

Engaging Community Partners To Achieve Change: The Celebrate Your Plate Social Marketing Campaign

Purpose

The objective of the Celebrate Your Plate Social Marketing Campaign is to increase fruit and vegetable consumption among SNAP-eligible families (those who are at or below 185% poverty) with children across the state of Ohio. The campaign represents an investment in the citizens of Ohio who struggle with food security and nutrition issues. SNAP-Ed and SNAC are investing in the health of Ohio's families by promoting healthy, nutrition-conscious messaging encouraging individuals to increase their fruit and vegetable consumption and providing them with the tools to do so.

Impact

Building community partnerships through the State Nutrition Action Committee to achieve change at the Policy, Systems, and Environment (PSE) level.

Increasing the awareness of the importance of fruit and vegetable consumption.

Achieving a positive behavior change in the fruit and vegetable consumption of low-income families with children.



State Nutrition Action Committee (SNAC)



Ohio State Colleges/Units Involved

SNAP-Ed (Supplemental Nutrition Assistance Program- Education), in the division of Family and Consumer Sciences in OSU Extension

Community Partners Involved

The State Nutrition Action Committee, including:

- SNAP-Ed (Supplemental Nutrition Assistance Program - Education)
- EFNEP (Expanded Food and Nutrition Education Program)
- Ohio Jobs and Family Services
- WIC (Women, Infants, Children)
- Ohio Department of Aging
- Ohio Department of Education
- Mid-Ohio Food Bank

How you can get involved:

- Support our partners in the State Nutrition Action Committee by volunteering with their important work
- Volunteer as a data-collection assistant during and after the pilot of the Celebrate Your Plate Campaign from July-September 2017
- Volunteer with other local community programs such as community gardens in your community to help get fruits and vegetables to food insecure individuals
- Share Celebrate Your Plate and other USDA-approved materials on social media or other channels to spread awareness of the importance of fruit and vegetable consumption

To get involved, contact:

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