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:
  - **52%** Thinking about eating fruits & vegetables
  - **44%** Being more physically active

Learn more! Find out more about the social marketing campaign: theylearnfromwatchingyou.org

© Michigan Fitness Foundation 2019. County reach and asset counts are from program year 2018; evaluation results are from program year 2017. This institution is an equal opportunity provider.