general than residents who had a high school degree ($p = .036$).
- ▲ Illinois residents who were food insecure were 1.9 times more likely to report taking action in general than residents who were food secure ($p = .007$).

For Illinois residents who saw campaign messages through an online format, almost one-third (29%) clicked on the post or message they saw (see **Exhibit 1.13**). Likelihood of clicking on the online post or messages did not vary by educational attainment, participation in assistance programs, or food security status, but did vary by race. In an adjusted model, Illinois residents who identified as Black/African American were 5.0 times more likely to click on the online post or message than residents who identified as White ($p=.012$).

Exhibit 1.13. Online Campaign Clicks



Fruit

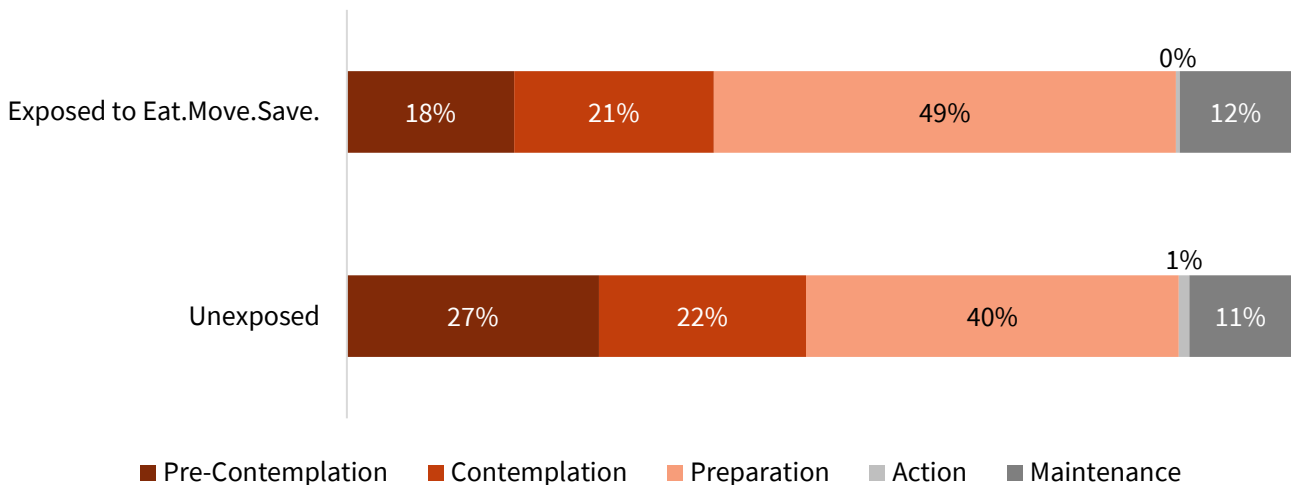
SOC

Related to eating more fruit, a greater percentage of Illinois residents with lower incomes who have been exposed to **Eat.Move.Save.** reported being in the Preparation stage of the SOC model than residents who have not been exposed to the campaign (49 percent compared to 40 percent, $p=.036$). See **Exhibit 1.14**.

- ▲ Illinois residents who have been exposed to **Eat.Move.Save.** were 1.5 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who have not been exposed to the campaign ($p=.011$).
 - After adjusting for differences in demographic characteristics, results remained consistent. Illinois residents with lower incomes who have been exposed to the campaign were 1.5 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who have not been exposed to the campaign ($p=.037$).
- ▲ Similarly, Illinois residents who have been exposed to the campaign were 1.3 times more likely to be in the Action/Maintenance stages rather than in the Pre-Contemplation/Contemplation stages than residents who have not been exposed ($p<.001$).
 - However, after adjusting for differences in demographic characteristics, there were no longer significant differences between Illinois residents who have been exposed to the campaign and those who have not.

IL residents with lower incomes who were **exposed** to **Eat.Move.Save.** were more likely to be **preparing to eat more fruit** than residents not exposed.

Exhibit 1.14. Fruit SOC by Exposure to Eat.Move.Save.



Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign, SOC for eating more fruit varied by race, but did not vary by educational attainment, food security status, exposure to SNAP-Ed programming, or participation in assistance programs.

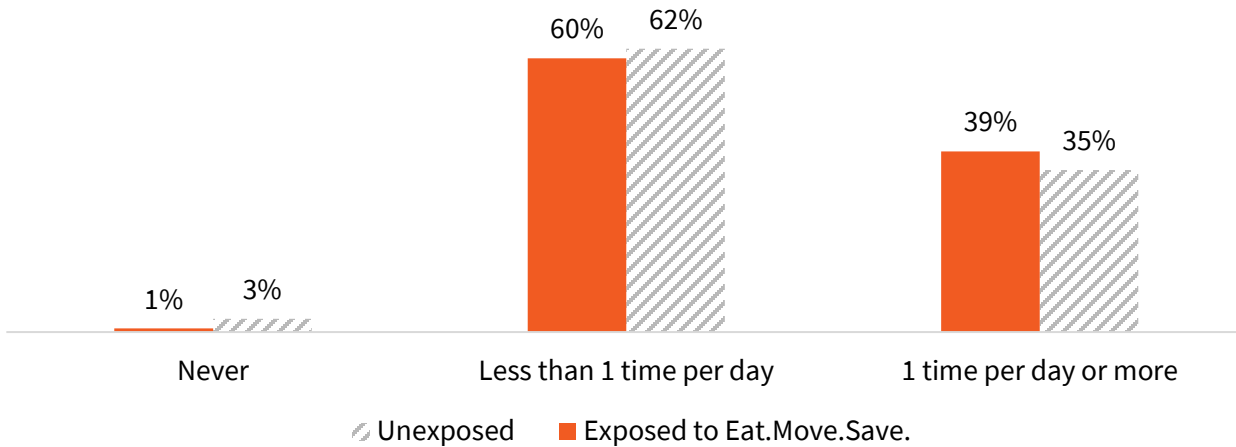
- ▲ In a model accounting for differences in demographic characteristics, Illinois residents who identified as Black/African American were 3.9 times more likely to be further along in the Action/Maintenance stages rather than in the Pre-Contemplation/Contemplation stages than residents who identified as White (p=.020).

Consumption

Less than half of Illinois residents (39%) who have been exposed to the **Eat.Move.Save.** campaign reported eating fruit at least once per day. However, this is similar to residents who have not been exposed to the campaign (35%). See **Exhibit 1.15**. In unadjusted models and models adjusted for differences in demographic characteristics, there were no significant differences in likelihood of consuming fruit at least once per day between Illinois residents who were exposed to the campaign and those who were not.

There were **no differences in fruit consumption frequency** between IL residents with lower incomes who were exposed to **Eat.Move.Save.** and those who were not.

Exhibit 1.15. Total Fruit Consumption Frequency by Exposure to Eat.Move.Save.



Among Illinois residents with lower incomes who have been exposed to the **Eat.Move.Save.** campaign, fruit consumption at least once per day did not vary by demographic characteristics (i.e., race, food security status, educational attainment, participation in assistance programs, or exposure to SNAP-Ed programming).



When comparing mean fruit consumption frequency, total fruit consumption frequencies were similar between Illinois residents who were exposed to the campaign and those who were not. However, residents who were exposed to the campaign reported higher fruit juice consumption frequencies than residents who were not exposed ($p < .001$). See **Exhibit 1.16**.

Exhibit 1.16. Mean Fruit Consumption Frequency by Exposure to Eat.Move.Save.

	Exposed (Mean ± SD)	Unexposed (Mean ± SD)	p-value
Fruit juice	0.40 ± 0.46	0.29 ± 0.40	<.001*
Fruit	0.55 ± 0.53	0.54 ± 0.55	.653
Total Fruit	0.95 ± 0.84	0.84 ± 0.75	.125

* Significant difference between exposed and unexposed determined by Mann-Whitney U Test.

Vegetables

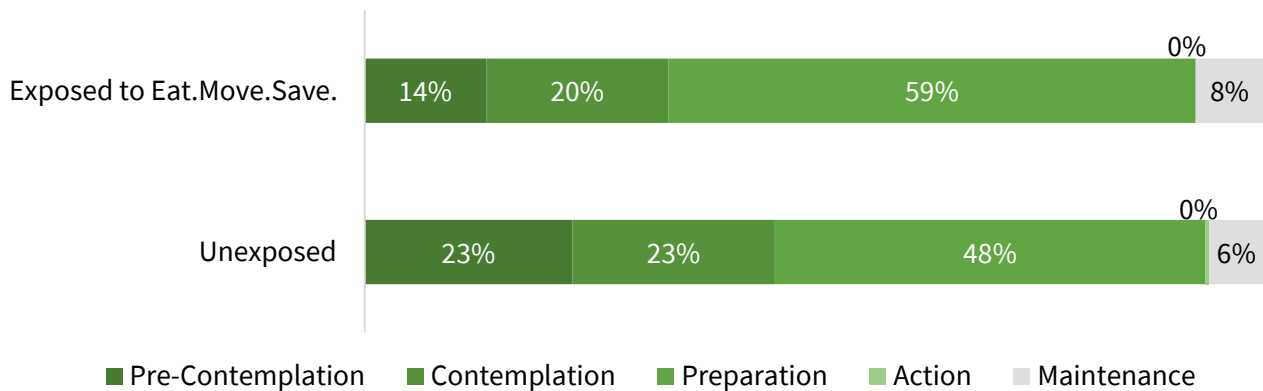
SOC

Related to eating more vegetables, a greater percentage of Illinois residents who have been exposed to **Eat.Move.Save.** reported being in the Preparation stage of the SOC model than residents who have not been exposed to the campaign (59 percent compared to 48 percent, $p=.009$). See **Exhibit 1.17**.

- ▲ Illinois residents with lower incomes who have been exposed to **Eat.Move.Save.** were 1.7 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who have not been exposed to the campaign ($p=.003$).
 - After adjusting for differences in demographic characteristics, results remained consistent. Illinois residents with lower incomes who have been exposed to the campaign were 1.5 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who have not been exposed to the campaign ($p=.032$).
- ▲ Similarly, after adjusting for differences in demographic characteristics, Illinois residents who have been exposed to the campaign were 2.1 times more likely to be in the Action/Maintenance stages rather than in the Pre-Contemplation/Contemplation stages than residents who have not been exposed ($p=.029$).

IL residents with lower incomes who were **exposed** to **Eat.Move.Save.** were more likely to be **preparing to eat more vegetables** than residents who were not exposed.

Exhibit 1.17. Vegetable SOC by Exposure to Eat.Move.Save.



Among Illinois residents with lower incomes who have been exposed to the **Eat.Move.Save.** campaign, SOC for eating more vegetables varied by educational attainment, and did not vary by race, food security status, participation in assistance programs, or exposure to SNAP-Ed programming. In models accounting for differences in demographic characteristics, the following was found:

- ▲ Illinois residents who had less than a high school degree were 5.0 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents with a high school degree ($p=.048$).
- ▲ Illinois residents who had some college, vocational training, technical training, or higher were 2.4 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents with a high school degree ($p=.015$).

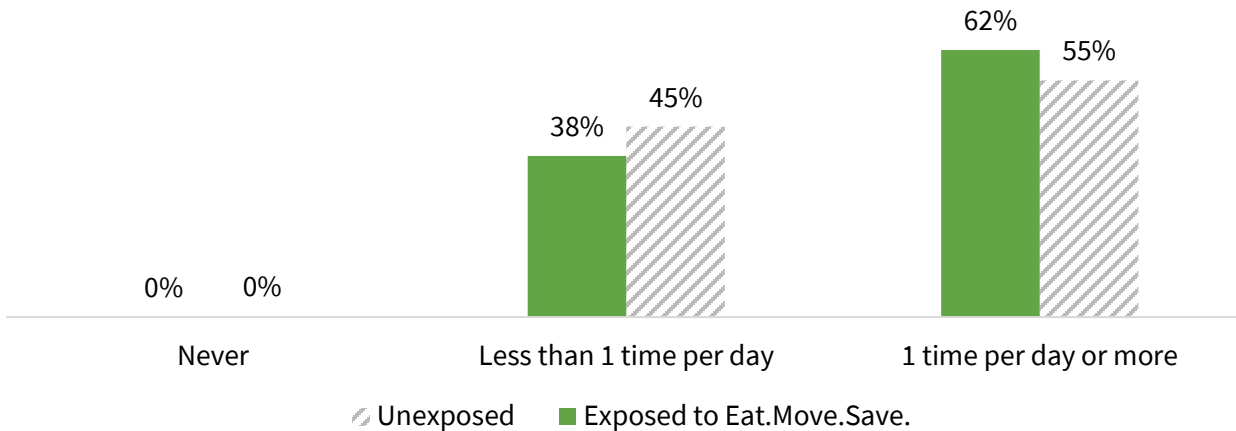
Consumption

Almost two-thirds (62%) of Illinois residents with lower incomes who have been exposed to the **Eat.Move.Save.** campaign reported eating vegetables at least once per day, compared to slightly more than half (55%) of residents who have not been exposed. See **Exhibit 1.18.**

- ▲ When adjusting for differences in demographic characteristics, Illinois residents who have been exposed to the campaign were 1.4 times more likely to eat vegetables at least once per day compared to residents who have not been exposed (p=.030).

IL residents with lower incomes who were **exposed** to **Eat.Move.Save.** were **more likely to eat vegetables at least once per day** than residents who were not exposed.

Exhibit 1.18. Total Vegetable Consumption by Exposure to Eat.Move.Save.



Among Illinois residents with lower incomes who have been exposed to the **Eat.Move.Save.** campaign, vegetable consumption at least once per day varied by educational attainment and did not vary by race, food security status, participation in assistance programs, or exposure to SNAP-Ed programming. In models accounting for differences in demographic characteristics, the following was found:

- ▲ Illinois residents who had some college, vocational training, technical training, or higher were 2.0 times more likely to eat vegetables at least once per day than residents with a high school degree (p=.035).

When comparing mean vegetable consumption frequency, total vegetable consumption frequencies were higher in Illinois residents who have been exposed to the campaign than those who have not ($p=.006$). See **Exhibit 1.19**. Additionally, residents who have been exposed to the campaign reported higher consumption frequencies for salad ($p=.004$) and other vegetables ($p=.043$) than residents who have not been exposed.

IL residents with lower incomes who were **exposed to Eat.Move.Save. ate vegetables more frequently** than residents who were not exposed.

Exhibit 1.19. Mean Vegetable Consumption by Exposure to Eat.Move.Save.

	Exposed (Mean \pm SD)	Unexposed (Mean \pm SD)	p-value
Salad	0.44 \pm 0.44	0.37 \pm 0.41	.004*
Fried potatoes	0.23 \pm 0.29	0.20 \pm 0.23	.270
Other potatoes	0.23 \pm 0.33	0.18 \pm 0.23	.175
Other vegetables	0.58 \pm 0.52	0.52 \pm 0.52	.043*
Total Vegetables	1.48 \pm 1.12	1.27 \pm 0.93	.006*

* Significant difference between exposed and unexposed determined by Mann-Whitney U Test.

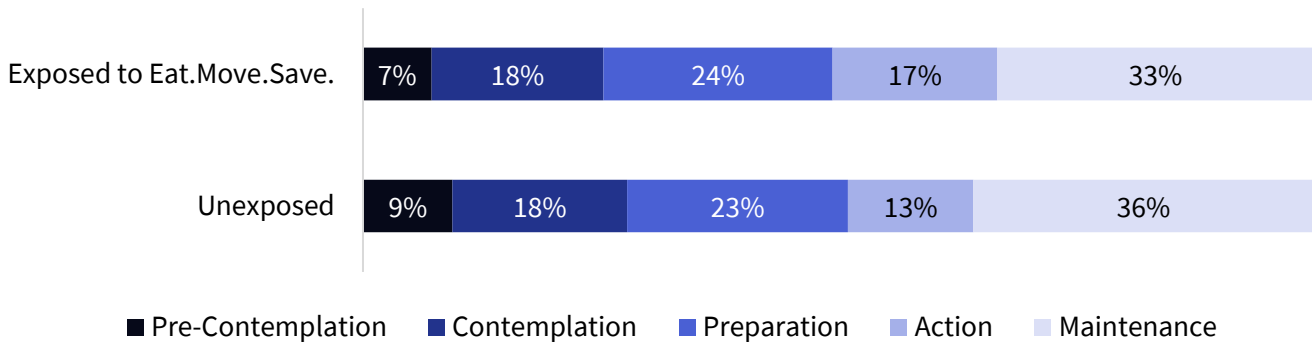
Physical Activity

SOC

Related to being more physically active, a similar percentage of Illinois residents who have been exposed to **Eat.Move.Save.** reported being in each stage of the SOC model as residents who have not been exposed to the campaign (see **Exhibit 1.20**). There were no significant differences between residents who were exposed and those who were unexposed in their perceptions of where they were in the SOC model.

There were **no differences in physical activity SOC** between IL residents with lower incomes who were exposed to **Eat.Move.Save.** and those who were not exposed.

Exhibit 1.20. Physical Activity SOC by Exposure to Eat.Move.Save.



Among Illinois residents with lower incomes who have been exposed to the **Eat.Move.Save.** campaign, SOC for being more physically active varied by race, educational attainment, and exposure to SNAP-Ed. Results did not vary by food security status or participation in assistance programs. In models accounting for differences in demographic characteristics, the following was found:

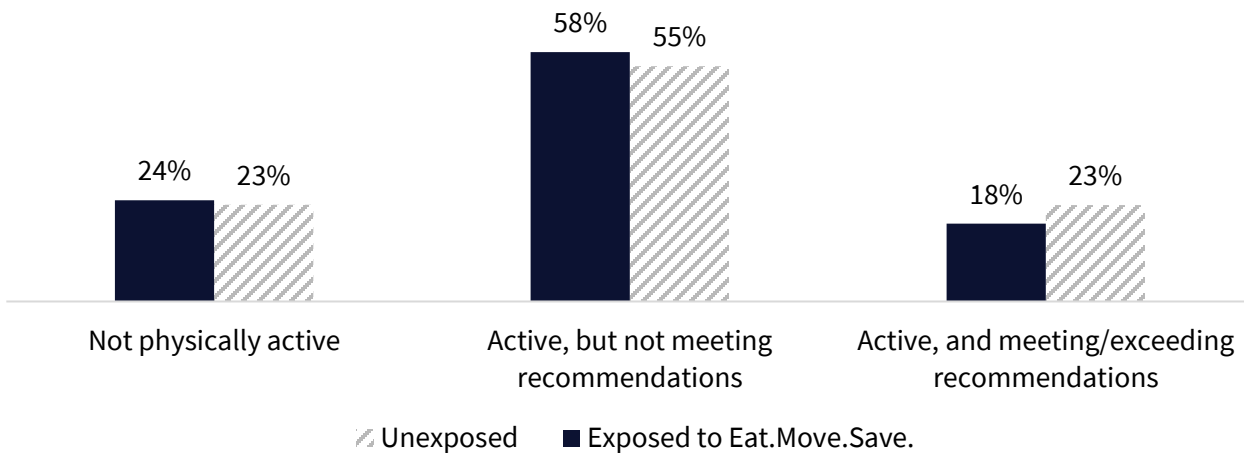
- ▲ Illinois residents who identified as Black/African American were 4.8 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who identified as White ($p=.013$).
- ▲ Illinois residents who identified as any race other than White or Black/African American were 24.6 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who identified as White ($p<.001$).
- ▲ Illinois residents who had some college, vocational training, technical training, or higher were 2.5 times more likely to be in the Preparation stage ($p=.041$) and 3.0 times more likely to be in the Action/Maintenance stages ($p=.006$) rather than in the Pre-Contemplation/Contemplation stages compared with residents with a high school degree.
- ▲ Illinois residents who were exposed to SNAP-Ed programming were 3.5 times more likely to be in the Pre-Contemplation/Contemplation stages rather than in the Preparation stage compared with residents who were not exposed to programming ($p=.005$).

Participation

Approximately one in five (18%) Illinois residents with lower incomes who were exposed to the campaign were meeting or exceeding physical activity recommendations, and this was only slightly higher in residents who were not exposed to the campaign (23%). See **Exhibit 1.21**. Additionally, almost one in four Illinois residents with lower incomes, regardless of exposure status, were not physically active at all (exposed: 24%; unexposed: 23%). The percentage of residents who were inactive, active but not meeting recommendations, and active and meeting or exceeding recommended amounts of physical activity for adults were similar between those exposed and unexposed to the campaign. After accounting for differences in demographic characteristics, results remained similar with no significant differences between exposed and unexposed residents.

There were **no differences in likelihood of being active or meeting physical activity recommendations** between IL residents with lower incomes who were exposed to **Eat.Move.Save.** and those who were not exposed.

Exhibit 1.21. Meeting Physical Activity Recommendations by Exposure to Eat.Move.Save.



Among Illinois residents with lower incomes who have been exposed to the **Eat.Move.Save.** campaign, likelihood of meeting physical activity recommendations varied by race and participation in assistance programs. Results did not vary by educational attainment, food security status, or exposure to SNAP-Ed programming. In models accounting for differences in demographic characteristics, the following was found:

- ▲ Illinois residents who identified as Black/African American were 1.9 times more likely to not be physically active at all than meeting physical activity recommendations (p=.005).
- ▲ Illinois residents who identified as any race other than White or Black/African American were 1.8 times more likely to not be physically active than be active but not meeting recommendations (p=.025) compared with residents who identified as White.
- ▲ Illinois residents who participated in assistance programs were 38 percent less likely to be meeting physical activity recommendations than residents who did not participate in assistance programs (p=.011).

When comparing mean minutes of physical activity per week, results were similar between Illinois residents with lower incomes who were exposed to the campaign and those who were not exposed. On average, residents who were unexposed to the campaign reported more minutes of physical activity per session than residents who were exposed to the campaign ($p=.004$). However, implications of this difference are small given the mean difference was less than three minutes. See **Exhibit 1.22**.

There were **no differences in total minutes of physical activity per week** between IL residents with lower incomes who were exposed to **Eat.Move.Save.** and those who were not exposed.

Exhibit 1.22. Mean Physical Activity by Exposure to Eat.Move.Save.

	Exposed (Mean \pm SD)	Unexposed (Mean \pm SD)	p-value
Days per week	2.85 \pm 2.28	2.74 \pm 2.20	.731
Minutes per session	29.36 \pm 30.26	31.82 \pm 26.70	.004*
Total minutes per week	93.07 \pm 154.19	98.11 \pm 139.98	.060

* Significant difference between exposed and unexposed determined by Mann-Whitney U Test.

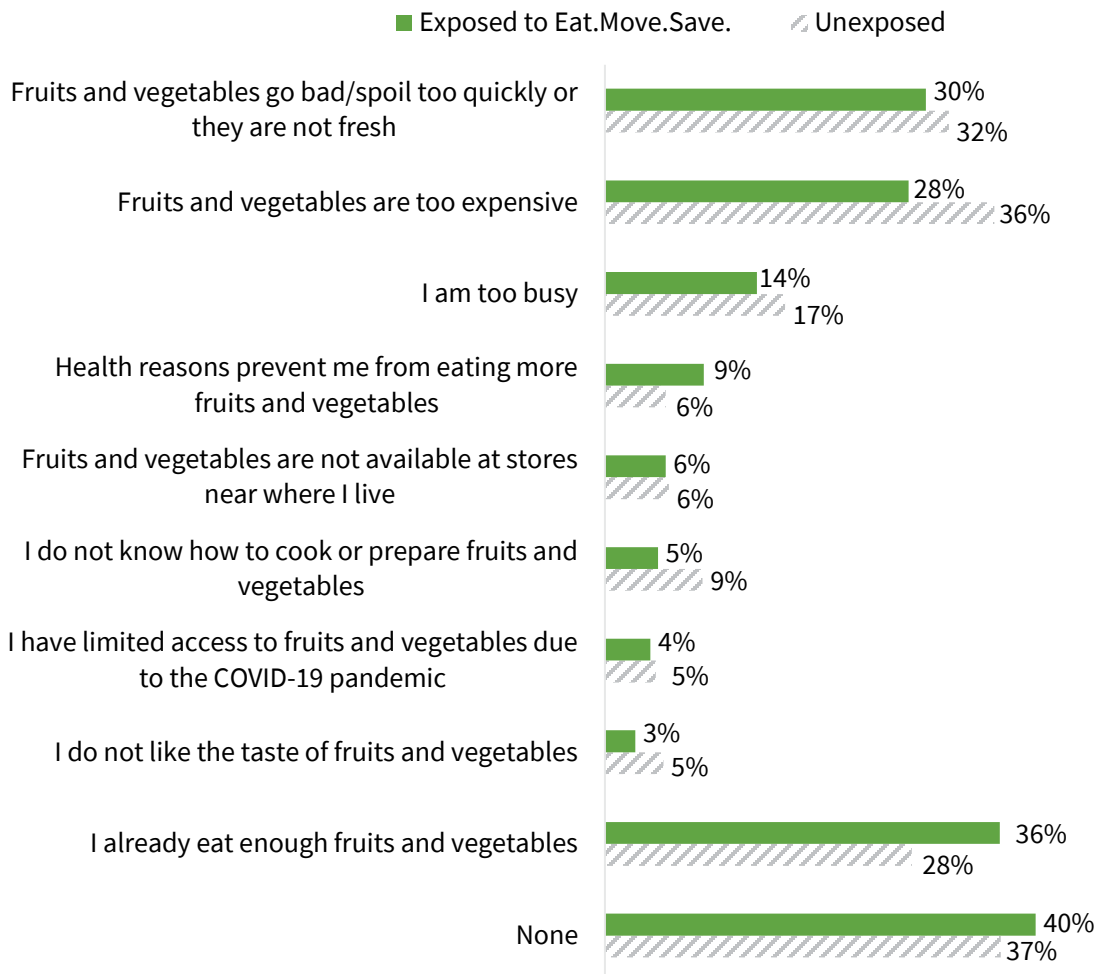
Barriers

Fruit and Vegetable Consumption

The most frequent reasons that Illinois residents with lower incomes who have been exposed to the campaign report for not eating more fruits and vegetables were fruits and vegetables spoil too quickly or are not fresh (30%), that fruits and vegetables are expensive (28%), and being too busy (14%). See **Exhibit 1.23**. Results are similar for residents who have not been exposed to the campaign; however, the order varies, with expense being the top reason for not eating more fruits and vegetables (36%). Additionally, 36 percent of residents who were exposed to the campaign and 28 percent of residents who were not exposed reported the perception that they already eat enough fruit and vegetables.

The **top barriers** to eating more fruits and vegetables included **spoilage, cost, and lack of time.**

Exhibit 1.23. Barriers to Fruit and Vegetable Consumption by Exposure to Eat.Move.Save.



When adjusting for differences in demographic characteristics, barriers reported by residents varied by exposure status. Illinois residents with lower incomes who were exposed to the campaign were:

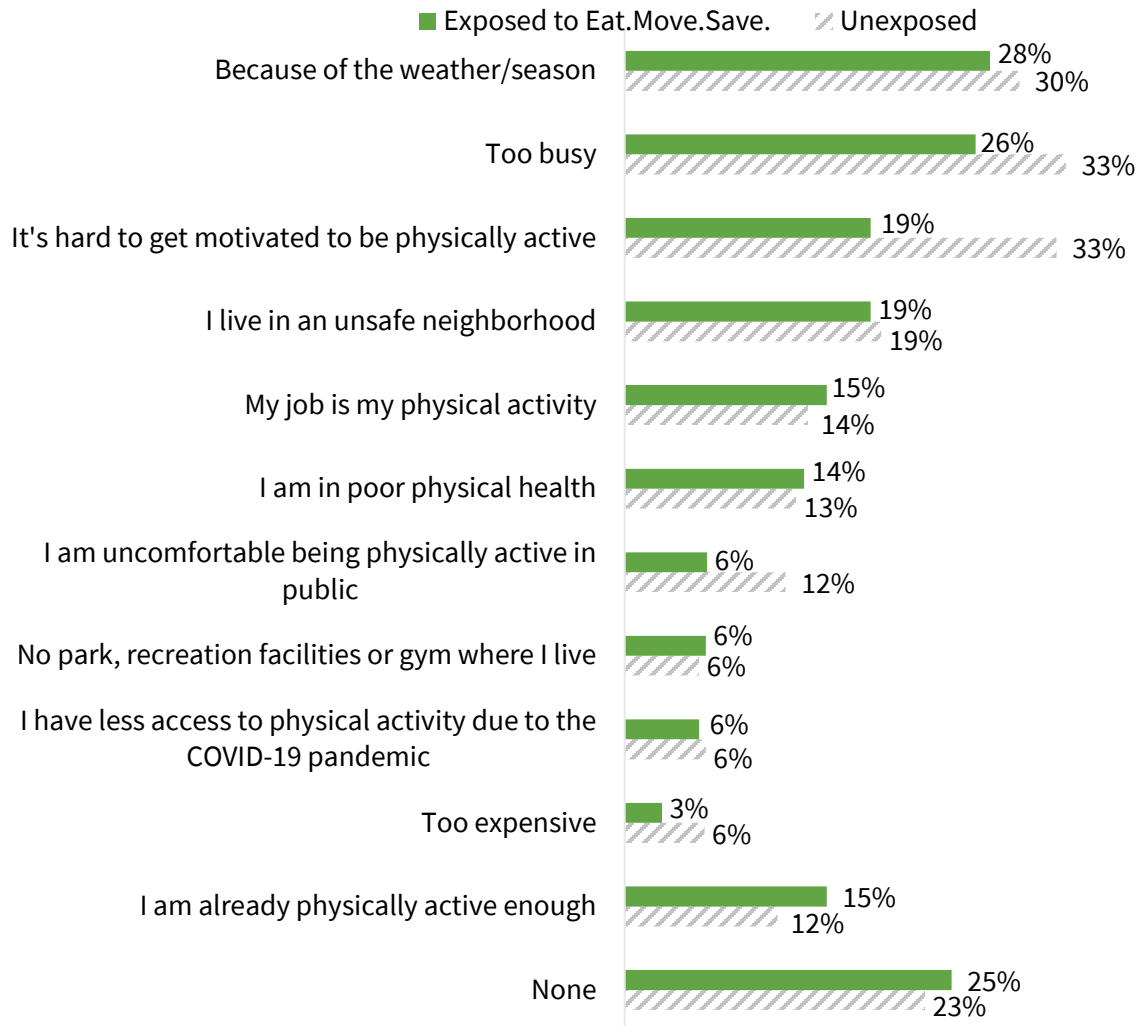
- ▲ 47 percent less likely to report that they already eat enough fruits and vegetables (p=.024).
- ▲ 43 percent less likely to report that fruits and vegetables were too expensive (p=.015).

Physical Activity

The most frequent reasons that Illinois residents who have been exposed to the campaign report for not being more physically active were the weather/season (28%), being too busy (26%), lack of motivation (19%), and living in an unsafe neighborhood (19%). See **Exhibit 1.24**. Results are similar for residents who have not been exposed to the campaign; however, the order varies, with being too busy and motivation being the top reasons (33%). Despite being in the top reasons for not being more physically active, significantly more Illinois residents who were not exposed to the campaign cited difficulties in motivation than residents who were exposed to the campaign (33 percent compared to 19 percent, $p < .001$). Additionally, 15 percent of residents who were exposed to the campaign and 12 percent of residents who were not exposed reported a perception that they are already active enough.

Top barriers to being physically active included weather, lack of time, and lack of motivation.

Exhibit 1.24. Barriers to Physical Activity by Exposure to Eat.Move.Save.



When exploring differences in the likelihood of reporting each barrier between Illinois residents with lower incomes who were exposed to the campaign and those who were not exposed, differences were observed for motivation, perceptions of being active enough, and the expense of being active.

- ▲ Illinois residents with lower incomes who were exposed to the campaign were 53 percent less likely to report a lack of motivation to be active ($p < .001$).
 - After adjusting for differences in demographic characteristics, results remained significant with Illinois residents who were exposed to the campaign 31 percent less likely to report lack of motivation to be active ($p = .004$).
- ▲ Additionally, after adjusting for differences in demographic characteristics, residents who were exposed to the campaign were:
 - 1.7 times more likely to report that they were already active enough ($p = .047$); and
 - 74 percent less likely to report that physical activity is too expensive ($p = .018$).



KEY FINDINGS

Overall, findings from this survey are positive, indicating that Illinois residents with lower incomes who were exposed to the campaign are taking actions toward healthy behaviors. Key findings include:

- ▲ **Eat.Move.Save.** campaign messages are reaching priority populations in Illinois, with higher rates of exposure among Illinois residents who participate in assistance programs, who experience food insecurity, and who have lower levels of educational attainment. Furthermore, Black/African American residents have higher levels of exposure compared with White residents and those who participate in SNAP-Ed are more likely to be exposed than those who do not participate.
- ▲ Approximately one-fifth (20.3%) of Illinois residents with lower incomes recall seeing the **Eat.Move.Save.** campaign, with the most frequent channels being billboards, grocery stores, and bus stops.
- ▲ Two-thirds (66%) of Illinois residents with lower incomes who were exposed to the campaign also reported taking action after seeing the campaign, with the most common action being eating more fruits and vegetables.
- ▲ Illinois residents with lower incomes who were exposed to the campaign were more likely to be in the Preparation stage of the SOC model for eating more fruits and vegetables than those who were not exposed.
- ▲ Illinois residents with lower incomes who were exposed to the campaign were more likely to consume vegetables at least once per day and had a higher consumption rate in general than residents who were not exposed.
- ▲ Illinois residents with lower incomes who were exposed to the campaign were less likely to report that

fruits and vegetables were too expensive than respondents who were unexposed.

- ▲ There were no differences in likelihood of being active or meeting physical activity recommendations between Illinois residents with lower incomes who were exposed to **Eat.Move.Save.** and those who were not exposed.
- ▲ Illinois residents with lower incomes who were exposed to the campaign were less likely to report lack of motivation or that physical activity is too expensive than residents who were not exposed to the campaign.

These findings suggest that messages are resonating with the priority population, and messages are encouraging healthy behaviors, particularly fruit and vegetable consumption. The campaign's emphasis on saving money may be helping to address cost as a barrier to both fruit and vegetable consumption and physical activity. In the future, a greater emphasis on the "Move" messages may be needed to encourage Illinois residents with lower incomes to increase their physical activity levels in coordination with other targeted interventions.

Part 2: Population-Level Survey Impact Report

Follow-Up Findings

METHODOLOGY

Study Design and Recruitment

In November 2022, 1,154 respondents who completed the baseline survey and provided an email address to participate in the follow-up survey were emailed a link to complete the follow-up survey. The survey closed in November 2022 with a total of 632 responses (65.7 percent response rate). Respondents received a \$10.00 gift card for completing the survey.

Data Collection Instrument

In partnership with the University of Illinois Extension SNAP-Ed, Altarum adapted the survey instrument that was administered at baseline for administration six months later. The questions were designed to capture campaign exposure and behaviors within the past six months. The evaluation instrument was made available in both English and Spanish to support engagement with the growing Hispanic communities. The instrument was designed to be clear, culturally and linguistically appropriate, and to capture diverse opinions and experiences, while minimizing respondent burden. It also included previously validated or tested questions where available and met plain language standards.⁷ The survey was administered online and designed to take approximately 15 minutes to complete. All survey materials were reviewed and approved by the University of Illinois IRB, including evaluation protocols, recruitment materials, and survey instrument. See **Appendix A** for the baseline survey instrument and **Appendix B** for the follow-up survey instrument.

Data Collection Measures

The instrument was designed to capture respondents' exposure to the **Eat.Move.Save.** campaign within the past six months, as well as other behaviors such as fruit and vegetable consumption and physical activity.

Exposure to the campaign was measured by asking respondents whether they recalled seeing messages with the slogan, **Eat.Move.Save.** in their community or on the internet within the past six months. They were also asked to recall where they saw the messages and to report any actions taken after being exposed to the messages.

To determine respondents' readiness to make positive dietary and physical activity changes along a continuum, the SOC model⁸ was used. Several questions were asked to place respondents into one of the five stages, as described below.

- ▲ Pre-Contemplation: respondent has no intention to make change in the next six months.
- ▲ Contemplation: respondent intends to make change in the next six months.
- ▲ Preparation: respondent intends to take action in the next 30 days and has taken some behavior steps in this direction.
- ▲ Action: respondent has changed overt behavior for less than six months.
- ▲ Maintenance: respondent has changed overt behavior for more than six months.

As with the baseline survey, fruit and vegetable consumption questions from the Behavioral Risk Factor Surveillance System (BRFSS)⁹, known to be reliable and valid measures, were adapted for self-administration. A composite variable for vegetable consumption was created by calculating daily consumption of each

⁷ Checklist for Plain Language found at <https://www.plainlanguage.gov/resources/checklists/checklist/>.

⁸ Prochaska, J., & DiClemente, C. (1983). Stages and processes of self-change of smoking: Toward an integrative model of change. *Journal of Consulting and Clinical Psychology*, 51(3), 390–395.

⁹ CDC. 2019 BRFSS Questionnaire. Atlanta, GA: HHS, CDC. 2013. <https://www.cdc.gov/brfss/questionnaires/pdf-ques/2019-BRFSS-Questionnaire-508.pdf>.

vegetable category included in the survey and summing all to obtain total daily vegetable consumption. For fruit, daily consumption of fruit and fruit juice was combined to get total daily fruit consumption.

The six-item Household Food Security Module was used to assess household food security.¹⁰ Respondents were asked to indicate whether they participated in any assistance programs and their answers were used as proxy measures to determine SNAP-Ed eligibility. Demographic data, such as gender, age, and race/ethnicity were not collected on the follow-up survey because they were already captured on the baseline survey.

The following research questions helped guide this assessment:

1. Are there changes in the dose and reach of the social marketing campaign six months after the initial survey?
2. What are the changes in attitudes toward healthy eating and physical activity among the priority audience six months after the initial survey?
3. How has readiness to improve health changed six months after the initial survey?
4. Are actions to improve health sustained six months after initially being exposed to the campaign?
5. Are there differences in changes in exposure and outcomes by demographic, geographic, or socio-economic characteristics of the priority audience?

Statistical Analysis

Data cleaning included removal of duplicate responses and survey respondents who did not complete a majority of the survey. After data cleaning, baseline and follow-up responses were matched and the final unweighted sample included 596 respondents. Baseline data were previously weighted to represent the Illinois SNAP recipient sex, age, and race characteristics according to the American Community Survey, five-year estimates for 2020. Post-stratification weights were applied to the sample using SAS-callable SUDAAN's PROC WTADJUST procedure. The final weighted sample included 609 respondents, and the mean weight value was 1.02 with a median weight of 0.84. Weights were applied to the final matched dataset and weighted data were used to conduct all analyses.

Descriptive statistics such as frequencies and means were calculated for all variables of interest. Mean comparisons and Chi-square analyses were used to determine differences based on exposure to the **Eat.Move.Save.** campaign. Logistic regression and difference-in-differences modeling were used to examine differences in outcomes across demographic characteristics and exposure to the campaign. When relevant, models were adjusted for demographic variables that differed between residents who were exposed to **Eat.Move.Save.** and those who were not exposed. Variables included in adjusted models were race, educational attainment, food security status, participation in assistance programs, whether there were children present in the household, and exposure to SNAP-Ed programming. The following section details social marketing exposure and changes in behaviors at two time points.

¹⁰ Economic Research Service, USDA. U.S. Household Food Security Survey Module: Six-Item Short Form. <https://www.ers.usda.gov/media/8282/short2012.pdf>.

RESULTS

Campaign Exposure by Demographic Group

Campaign exposure varied across demographic characteristics including race, educational attainment, participation in assistance programs, and exposure to SNAP-Ed programming overall (see **Exhibits 2.1–2.10**).

Exhibit 2.1. Racial Background by Exposure to Eat.Move.Save. (n=607)

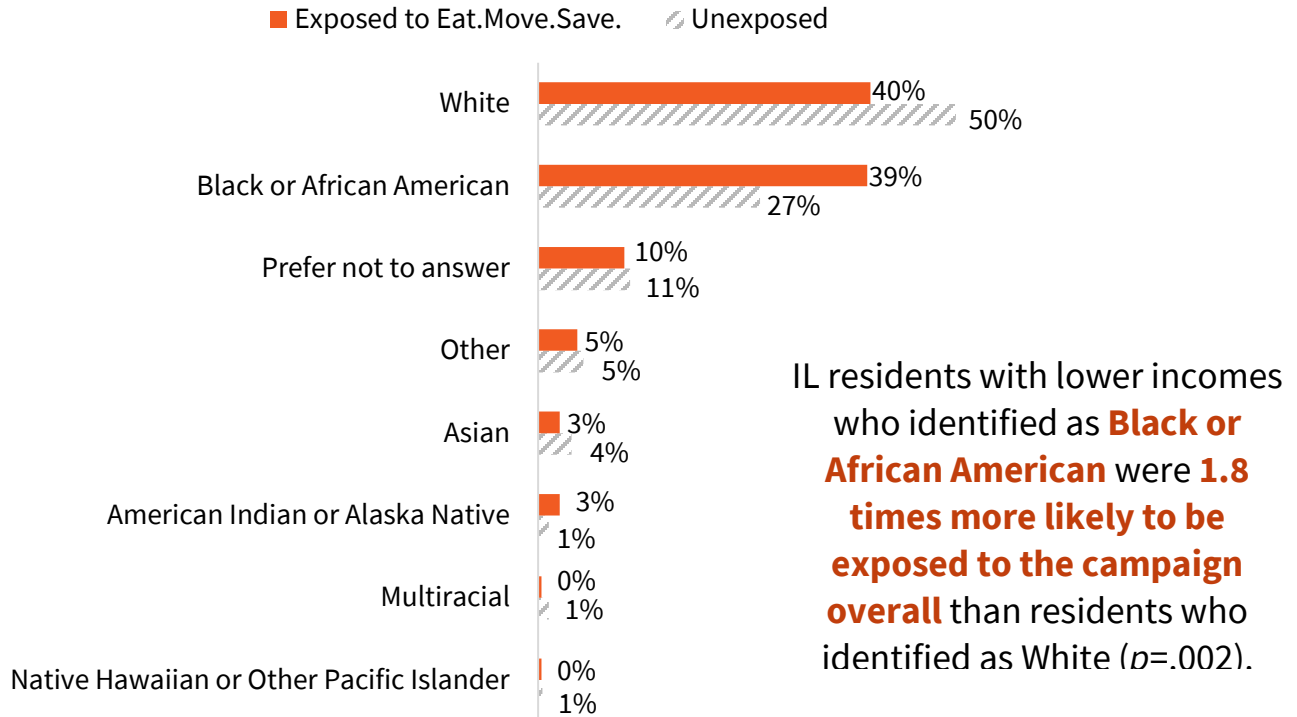


Exhibit 2.2. Ethnicity by Exposure to Eat.Move.Save. (n=605)

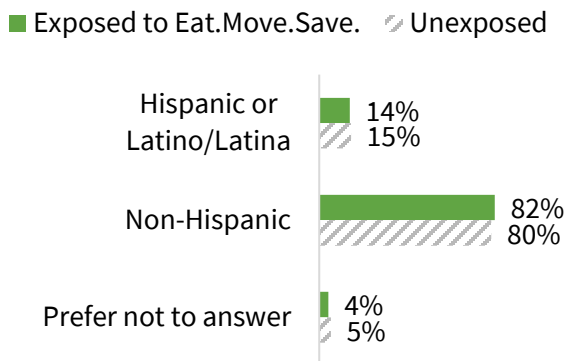


Exhibit 2.3. Sex by Exposure to Eat.Move.Save. (n=605)

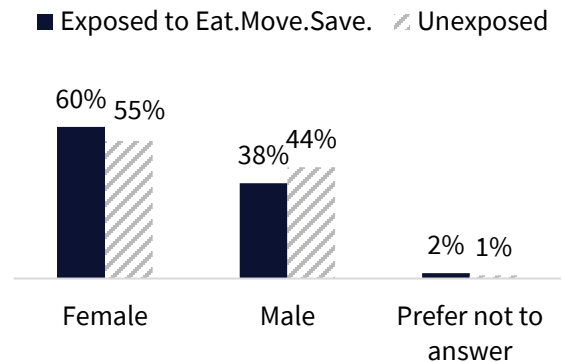


Exhibit 2.4. Age by Exposure to Eat.Move.Save. (n=608)

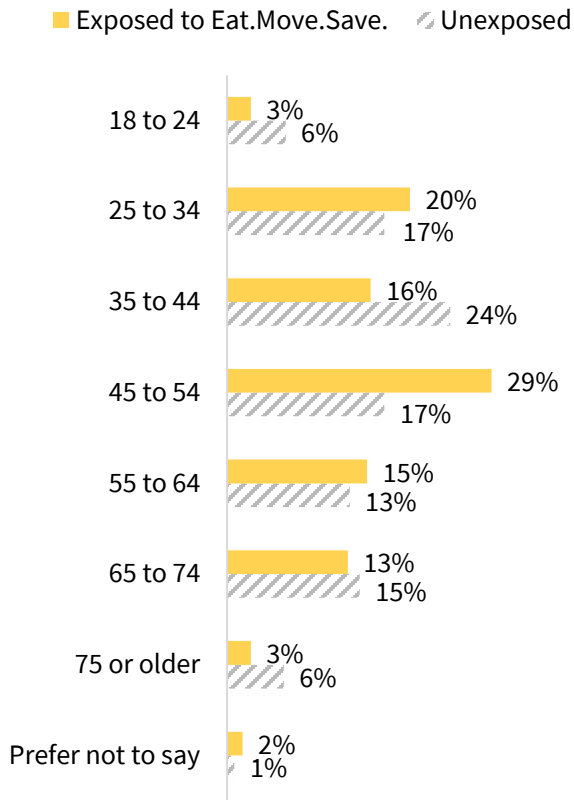


Exhibit 2.5. Household Composition by Exposure to Eat.Move.Save. (n=608)

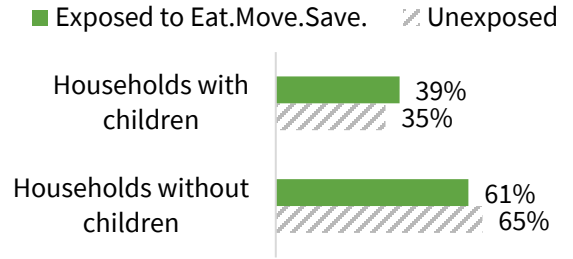


Exhibit 2.6. Health Status by Exposure to Eat.Move.Save. (n=608)

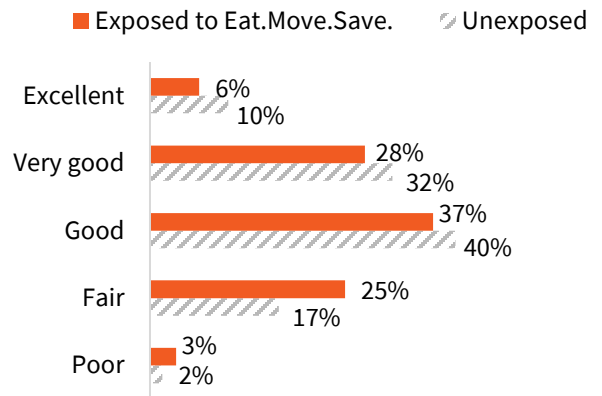
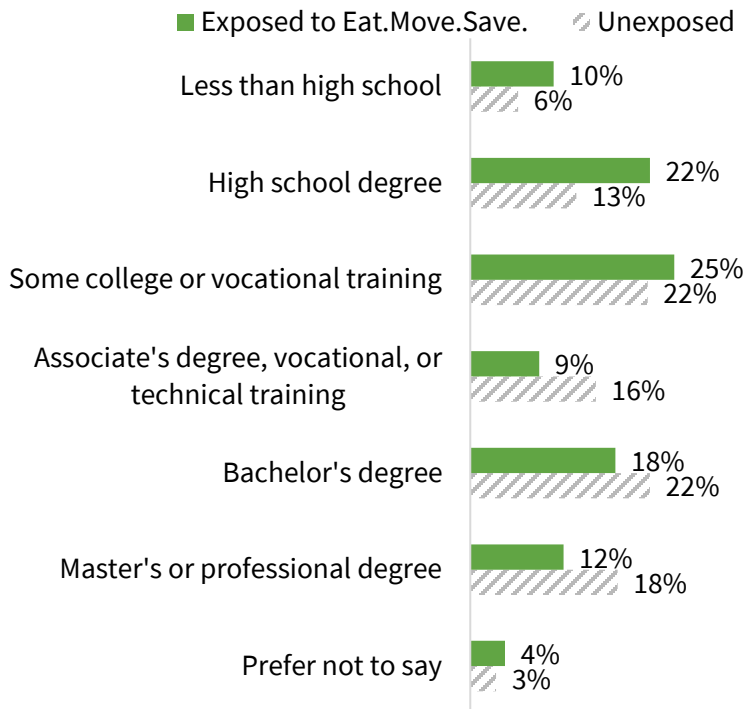


Exhibit 2.7. Educational Attainment by Exposure to Eat.Move.Save. (n=608)

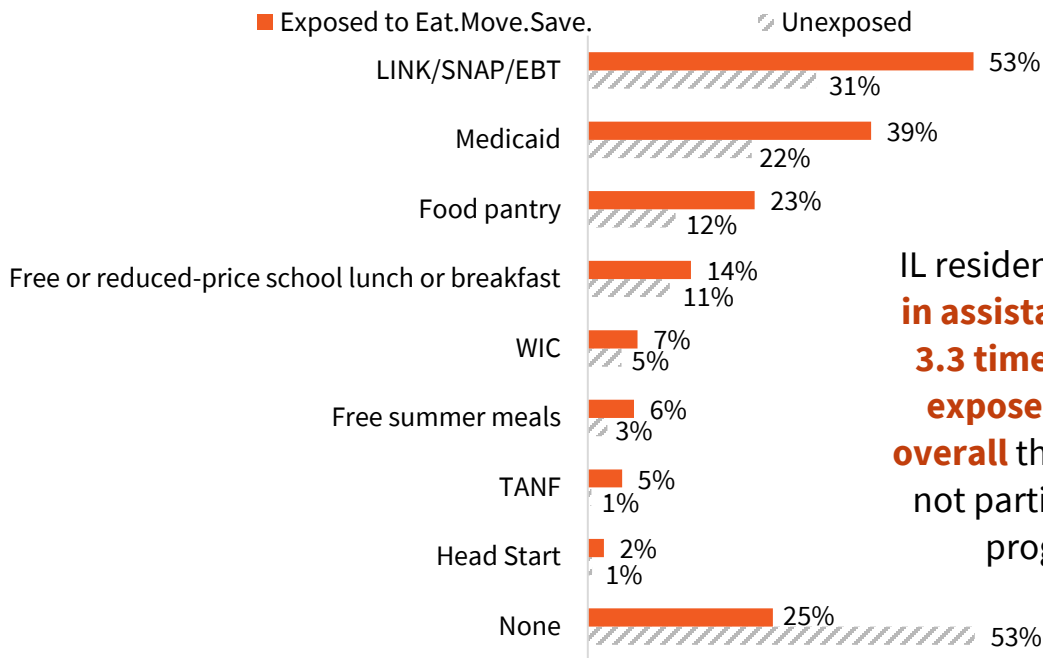


IL residents with educational attainment levels of a **high school degree or less** were **twice as likely to be exposed to the campaign overall** than residents with an educational attainment of a Bachelor's degree ($p < .05$).

Exhibit 2.8. Food Security Status by Exposure to Eat.Move.Save. (n=610)



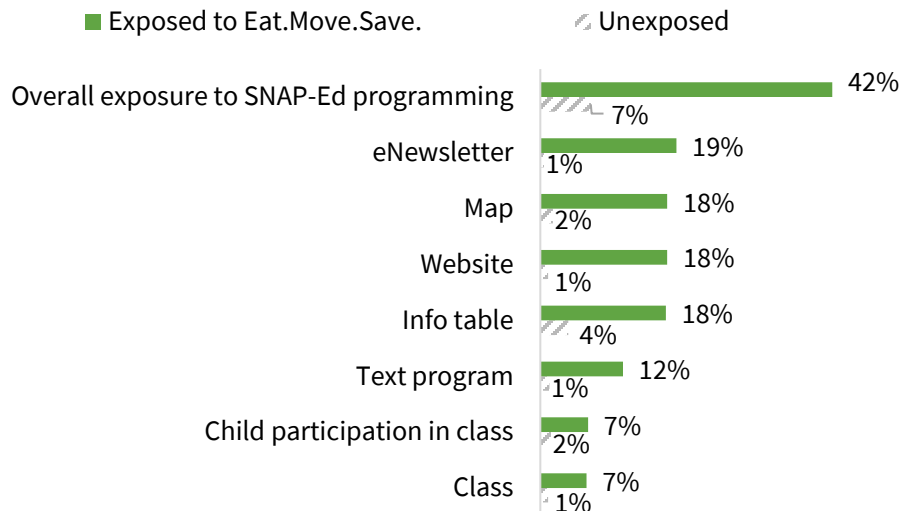
Exhibit 2.9. Assistance Program Participation by Exposure to Eat.Move.Save. (n=609)



IL residents who **participated in assistance programs** were **3.3 times more likely to be exposed to the campaign overall** than residents who did not participate in assistance programs ($p < .001$).

Exhibit 2.10. Interaction with SNAP-Ed Programming by Exposure to Eat.Move.Save. (n=609)

IL residents who were **exposed to SNAP-Ed programming** were **9.2 times more likely to be exposed to the campaign overall** than residents who were not exposed to SNAP-Ed programming ($p < .001$).



Campaign Exposure

To distinguish between the overall impact and impact of more recent exposure, exposure to the **Eat.Move.Save.** campaign will be presented as ‘Overall’ exposure and exposure ‘In the past six months.’ Overall exposure includes any Illinois residents with lower incomes that reported exposure to the campaign at either or both survey time points. Exposure in the past six months includes any residents that reported exposure to the campaign at the follow-up time point.

Almost 40 percent of Illinois residents with lower incomes have been exposed overall to the **Eat.Move.Save.** campaign and one-third (33%) were exposed in the past six months (see **Exhibit 2.11**).

Almost **40 percent** of IL residents with lower incomes have been **exposed** to the **Eat.Move.Save.** campaign.

Exhibit 2.11. Campaign Exposure (n=609)



In models accounting for differences in demographic characteristics, exposure to the **Eat.Move.Save.** campaign varied by participation in assistance programs, exposure to SNAP-Ed programming, and race.

Overall Exposure:

- ▲ Illinois residents who participated in assistance programs were 2.0 times more likely to be exposed to the campaign than residents who did not participate in assistance programs (p=.004).
- ▲ Illinois residents who were exposed to SNAP-Ed programming overall were 7.9 times more likely to be exposed to the campaign than residents who were not exposed to SNAP-Ed programming overall (p<.001).

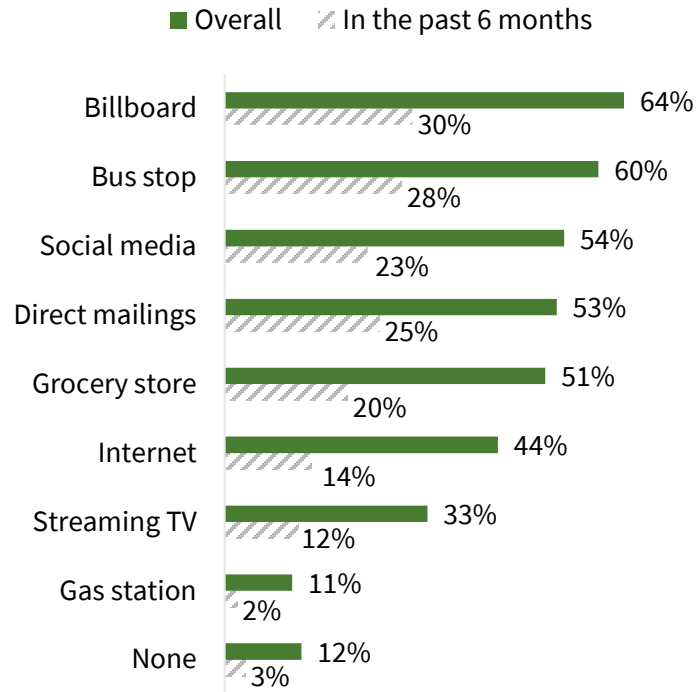
Exposure in the Past Six Months:

- ▲ Illinois residents who participated in assistance programs were 2.1 times more likely to be exposed to the campaign than residents who did not participate in assistance programs (p=.002).
- ▲ Illinois residents who were exposed to SNAP-Ed programming overall were 7.2 times more likely to be exposed to the campaign than residents who were not exposed to SNAP-Ed programming overall (p<.001).
- ▲ Illinois residents who identified as Black/African American were 1.7 times more likely to be exposed to the campaign than residents who identified as White (p=.022).

Overall, the channels through which campaign messages were seen most frequently were billboards (64%), bus stops (60%), social media (54%), and direct mailings (53%). In the past six months, campaign messages were most frequently seen through billboards (30%), bus stops (28%), and direct mailings (25%). See **Exhibit 2.12**.

Exhibit 2.12. Exposure to Eat.Move.Save. through Each Channel of Delivery (n=609)

IL residents with lower incomes most frequently reported seeing **Eat.Move.Save.** on **billboards, bus stops, social media, and letters.**



In models adjusting for differences in demographic characteristics, the location where Illinois residents reported seeing the **Eat.Move.Save.** campaign varied by race, participation in assistance programs, food security status, educational attainment, and exposure to SNAP-Ed programming.

Overall Exposure:

- ▲ Illinois residents who identified as Black/African American were 82 percent less likely to see messages while browsing the internet ($p < .001$) and 73 percent less likely to see messages on social media ($p = .009$) than residents who identified as White.
- ▲ Illinois residents who identified as a race other than Black/African American or White were 87 percent less likely to see messages while browsing the internet ($p = .017$) and 91 percent less likely to see messages on TV ($p = .041$) than residents who identified as White.
- ▲ Illinois residents who participated in assistance programs were 76 percent less likely to see messages on billboards ($p = .008$) than residents who did not participate in assistance programs.
- ▲ Illinois residents who had less than a high school degree were 7.8 times more likely to see messages at a gas station than residents who had a high school degree ($p = .020$).
- ▲ Illinois residents who had some college or training and higher were 69 percent less likely to see messages on TV than residents who had a high school degree ($p = .028$).

Exposure in the Past Six Months:

- ▲ Illinois residents who were food insecure were 2.1 times more likely to see messages at bus stops ($p = .038$) and 78 percent less likely to see messages on TV than residents who were food secure ($p = .040$).

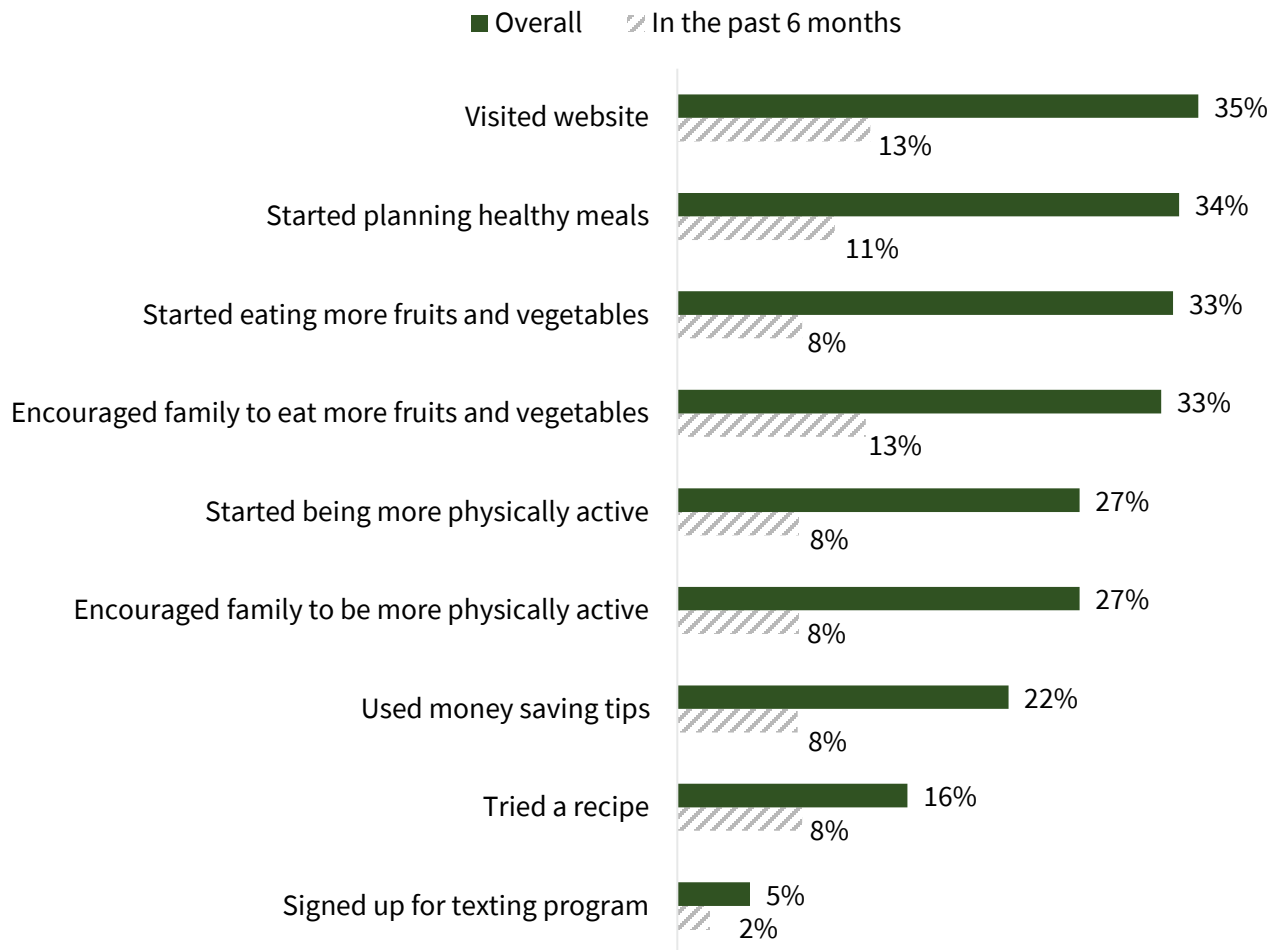
- ▲ Illinois residents who identified as a race other than Black/African American or White were 90 percent less likely to see messages at grocery stores (p=.036) than residents who identified as White.
- ▲ Illinois residents who were exposed to SNAP-Ed programming were 3.0 times more likely to see messages while browsing the internet (p=.033) than residents who were not exposed to SNAP-Ed programming.

Actions Taken After Exposure

Among Illinois residents with lower incomes who reported seeing the **Eat.Move.Save.** campaign messages overall, almost all (93%) took action after seeing the messages (see **Exhibit 2.13**). The most common actions overall were visiting the **Eat.Move.Save.** website (35%), starting to plan healthy meals (34%), starting to eat more fruits and vegetables (33%), and encouraging family to eat more fruits and vegetables (33%).

Almost all (93%) IL residents with lower incomes who saw the campaign reported **taking action** after seeing the messages.

Exhibit 2.13. Actions After Seeing Eat.Move.Save. (n=199)



In models adjusting for differences in demographic characteristics, taking any action in general after seeing **Eat.Move.Save.** campaign messages varied by food security status and whether there were children in the household.

IL residents who were **food insecure** and IL residents from **households with children** were **more likely to take healthy behavior actions** after exposure to the campaign.

Overall Exposure:

- ▲ Illinois residents who were food insecure were 6.2 times more likely to report taking a healthy behavior action than residents who were food secure (p=.018).
- ▲ Illinois residents from households with children were 5.9 times more likely to report taking a healthy behavior action than residents from households without children (p=.026).

Exposure in the Past Six Months:

- ▲ Illinois residents who were food insecure were 2.2 times more likely to report taking a healthy behavior action than residents who were food secure (p=.035).

For Illinois residents who saw campaign messages through an online format, almost all (89%) clicked on the post or message they saw at some point overall and more than half (55%) clicked in the past six months (see **Exhibit 2.14**). Overall likelihood of clicking on the online post or messages did not vary by demographic characteristics. However, likelihood of clicking on the online post or messages in the past six months did vary by exposure to SNAP-Ed programming. Illinois residents who had been exposed to SNAP-Ed programming were 5.8 times more likely to click on the online post or message than resident who had not been exposed to SNAP-Ed programming (p=.005).

IL residents who were **exposed to SNAP-Ed programming** were **5.8 times more likely to click on an Eat.Move.Save. online post or message.**

Exhibit 2.14. Online Campaign Clicks (n=67)



Fruit

SOC

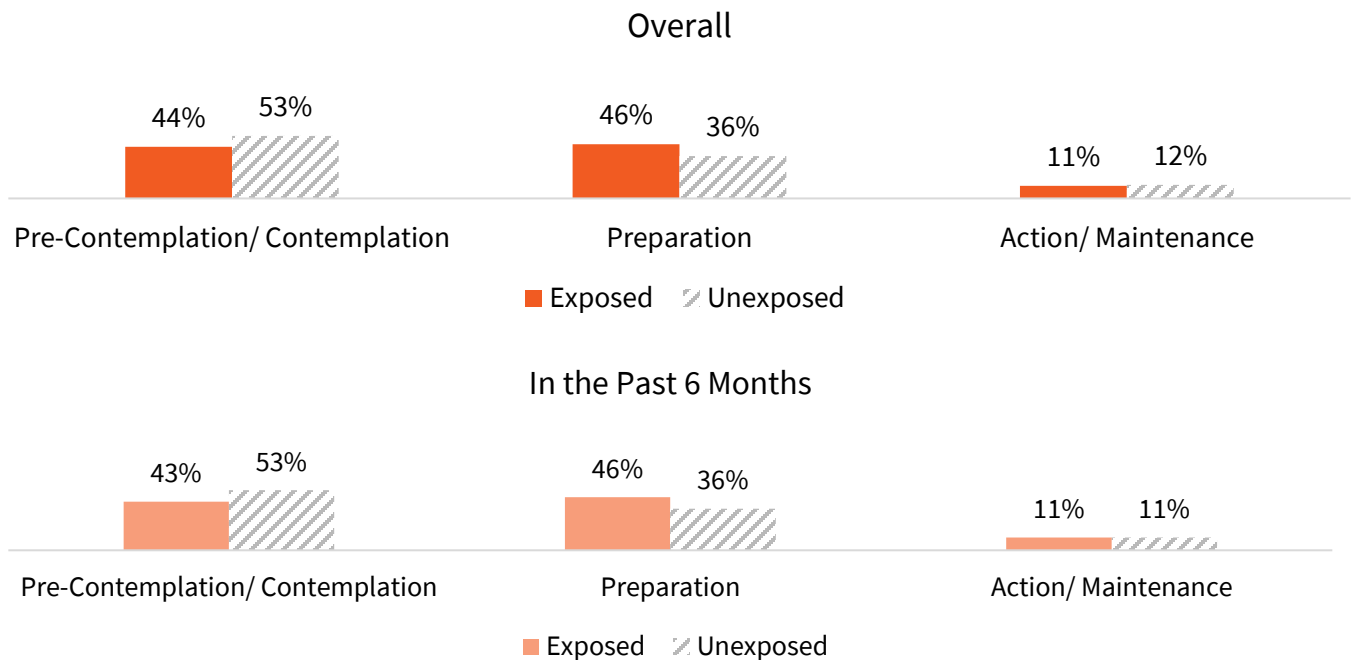
By Exposure Status

Slightly less than half (46%) of residents who had been exposed to the campaign overall reported being in the Preparation stage of the SOC model for eating more fruit compared to approximately one-third (36%) of residents who were unexposed (see **Exhibit 2.15**). Regardless of exposure status, few respondents reported being in the Action/Maintenance stages of the SOC model for eating more fruit.

- ▲ Illinois residents who have been exposed to **Eat.Move.Save.** overall were 1.6 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who have not been exposed to the campaign (p=.024).
 - However, after adjusting for differences in demographic characteristics, there were no longer significant differences between Illinois residents who have been exposed to the campaign and those who have not.
- ▲ Similarly, Illinois residents who have been exposed to the campaign were 1.6 times more likely to be in the Action/Maintenance stages rather than in the Pre-Contemplation/Contemplation stages than residents who had not been exposed (p=.026).
 - However, after adjusting for differences in demographic characteristics, there were no longer significant differences between Illinois residents who have been exposed to the campaign and those who have not.

Likelihood of **preparing to eat more fruit** was **similar** between IL residents who were exposed to the campaign and those who were not exposed after accounting for differences in demographic characteristics.

Exhibit 2.15. Fruit SOC at Follow-Up by Exposure to Eat.Move.Save. (n=610)



IL residents who were **exposed to the campaign and SNAP-Ed programming** were **more likely to be preparing to eat more fruit** than those who were just exposed to the campaign.

Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign, in models accounting for differences in demographic characteristics, change in SOC for eating more fruit varied by food security status and exposure to SNAP-Ed programming.

Overall Exposure:

- ▲ Illinois residents who were food insecure were 68 percent less likely to be in the Action/Maintenance stages rather than in the Pre-Contemplation/Contemplation stages than residents who were food secure (p=.035).
- ▲ Illinois residents who had been exposed to SNAP-Ed programming were 2.3 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who were not exposed to SNAP-Ed programming (p=.015).

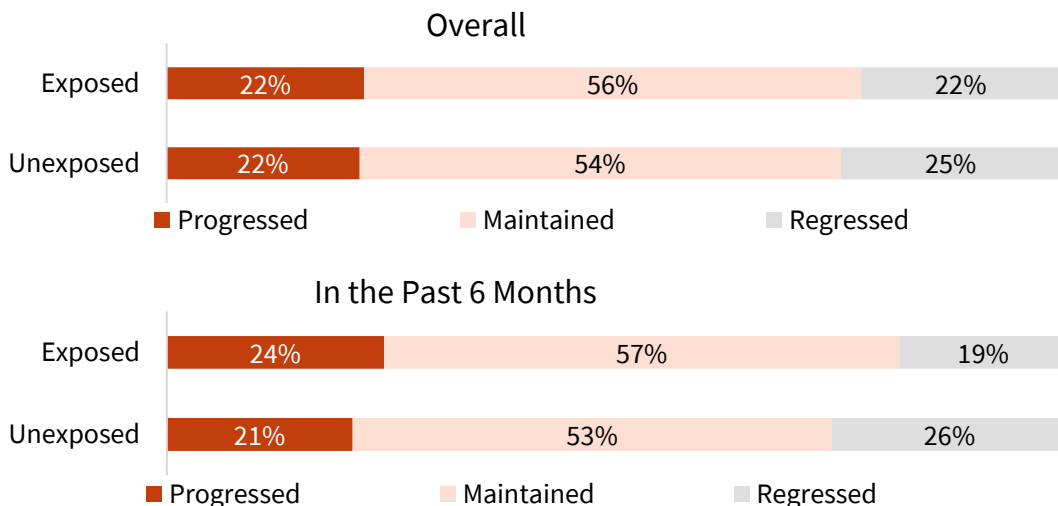
Exposure in the Past Six Months:

- ▲ Illinois residents who were food insecure were 75 percent less likely to be in the Action/Maintenance stages rather than in the Pre-Contemplation/Contemplation stages than residents who were food secure (p=.024).
- ▲ Illinois residents who had been exposed to SNAP-Ed programming were 2.2 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who were not exposed to SNAP-Ed programming (p=.032).

Change Over Time

Approximately one-fifth of residents who were exposed or unexposed to the campaign progressed along the SOC for fruit between baseline and follow-up (see **Exhibit 2.16**). There were no significant differences in likelihood of progressing along the SOC for eating more fruit by overall exposure to the campaign or exposure in the past six months.

Exhibit 2.16. Change in Fruit SOC from Baseline to Follow-Up by Exposure to Eat.Move.Save. (n=603)



Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign overall, in models accounting for differences in demographic characteristics, change in SOC for eating more fruit did not vary. However, for residents who were exposed in the past six months, likelihood of change varied by food security status.

- ▲ Illinois residents who were food insecure were 3.1 times more likely to have regressed in the SOC ($p=.047$) than progressed and 2.9 times more likely to have regressed than maintained in the SOC ($p=.031$) than residents who were food secure.

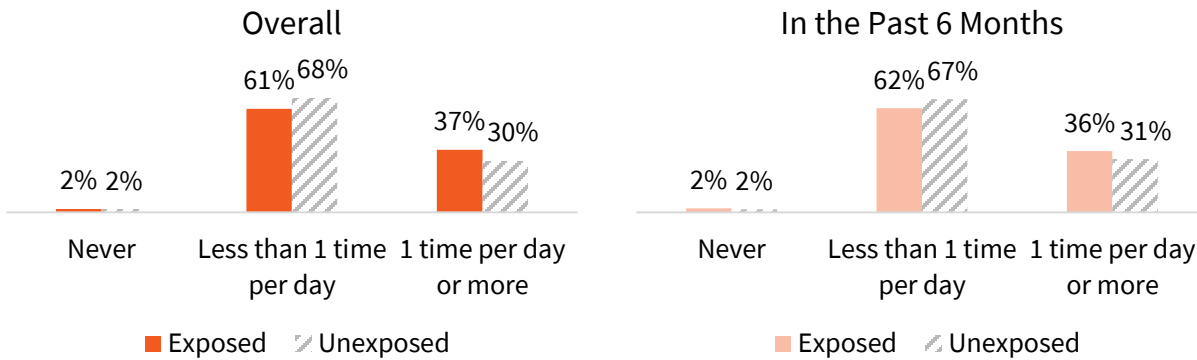
Consumption

By Exposure Status

Less than half of Illinois residents (36–37%) who have been exposed to the **Eat.Move.Save.** campaign reported eating fruit at least once per day (see **Exhibit 2.17**). However, this is similar to residents who have not been exposed to the campaign (30–31%). In unadjusted models and models adjusted for differences in demographic characteristics, there were no significant differences in likelihood of consuming fruit at least once per day between Illinois residents who were exposed to the campaign overall or in the past six months and those who were not exposed.

Likelihood of **consuming fruit at least once per day** was **similar** between residents who were exposed to the campaign and those who were not exposed.

Exhibit 2.17. Total Fruit Consumption Frequency at Follow-Up by Exposure to Eat.Move.Save. (n=610)

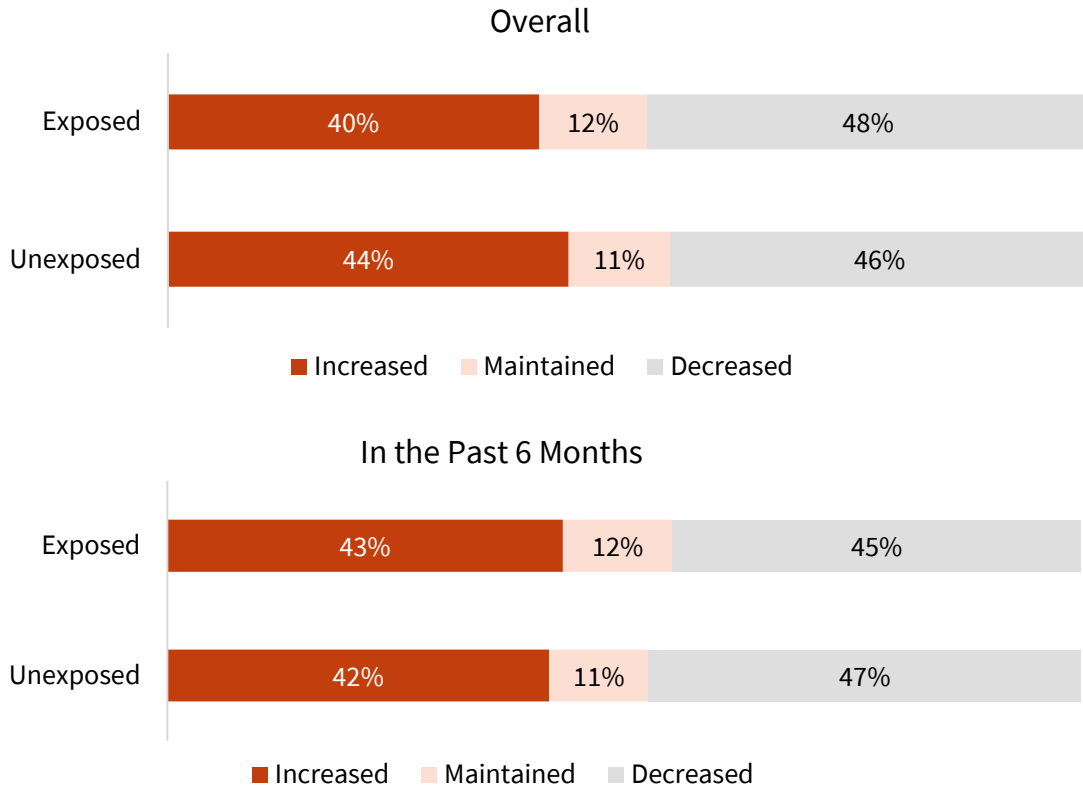


Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign, in models accounting for differences in demographic characteristics, likelihood of daily fruit consumption at follow-up did not vary across demographic groups.

Change Over Time

Approximately 40 percent of residents who were exposed and those who were unexposed to the campaign increased their total fruit consumption frequency from baseline to follow-up (see **Exhibit 2.18**). In unadjusted models and models adjusted for differences in demographic characteristics, there were no significant differences in likelihood of increasing total fruit consumption frequency between Illinois residents who were exposed to the campaign overall or in the past six months and those who were not.

Exhibit 2.18. Change in Total Fruit Consumption Frequency Baseline to Follow-Up by Exposure to Eat.Move.Save. (n=605)



Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign, in models accounting for differences in demographic characteristics, likelihood of increasing total fruit consumption frequency did not vary across demographic groups.

At both baseline and follow-up, residents who were exposed to the campaign overall or in the past six months were similar to residents who were unexposed in total fruit consumption frequency (see **Exhibit 2.19**). Some differences were present for sub-categories related to fruit. At both baseline and follow-up, residents who were exposed to the campaign overall or in the past six months did have higher fruit juice consumption frequencies than residents who were unexposed ($p < .05$). Additionally, residents who were unexposed to the campaign in the past six months had a significant decrease in fresh, frozen, or canned fruit consumption frequency from baseline to follow-up ($p < .05$), while residents who were exposed maintained their fruit consumption frequency.

Residents were **similar** in **fruit consumption frequency** and **change in fruit consumption** from baseline to follow-up regardless of exposure to the campaign.

When evaluating the difference-in-differences (i.e., the difference in change) between residents who were exposed to the campaign and those who were not, there were no significant differences in the baseline to follow-up change in total fruit consumption frequencies (see **Exhibit 2.19**).

Exhibit 2.19. Frequency of Fruit Consumption as Times per Day by Exposure to Eat.Move.Save. (n=610)

	Exposed (Mean ± SD)		Unexposed (Mean ± SD)		Difference-in-Differences	
	Baseline	Follow-Up	Baseline	Follow-Up	DID ⁵ (Mean ± SE)	p-value ⁵
Overall						
100% pure fruit juice ^{3,4}	0.36 ± 0.44	0.38 ± 0.50	0.27 ± 0.38	0.25 ± 0.37	-0.04 ± 0.05	.461
Fresh, frozen, or canned fruit	0.52 ± 0.49	0.50 ± 0.47	0.57 ± 0.57	0.54 ± 0.56	0.00 ± 0.06	.975
Total fruit	0.88 ± 0.77	0.88 ± 0.84	0.84 ± 0.74	0.79 ± 0.71	-0.03 ± 0.09	.726
In the Past 6 Months						
100% pure fruit juice ^{3,4}	0.34 ± 0.43	0.38 ± 0.51	0.29 ± 0.39	0.29 ± 0.38	0.05 ± 0.07	.413
Fresh, frozen, or canned fruit ²	0.50 ± 0.46	0.51 ± 0.49	0.58 ± 0.57	0.53 ± 0.54	0.05 ± 0.05	.317
Total fruit	0.84 ± 0.75	0.89 ± 0.88	0.86 ± 0.75	0.80 ± 0.70	0.10 ± 0.09	.274

¹Significant difference between baseline and follow-up in the exposed group determined by Related Samples Wilcoxon Signed Rank Test.

²Significant difference between baseline and follow-up in the unexposed group determined by Related Samples Wilcoxon Signed Rank Test.

³Significant difference between exposed and unexposed groups at baseline determined by Independent Samples Mann-Whitney U Test.

⁴Significant difference between exposed and unexposed groups at follow-up determined by Independent Samples Mann-Whitney U Test.

⁵Difference-in-difference models were adjusted for race, educational attainment, food security status, exposure to SNAP-Ed programming overall, participation in assistance programs, and whether children were in the household.

Vegetables

SOC

By Exposure Status

Related to eating more vegetables, a greater percentage of Illinois residents who have been exposed to **Eat.Move.Save.** overall and in the past six months reported that they were preparing to eat more vegetables than residents who have not been exposed to the campaign (overall: 53 percent compared to 42 percent, $p=.039$; in the past six months: 54 percent compared to 42 percent, $p=.037$). See **Exhibit 2.20**.

Overall Exposure:

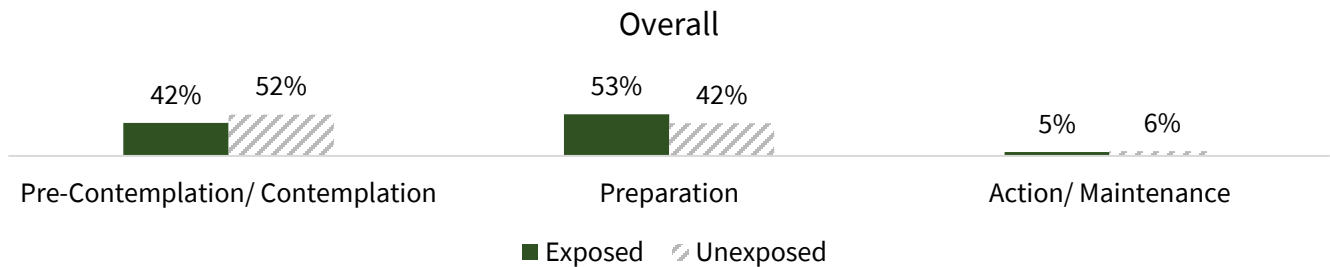
- ▲ Illinois residents with lower incomes who have been exposed to **Eat.Move.Save.** overall were 1.6 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who had not been exposed to the campaign ($p=.014$).
 - However, after adjusting for differences in demographic characteristics, there were no longer significant differences between Illinois residents who have been exposed to the campaign overall and those who have not been exposed.

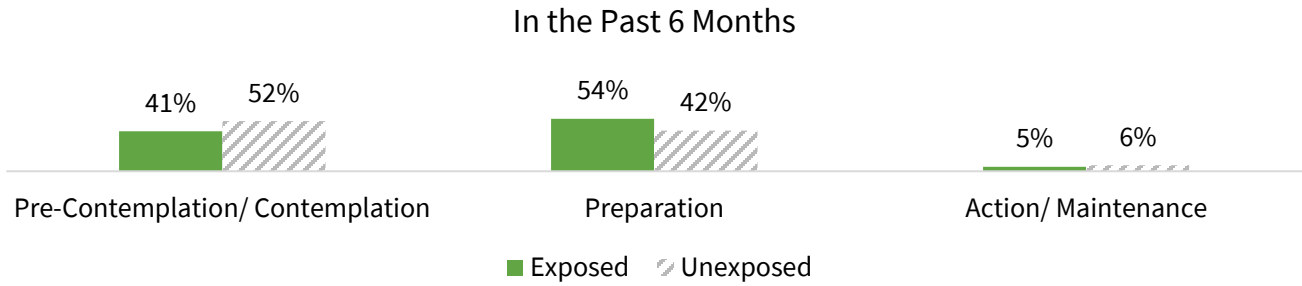
Exposure in the Past Six Months:

- ▲ Illinois residents with lower incomes who have been exposed to **Eat.Move.Save.** in the past six months were 1.6 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who have not been exposed to the campaign ($p=.016$).
 - However, after adjusting for differences in demographic characteristics, there were no longer significant differences between Illinois residents who have been exposed to the campaign in the past six months and those who have not been exposed.

Likelihood of **preparing to eat more vegetables** was **similar** between IL residents who were exposed to the campaign and those who were not exposed after accounting for differences in demographic characteristics.

Exhibit 2.20. Vegetable SOC at Follow-Up by Exposure to Eat.Move.Save. (n=606)





Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign, in models accounting for differences in demographic characteristics, change in SOC for eating more vegetables varied by race.

Overall Exposure:

- ▲ Illinois residents who identified as Black/African American were 2.8 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who identified as White (p=.004).

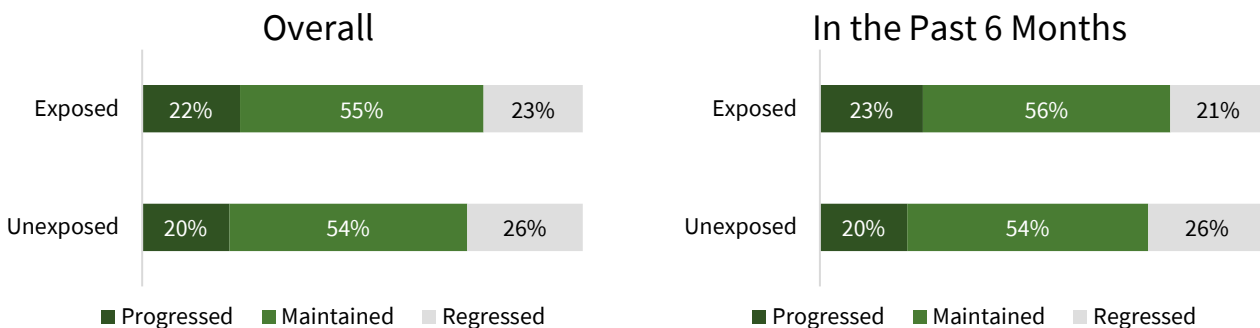
Exposure in the Past Six Months:

- ▲ Illinois residents who identified as Black/African American were 2.9 times more likely to be in the Preparation stage rather than in the Pre-Contemplation/Contemplation stages than residents who identified as White (p=.009).

Change Over Time

Approximately one-fifth of residents who were exposed to the campaign progressed along the SOC for eating more vegetables between baseline and follow-up (see **Exhibit 2.21**). This was similar for residents who were not exposed to the campaign. In unadjusted models and models adjusted for differences in demographic characteristics, there were no significant differences in likelihood of progressing along the SOC for eating more vegetables between Illinois residents who were exposed to the campaign overall or in the past six months and those who were not exposed.

Exhibit 2.21. Change in Vegetable SOC from Baseline to Follow-Up by Exposure to Eat.Move.Save. (n=606)



Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign overall, in models accounting for differences in demographic characteristics, the SOC for eating more vegetables varied by race. However, there were no significant variations for models among Illinois residents who have been exposed to the campaign in the past six months.

Overall Exposure:

- ▲ Illinois residents who identified as a race other than Black/African American or White were 5.1 times more likely to progress than regress along the SOC for eating more vegetables than residents who identified as White (p=.046).

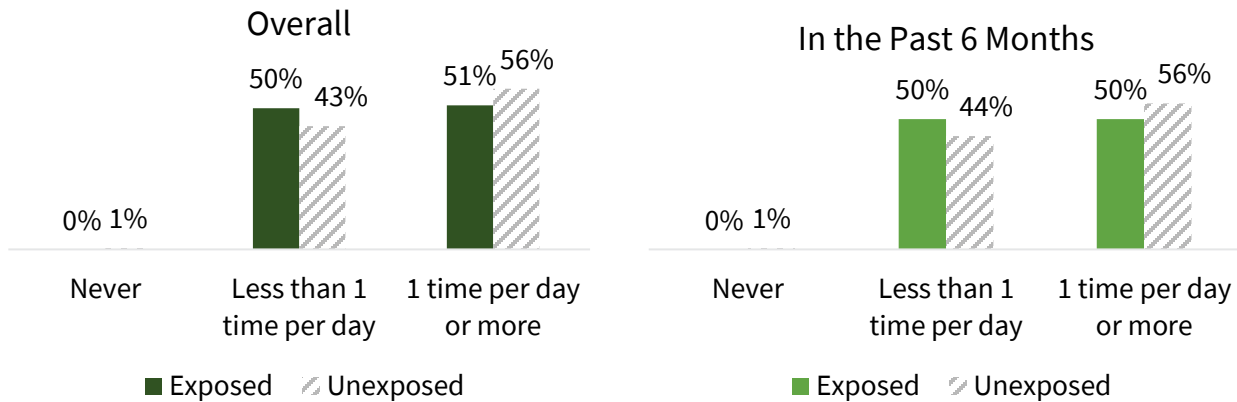
Consumption

By Exposure Status

Approximately half (50–51%) of Illinois residents with lower incomes who have been exposed to the **Eat.Move.Save.** campaign reported eating vegetables at least once per day, compared to slightly more than half (56%) of residents who have not been exposed (see **Exhibit 2.22**). In unadjusted models and models adjusted for differences in demographic characteristics, there were no significant differences in likelihood of consuming vegetables at least once per day between Illinois residents who were exposed to the campaign overall or in the past six months and those who were not exposed.

Likelihood of **consuming fruit at least once per day** was **similar** between residents who were exposed to the campaign and those who were not exposed.

Exhibit 2.22. Total Vegetable Consumption Frequency at Follow-Up by Exposure to Eat.Move.Save. (n=608)

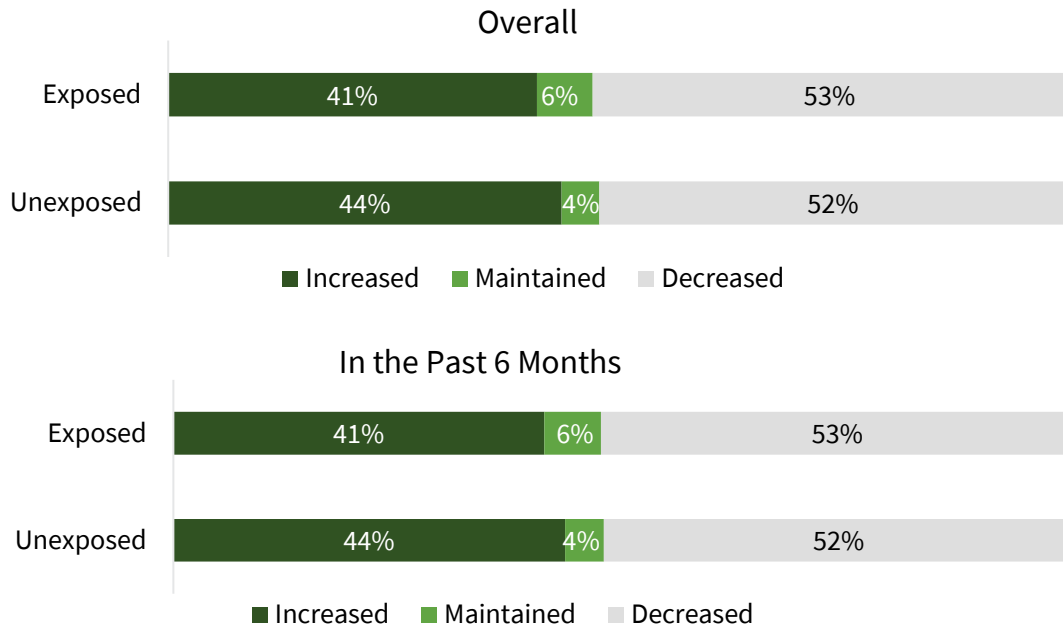


Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign, in models accounting for differences in demographic characteristics, the likelihood of daily vegetable consumption did not vary across groups.

Change Over Time

Approximately 40 percent of residents who were exposed to the campaign increased their fruit and vegetable consumption frequency between baseline and follow-up (see **Exhibit 2.23**). This was similar in residents who were not exposed to the campaign. In unadjusted models and models adjusted for differences in demographic characteristics, there were no significant differences in likelihood of increasing total vegetable consumption frequency between Illinois residents who were exposed to the campaign overall or in the past six months and those who were not exposed.

Exhibit 2.23. Change in Total Vegetable Consumption Frequency Baseline to Follow-Up by Exposure to Eat.Move.Save. (n=603)



Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign overall, in models accounting for differences in demographic characteristics, the likelihood of increasing total vegetable consumption frequency varied by food security status. However, there were no significant variations among Illinois residents who had been exposed in the past six months.

Overall Exposure:

- ▲ Illinois residents who were food insecure were 2.1 times more likely to increase rather than decrease total vegetable consumption frequency than residents who were food secure (p=.020).

At both baseline and follow-up, residents who were exposed to the campaign overall or in the past six months were similar to residents who were unexposed in total vegetable consumption frequency. There was only one difference based on campaign exposure status for sub-categories of vegetable consumption; residents who were exposed to the campaign overall had a higher fried potato consumption frequency at baseline than residents who were unexposed ($p < .05$).

Residents were **similar in vegetable consumption frequency and change in vegetable consumption** from baseline to follow-up regardless of exposure to the campaign.

When evaluating the difference-in-differences (i.e., the difference in change) between residents who were exposed to the campaign and those who were not, there were no significant differences in the baseline to follow-up change in total vegetable consumption frequencies (see **Exhibit 2.24**).

Exhibit 2.24. Frequency of Vegetable Consumption as Times per Day by Exposure to Eat.Move.Save. (n=608)

	Exposed (Mean ± SD)		Unexposed (Mean ± SD)		Difference-in-Differences	
	Baseline	Follow-Up	Baseline	Follow-Up	DID ⁵ (Mean ± SE)	p-value ⁵
Overall						
Green, leafy or lettuce salad	0.38 ± 0.40	0.34 ± 0.40	0.36 ± 0.40	0.35 ± 0.42	0.02 ± 0.05	.672
Fried potatoes ³	0.22 ± 0.26	0.22 ± 0.27	0.19 ± 0.22	0.19 ± 0.23	0.01 ± 0.03	.770
Other kinds of potatoes	0.20 ± 0.28	0.18 ± 0.21	0.17 ± 0.20	0.18 ± 0.23	0.02 ± 0.03	.474
Other vegetables	0.51 ± 0.47	0.47 ± 0.43	0.56 ± 0.51	0.52 ± 0.49	-0.01 ± 0.06	.922
Total vegetables	1.32 ± 1.04	1.21 ± 0.91	1.28 ± 0.86	1.24 ± 0.95	0.05 ± 0.11	.683
In the Past 6 Months						
Green, leafy or lettuce salad	0.36 ± 0.36	0.35 ± 0.40	0.38 ± 0.42	0.35 ± 0.42	0.02 ± 0.05	.723
Fried potatoes	0.22 ± 0.23	0.22 ± 0.28	0.19 ± 0.24	0.20 ± 0.23	-0.00 ± 0.03	.937
Other kinds of potatoes	0.19 ± 0.25	0.18 ± 0.21	0.18 ± 0.23	0.18 ± 0.22	0.00 ± 0.03	.893
Other vegetables	0.51 ± 0.47	0.45 ± 0.39	0.56 ± 0.51	0.52 ± 0.50	-0.02 ± 0.06	.729
Total vegetables	1.27 ± 0.93	1.19 ± 0.88	1.31 ± 0.93	1.24 ± 0.96	-0.00 ± 0.12	.969

¹Significant difference between baseline and follow-up in the exposed group determined by Related Samples Wilcoxon Signed Rank Test.

²Significant difference between baseline and follow-up in the unexposed group determined by Related Samples Wilcoxon Signed Rank Test.

³Significant difference between exposed and unexposed groups at baseline determined by Independent Samples Mann-Whitney U Test.

⁴Significant difference between exposed and unexposed groups at follow-up determined by Independent Samples Mann-Whitney U Test.

⁵Difference-in-difference models were adjusted for race, educational attainment, food security status, exposure to SNAP-Ed programming overall, participation in assistance programs, and whether children were in the household.

Physical Activity

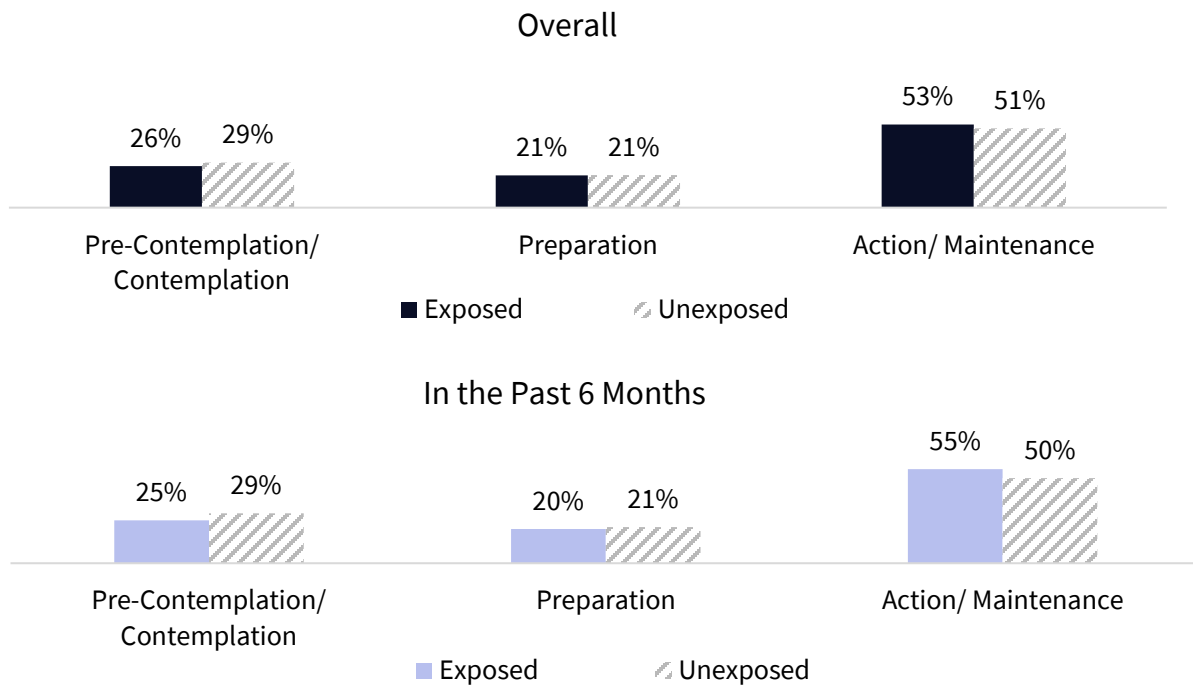
SOC

By Exposure Status

Related to being more physically active, a similar percentage of Illinois residents who have been exposed to **Eat.Move.Save.** reported being in each stage of the SOC model as residents who have not been exposed to the campaign (see **Exhibit 2.25**). In unadjusted and adjusted models, there were no significant differences between residents who were exposed overall or in the past six months and those who were unexposed in their perceptions of where they were in the SOC model.

Likelihood of **preparing to be more physically active** was **similar** between IL residents who were exposed to the campaign and those who were not exposed.

Exhibit 2.25. Physical Activity SOC at Follow-Up by Exposure to Eat.Move.Save. (n=608)



Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign, in models accounting for differences in demographic characteristics, the SOC for being more active did not vary.

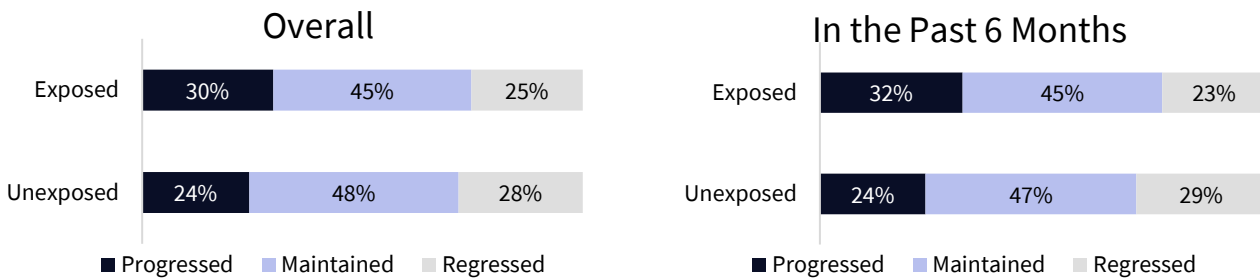
Change Over Time

Approximately 30 percent of residents who were exposed to the campaign progressed along the SOC for being more physically active compared to only 24 percent of residents who were unexposed (see **Exhibit 2.26**). In unadjusted models and models adjusted for differences in demographic characteristics for overall exposure to the campaign, there were no significant differences in progressing along the SOC for being more physically active. However, differences were present based on exposure in the past six months.

- ▲ Illinois residents who had been exposed to the campaign in the past six months were 1.7 times more likely to progress than regress on the SOC for being more active than residents who had not been exposed (p=.047).
 - After adjusting for differences in demographic characteristics, a significant difference remained. Illinois residents who had been exposed to the campaign in the past six months were 1.9 times more likely to progress than regress on the SOC for being more active than residents who had not been exposed (p=.034).

IL residents who were **exposed** to the campaign in the past six months were **1.9 times more likely to make progress along the SOC** from baseline to follow-up than residents who were not exposed.

Exhibit 2.26. Change in Physical Activity SOC from Baseline to Follow-Up by Exposure to Eat.Move.Save. (n=606)



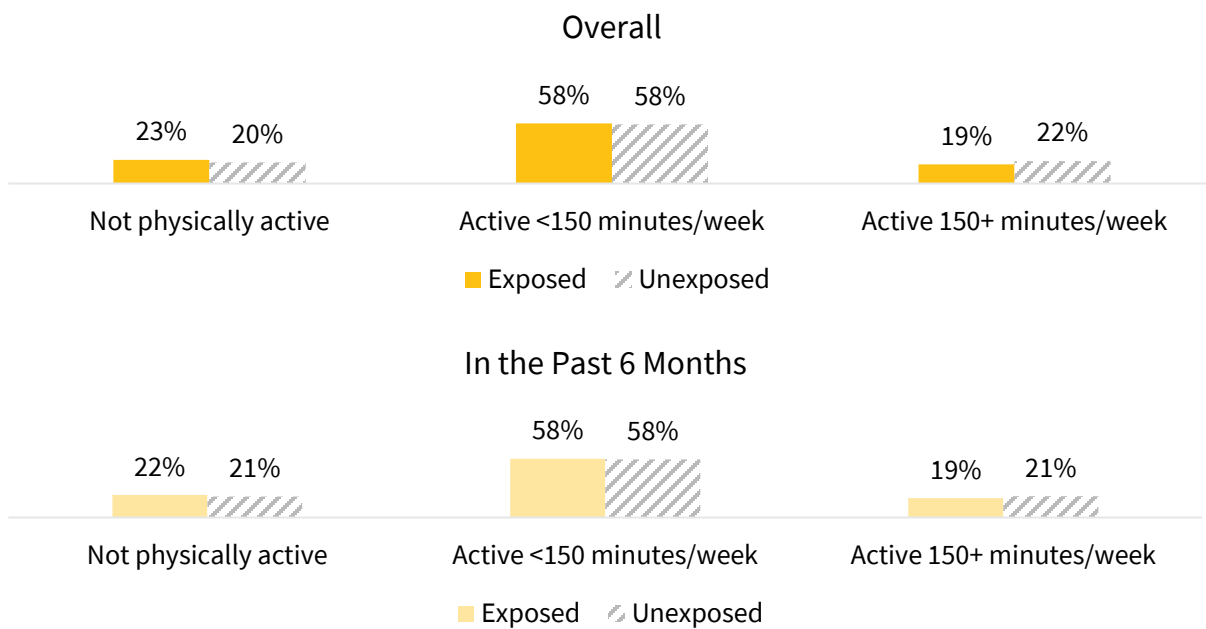
Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign, in models accounting for differences in demographic characteristics, the likelihood of progressing along the SOC for being more physically active did not vary across groups.

Participation

Approximately one in five Illinois residents with lower incomes reported meeting physical activity recommendations, with similar rates across exposure status (see **Exhibit 2.27**). In unadjusted and adjusted models, there were no significant differences between residents who were exposed overall or in the past six months and those who were unexposed in the likelihood of being physically active or meeting physical activity recommendations.

Likelihood of **meeting physical activity guidelines** was **similar** between IL residents who were exposed to the campaign and those who were not exposed.

Exhibit 2.27. Physical Activity at Follow-Up by Exposure to Eat.Move.Save. (n=594)



Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign, in models accounting for differences in demographic characteristics, the likelihood of being physically active and meeting physical activity recommendations varied by race and educational attainment.

Overall Exposure:

- ▲ Illinois residents who identified as Black/African American were 64 percent less likely to be active and not meeting recommendations (p=.041) and 67 percent less likely to be meeting physical activity recommendations (p=.044) compared with residents who identified as White.
- ▲ Illinois residents with an educational attainment of some college or technical training or higher were 3.7 times more likely to be active and not meeting physical activity recommendations than not physically active at all compared with residents with a high school degree (p=.004).

Exposure in the Past Six Months:

- ▲ Illinois residents who identified as Black/African American were 80 percent less likely to be meeting physical activity recommendations than residents who identified as White (p=.011).
- ▲ Illinois residents with an educational attainment of some college or technical training or higher were

5.5 times more likely to be active and not meeting physical activity recommendations at all compared with residents with a high school degree ($p < .001$).

Change Over Time

Approximately 40 percent of residents who were exposed to the campaign increased their physical activity levels from baseline to follow-up compared to 32–33 percent of residents who were not exposed (see **Exhibit 2.28**). In unadjusted models and models adjusted for differences in demographic characteristics for overall exposure to the campaign, residents who had been exposed to the campaign were more likely to increase their physical activity levels.

Overall Exposure:

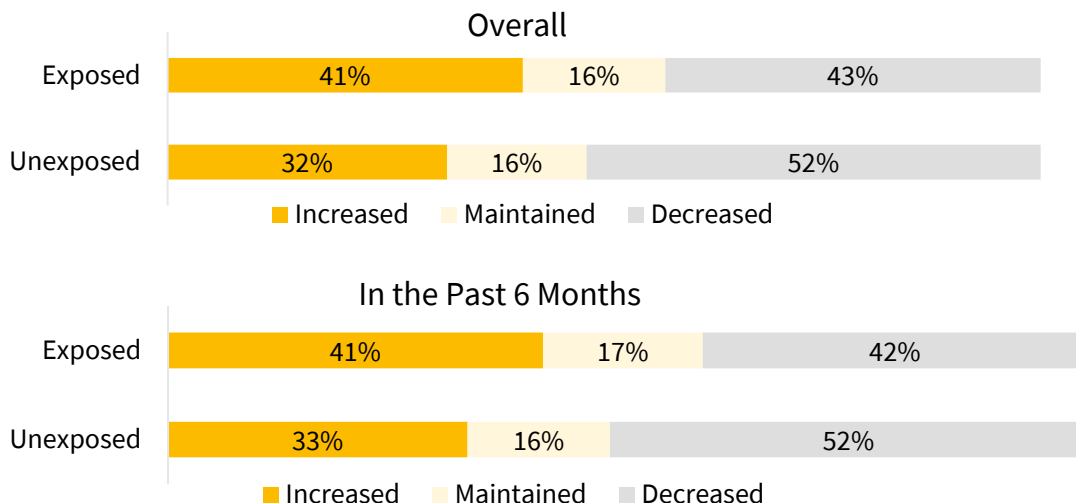
- ▲ Illinois residents who had been exposed to the campaign overall were 1.5 times more likely to increase than decrease their physical activity levels than residents who had not been exposed ($p = .042$).
 - After adjusting for differences in demographic characteristics, a significant difference remained. Illinois residents who had been exposed to the campaign overall were 1.7 times more likely to increase than decrease their physical activity levels than residents who had not been exposed ($p = .034$).

Exposure in the Past Six Months:

- ▲ Illinois residents who had been exposed to the campaign in the past six months were 1.6 times more likely to increase than decrease their physical activity levels than residents who had not been exposed ($p = .044$).
 - After adjusting for differences in demographic characteristics, a significant difference remained. Illinois residents who had been exposed to the campaign in the past six months were 1.7 times more likely to increase than decrease their physical activity levels than residents who had not been exposed ($p = .037$).

IL residents who were **exposed** to the campaign were **more likely to increase their physical activity levels**.

Exhibit 2.28. Change in Physical Activity from Baseline to Follow-Up by Exposure to Eat.Move.Save. (n=573)



Among Illinois residents who have been exposed to the **Eat.Move.Save.** campaign, in models accounting for differences in demographic characteristics, likelihood of increasing physical activity did not vary across groups.

At both baseline and follow-up, residents who were unexposed to the campaign reported greater total minutes of physical activity per week than residents who were exposed to the campaign ($p < .05$). Additional differences were present across days per week and minutes per session as well, with a general trend of greater physical activity levels in residents who were not exposed to the campaign (see **Exhibit 2.29**).

Residents who were not exposed to the campaign reported greater levels of physical activity; however, residents who were exposed experienced a significantly greater change in the number of days per week they reported being active from baseline to follow-up.

When evaluating the difference-in-differences (i.e., the difference in change) between residents who were exposed to the campaign and those who were not, there were no significant differences in the baseline to follow-up change in total physical activity minutes (see **Exhibit 29**). However, there was a significant difference between residents who were exposed to the campaign in the past six months and those who were unexposed ($p = .023$), with residents who were exposed increasing days per week that they were active by 0.62 ± 0.27 days more than residents who were unexposed.

Exhibit 2.29. Physical Activity by Exposure to Eat.Move.Save. (n=594)

	Exposed (Mean ± SD)		Unexposed (Mean ± SD)		Difference-in-Differences	
	Baseline	Follow-Up	Baseline	Follow-Up	DID ⁵ (Mean ± SE)	p-value ⁵
Overall						
Days per week ^{2,3}	2.7 ± 2.2	2.8 ± 2.2	3.0 ± 2.1	2.8 ± 2.2	-0.49 ± 0.26	.062
Minutes per session ^{2,3,4}	28.2 ± 27.5	26.1 ± 22.9	35.5 ± 26.5	33.1 ± 27.9	-0.10 ± 3.55	.977
Total minutes per week^{2,3,4}	88.7 ± 144.4	83.6 ± 124.0	117.8 ± 145.6	103.0 ± 145.9	-10.12 ± 17.11	.554
In the Past 6 Months						
Days per week ^{2,3}	2.6 ± 2.2	2.8 ± 2.2	3.0 ± 2.1	2.7 ± 2.2	0.62 ± 0.27	.023*
Minutes per ^{3,4} week	29.1 ± 27.0	26.6 ± 23.3	34.5 ± 26.9	32.3 ± 27.5	-0.37 ± 3.71	.920
Total minutes per week^{2,3}	88.0 ± 134.0	85.5 ± 124.5	115.7 ± 150.4	100.3 ± 144.1	13.94 ± 17.80	.434

¹Significant difference between baseline and follow-up in the exposed group determined by Related Samples Wilcoxon Signed Rank Test.

²Significant difference between baseline and follow-up in the unexposed group determined by Related Samples Wilcoxon Signed Rank Test.

³Significant difference between exposed and unexposed groups at baseline determined by Independent Samples Mann-Whitney U Test.

⁴Significant difference between exposed and unexposed groups at follow-up determined by Independent Samples Mann-Whitney U Test.

⁵Difference-in-difference models were adjusted for race, educational attainment, food security status, exposure to SNAP-Ed programming overall, participation in assistance programs, and whether children were in the household.

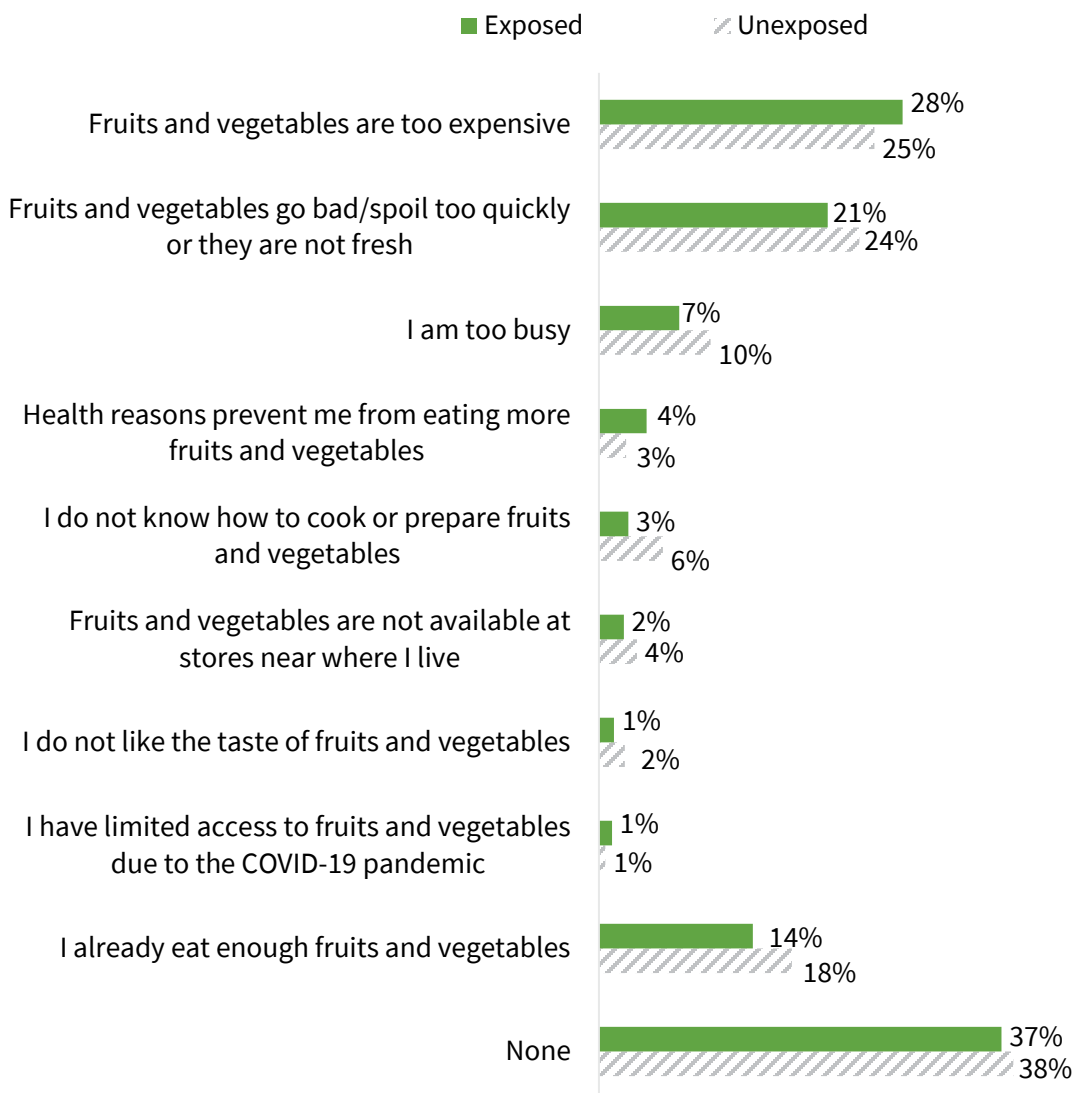
Barriers

Fruit and Vegetable Consumption

The most frequent reasons that Illinois residents with lower incomes who have been exposed to the campaign report for not eating more fruits and vegetables at follow-up were that fruits and vegetables are expensive (28%), fruits and vegetables spoil too quickly or are not fresh (21%), and being too busy (7%). See **Exhibit 2.30**. Results are similar for residents who have not been exposed to the campaign. Additionally, 37 percent of residents who were exposed to the campaign and 38 percent of residents who were not exposed reported there was nothing stopping them from eating more fruits and vegetables. There were no significant differences between residents who were exposed to the campaign and those who were not for barriers reported.

The **top barriers** to eating more fruits and vegetables included **cost, spoilage, and lack of time.**

Exhibit 2.30. Barriers to Fruit and Vegetable Consumption by Overall Exposure to Eat.Move.Save. (n=609)

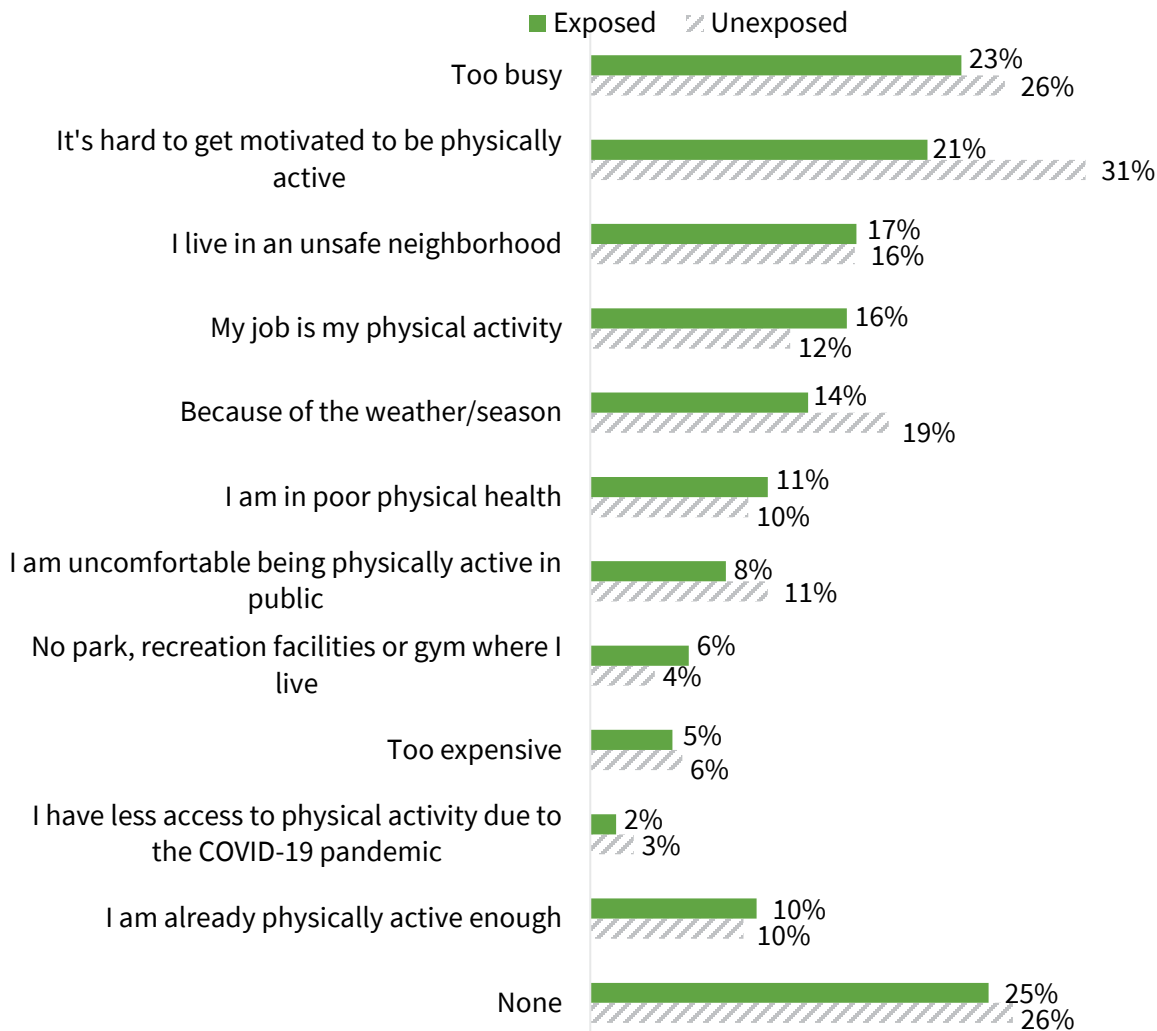


Physical Activity

The most frequent reasons that Illinois residents who have been exposed to the campaign report for not being more physically active at follow-up were being too busy (23%), lack of motivation (21%), and living in an unsafe neighborhood (17%). See **Exhibit 2.31**. Results varied slightly for residents who have not been exposed to the campaign, with motivation (31%), being too busy (26%), and the weather/season (19%) as top barriers. Despite being among the top reasons for not being more physically active for those exposed and unexposed to the campaign, significantly more Illinois residents who were not exposed to the campaign cited difficulties in motivation than residents who were exposed to the campaign (31 percent compared to 21 percent, $p < .007$).

Top barriers to being physically active included **lack of time, lack of motivation, and living in an unsafe neighborhood.**

Exhibit 2.31. Barriers to Physical Activity by Overall Exposure to Eat.Move.Save. (n=609)



CONCLUSIONS AND RECOMMENDATIONS

One year after the launch of the Eat.Move.Save. campaign, messages are reaching priority populations in Illinois, most notably residents who participate in assistance programs, have lower levels of educational attainment, Black/African American residents, and those who participate in SNAP-Ed.

Almost 40 percent of Illinois residents with lower incomes have been exposed overall to the **Eat.Move.Save.** campaign, with one-third (33%) having been exposed in the past six months. The most frequent channels where residents reported seeing campaign messages overall are billboards, bus stops, social media, and mailed letters.

Specific populations that are a priority within SNAP-Ed programming reported exposure more frequently than others, such as Illinois residents who participate in assistance programs and who have lower levels of educational attainment. Furthermore, Black/African American residents were more likely to be exposed to campaign messages compared with White residents, and those who participate in SNAP-Ed are more likely to be exposed than those who do not participate.

Illinois residents with lower incomes are taking initial actions toward healthy behavior change, in particular for physical activity.

Almost all (93%) of Illinois residents with lower incomes who were exposed to the campaign also reported taking action after seeing the campaign. The most common actions taken after exposure were visiting the **Eat.Move.Save.** website, starting to plan healthy meals, starting to eat more fruits and vegetables, and encouraging family to eat more fruits and vegetables.

Despite being amongst top actions taken, there were no differences between Illinois residents with lower incomes who were exposed to the campaign and those who were not exposed for preparing to eat more fruit or vegetables or actual consumption frequencies for fruit and vegetables. However, some differences were present for physical activity based on exposure to the campaign. Illinois residents with lower incomes that were exposed to the campaign in the past six months were almost twice as likely to have progressed on the SOC for being more physically active than residents who were not exposed, even after accounting for differences in demographic characteristics. Residents who had been exposed to the campaign overall or in the past six months were also more likely to increase their physical activity levels than those who had not been exposed.

Barriers persist for both fruit and vegetable consumption and physical activity, and center around cost, time, and motivation factors.

The top barriers to eating more fruits and vegetables amongst Illinois residents with lower incomes were cost, spoilage, and a perception that they are already eating enough fruits and vegetables. There were no significant differences between barriers to eating more fruits and vegetables reported at follow-up by residents who were exposed to the campaign and those who were not exposed.

The top barriers to being more physically active amongst Illinois residents with lower incomes who were exposed to the campaign were lack of time, lack of motivation, and living in an unsafe neighborhood. Top barriers varied slightly for residents who were not exposed to the campaign (lack of motivation, lack of time, and the weather/season). Residents who were exposed less frequently reported lack of motivation as a barrier to being more active than residents who were not exposed.

The methods used in this evaluation had many strengths; however, limitations are present that are important to consider.

Strengths of this evaluation include the use of validated survey questions for outcome measures where

possible, weighting of the sample data to represent the characteristics of the Illinois SNAP population, and a pre-/post- design to determine differences over time. Furthermore, the adjustment of outcome analyses took into consideration differences across demographic characteristics and how they may influence results.

Despite these many strengths, limitations were also present. This included respondent bias due to fielding the survey online without offering a mailed/paper option. This could have potentially limited participation for those without access to the internet. Additional limitations include possible impacts of seasonality due to the fielding timeframes and non-response bias due to the pre-/post- design of the evaluation. Approximately 551 respondents from baseline did not respond to the follow-up survey. Of these non-responders, a significantly greater proportion were younger ($p=.018$), food insecure ($p=.001$), and participated in assistance programs ($p=.010$). Additionally, significantly more non-responders were not physically active ($p<.001$) and were in the Pre-Contemplation/Contemplation stages of the SOC for being more active ($p=.021$).

While improvements in healthy behaviors were detected from baseline to follow-up, ongoing evaluation is needed to determine how the campaign is reaching priority populations.

While findings suggest that messages are resonating with and encouraging healthy behaviors among the priority population, in particular changes in physical activity from baseline to follow-up, the follow-up survey experienced non-response bias that could have impacted results. Given the differences in key demographics related to priority populations in SNAP-Ed, further work focused specifically on populations of interest is important. Additionally, exploring other methods to complement a repeated measures survey design, such as a mixed-methods evaluation (i.e., key informant interviews or focus groups with priority populations such as Black/African American residents of communities receiving campaign messages), would help reduce bias in results through future evaluation efforts.

Future campaign efforts may focus on addressing barriers to healthy behaviors through the Eat.Move.Save. website content.

The most frequent action reported after seeing campaign messages was to visit the **Eat.Move.Save.** website. As more and more people are driven to the website, it is important to consider content and frequency of updates through this campaign channel. In the future, Illinois SNAP-Ed may consider tailoring website content to focus specifically on addressing the most common barriers related to healthy behavior actions (namely, cost, access, lack of motivation, and lack of time). Additional formative testing with the campaign's priority populations may help determine how best to address these barriers.

Part 3: Staff Survey

METHODOLOGY

Instrument Development and Measures

In partnership with the University of Illinois Extension, Altarum developed a social marketing survey instrument to be disseminated to local staff (both University of Illinois Extension and Chicago Partnership for Health Promotion). The survey instrument elicited feedback from local staff about the **Eat.Move.Save.** social marketing campaign (see **Exhibit 3.1**). See **Appendix C** for the staff survey instrument. Altarum programmed and thoroughly tested the survey using the online survey platform, Alchemer.

Exhibit 3.1. Staff Survey Question Topics, by Section

Survey Section	Survey Question Topic
Introduction	<ul style="list-style-type: none"> - Employed by University of Illinois Extension SNAP-Ed, Chicago Partnership for Health Promotion SNAP-Ed, or University of Illinois Extension Expanded Food and Nutrition Education Program (EFNEP) - Length of time employed - Job role - SNAP-Ed Unit
Awareness and Impression of Eat.Move.Save.	<ul style="list-style-type: none"> - Awareness of the Eat.Move.Save. campaign - How information was received about the campaign - Exposure to campaign within the community - Relevancy of campaign for direct education classes - Relevancy of campaign to site-based or community-level policy, systems, and environment (PSE) work - Sharing Eat.Move.Save. campaign with partners - Feedback from partners about the campaign - Sharing Eat.Move.Save. campaign with participants - Feedback from participants about the campaign - Plans to incorporate Eat.Move.Save. into PSE work
Reaching Priority Audiences	<ul style="list-style-type: none"> - Reach of campaign messages to priority audiences - Effectiveness of each component of the Eat.Move.Save. campaign to reach priority audiences - Appropriateness of campaign components - Cultural relevancy of Eat.Move.Save. campaign - Ways to make the campaign components more appropriate for participants in the community
Recommendations for the Future	<ul style="list-style-type: none"> - Components of the Eat.Move.Save. campaign that should continue into the future - Suggestions for the Eat.Move.Save. campaign in the future

Survey Recruitment

The University of Illinois Extension disseminated the electronic survey link to all staff working with SNAP-Ed and EFNEP across the state serving in a variety of different roles. Survey dissemination began in August 2022. Reminder emails were sent in September 2022 and the survey was closed by mid-September 2022.

Data Analysis and Reporting

Survey data were exported from Alchemer into a single Microsoft Excel file. The dataset included 72 complete and 27 partial responses. Following data cleaning (i.e., removal of duplicate responses and responses that did not complete a majority of the survey), a total of 82 responses were included in the final sample. Descriptive statistics and frequencies were calculated for all survey questions. The following section presents a detailed summary of findings.

RESULTS

Staff Characteristics

Most staff (92%) were employed by University of Illinois Extension SNAP-Ed (see **Exhibit 3.2**). One-third of staff (33%) have been working for their employer for over 10 years; however, one-quarter of staff (25%) have been with their employer for less than two years (see **Exhibit 3.3**). The most common role reported by staff was SNAP-Ed Community Outreach Worker (56%). See **Exhibit 3.4**. All SNAP-Ed Units were represented in the dataset except Unit 10 and Unit 20, and staff reported working in 87 out of 120 community networks (see **Appendix D**). Differences in survey responses were explored by staff characteristics. There were no differences across length of employment, and it was not possible to assess differences by employer or role due to small sample sizes.

Exhibit 3.2. Staff Employer (n=82)

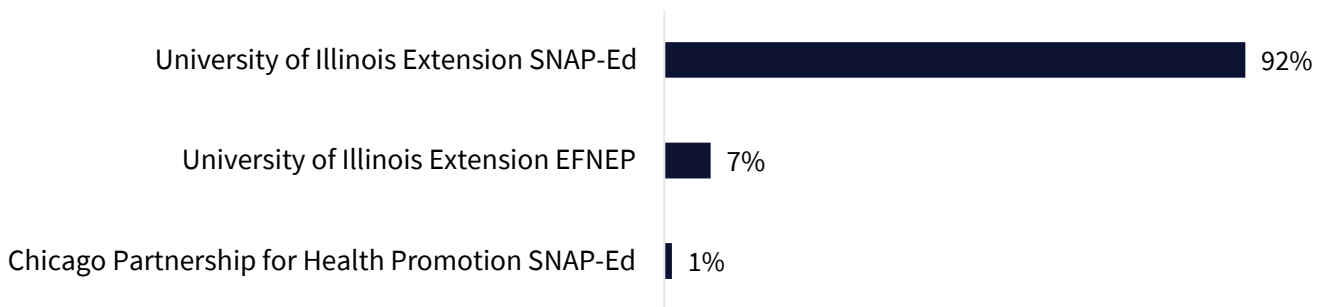


Exhibit 3.3. Staff Length of Employment (n=81)

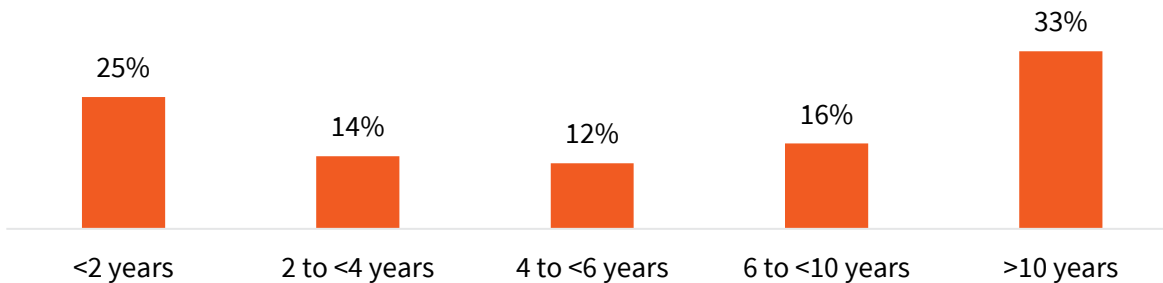
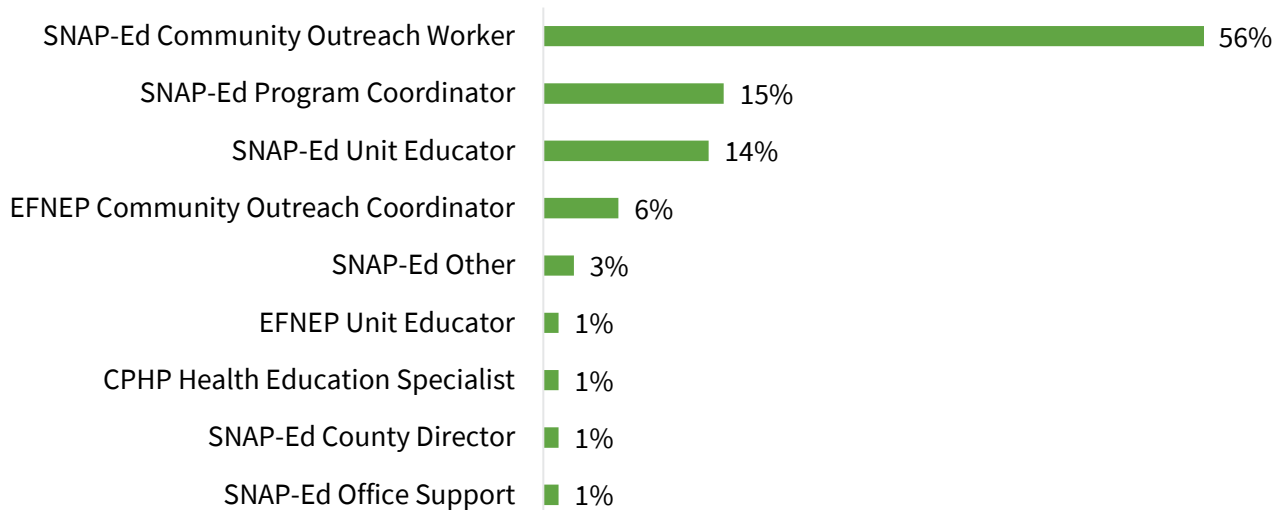


Exhibit 3.4. Staff Role (n=78)

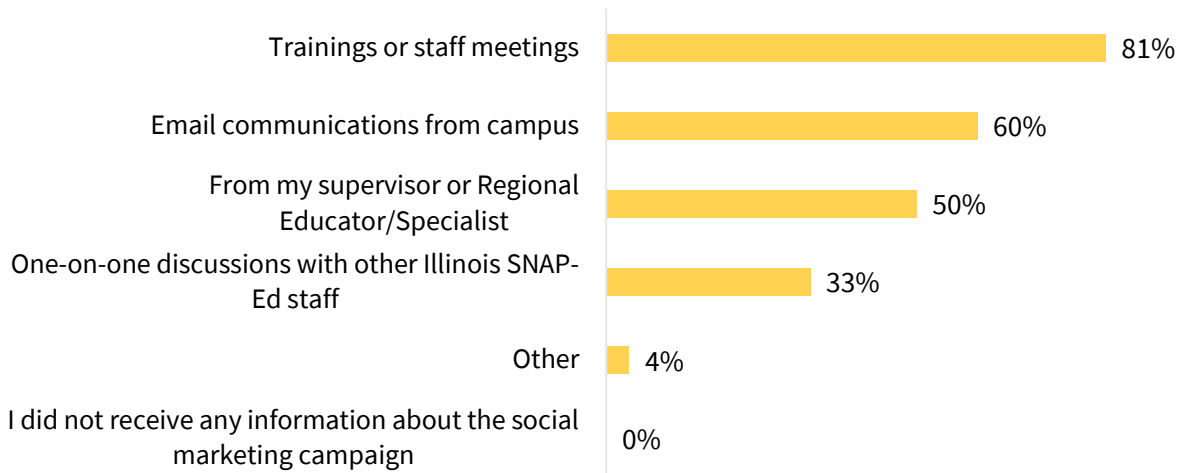


Campaign Awareness

Almost all staff (97%) reported that they were aware of the **Eat.Move.Save.** campaign. No staff members reported being unaware or unsure. The most common source that staff members reported for receiving information on the **Eat.Move.Save.** campaign were trainings or staff meetings (81%), email communications from campus (60%), and from their supervisors or Regional Educator/Specialist (50%). See **Exhibit 3.5.**

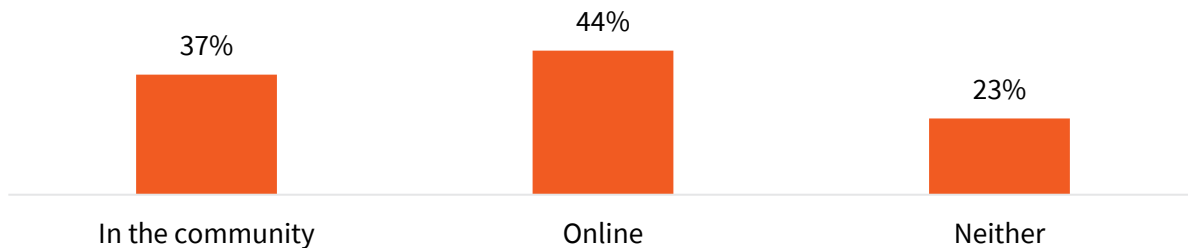
97% of staff are aware of the Eat.Move.Save. campaign.

Exhibit 3.5. Source of Information about the Eat.Move.Save. Campaign (n=82)



The locations where staff reported seeing the campaign were online (44%) and in the community (37%). See **Exhibit 3.6.** However, almost one-quarter of staff (23%) reported not seeing it at all.

Exhibit 3.6. Locations where the Eat.Move.Save. Campaign was Seen by Staff (n=82)

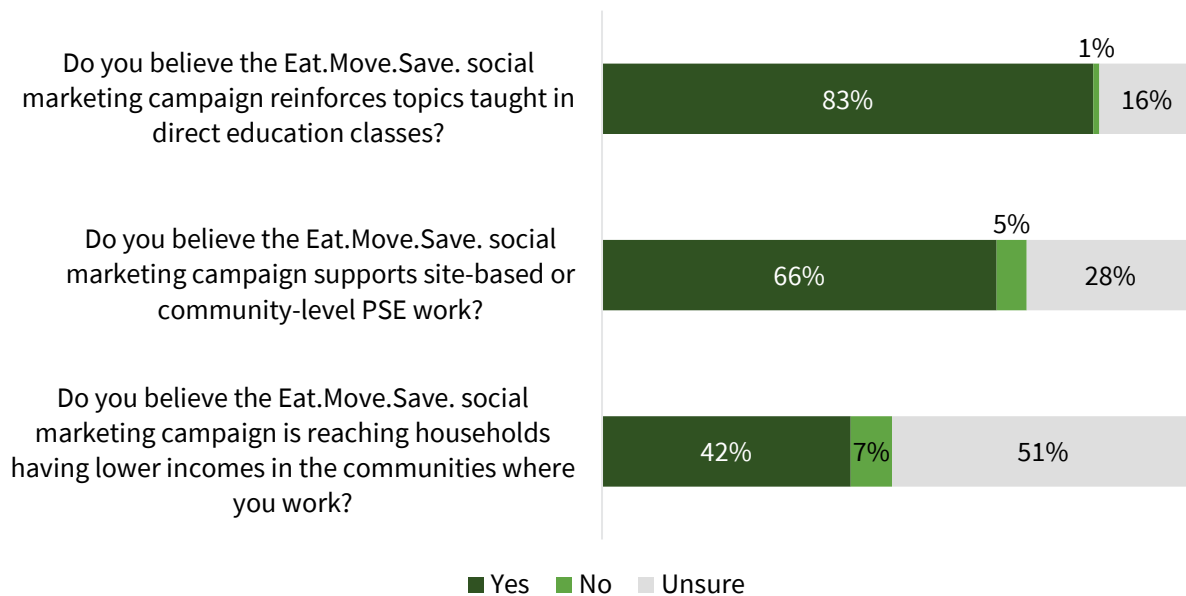


Campaign Impressions

Most staff members (83%) believe that the **Eat.Move.Save.** campaign reinforced topics taught in direct education classes (see **Exhibit 3.7**). Approximately two-thirds (66%) of staff believed the campaign supports site-based or community-level PSE work. Few staff members (5%) reported they did not believe the campaign supports PSE work; reasons included the campaign not reflecting how the community views healthy eating and not being relevant to PSE work. Less than half (42%) of staff members felt the campaign reached households with lower incomes in their communities. When asked which groups were not being reached, responses included: older adults and minority groups such as refugees; immigrants; people from rural areas; people from Indian, Polish, and Latinx backgrounds; and people with disabilities.

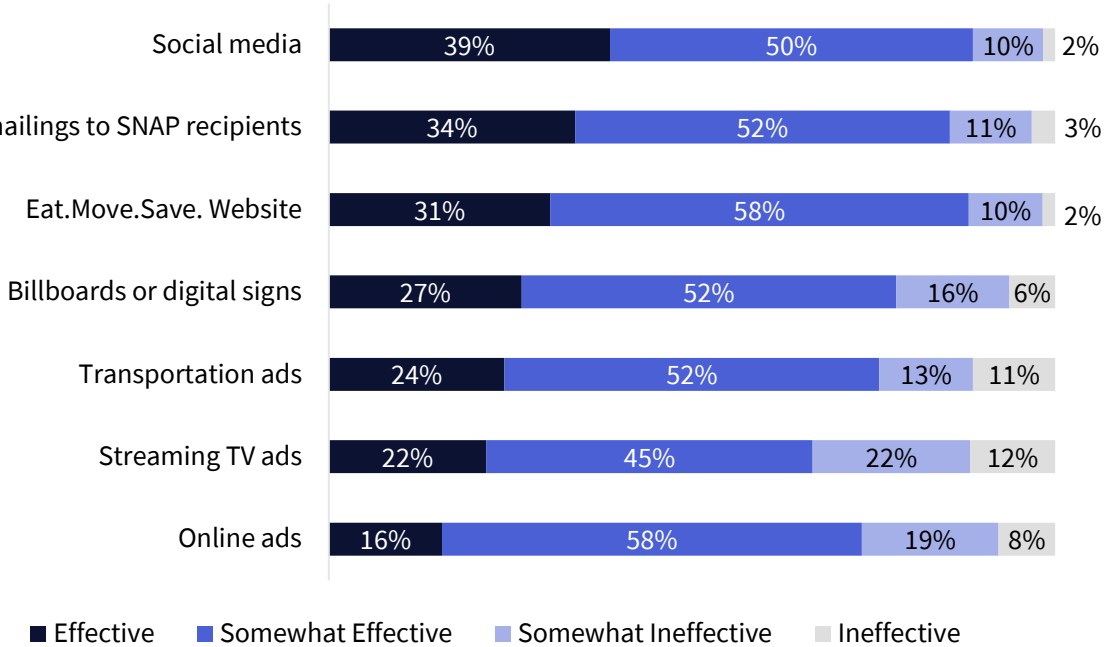
Most staff members believe that the campaign reinforces direct education (83%) and PSE work (66%), but less than half (42%) think it is reaching households with lower incomes in their communities.

Exhibit 3.7. Impressions of Eat.Move.Save. Reinforcement, Support, and Reach (n=72-76)



All components of the campaign were found to be Somewhat Effective to Effective for reaching lower income households by approximately three-quarters (74%) or more of staff . The components identified as most effective for reaching lower income households were social media (39%), direct mailings to SNAP recipients (34%), and the **Eat.Move.Save.** website (31%). See **Exhibit 3.8**.

Exhibit 3.8. Effectiveness of Eat.Move.Save. Campaign Components in Reaching Lower Income Households (n=59-64)



Most staff members (71%) felt the campaign components were appropriate for diverse households with lower incomes in the communities where they work (see **Exhibit 3.9**). Additionally, most staff (64%) felt that the campaign components were culturally relevant to the communities they serve (see **Exhibit 3.10**).

Exhibit 3.9. Campaign Component Appropriateness (n=70)

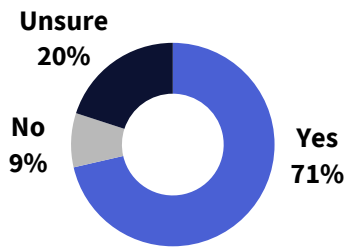
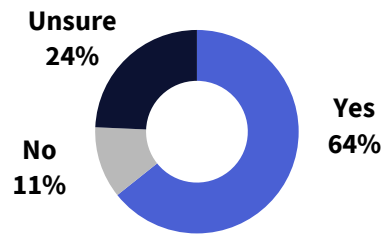


Exhibit 3.10. Campaign Component Cultural Relevance (n=70)

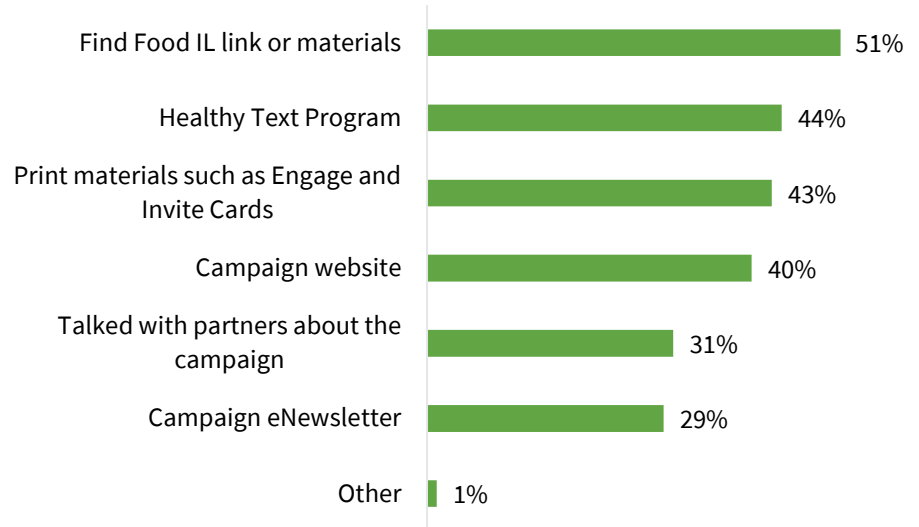


Campaign Distribution

More than two-thirds (68%) of staff members have shared **Eat.Move.Save.** campaign materials with their partners. The most common components of the campaign shared were the Find Food Illinois link or materials (51%), Healthy Text Program (44%), print materials (43%), and the campaign website (40%). See **Exhibit 3.11.** Few staff members (12%) received feedback from their partners about the campaign. Feedback was primarily positive, with partners finding the information helpful and interesting, and the materials colorful. A few staff noted that the campaign was focused on a younger audience; additionally, one staff member described the Find Food Illinois map as being similar to another food access resource made available by a food bank.

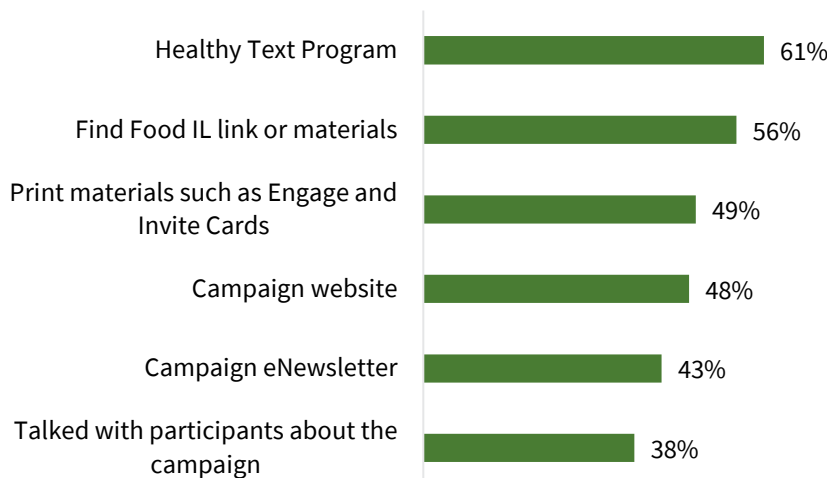
Exhibit 3.11. Campaign Components Shared with Partners (n=82)

68%
of staff members
shared the
campaign with
partners.



Of staff members who work directly with participants (n=64), most staff (83%) shared the **Eat.Move.Save.** campaign components with their participants. The most common components of the campaign shared were the Healthy Text Program (61%), Find Food Illinois link or materials (56%), print materials (49%), and the campaign website (48%). See **Exhibit 3.12.** Some staff (23%) reported that they received positive feedback from participants about the campaign, with participants noting that the campaign was enjoyable, interesting, and useful. No negative feedback was reported.

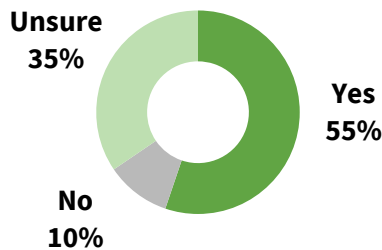
Exhibit 3.12. Campaign Components Shared with Participants (n=64)



83%
of staff members
shared the campaign
with participants.

Of staff members who work on PSE strategies (n=29), more than half (55%) have incorporated or plan to incorporate the **Eat.Move.Save.** campaign components into their work. See **Exhibit 3.13**. Examples of current or future plans to incorporate **Eat.Move.Save.** into PSE strategies include displaying materials at community events, programs, coalition, or committee meetings; publishing social media posts; and sharing with PSE partners.

Exhibit 3.13. Percent of Staff with Current or Future Plans to Incorporate Eat.Move.Save. into PSE Strategies (n=29)



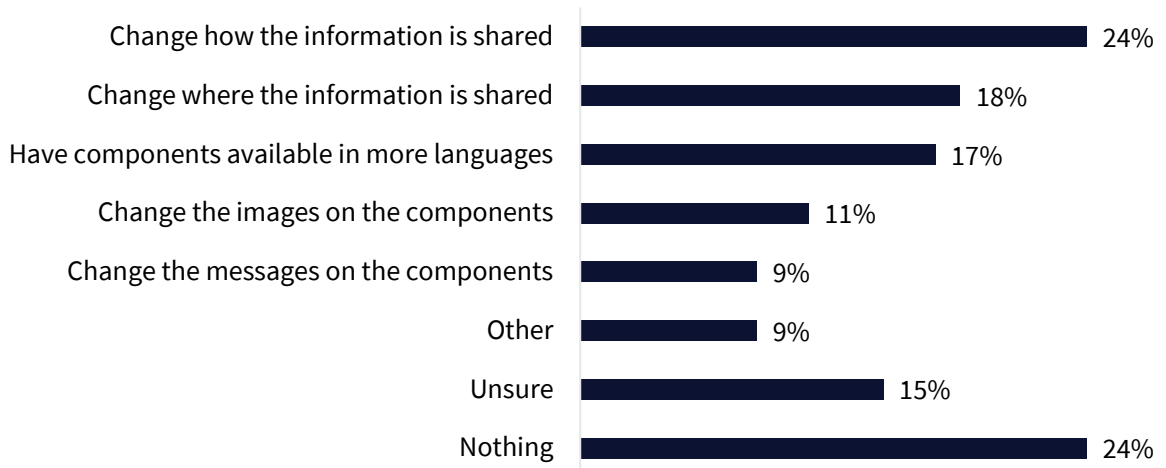
Campaign Improvements

The top changes that staff members reported would improve the **Eat.Move.Save.** campaign included changing how the information is shared (24%), where the information is shared (18%), and the languages in which the components are made available (17%). See **Exhibit 3.14**. Additionally, approximately one-quarter (24%) of staff reported that nothing needed to be changed about the campaign.

When staff were asked follow-up questions about changes to the images, messages, and languages, the following modifications were suggested:

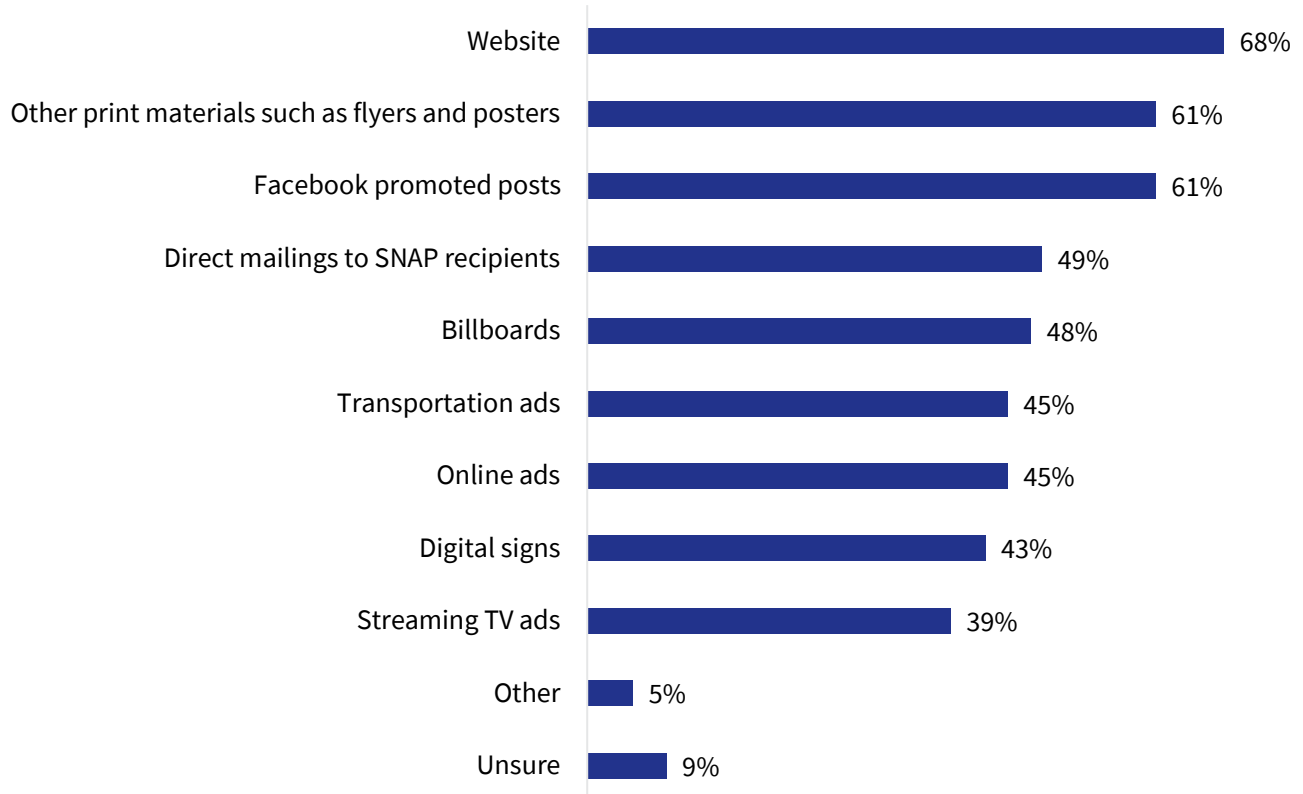
- ▲ Update images to include pictures of single adults; adults with disabilities; older adults; more relatable “real” people; and more culturally appropriate images.
- ▲ Make messages more relatable and relevant for older adults.
- ▲ Consider rephrasing the campaign message to say, “You can! **Eat.Move.Save.**”
- ▲ Develop campaign messages in other languages including Arabic, French, Indian, Polish, and Spanish.
- ▲ Add contact information to the campaign messages.

Exhibit 3.14. Suggested Campaign Component Improvements (n=82)



Staff members were also asked to identify which components of the campaign they thought should continue in the future. The most frequently identified components to continue were the website (68%), print materials such as flyers and posters (61%), and promoted posts on Facebook (61%). See **Exhibit 3.15**.

Exhibit 3.15. Suggested Campaign Components to Continue (n=82)



Some staff members (n=18) shared open-ended feedback about the **Eat.Move.Save.** campaign. Common themes were related to incorporating more culturally appropriate materials, disseminating the campaign in more places within the community (e.g., public transportation, local businesses, farmers markets), fostering engagement with more community partners, and allowing additional time for the campaign to be active.

CONCLUSIONS AND RECOMMENDATIONS

The Eat.Move.Save. campaign was well-received by staff members.

All surveyed staff members were aware of the **Eat.Move.Save.** social marketing campaign and a large percentage indicated the campaign reinforces topics taught in direct education classes and supports site-based or community level PSE work. The majority of staff shared campaign materials with their partners and program participants. Most respondents felt the campaign components were appropriate for diverse households with lower incomes and the individual campaign delivery channels were effective for reaching lower income households in the communities where they work. These findings indicate strong support for a statewide social marketing campaign among a wide variety of staff members. Illinois SNAP-Ed should continue to solicit feedback from staff regularly to ensure that internal support for the **Eat.Move.Save.** campaign remains high and feedback is captured.

While campaign delivery channels were thought to be effective, the majority of staff could not say if Eat.Move.Save. messages were reaching the priority audience.

While approximately three-quarters of respondents described components of the campaign as Somewhat Effective or Effective for reaching lower income households, the majority of staff members could not say whether campaign messages are actually reaching households with lower incomes within their communities. Therefore, a more reliable estimate of campaign reach is the population-level survey of Illinois residents that was conducted as part of this evaluation and presented in Part 1 of this report. To capture more in-depth feedback about the effectiveness of campaign delivery channels, conducting focus groups with the priority population may be an area to consider for future evaluation efforts.

The majority of staff would like to see certain elements of Eat.Move.Save. continue into the future and made suggestions for improvement.

The majority of staff would like to see the **Eat.Move.Save.** website, print materials, and Facebook promoted posts continue into the future. To make the campaign components more appropriate for the communities served, some staff members suggested changing how and where the campaign messages are disseminated, adding more diversity to campaign images, and making the materials available in more languages. These suggestions along with more targeted testing within the priority audiences may help guide future campaign activities.

Part 4: Partner Survey

METHODOLOGY

Instrument Development and Measures

In partnership with the University of Illinois Extension, Altarum developed a social marketing survey instrument for dissemination to local partners. The survey instrument elicited feedback from local partners about the **Eat.Move.Save.** social marketing campaign (see **Exhibit 4.1**). See **Appendix E** for the partner survey instrument. Altarum programmed and thoroughly tested the survey using the online survey platform, Alchemer.

Exhibit 4.1. Staff Survey Question Topics, by Section

Survey Section	Survey Question Topic
Introduction	<ul style="list-style-type: none"> - Type of organization - Area served
Awareness and Impression of Eat.Move.Save.	<ul style="list-style-type: none"> - Awareness of the Eat.Move.Save. campaign - How information was received about the campaign - Relevancy of campaign to organization's work - Sharing Eat.Move.Save. campaign with clientele/participants - Feedback from clientele/participants about the campaign
Reaching the Priority Audiences	<ul style="list-style-type: none"> - Reach of campaign messages to priority audiences - Effectiveness of each component of the Eat.Move.Save. campaign to reach priority audiences - Appropriateness of campaign components - Cultural relevancy of Eat.Move.Save. campaign - Ways to make the campaign components more appropriate for participants in the community
Recommendations for the Future	<ul style="list-style-type: none"> - Components of the Eat.Move.Save. campaign that should continue into the future - Recommendations for the Eat.Move.Save. campaign in the future

Survey Recruitment

The University of Illinois Extension disseminated the electronic survey link to partners who operate within community networks. University of Illinois Extension staff were provided with a letter to distribute to all SNAP-Ed community partners and organizations who also serve SNAP-eligible audiences within their networks. The letter could be printed and delivered by hand (e.g., at a coalition meeting) or copied and pasted into an email and delivered electronically. The invitation letters were not distributed to partners in networks participating in the community network impact evaluation project, unless the partner also serves areas outside the target network. The community networks that were excluded from this evaluation included: Greater Peoria/Pekin, Auburn Gresham, Carmi, Centralia, Greenville/Mulberry Grove/Sorento, Harvey/Dixmoor/Riverdale, Mt. Vernon, Murphysboro, Sparta, and Springfield. Survey dissemination occurred from the end of October 2022 through November 2022.

Data Analysis and Reporting

Survey data were exported from Alchemer into a single Microsoft Excel file. The final dataset for analysis included 89 complete and five partial responses, for a total of 94 responses. Descriptive statistics and frequencies were calculated for all survey questions. The following section provides a detailed summary of findings.

RESULTS

Partner Organization Characteristics

More than one-third (39%) of all partner respondents reported the type of organization they represented was a school (see **Exhibit 4.2**). Early childhood organizations (18%) and food banks and pantries (16%) were also commonly represented. Other types of organizations included housing and community-based organizations. Partners served various geographic areas throughout Illinois, most commonly a city, town, or village (44%) (see **Exhibit 4.3**). Partner respondents serving at the county and regional levels most frequently served Edwards and Wabash counties (n=7 each), and Wayne County (n=6).

Exhibit 4.2. Type of Organization (n=94)

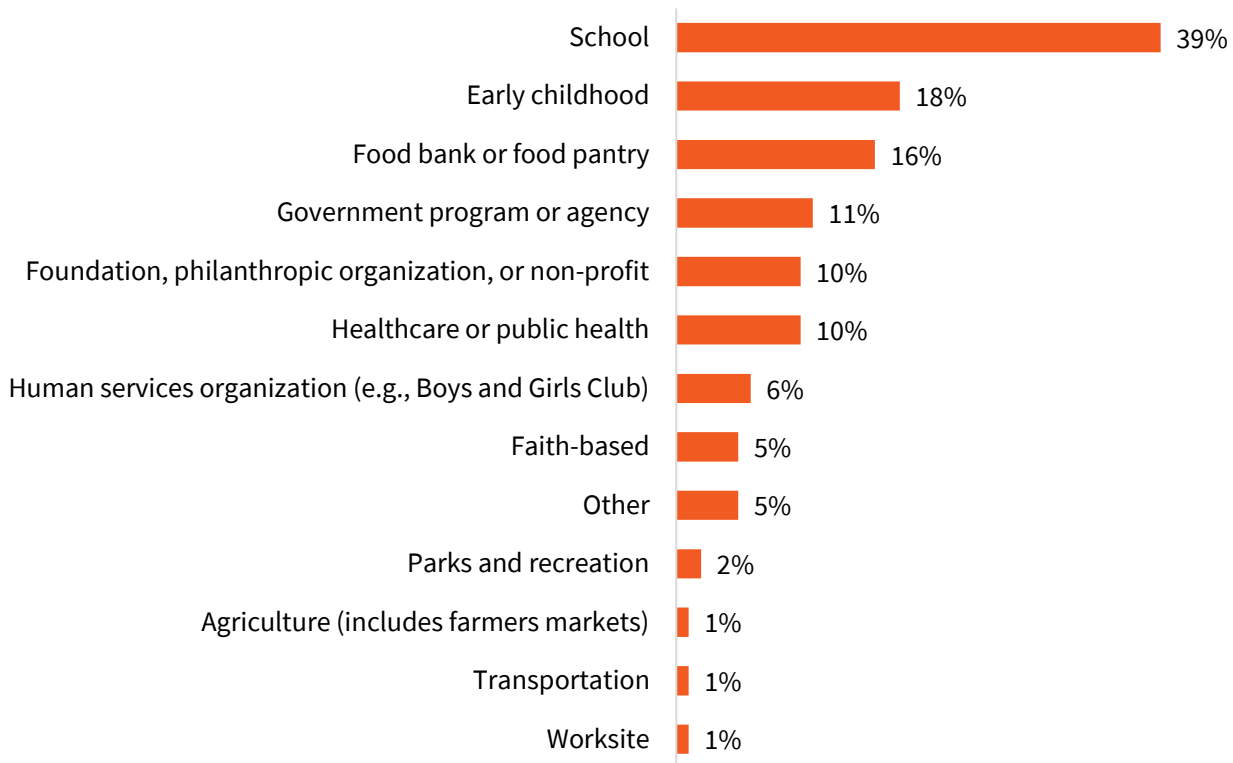
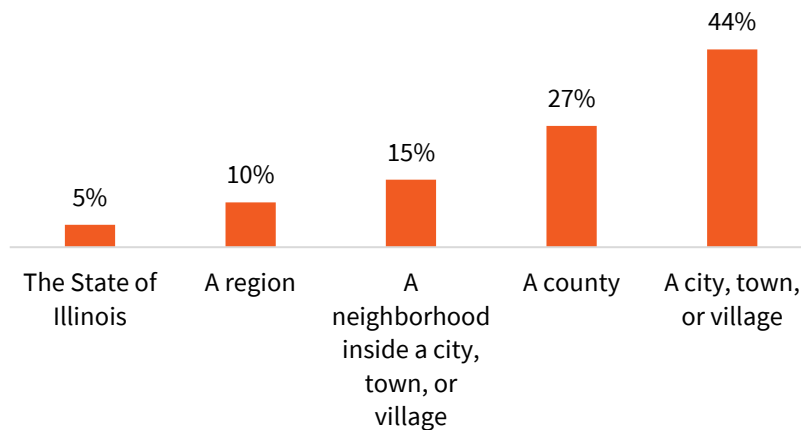


Exhibit 4.3. Area Served by Respondent Organization (n=94)



Partner organizations **most commonly** served cities, towns, or villages.

Campaign Awareness

More than half (62%) of all partners were at least somewhat aware of Illinois SNAP-Ed’s **Eat.Move.Save.** campaign (see **Exhibit 4.4**). Notably, 37 percent of all partner respondents reported they were unaware of the campaign. Of the 58 partners who were aware of the **Eat.Move.Save.** campaign, those individuals most commonly learned about the campaign through one-on-one discussions with Illinois SNAP-Ed staff (49%) or through email communications sent by Illinois SNAP-Ed staff (40%). See **Exhibit 4.5**.

62% of partners are **aware** of the **Eat.Move.Save.** campaign.

Exhibit 4.4. Respondent Awareness of Eat.Move.Save. (n=93)

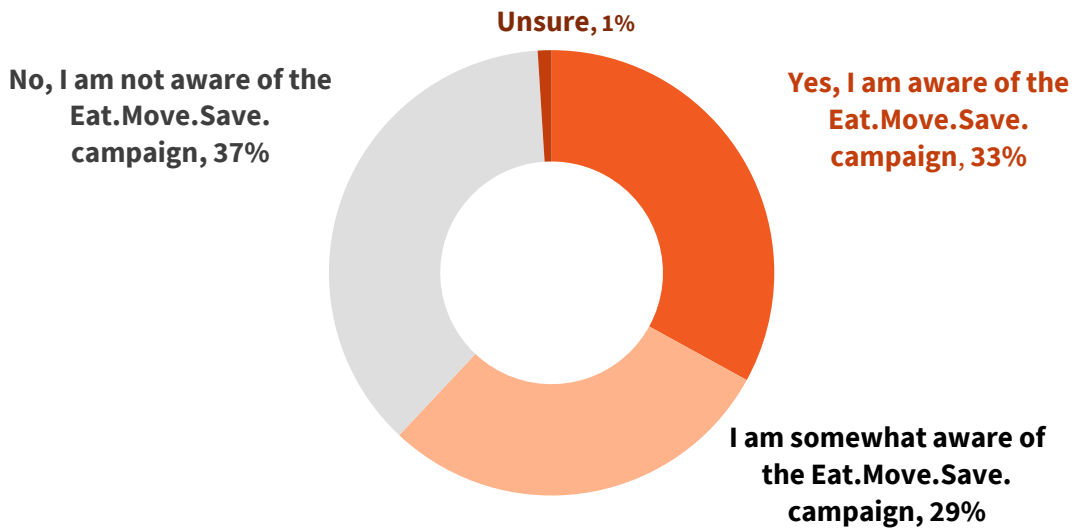
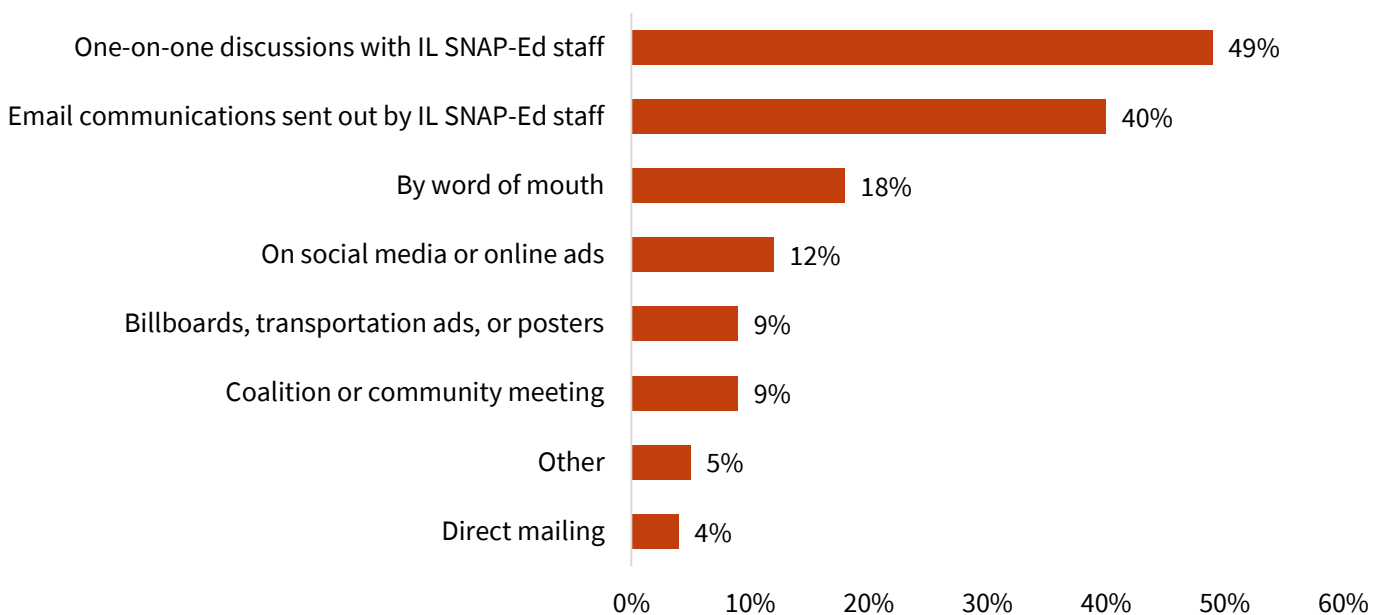


Exhibit 4.5. Partner Discovery of the Eat.Move.Save. Campaign (n=58)



Campaign Impressions

The majority (83%) of partners believed that the **Eat.Move.Save.** campaign reinforced or supported their organization’s work (see **Exhibit 4.6**). However, a majority of partner respondents did not believe that the **Eat.Move.Save.** campaign was reaching households with lower incomes in their communities: 41% were unsure about reach, 18% responded negatively, and 41% responded positively (see **Exhibit 4.7**).

Most partners believe that the campaign **reinforces or supports their organization’s work (86%)**, but **less than half (41%)** think it is **reaching households with lower incomes** in their communities.

Exhibit 4.6. Impressions of Eat.Move.Save. Reinforcement or Support (n=58)

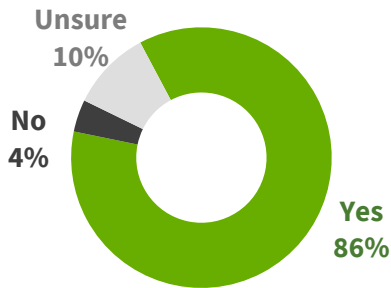
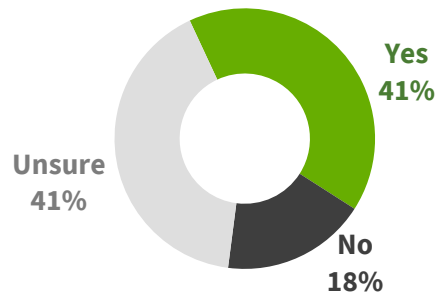


Exhibit 4.7. Impressions of Eat.Move.Save. Reach (n=58)



The majority (83%) of partners felt the campaign components were appropriate for the communities they serve (see **Exhibit 4.8**). Additionally, three-quarters (79%) of partner respondents felt the campaign components were culturally relevant to the communities where they work (see **Exhibit 4.9**).

Exhibit 4.8. Campaign Component Appropriateness (n=58)

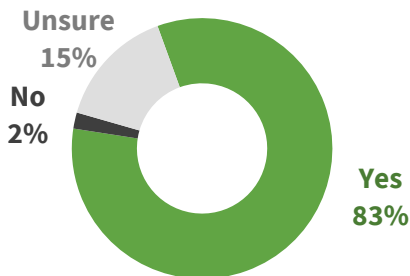
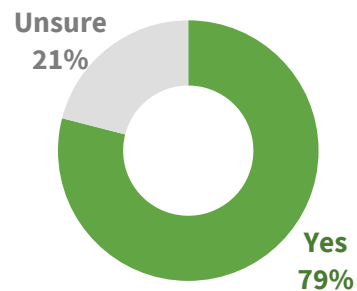
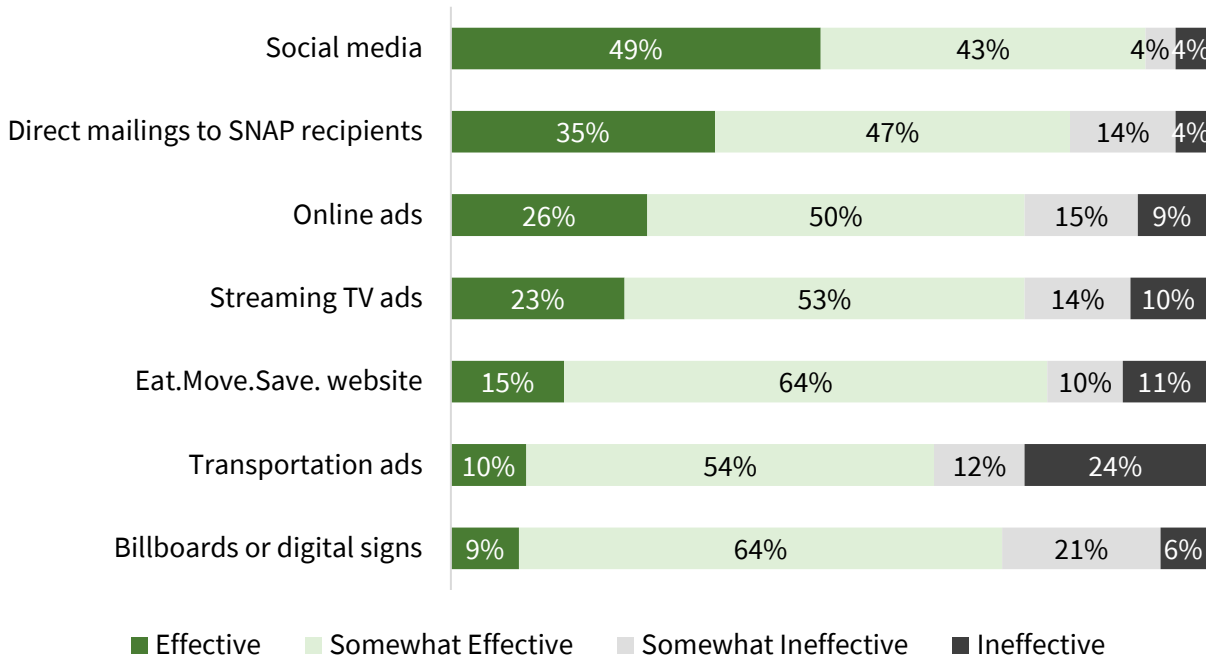


Exhibit 4.9. Campaign Component Cultural Relevance (n=58)



All components of the **Eat.Move.Save.** campaign were found to be Somewhat Effective to Effective for reaching lower income households by nearly two-thirds (64%) or more of partners. The most effective components rated by partners were social media (49%), direct mailings to SNAP recipients (35%), and online ads (26%). Nearly one-quarter (24%) of partners reported transportation ads to be ineffective (see **Exhibit 4.10**).

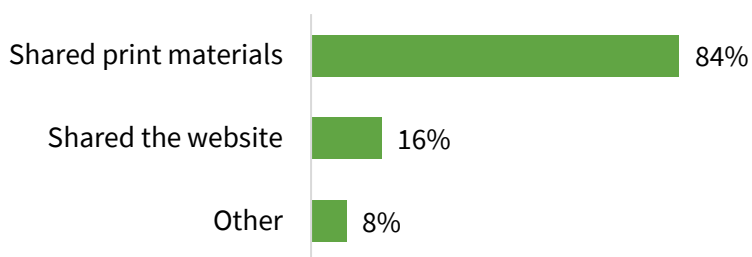
Exhibit 4.10. Effectiveness of Eat.Move.Save. Campaign Components in Reaching Lower Income Households (n=50-55)



Campaign Distribution

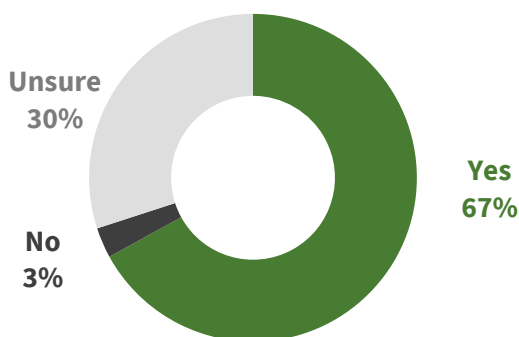
Nearly two-thirds (65%) of partners have shared elements of the **Eat.Move.Save.** campaign with their clientele or participants. Partner respondents most commonly shared campaign elements through print materials (84%) such as flyers and posters (see **Exhibit 4.11**). Less than one-quarter (23%) of partners received feedback from their clientele or participants about the campaign. The feedback was overwhelmingly positive. Clientele and participants enjoyed reading the materials and listening to presentations at classes or events. One respondent noted their clients’ approval of the materials as they felt they were culturally relevant for their Hispanic family. Two-thirds (67%) of partner respondents reported they would be interested in using or sharing the **Eat.Move.Save.** campaign messages with the clientele or participants they serve (see **Exhibit 4.12**).

Exhibit 4.11. Campaign Elements Shared with Clientele/Participants (n=38)



65%
of partners **shared the campaign with their clientele or participants.**

Exhibit 4.12. Partner Interest in Using or Sharing Eat.Move.Save. Campaign Materials (n=57)



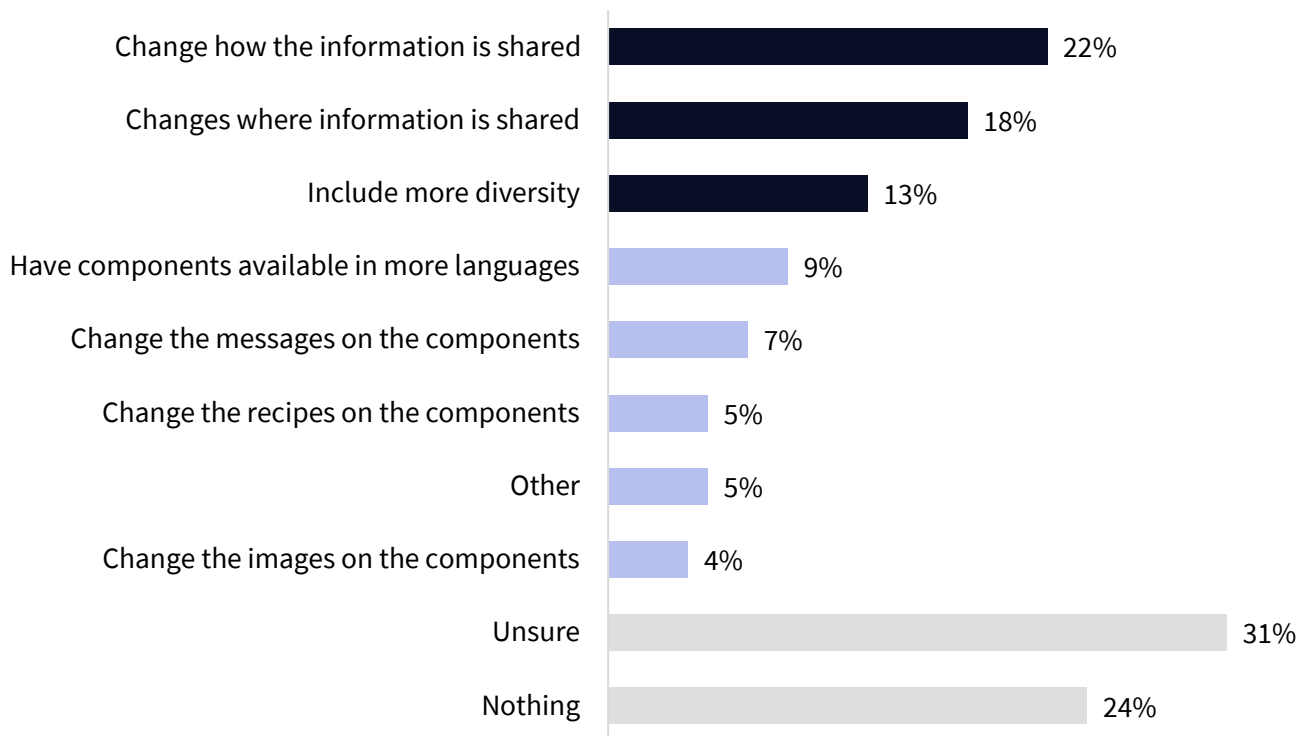
Campaign Improvements

Partner respondents most commonly noted they were unsure (31%) how to make campaign components more appropriate for households with lower incomes (see **Exhibit 4.13**). However, the top changes that partners reported that would improve the **Eat.Move.Save.** campaign included how the information was shared (22%), where the information was shared (18%), and more diversity (13%). Additionally, approximately one-quarter (24%) of partners reported that nothing needed to be changed about the campaign.

When partners were asked follow-up questions about changes to the images, messages, and languages, the following modifications were suggested:

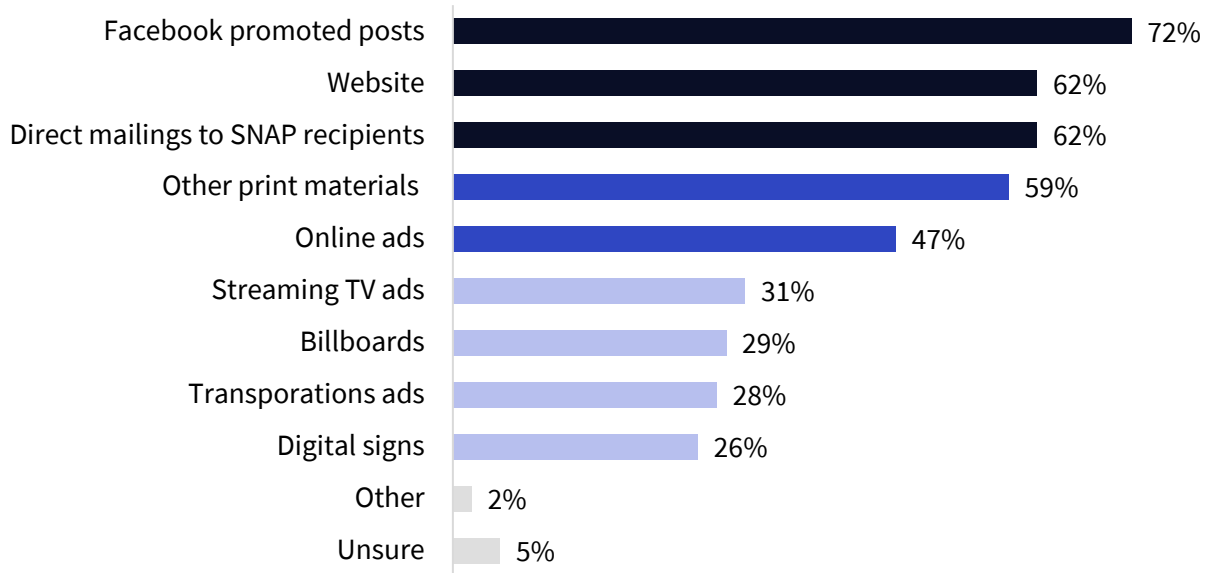
- ▲ Update images to include pictures of children and fruit.
- ▲ Make messages at an easier reading level.
- ▲ Consider rephrasing the campaign message to say, “Feeding our families”.
- ▲ Develop campaign messages in other languages including Arabic, French, Polish, and Spanish.

Exhibit 4.13. Suggested Campaign Component Improvements (n=55)



Partners were also asked to identify which components of the **Eat.Move.Save.** campaign should continue in the future. The most commonly suggested campaign components to continue included Facebook-promoted posts (72%), the website (62%), and direct mailings to SNAP recipients (62%). See **Exhibit 4.14.**

Exhibit 4.14. Suggested Campaign Components to Continue (n=58)



Few partner respondents (n=8) provided additional recommendations for the **Eat.Move.Save.** healthy messaging campaign in the future. Common themes included prioritizing print materials for the campaign, especially in rural communities; building relationships with other community organizations and utilizing their communication channels; and incorporating more culturally appropriate materials.

CONCLUSIONS AND RECOMMENDATIONS

Most partners are aware of and agree that the Eat.Move.Save. campaign aligns with their organizations' work.

Nearly two-thirds of surveyed partners were aware of the **Eat.Move.Save.** healthy messaging campaign and they most commonly learned about the campaign through discussions and email communications from Illinois SNAP-Ed staff. Of the partners who were aware of the campaign, the vast majority believe that the **Eat.Move.Save.** campaign reinforced and supported their organization's work. While most partners are cognizant of the campaign, there were a sizeable number of partner respondents who were not at all aware of the **Eat.Move.Save.** campaign. As nearly all partners value the **Eat.Move.Save.** campaign components, Illinois SNAP-Ed staff can continue to promote the campaign through one-on-one discussions with their partner organizations and through email communications.

Partners agree campaign components are appropriate and culturally relevant, and effective in reaching lower income households.

More than three-quarters of partner respondents agree campaign components are both appropriate and culturally relevant to the communities in which they work. Further, nearly two-thirds of partners found all components of the **Eat.Move.Save.** campaign to be at least Somewhat Effective for reaching those same lower income households. Social media and direct mailings were reported as the most effective communication channels for delivering campaign messaging. Although partners felt overwhelmingly positive about the campaign components, the majority could not confidently say whether the campaign messages were actually reaching the appropriate households within their communities. Although a more reliable estimate of campaign reach is presented in Part 1 of this report, Illinois SNAP-Ed staff can focus future evaluation efforts to better understand why partners perceive the campaign as not reaching the priority audience in their communities

Partners are sharing campaign components with their clientele or participants, and some provided suggestions on improvement for continued use in the future.

Most partner respondents are sharing the **Eat.Move.Save.** campaign components with their clientele or participants, most commonly through print materials such as flyers and posters. Their clientele and participants overwhelmingly enjoy the materials, and several partners noted they would continue to utilize the campaign components in the future. More than half of partner respondents reported they would continue to use Facebook promoted posts, the website, direct mailings to SNAP recipients, and other print materials. Although almost one-third of partners were unsure how to improve the campaign, many partners suggested improvements such as changing how and where the information is shared. Based on these findings, Illinois SNAP-Ed should continue to utilize online campaign components such as Facebook-promoted posts, the website, and online and streaming ads. Further, Illinois SNAP-Ed can focus additional attention on utilizing and sharing print materials, especially in rural communities.