

September 2021

¡Más Fresco! More Fresh

NUTRITION INCENTIVE HUB CAPACITY BUILDING & INNOVATION FUND REPORT



TABLE OF CONTENTS

INTRODUCTION | 2

PROJECT DESCRIPTION | 3

PROJECT AIMS | 3

KEY DELIVERABLES | 4

- Social Media Outreach Feedback Survey | 5
- Development of Social Media Content Calendar | 10
- Examples of Social Media Posts | 11
- ¡Más Fresco! More Fresh Website Redesign | 12

RACIAL & ETHNIC APPROACHES TO COMMUNITY HEALTH (REACH) CAMPAIGN

- The Goal | 16
- Campaign Overview | 17
- Results | 18
- Target Audience | 20
 - Baseline Assessment | 22
 - Mid-City & Southeast San Diego | 23
- ¡Más Fresco! More Fresh Interactive Campaign | 24

CONCLUSION & NEXT STEPS | 25

APPENDICES | 26



¡Más Fresco! More Fresh Capacity Building & Innovation Fund Report Authors:

- Joe Prickitt, UC San Diego Center for Community Health
- Kate Edra, UC San Diego Center For Community Health

This work is supported by funding from the United States Department of Agriculture, National Institute of Food and Agriculture, Gus Schumacher Nutrition Incentive Program.

For more information, go to www.masfresco.org or email morefresh@ucsd.edu

INTRODUCTION



The ¡Más Fresco! More Fresh Program, also known as the Southern California Nutrition Incentive Program, is a partnership between the United States Department of Agriculture National Institute of Food and Agriculture, University of California, San Diego Center for Community Health, and Northgate González Market. The primary goal of this program is to evaluate the effect of financial incentives on the purchase and consumption of fresh fruits and vegetables among CalFresh recipients. This program provides financial incentives to CalFresh recipients when they purchase qualifying fresh fruits and vegetables with their CalFresh benefits at participating Northgate González Markets. These incentive dollars can then be used to purchase additional qualifying fresh fruits and vegetables, with the goal of increasing their purchasing power and overall consumption of fresh fruits and vegetables.

This Capacity Building and Innovation funding allowed us to build upon current activities and enhance our community engagement and outreach activities to include digital social media platforms and outreach, with this work, we are better able to support the growth of the ¡Más Fresco! program and decrease inequities that CalFresh recipients have in accessing and utilizing nutrition incentive programs. This work has allowed us to better expand to reach to underserved community members.



PROJECT DESCRIPTION

We utilized this funding to enhance our community engagement capacity, has led to increased awareness and utilization of ¡Más Fresco! among SNAP recipients across Southern California. This has resulted in increased purchasing power and access to fruits and vegetables for this population.

Based on key learnings from our COVID-19 Rapid Response Grant (September 2020), we strengthened the scalability and sustainability of ¡Más Fresco! by focusing on building our team's capacity for digital marketing and communication. This work has allowed ¡Más Fresco! to achieve increased capacity to better serve community members, while also supporting innovative community member outreach and engagement.



PROJECT AIMS

Specifically, the aims of this project were to:

- Build capacity in high-need communities with low participation in nutrition incentive programs by enhancing our engagement activities through the development of targeted, clear, and culturally appropriate content and strategies that increase our community's ability to utilize and benefit from nutrition incentive programs.
- Develop specialized/innovative outreach strategies to promote inclusion among vulnerable populations who lack access to technology.
- Conduct secondary data analysis of our existing program participant point-of-sale transaction data and survey data to measure the impact of the above activities and inform future activities.

KEY DELIVERABLES

This report will highlight the key deliverables from December 2021 through August 31, 2021, that the ¡Más Fresco! More Fresh team was able to complete from the HUB Capacity Building & Innovation Fund, including:

- Results of our Social Media Outreach Feedback Survey sent to program participants identified as high users of the ¡Más Fresco! program;
- Development of Social Media Content Calendar and examples of social media posts, informed from the results of the Social Media Outreach Feedback Survey;
- Development and launch of new www.MasFresco.org website;
- Interactive food demonstration/nutrition education session with CalFresh Healthy Living partner for San Diego ¡Más Fresco! participants.

In addition to completing the reported deliverables, ¡Más Fresco! was able to leverage our Social Media plan to obtain additional funding from San Diego Health and Human Services Agency to develop and implement a Racial and Ethnic Approaches to Community Health (REACH) media plan. The implementation of the REACH media plan allowed ¡Más Fresco! to support specific underserved communities in San Diego County and receive detailed marketing analysis of our focus population, to better inform specialized outreach strategies for future social marketing efforts.



SOCIAL MEDIA OUTREACH FEEDBACK SURVEY

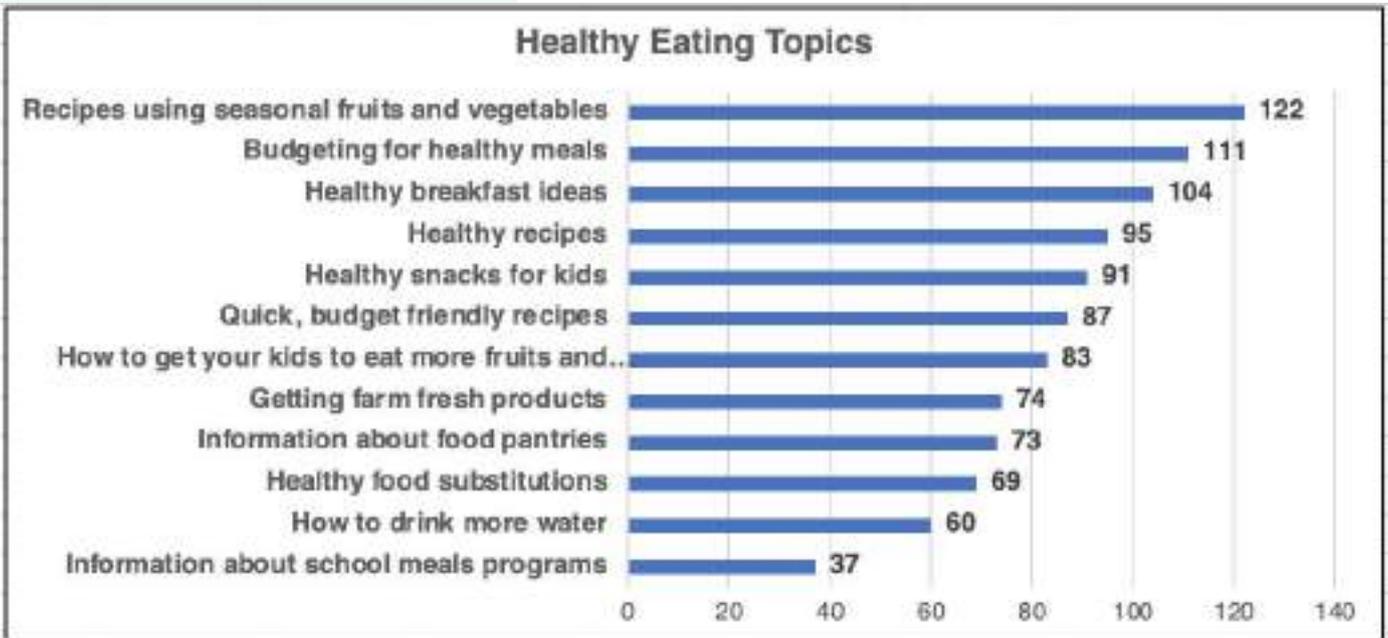
We identified high utilizers of the program to perform outreach to improve and enhance the program by providing feedback and testimonials. The criteria for our high utilization group were that they used the program more than two times per month, on average, since enrollment and had used the program as recently as December 2020. In February 2021, we sent two surveys to gather feedback from this group: Social Media Outreach Survey and Incentive Earning Feedback Survey. The Social Media Outreach Survey gathered feedback on the development of our social media campaign and what kind of content they would like to see. The Incentive Earning Feedback Survey gathered feedback on why our participants do not use the full \$40 per month of rebates for fresh fruits and vegetables that is available to them.

A close-up photograph of a hand holding a smartphone. The screen displays various social media engagement icons and numbers: a star icon with '25', a heart icon with '127', and a speech bubble icon with '67'. The background is a soft, out-of-focus blue.

As part of our social media digital marketing plan, the ¡Más Fresco! program provided enhanced healthy eating and active living (physical activity) tips to support ¡Más Fresco! member above and beyond the monthly financial incentives that participants earn when they buy fresh fruits and vegetables at participating Northgate Gonzalez markets. We were interested in hearing from our high utilization group about how we can best support them and their family with healthy eating and active living tips, and information to enhance their health and well-being of their family. Based on this information provided, we worked with our community partners to develop campaigns and programs to support and help them and their families make the healthy choice the easy choice.

The high utilizers of the Mas Fresco More Fresh program were texted a survey link to complete our social media outreach feedback survey and these are the results from 166 program participants:

Figure 1. Healthy Eating-Please select all of the following topics about eating and nutrition you would be interested in learning more about.



The top four healthy eating topics selected were: recipes using seasonal fruits and vegetables (73.0%), budgeting for healthy meals (66.9%), healthy breakfast ideas (62.0%), and healthy recipes (56.6%). Some other topics that our respondents suggested were special diets (like keto), how to lower (high) cholesterol, and more information about where they can find free food.

Figure 2. Active Living-Please select all of the following topics about active living you would be interested in learning more about.



The top four active living topics selected were: physical activity tips for kids and parents to do together (65.0%), free exercise classes in your community (60.8%), tips on getting 60 minutes of daily physical activity (57.8%), and getting started with physical activity/tips to get moving (54.8%). Some other topics that respondents suggested were tips for exercising in their home, (how to find) low-cost gym memberships, and how to stay motivated.

We included other topics to select that they would like to receive information about. See Figures 3-5.

Figure 3. Mental Health-Please select all of the topics you would be interested in learning more about.

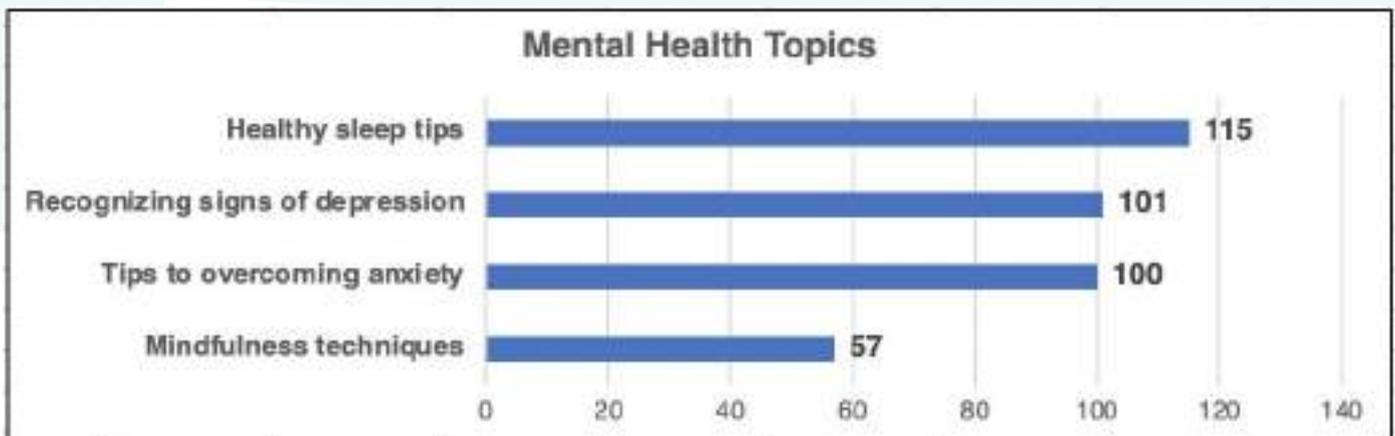


Figure 4. Physical health- please select all of the topics you would be interested in learning more about.

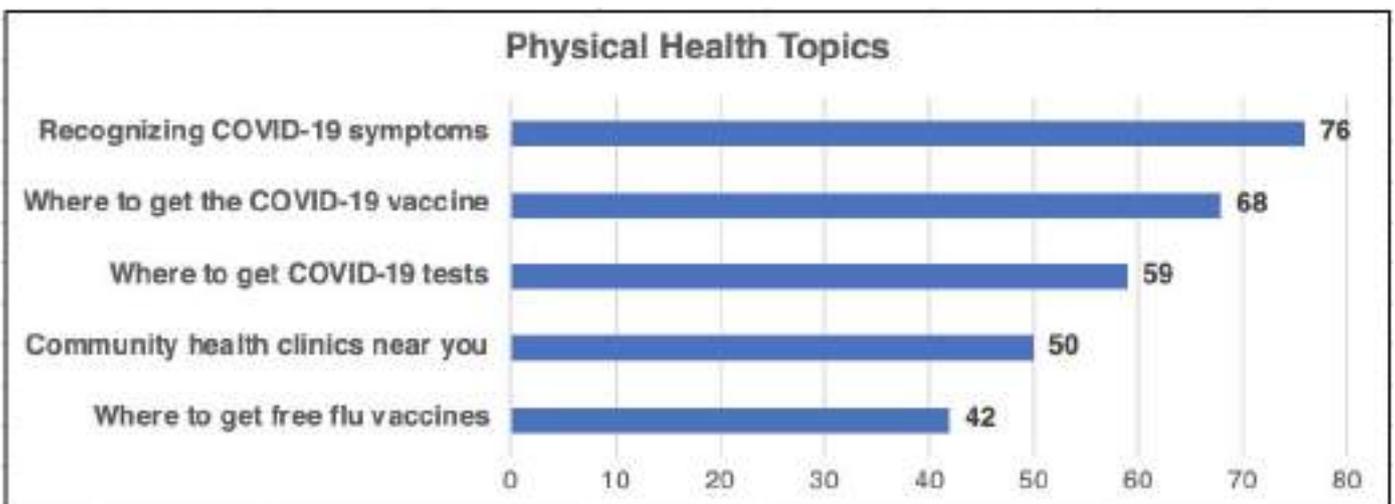
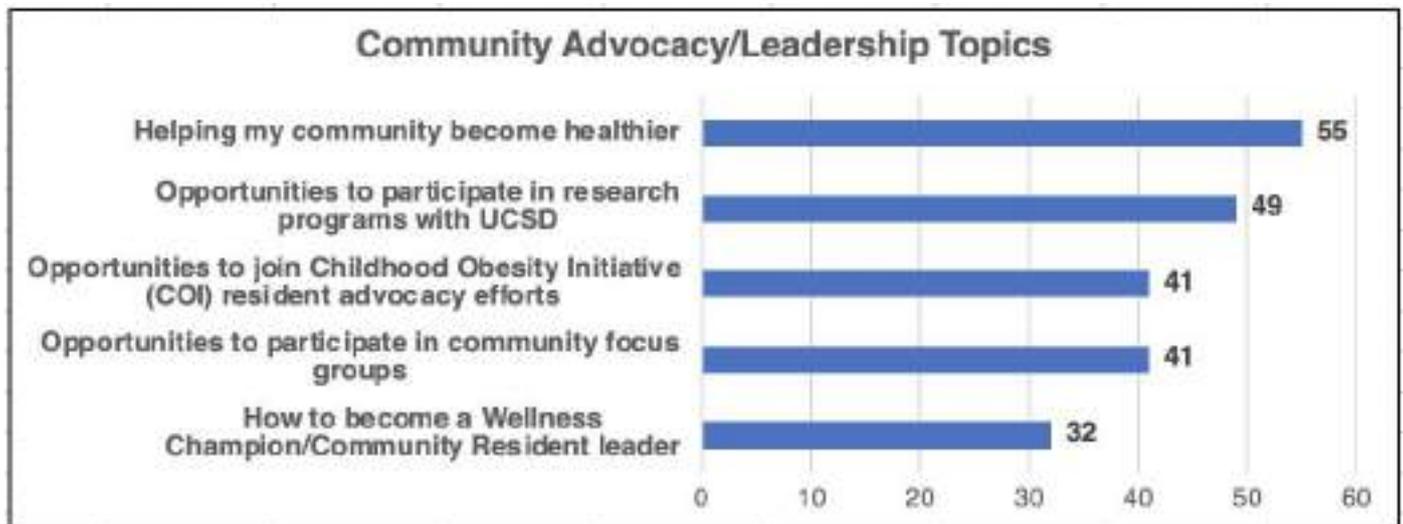
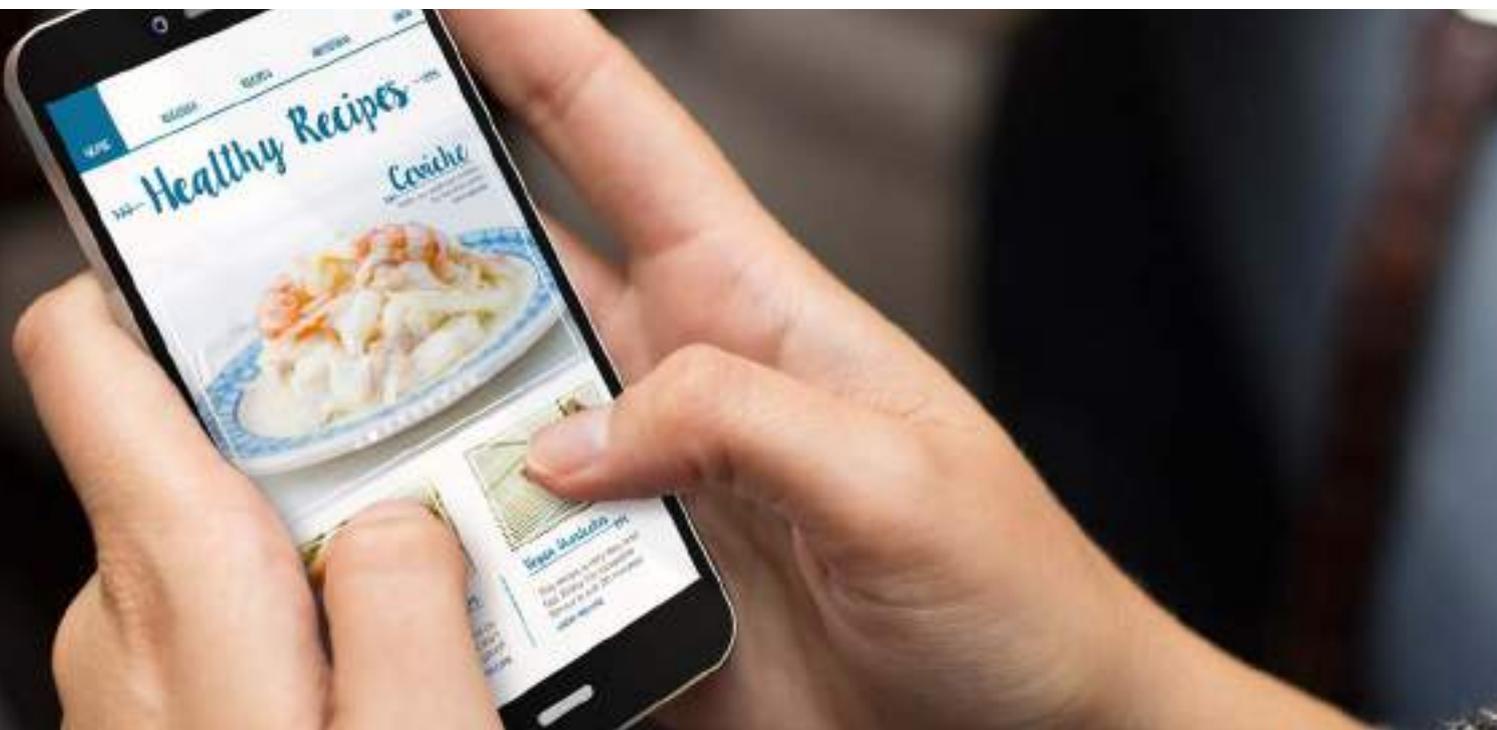


Figure 5. Community Advocacy/Leadership-please select all of the topics you would be interested in learning more about.

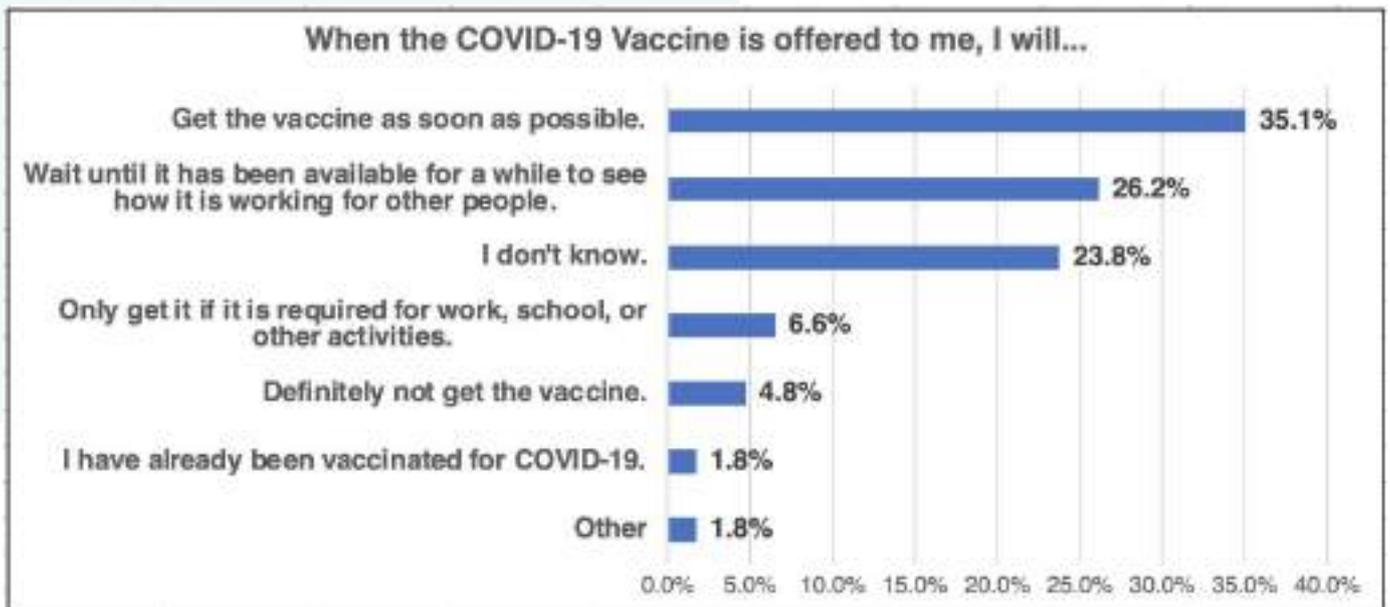


In terms of other topics our participants would like to receive information about, these were selected most often: healthy sleep tips (68.1%), recognizing COVID-19 symptoms (45.8%), and helping my community become healthier (32.5%). Some other topics our respondents suggested were helping children cope with anxiety and how to find jobs.



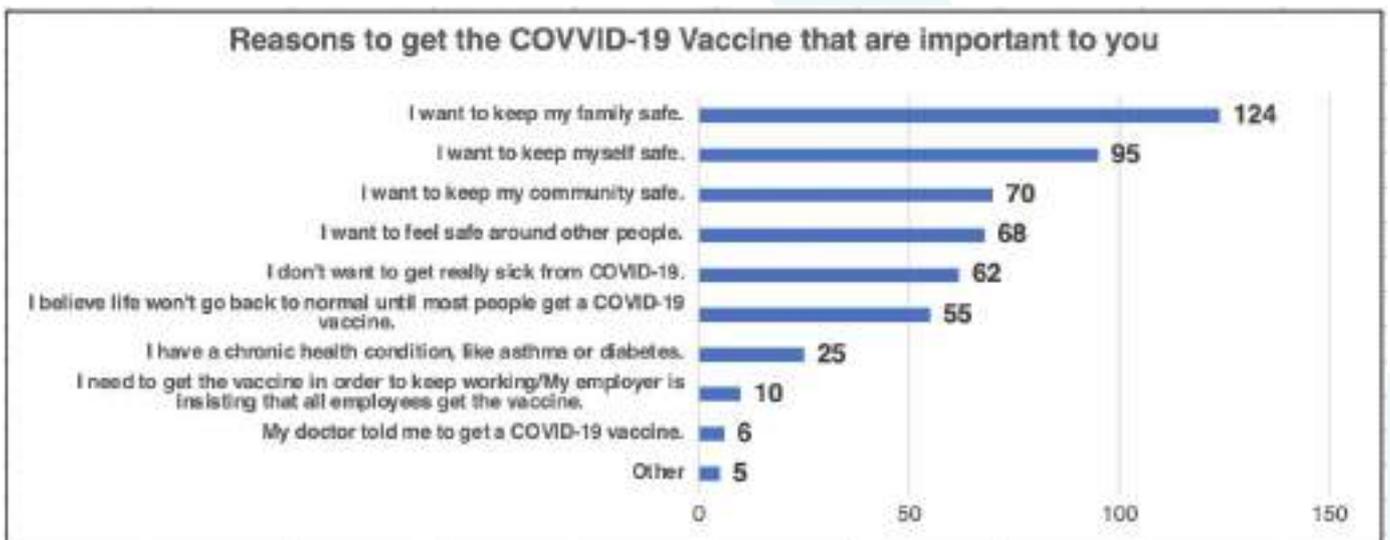
In collaboration with our partners at the local health department, we also included some questions about COVID in the Social Media Outreach Feedback Survey, to better inform public health messaging and outreach for underserved communities. When asked which of the following options best matches what you plan to do when you are offered the vaccine, the top three options selected were: get the vaccine as soon as possible (36.5%), wait until it has been available for a while to see how it is working for other people (26.5%), and I don't know (23.5%). See Figure 6 for complete results.

Figure 6. When the vaccine is offered to me I will...(select one)



Survey respondents were also asked to select all of the reasons why people want to get the COVID-19 vaccine that are most important to them. The top three selections were: I want to keep my family safe (80.5%), I want to keep myself safe (61.7%) and I want to keep my community safe (45.5%). See Figure 7 for complete results.

Figure 7. Reasons why you would get the COVID-19 vaccine that are most important to you (select all that apply).



DEVELOPMENT OF SOCIAL MEDIA CONTENT CALENDAR

Based on the results from our social media outreach feedback survey, a social media content calendar for the year was developed to highlight healthy eating and active living, focusing on sharing 2-3 posts per week to educate and support the ¡Más Fresco! community’s decision to make the healthy choice the easy choice. All of the shared content will be developed from accredited sources, such as CalFresh Healthy Living, American Heart Association, and American Diabetes Association. See Figure 8 for an example of the month of January from our Social Media Content Calendar.

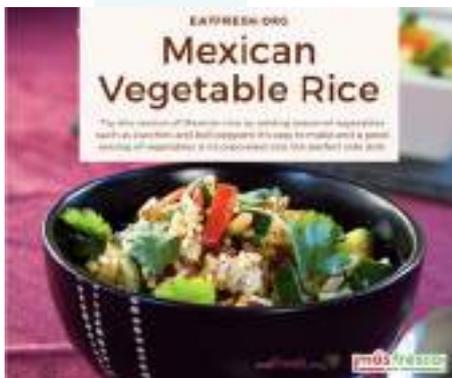
Figure 8. Example of Social Media Content Calendar (January)

Mas Fresco Content Calendar					
Month	Week	Category	Topic	Title	Source
January	Week 1	Recipe	New Year New Me	Grilled Vegetable Pizza	https://www.diabetesfoodhub.org/recipes/grilled-vegetable-pizza.html
	Week 1	Educational	Citrus HOTM	Citrus HOTM	UCSD Family Newsletter
	Week 1	Educational	New Year New Me	5 Tips for People Who Hate Exercise	https://www.heart.org/en/healthy-living/fitness/staying-motivated/hate-exercise-5-steps-to-loving-exercise
	Week 2	Recipe	New Year New Me	Baked Parmesan Chicken	https://www.diabetesfoodhub.org/recipes/baked-parmesan-chicken.html
	Week 2	Educational	New Year New Me	Energize When You're Too Tired to Workout	living/fitness/staying-motivated/how-to-get-energy-when-youre-too-tired-to-workout
	Week 2	Educational	Healthy Dining Out Tips	5 Tips for Making Healthier Choices at Restaurants	in or out smarter?utm_campaign=SodiumBreakUp&utm_content=MenuLabel&utm_medium=Referral&utm_source=
	Week 3	Educational	Family Nutrition	How to Get Your Kids to Help in the Kitchen	https://sodiumbreakup.heart.org/kids-in-the-kitchen-at-any-age
	Week 3	Recipe	Citrus HOTM	Morir Soñando	https://www.diabetesfoodhub.org/recipes/morir-so%C3%81ando.html
	Week 3	Educational	Breakfast Tips	3 Tips for Healthier Morning Meals	https://sodiumbreakup.heart.org/make-breakfast-better
	Week 4	Educational	Family Nutrition	Your Baby, Toddler or Young Child Drink?	https://sodiumbreakup.heart.org/what-should-my-child-drink
	Week 4	Recipe	Dinner Recipe	Chicken Tinga Poblana	https://www.diabetesfoodhub.org/recipes/chicken-tinga-poblana.html
	Week 4	Educational	Healthy Swaps	Healthy Lunches at Work	https://sodiumbreakup.heart.org/the-working-lunch

EXAMPLES OF SOCIAL MEDIA POSTS

We were also able to develop some examples of social media posts to highlight the different types of posts we will be sharing throughout the year, based on approved and accredited websites promoting healthy eating and active living and the feedback from our social media outreach feedback survey. See Figure 9 for examples of social media posts.

Figure 9. Examples of Social Media Posts



Caption: The warmer weather means zucchini and bell peppers are in season. This version of Mexican rice is easy to make and incorporates these seasonal vegetables. Click the link below for this delicious recipe (LINK)
Source: Eatfresh.org
Topic: Healthy Eating



Caption: Here are some tips for exercise success:
 - Dress for success! Wear comfortable, properly fitted sneakers or flat shoes with laces.
 -Make the time! Start slowly. Gradually build up to at least 30 minutes of activity on most or all days of the week (or whatever your doctor recommends). Exercise at the same time of day so it becomes a regular part of your lifestyle. For more tips for exercise success, click on the link (LINK)
Source: American Heart Association
Topic: Active Living



Caption: Bad sleep habits can increase your calorie intake and may impact your risk of high blood pressure, type 2 diabetes, heart disease and stroke. You can tweak your tech habits to get better sleep. Pick a tweak and do it now so you can get your 7-9 hours of sleep tonight! (LINK)
Source: American Heart Association
Topic: Healthy living tip-sleep



Caption: Being active throughout the day has many benefits for the entire family. And guess what- you don't need a gym membership or own fancy equipment to exercise! Click here for more tips on incorporating physical activity into your daily routine for your family. (LINK)
Source: Calfresh Health Living
Topic: Active Living



Caption: Being active throughout the day has many benefits for the entire family. And guess what- you don't need a gym membership or own fancy equipment to exercise! Click here for more tips on incorporating physical activity into your daily routine for your family. (LINK)
Source: Calfresh Health Living
Topic: Active Living



Caption: Take advantage of eating winter squash while it's in-season! Winter squash is so versatile- you can bake, boil, roast, sauté, or microwave! Learn more about how you can serve winter squash for your family below (LINK)
Source: Harvest of the Month
Topic: Healthy Eating

¡MÁS FRESCO! MORE FRESH WEBSITE REDESIGN

As we build out our community outreach and engagement activities, including our social media capabilities, it was important that our website complements, leverages, supports and integrates with our enhanced outreach and engagement activities so as to both support our CalFresh community members and to build a “community” of CalFresh participants across Southern California. As such, in addition to providing CalFresh participants with the opportunity to learn about and enroll in the ¡Más! Fresco More Fresh Nutrition Incentive Program (¡Más! Fresco), it was important that our website serve as a “resource” for our CalFresh “community” members, including an interactive educational resource that supports food security, as well as healthy eating knowledge and self-efficacy in an interactive, informative and engaging way with a focus on community building and engagement.

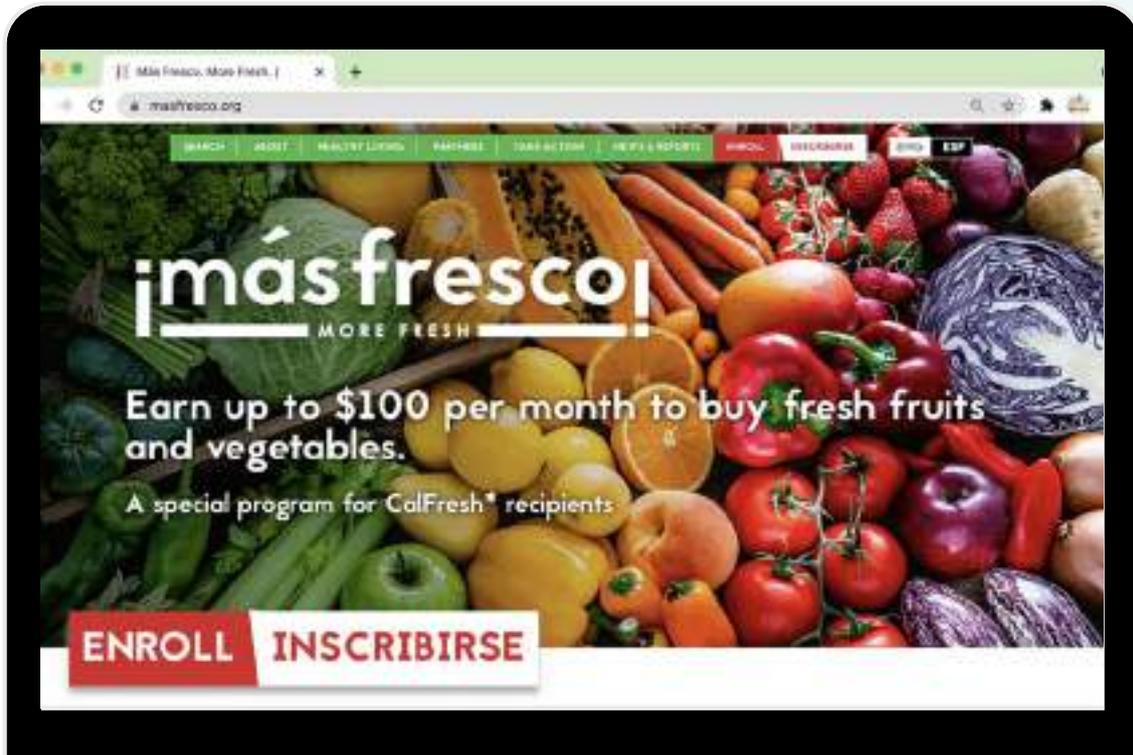
The key outcomes of this enhanced and integrated website included: increased awareness of and participation in the ¡Más! Fresco More Fresh Nutrition Incentive Program, ultimately resulting in the increased purchase and consumption of fresh fruits and vegetables, increased food security levels and increased healthy eating knowledge and self-efficacy among CalFresh participants across Southern California. An additional key outcome of this work includes community building and engagement. Enhanced community building and engagement will be achieved through the development and implementation of culturally appropriate, interactive social media and other outreach campaigns that tie directly to our website and result in both enhanced engagement and support of underserved community members across Southern California.

We distributed a Request for Proposals to several design firms and Blueprint interactive was selected to redesign our website to ensure that moving forward the ¡Más Fresco! website architecture and design fully complements, supports, leverages and integrates with our proposed social media and other outreach activities. Our website was completed and launched on July 1, 2021 (see Figure 10).



¡MÁS FRESCO! MORE FRESH WEBSITE REDESIGN

Figure 10. MasFresco.org Website DesktopLanding Page



Website Functionality

Blueprint Interactive redesigned the ¡Más Fresco! website to include the following functionality:

- Mobile-first design and mobile responsive layouts (see Figure 11).
- Drive program participation with customizable pages focused on storytelling that will feature resources for testimonials (see Figure 12), how-it works contents, healthy eating and active living resources (see Figure 13).
- Build community among current and potential program participants by supporting interactive campaigns through ability to submit images, videos and text, and integrate with social media (see Figure 14).
- Showcase ¡Más Fresco! and partners by highlighting a program material for partners to share in addition to prominent branding for the partners.

¡MÁS FRESCO! MORE FRESH WEBSITE REDESIGN

Figure 11. MasFresco.org Website (mobile interface)



Figure 12. ¡Más Fresco! Program Participant Testimonials (mobile interface)



¡MÁS FRESCO! MORE FRESH WEBSITE REDESIGN

Figure 13. MasFresco.org Website Healthy Living Resources (Desktop)

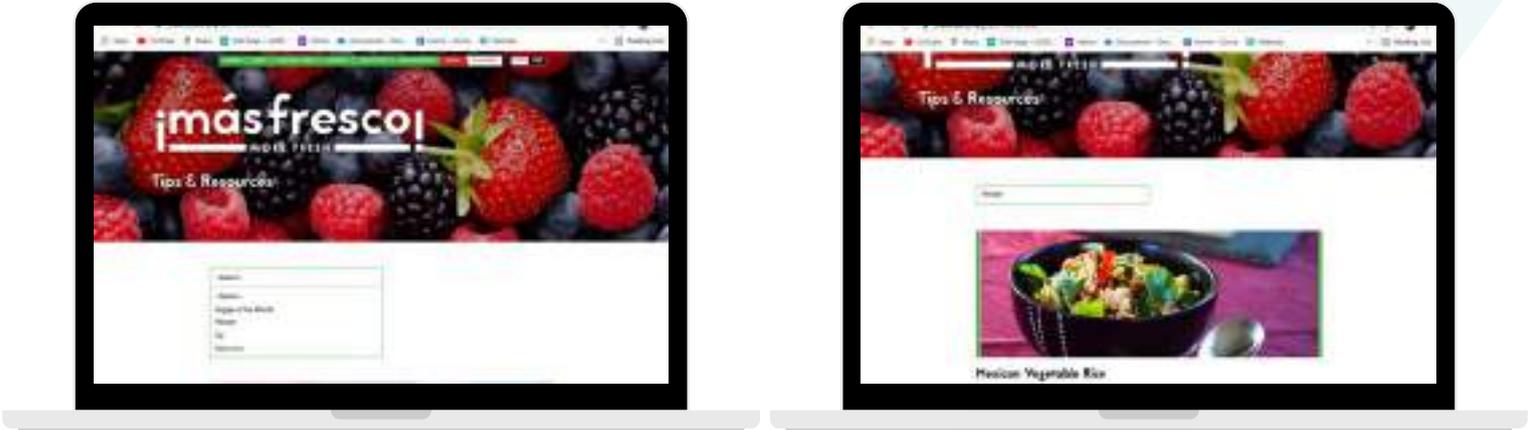
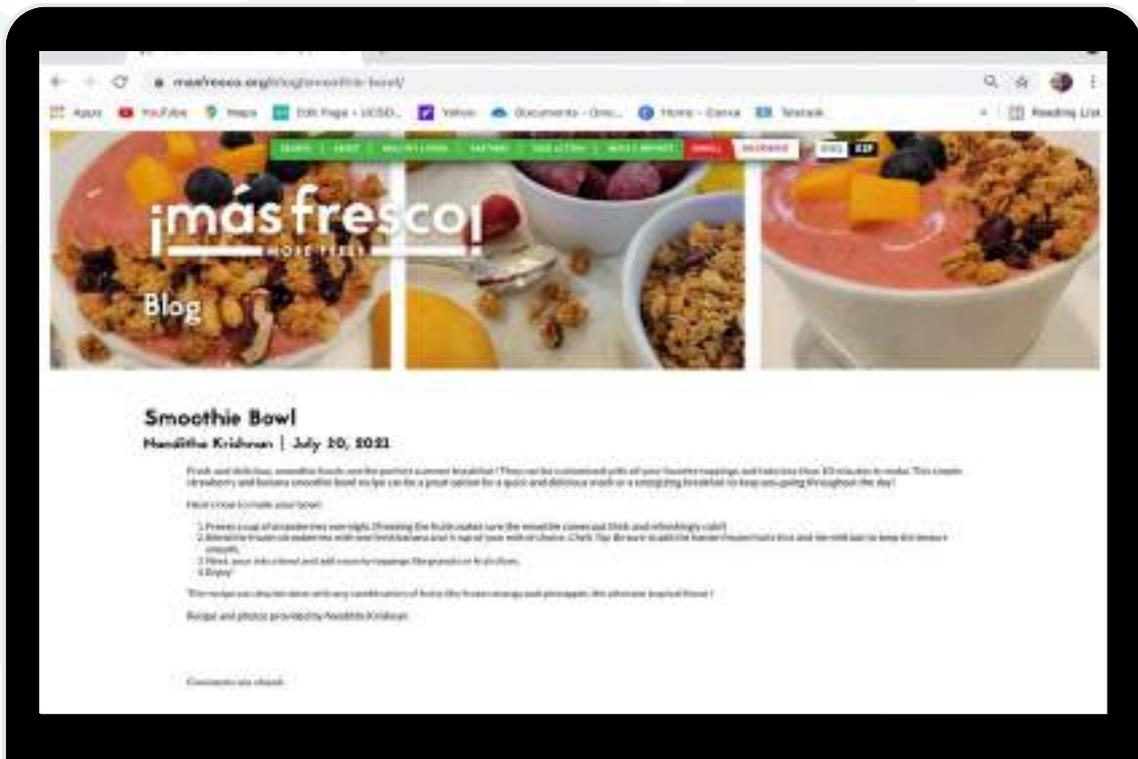


Figure 14. MasFresco.org Website Blog Post (Desktop)



RACIAL & ETHNIC APPROACHES TO COMMUNITY HEALTH (REACH) MEDIA PLAN



THE GOAL

The goal of the REACH Media Plan was to ensure leadership and coordination of ongoing marketing, media and promotional campaigns and programs, including direct to consumer marketing and social media campaigns that will maximize healthy eating and active living messaging, outreach and support for San Diego County community members of need, particularly Latino and African American community members residing in Southeast San Diego and Mid City San Diego. This outreach was both educational, supporting interventions in nutrition, healthy eating, food security and obesity prevention as well as interactive, with a focus on community building and engagement.

Furthermore, the plan aimed to leverage existing healthy eating and active living resources including, CalFresh Healthy Living, ¡Más Fresco! More Fresh Program, San Diego County Childhood Obesity Initiative (COI), San Diego County Health & Human Services Agency and other healthy eating and active living resources and to facilitate enhanced program coordination and integration so as to increase community awareness of and participation in these programs.

Blueprint Interactive assisted ¡Más Fresco! with implementation of the REACH Media Plan. This approach coordinated closely with the ¡Más Fresco! Capacity Building and Innovation outreach efforts to assist with the relaunch of the ¡Más Fresco! Facebook page and post creatives and engage with respondents, run paid advertising throughout, and ensure content is culturally appropriate for Latino and African American community members and engaging for children, youth, teens, adults and seniors.

CAMPAIGN OVERVIEW

The objective for this campaign was to raise awareness about the Más Fresco More Fresh nutrition incentive program and enroll more CalFresh recipients in Southeast and Mid-City San Diego. The campaign started April 26, 2021 with five pieces of creative (two videos and three statics), as well as 21 different variations of Google search ads. Halfway through the campaign, at the end of May, we refreshed our creative by adding 5 static and 3 video concepts. Around that time, we also optimized the Google search ads by adding more terms. All creative concepts, including statics, videos, and search ads were delivered in English and also translated into Spanish, and targeted at Spanish-speaking audiences (See Appendix A. Ad Concepts) . The campaign concluded on June 30, 2021.

Overall, we focused on the following audiences:

- People interested in SNAP, Discount stores, Lottery
- Black and Latinx Women
- Remarketing (website visitors)
- Live Geo-fences around Northgate González Supermarkets and other select locations in Southeast and Mid-City San Diego
- Contextual search terms: CalFresh, EBT, Food Assistance, Food Stamps, ¡Más Fresco! More Fresh, PandemicEBT, SNAP



RESULTS

Total Results by Audience Segment

The campaign ran from April 26th, 2021 to June 30, 2021. During this period our ads were viewed 3,343,256 times and managed to receive 22,754 clicks. Overall, the campaign had a good Click-Through-Ratio (CTR) of 0.68%. See Table 1 for total results by audience segment.

Table 1. Total Results by Audience Segment.

Audience Segment	Impressions	Link clicks	CTR	Reach	Frequency
Interest - SNAP, Discount stores, Lottery	1,171,099	7,722	0.66%	820,749	1.28
Black & Latinx Women	1,153,800	10,145	0.88%	908,220	1.20
Remarketing (Website visitors)	217,897	2,124	0.97%	--	1.34 (FB/Insta) 8.75 (elsewhere)
Live Geo-fences - select locations in San Diego	778,129	983	0.13%	--	3.89
Contextual search terms	22,331	1,780	7.97%	--	--
TOTAL	3,343,256	22,754	0.68%	1,792,848	6.01

A full report is available here:

<http://masfresco.org/wp-content/uploads/2021/07/Blueprint-Social-Media-Report-4-26-21-06-30-21.pdf>

RESULTS

Platforms & Audience Focus

Facebook and Instagram ads made up a great majority of these views and clicks, with 72% (2,418,663) of all impressions and 85% (19,382) of all clicks coming from these platforms, where we had an above-average CTR of 0.80%. Within Facebook and Instagram, the demo targeting (Black and Latinx Women) did slightly better than the interest targeting (SNAP, Discount stores, Lottery), but both performed well. Remarketing was done on multiple platforms, but performed best on Facebook and Instagram as well, with a CTR of 1.62%.

Out of all platforms, Google Search performed the best in terms of CTR, with 7.97% being above average even for search campaigns, but the budget we could allocate to this platform was limited by the number of people searching for the terms. This is why, despite the high CTR, only 7.8% (1,780) of all clicks came from this platform. Additionally, the EBT search terms produced the most impressions and link clicks in both English and Spanish.

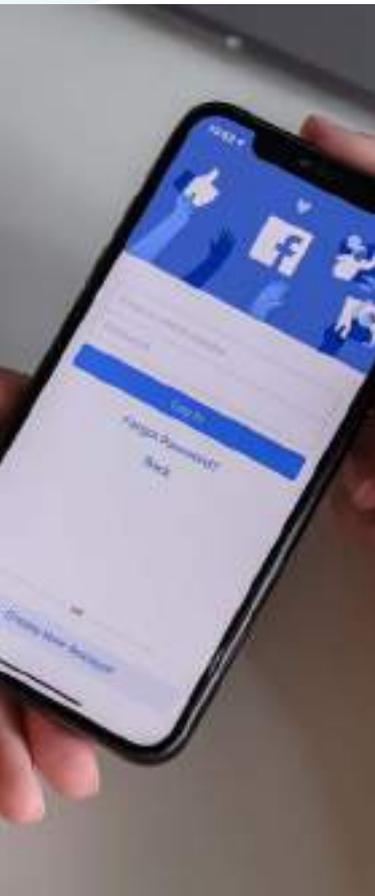
The live geo-fence had the lowest CTR and the lowest number of clicks, but it did help raise brand awareness for ¡Más Fresco! More Fresh, contributing 23% (778,129) of all impressions.

Ad performance

Throughout the campaign, we saw the best results in terms of higher CTR (1.00%) from the video concepts. Overall, videos had a 46.91% video completion rate. In the first round of creative, Concept 03 - Woman at GroceryStore (see Appendix A) performed best (0.95% CTR and 56.64% video completion rate), so we expanded on the concept in the second round by using video creative that also featured women. Out of the second-round concepts, Concept 08 - Young Latinx Woman (see Appendix A) performed best (1.11% CTR) despite its low completion rate of 39.46%.

On the static concepts, we saw a CTR of 0.58% overall, and in the first round of creative we saw Concept 01 - Receive CalFresh? (See Appendix A) perform best with a CTR of 0.49%. In the second round, we built all concepts around the colorful fruits and vegetables of Concept 01, which led to CTRs greater than 0.5% in all second-round concepts. In round 2, Concept 12 - Receive CalFresh? (See Appendix A) performed best with a CTR of 0.79%.

On Google Search, the ad titled “Do you get CalFresh EBT? - Get more fruits & veggies” received the most impressions and link clicks out of both the English and the Spanish sets of search ads.



TARGET AUDIENCE:

MID-CITY SAN DIEGO
& SOUTHEAST
SAN DIEGO





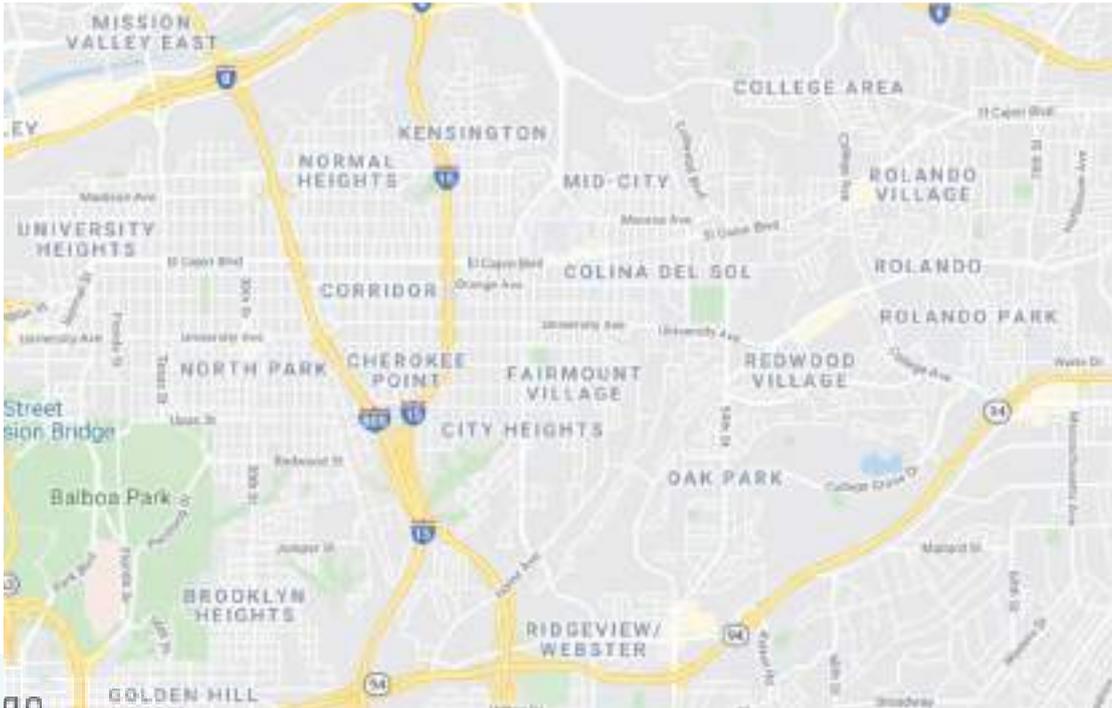
BASELINE ASSESSMENT

A baseline assessment of ¡Más Fresco! More Fresh Program member enrollment by San Diego County zip codes was conducted on April 25, 2021, prior to the implementation of the social media campaign. The baseline assessment will be followed up by the ongoing assessment of San Diego County ¡Más Fresco! Member enrollment throughout the duration of the social media campaign. The baseline assessment showed a total ¡Más Fresco! More Fresh Program enrollment of 1,628 ¡Más Fresco! members across San Diego County. It is important to note that this social media campaign focuses on the enrollment of ¡Más Fresco! More Fresh Program participants in two of San Diego's most underserved communities, including Mid-City San Diego and Southeastern San Diego. As such, we have highlighted the zip codes in Mid-City San Diego and Southeastern San Diego to determine not only the overall impact of the social media campaign on ¡Más Fresco! More Fresh Program enrollment, but also the impact of the social media campaign on ¡Más Fresco! More Fresh Program enrollment among community members living in Mid-City San Diego and Southeastern San Diego. We have also highlighted the zip codes of the San Diego Promise Zone, which comprise a portion of Southeastern San Diego (See Table 2).

MID-CITY SAN DIEGO

Mid-City San Diego consists of the following communities: City Heights; College Area; Golden Hill; Kensington; Normal Heights; North Park; South Park; Talmadge and University Heights. This area includes the following zip codes: 92102, 92103, 92104, 92105, 92108, 92115, 92116, and 92120 (See Figure 15. Mid-City San Diego Map).

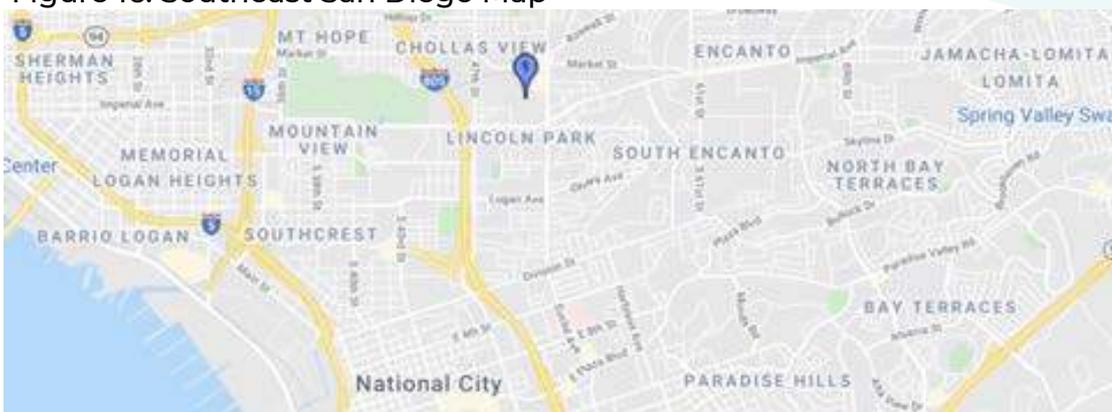
Figure 15. Mid-City San Diego Map



SOUTHEAST SAN DIEGO

Southeast San Diego consists of the following communities: Skyline; Paradise Hills; Encanto, South Bay Terraces; North Bay Terraces; Lomita; Jamacha; Sherman Heights; Logan Heights; Grant Hill; Memorial; Stockton; Mount Hope; Mountain View; Southcrest; Shelltown; Oak Park; Emerald Hills; Chollas View; Lincoln Park; Alta Vista; Valencia Park; South Encanto; North Encanto; Broadway Heights and Barrio Logan. This area includes the following zip codes: 91950, 92102, 92113, 92114, 92139, and 92174 (see Figure 16. Southeast San Diego Map).

Figure 16. Southeast San Diego Map



¡MÁS FRESCO! MORE FRESH PROGRAM MEMBER ENROLLMENT

Table 2. ¡Más Fresco! More Fresh Program Member Enrollment (All featured zip codes represent zip codes in Mid City San Diego and Southeast San Diego. **Orange highlighted** zip codes represent zip codes in the San Diego Promise Zone).

ZIP Code	¡Más Fresco! Members April 25, 2021 (Baseline)	¡Más Fresco! Members May 17, 2021	¡Más Fresco! Members June 17, 2021	¡Más Fresco! Members June 30, 2021 (End of campaign)
91950	93	110	136	138
92101	29	36	49	50
92102	97	130	170	173
92103	7	11	18	18
92104	35	52	73	75
92105	318	364	416	426
92108	3	5	8	8
92113	420	499	564	572
92114	90	123	157	162
92115	156	194	234	237
92116	9	13	19	22
92120	8	9	15	17
92139	22	32	50	53
92174	0	0	0	0
*All other San Diego ZIP Codes	333	398	562	582
TOTAL	1620	1976	2471	2533

*For a complete breakdown of all zip codes, see Appendix B.

¡Más Fresco! More Fresh Program REACH Social Media Campaign Impact

REACH is a national program administered by the Centers for Disease Control and Prevention to reduce racial and ethnic health disparities. From April 26, 2021 to June 30, 2021 the ¡Más Fresco! More Fresh Program REACH Social Media Campaign has contributed to 913 San Diego County enrollments in the ¡Más Fresco! More Fresh Program. This represents a 56% increase in San Diego County ¡Más Fresco! More Fresh Program membership since the inception of the social media campaign. As intended, the majority of these enrollments are community members residing in Mid City San Diego and Southeast San Diego. To date, 664 of the 913 new ¡Más Fresco! More Fresh Program enrollees, who have enrolled since April 26, 2021 reside in either Mid City or Southeast San Diego. As such, 73% of all new enrollees reside in either Mid City or Southeast San Diego. Furthermore, of the 913 total new enrollees, 304 of them reside in the San Diego Promise Zone. As such, 35 % of all new enrollees reside in the San Diego Promise Zone.

¡MÁS FRESCO! MORE FRESH INTERACTIVE CAMPAIGN

A key goal of the ¡Más Fresco! More Fresh Program REACH Social Media Campaign was to build and engage with an online community of Más Fresco! More Fresh Program participants. To achieve this objective, the ¡Más Fresco! More Fresh Program developed and implemented an interactive campaign that will:

- Further increase ¡Más Fresco! More Fresh Program enrollment and participation
- Build an online community of engaged ¡Más Fresco! More Fresh Program participants
- Educate community members on healthy eating and active living to spark behavior change

Our first ¡Más Fresco! More Fresh Interactive Campaign was conducted on May 26, 2021, from 4:00 pm to 5:00 pm. This was a one-hour virtual cooking demonstration and nutrition education class. As envisioned, this interactive campaign leverages the complimentary resources of the San Diego County CalFresh Healthy Living team and the ¡Más Fresco! More Fresh Program by bringing Más Fresco! More Fresh Program participants together in an interactive virtual cooking class with nutrition educators from the San Diego County CalFresh Healthy Living team. ¡Más Fresco! More Fresh sent text messages (see Figure 17) to all San Diego participants with a link to our Interactive Campaign Flyer (Figure 18). Over 60 participants registered for the interactive virtual cooking class and were emailed a zoom link. Unfortunately, it was discovered that the zoom link was broken and, while we did email a new zoom link, we only had six participants attend the virtual cooking class and receive the virtual CalFresh Everyday Healthy Meals cookbook.

Figure 17. Text message with link to interactive campaign flyer



Figure 18. Interactive Campaign Flyer- Heal Around the Table





CONCLUSION & NEXT STEPS

As intended by the Nutrition Incentive Hub, the Capacity Building & Innovation grant has significantly enhanced ¡Más Fresco! capacity building and program innovation. This funding represents the foundation for the ¡Más Fresco! Program's community engagement and outreach efforts now and into the future. This funding has enabled the ¡Más Fresco! team to redesign and launch our new ¡Más Fresco! More Fresh website and also gave us the opportunity to develop and implement a ¡Más Fresco! More Fresh social media campaign focused on program enrollment among underserved community members. Together, our new website and our social media campaign resulted in the recruitment of an additional 1,000 SNAP households into the ¡Más Fresco! More Fresh program. Furthermore, as a result of this funding, the ¡Más Fresco! Program was able to leverage our social media campaign and program to obtain additional funding from the County of San Diego Health & Human Services Agency to develop and implement a focused marketing campaign in San Diego County (REACH Media Plan) to better support the needs of underserved community members.

Leveraging both the Capacity Building & Innovation funding as well as the REACH Campaign funding, ¡Más Fresco! was able to secure the support of Blueprint Interactive with the relaunching of the ¡Más Fresco! Facebook page, and the development of paid social media advertising, that was culturally appropriate for Latino and African American community members and engaging for children, youth, teens, adults and seniors. This included Google AdWords and geofencing in Southeast San Diego and Mid-City San Diego. In less than six weeks, the ¡Más Fresco! ads were viewed over 3.3 million times and received over 22,000 link clicks. Key to the success of this campaign were the marketing analytics of the REACH Media Campaign which provided insights into the most effective ways for ¡Más Fresco! to reach SNAP recipients in San Diego. We learned that video concepts had higher click-through-rates (CTR) than static ads; ads featuring women performed the best; and static concepts built around colorful fruits and vegetables had higher CTR's than just words. Our next steps will be to take this knowledge and implement a media campaign across southern California as we expand the ¡Más Fresco! program from six participating Northgate Gonzalez Markets to all 41 Northgate Gonzalez Markets. Further, as we build an online presence, the Capacity Building & Innovation grant along with the REACH grant have provided information, learning and enhanced capacity that will help us to further build and engage an online community to support our participants with healthy eating and active living tips beyond the financial incentive, to help them make the healthy choice the easy choice.

APPENDICES

Appendix A. Ad Concepts (English & Spanish)

Concept 01- Receive CalFresh?



Concept 02A- Enroll



Concept 02B- Enroll



Concept 03- Woman at Grocery Store



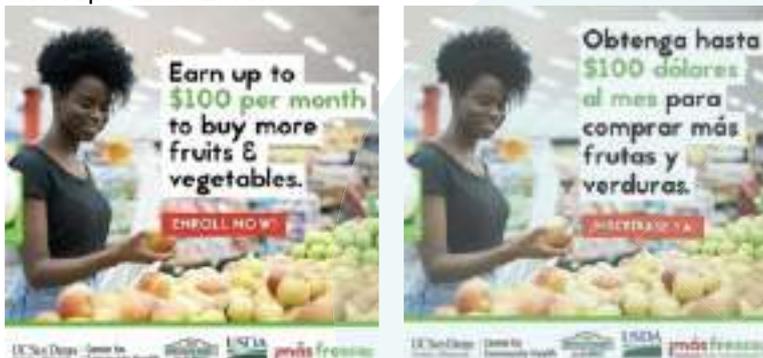
Concept 04-Father and Daughter Groceries



Concept 05- Receive Calfresh?



Concept 06A- Enroll



Concept 07- Pregnant Woman



Concept 08-Young Latinx Woman



Concept 09- Mother and Son



Concept 10- Receive Calfresh?



Concept 11-Receive CalFresh?



Concept 12-Receive CalFresh?



Appendix B. ¡Más Fresco! More Fresh Program Member Enrollment San Diego- all Zip Codes

ZIP Code	¡Más Fresco! Members April 25, 2021 (Baseline)	¡Más Fresco! Members May 17, 2021	¡Más Fresco! Members June 17, 2021	¡Más Fresco! Members June 30, 2021 End of campaign
91901	1	1	1	1
91902	4	4	6	6
91910	29	31	39	39
91911	25	32	40	47
91912	1	1	2	2
91913	4	5	7	7
91914	1	1	5	7
91915	3	5	7	7
91917	1	1	1	1
91922	5	5	8	8
91935	2	3	3	3
91941	19	20	21	21
91942	17	19	26	27
91945	32	33	36	36
91950	93	110	136	136
91977	45	49	61	62
91978	8	8	8	8
92007	0	1	1	1
92008	1	1	1	1
92012	1	1	1	1
92019	0	2	2	2
92020	15	15	16	19
92021	8	9	16	16
92024	1	2	2	2
92025	3	3	4	4
92026	2	3	3	3
92028	2	2	2	2
92040	3	3	4	4
92054	1	1	1	1
92057	1	2	3	3
92064	1	1	1	1
92065	1	1	1	1
92071	2	3	6	6
92073	1	1	1	1
92075	1	1	1	1
92076	1	1	1	1
92064	3	3	3	3
92101	29	26	49	50
92102	97	130	170	173
92103	7	11	18	18
92104	35	52	73	75
92105	318	384	418	428
92106	1	1	5	5
92107	1	2	5	5
92108	3	4	8	8
92109	6	10	16	16
92110	5	9	12	12
92111	10	20	26	26
92112	5	6	6	6
92113	430	496	564	572
92114	90	123	167	162
92115	156	194	234	237
92116	9	13	19	22
92117	2	7	14	16
92119	3	3	3	3
92120	8	9	15	17
92122	0	1	5	5
92123	4	4	8	8
92124	2	2	4	4
92126	3	5	12	13
92131	1	1	5	5
92139	22	32	50	53
92154	18	20	46	51
92165	2	2	2	3
92167	1	1	1	1
92171	1	1	1	1
92173	13	17	33	36
92174	0	0	0	0
92175	0	1	1	1
92183	1	2	2	2
92412	1	1	1	1
TOTAL	1620	1975	2471	2533