

SNAP-Ed Connection Success Story Submission

Connecticut – UConn Health, Husky Nutrition Programs

SNAP4CT.org



Organization that runs the program

UConn Health’s Husky Nutrition Programs

Title of program

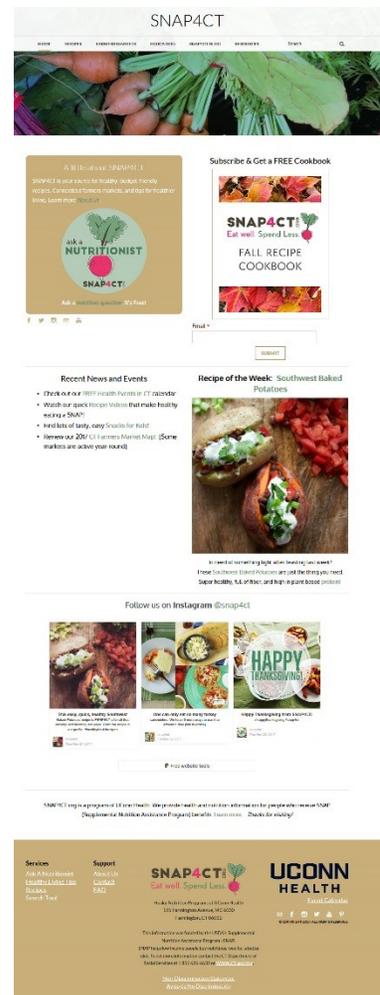
SNAP4CT.org Online Platform

Describe how the program changes lives in 1-2 sentences

The SNAP4CT.org online platform, which includes a mobile-friendly website, eNewsletter, and social media accounts (Facebook, Instagram, YouTube, Twitter, and Pinterest), provides the SNAP and SNAP-Eligible populations of Connecticut with online access to nutrition information, healthy living tips, recipes, free health events, farmers market locations, and access to Registered Dietitians, 24 hours a day, 7 days a week. This readily accessible tool makes it easy for visitors to find reliable nutrition and health information at their fingertips on either a mobile device or computer.

Describe the program in more detail if needed

The SNAP4CT.org website was launched in the fall of 2014 as a means to deliver simple, nutrition education, videos, recipes, and other healthy lifestyle content to SNAP-Eligible participants throughout



Connecticut. As the site expanded, social media accounts were incorporated based on the growing popularity of such outlets and their ease of use for participants. Using these combined web-based platforms has insured that Husky Nutrition Programs is able to reach participants of all ages throughout the state with reliable nutrition content, while also supporting community agencies (area food banks, farmers markets, and other social service agencies that serve the same population) through event promotion and nutrition materials, including print-ready recipes available in Spanish & English. The site also houses a centralized calendar of SNAP-Ed events which is utilized by all CT SNAP-Ed contractors to insure program coverage throughout the state.

Describe the success of the program.

The SNAP4CT.org platforms have consistently grown since their inception in 2014. In FY 2017, the combined platform had 268,225 online interactions, with website visitors coming from 156 of the 169 towns in Connecticut, the largest concentration of which came from areas with the greatest SNAP-Eligible population.

Also in FY 2017, the @SNAP4CT Facebook page grew from 312 to 515 fans. That social media tool shares healthy recipes, cooking videos, and nutrition tips, as well as, free, healthy community activities such as Summer Meals programs, farmers markets, and exercise programs. Throughout 2017, SNAP4CT.org added 34 new blog topics to the site utilizing plain language and photographs to convey nutrition and health messaging. These blogs were delivered as an eNewsletter, with subscribers growing from 662 to 852. Two free cookbooks were developed to help promote healthy recipes and increase eNewsletter readership. The website's "*Ask a Nutritionist*" feature remained viable with 34 visitors requesting personalized answers to their nutrition questions, and general inquiries receiving infographics on popular nutrition topics.

The SNAP4CT.org platforms help to support and promote Husky Nutrition Programs' in-person, direct education events. These events are publicized to our target audience using Facebook advertising and boosts. In turn, during these events, the website and social media accounts are promoted through postcards, business cards, magnets, and printed recipes, so that participants are reminded that they can

access additional nutrition education, videos, and recipes online, thereby reinforcing those direct education efforts, and maintaining a connection with those participants.

For SNAP participants who are unable to attend nutrition education sessions due to travel or physical limitations, Husky Nutrition Programs has developed “virtual grocery store tours.” These online tours provide key concepts via video and are accessible by visiting the www.SNAP4CT.org website and [YouTube Channel](#). Furthermore, a popular interactive farmers market map resides on the website and is shared on the social media outlets to educate on the value of using SNAP at local farmers markets, while also promoting the consumption of fruits and vegetables. In FY 2017, the map received 4,566 views (desktop) and 455 views (mobile).

Type of program (nutrition education/direct education, PSE, social marketing, etc.)

Nutrition Education (Online), Social Marketing

What year(s) was this program in place?

November 2014 through presence

How many people participate in the program?

SNAP4CT.org’s reach in FY2017 included: 268,225 Online Interactions; 56,779 Worldwide Pageviews; 29,251 Connecticut Pageviews; 852 eNewsletter Subscribers; 205,527 Facebook Impressions; 2,047 Instagram Engagements; and 237 CT YouTube Video Views

Who is the target audience?

SNAP-Eligible individuals with access to an internet connection and a mobile device (phone, tablet) or computer.

How is the program evaluated?

In addition to daily, weekly and monthly metrics collected via Google Analytics and other tools, Husky Nutrition Programs plans to complete an online survey in spring of 2018 to evaluate how participants engage with and access the site.

If people have questions about the program, who can they contact?

Contact Susan Furbish, furbish@uchc.edu for more information. Visit www.SNAP4CT.org or <http://www.publichealth.uconn.edu/community-engagement.html> to learn more about Husky Nutrition Programs.