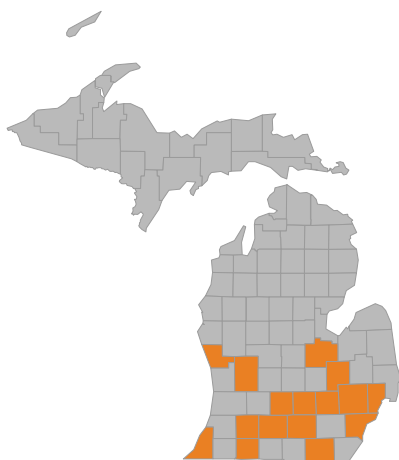


SNAP-ED WORKS IN MICHIGAN

Supplemental nutrition assistance program education (SNAP-Ed) provides nutrition education and physical activity promotion to qualifying participants to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles.

STATEWIDE SOCIAL MARKETING CAMPAIGN

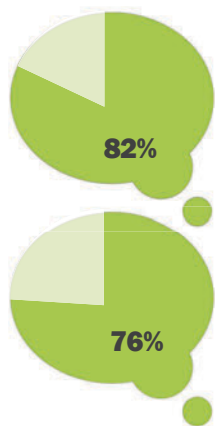
The Michigan Fitness Foundation's statewide social marketing campaign focuses on the 16 counties in which 80%+ of SNAP-eligible Michiganders live.



The 2018 campaign included:

- 628 Billboards
- 676 Exterior Transit Signs
- 1,690 Interior Transit Signs
- On-the-ground local program materials

CAMPAIGN RECALL



MOTHERS (n=113,755)

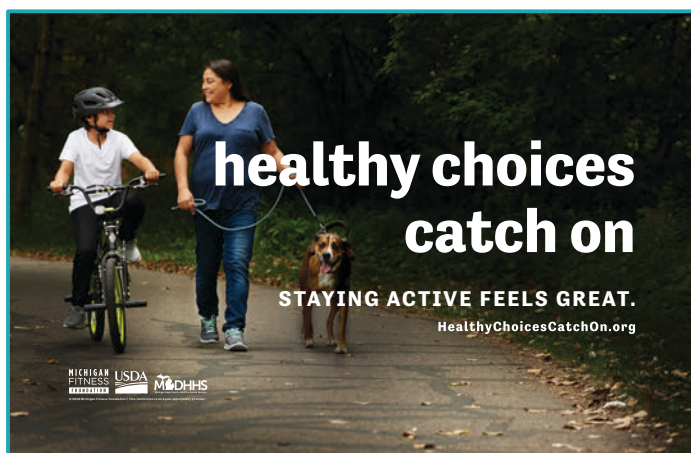
82% of mothers, the priority population, **recalled** campaign messages.

LOW-INCOME MICHIGANDERS (n=464,271)

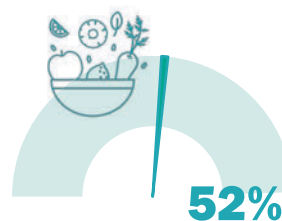
76% of low-income Michiganders, the broader focus audience, **recalled** campaign messages.



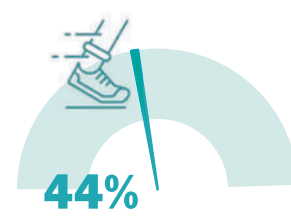
HEALTH BEHAVIOR CHANGES



88% of mothers reported at least one intention or behavior **change** after being **exposed to campaign messages**. The most common changes were:



Thinking about eating fruits & vegetables



Being more physically active