

¡MÁS FRESCO! MORE FRESH PROGRAM

RACIAL AND ETHNIC
APPROACHES TO
COMMUNITY HEALTH (REACH)
SOCIAL MEDIA CAMPAIGN
IMPACT REPORT

JULY 2021



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

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¡más fresco!

MORE FRESH

Earn up to \$100 per month to buy fresh fruits and vegetables.

A special program for CalFresh* recipients

ENROLL **INSCRIBIRSE**

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 (NAP, 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 Grocery Store (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**



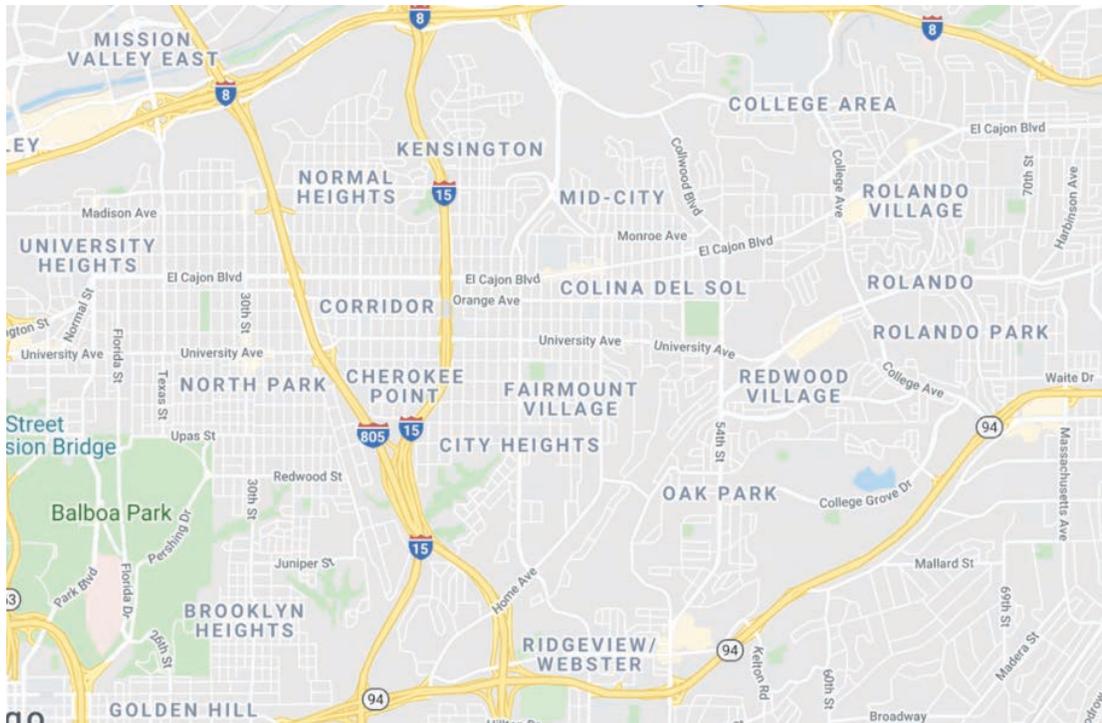
BASELINE ASSESSMENT

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 1. Mid-City San Diego Map).

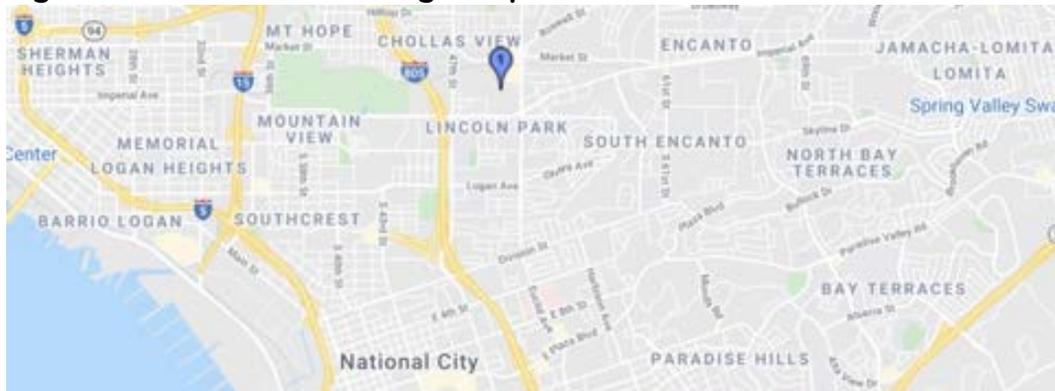
Figure 1. Mid-City San Diego Map



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 2. Southeast San Diego Map).

Figure 2. Southeast San Diego Map



¡MÁS FRESCO! MORE FRESH PROGRAM MEMBER ENROLLMENT

Table 2. ¡Más Fresco! More Fresh Program Member Enrollment (Bolded zip codes represent zip codes in Mid City San Diego and Southeast San Diego. Green 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 CAMPAIGNS

A key goal of the ¡Más Fresco! More Fresh Program REACH Social Media Campaign is 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 will develop and implement ongoing interactive campaigns 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 to all San Diego participants with a link to our Interactive Campaign Flyer (Figure 3). 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 3. Interactive Campaign Flyer- Heal Around the Table

HEAL AROUND THE TABLE
VIRTUAL NUTRITION CLASS

JOIN US FOR A FREE CLASS!

Let's unite and heal around the table!

We welcome all of you to join in a **virtual cooking workshop** to learn, share, ask questions, and connect.

We will offer great tips on **how to feed your family, find joy in food, and save money.**

DETAILS

DATE: May 26, 2021

TIME: 4:00pm-4:45pm

CLICK HERE TO REGISTER

MORE INFORMATION

PLEASE CONTACT

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updated 05/19/21

CalFresh Healthy Living supports Live Well San Diego, the County vision of a region that is Building Better Health, Living Safely, and Thriving. Made possible by funding from the Centers for Disease Control and Prevention through the County of San Diego Health and Human Services Agency.



APPENDIX

Appendix A. Ad Concepts (English & Spanish)

Concept 01- Receive CalFresh?



Concept 02A- Enroll



Concept 02B- Enroll



Concept 03- Woman at Grocery Store



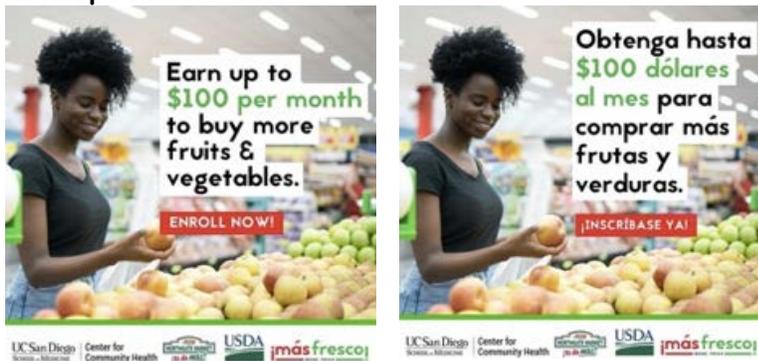
Concept 04-Father and Daughter Groceries



Concept 05- Receive Calfresh?



Concept 06A- Enroll



Concept 07- Pregnant Woman



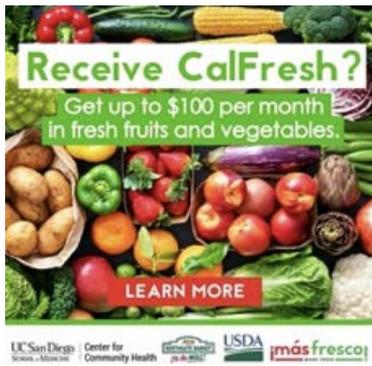
Concept 08-Young Latinx Woman



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 17, 2021
91901	1	1	1	1
91902	4	4	6	6
91910	24	31	39	39
91911	26	32	46	47
91912	1	1	2	2
91913	4	5	7	7
91914	1	4	5	7
91915	3	6	7	7
91917	1	1	1	1
91932	5	6	8	8
91935	2	3	3	3
91941	19	20	21	21
91942	17	19	26	27
91945	32	33	36	38
91950	93	110	136	138
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	18	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
92078	1	1	1	1
92084	3	3	3	3
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
92106	1	1	5	5
92107	1	2	5	5
92108	3	5	8	8
92109	6	10	18	18
92110	5	9	12	12
92111	18	20	28	28
92112	6	6	6	6
92113	420	499	564	572
92114	90	123	157	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	9	9
92124	2	2	4	4
92126	3	5	12	13
92131	4	4	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
92193	1	2	2	2
92412	1	1	1	1
TOTAL	1620	1976	2471	2533