

SNAP-Ed Toolkit

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MT13: Media Practices

Framework Component

Changes – Multi-Sector

Indicator Description

This indicator is intended to capture significant, sustained changes in the routine business practices of media outlets that influence public opinion, business behavior, and community norms. Such changes may evolve naturally from LT8 (Media Coverage) and can be attributed in whole, or in part, to efforts by SNAP-Ed and its partners.

Background and Context

Building on the State SNAP-Ed Plan, especially objectives for marketing and PSEs, and on existing EARS data collection, identify TV, radio, and print outlets that have the potential to provide sustained media business practices that cover the SNAP-Ed activities and outcomes of Implementing Agencies and partnering organizations. For partners, this could be among shared metrics of a collective impact project. Examples of sustained media strategies include:

- a. Consulting regularly with SNAP-Ed staff/principals “on background,” using quotes/stories/photos from partners and SNAP-Ed consumers in their reporting of community issues
- b. Offering longer-term or ongoing pro bono commitments of support for SNAP-Ed community activities, such as media celebrities at events and fundraisers; SNAP-Ed ads as on-air, print, outdoor, or transit public service messaging; feature stories and specials; production assistance for educational, marketing, and PSE campaigns
- c. Intentionally improving the placement of SNAP-Ed public service messages to increase the reach to SNAP-Ed audiences and stakeholders
- d. Brokering tie-ins with other company campaigns and community dignitaries, e.g., at sports, business,

lifestyle, cultural, and employment events

- e. Producing TV or radio segments or publishing editorials taking positive positions on SNAP-Ed issues
- f. Increasing coverage of SNAP-Ed issues and partnership opportunities in opinion leader print media, including business/trade, charitable, foundation, civic, service, and nonprofit outlets

Since changes often come about through influence from many sources, like other stakeholders and advocate groups, here they are counted only when the change was unlikely to have occurred without the added value of SNAP-Ed efforts. Such practices focus on community betterment and thus can help achieve statewide SNAP-Ed objectives in education, marketing, and PSE change.

Outcome Measures

An increase in the number of positive business practices by [glossary]key media outlets[/glossary] such as:

MT13a.	Increase in the number of mass communications that promote the marketing of healthy food and physical activity and positive changes in PSEs in their routine business practices, e.g., outlet-initiated news, editorial, and feature coverage; sponsorships; community campaigns; and philanthropy.
MT13b.	Number of key media outlets that discourage or restrict the marketing of unhealthy foods and beverages to children and youth
MT13c.	Number of key media outlets that discourage or restrict the marketing of unhealthy foods and beverages to vulnerable groups, including through ethnic and in-language outreach and programming.
MT13d.	<p>Estimated number of people in the target population who have increased access to or benefit from the media practice policy or intervention</p> <ul style="list-style-type: none">• Total number of persons in the census-defined area(s) or total audience exposed using media outlets audience records• Number and proportion of persons who are SNAP-Ed eligible

What to Measure

[glossary]Media practices[/glossary] should be those that support statewide objectives for marketing and PSE change in the community, especially for SNAP-Ed audiences. Like LT8 (Media Coverage), this indicator focuses on positive community changes and norms, rather than on nutrition education and tips per se. For example, to be counted, a report of nutrition education events attributable to SNAP-Ed/partner efforts would have to go beyond superficial coverage into issues around larger-scale or more sustained systems change in marketing and PSE changes.

Population

N/A

Surveys and Data Collection Tools

N/A

Key Glossary Terms

[glossary]Key Media Outlets[/glossary] [glossary]Media Practices[/glossary]

Additional Resources or Supporting Citations

N/A