MICHIGAN STATE UNIVERSITY | Extension

Promoting Physical Activity for a SNAP-Ed Eligible Audience through the Move Your Way® Campaign

Relevance

Physical inactivity contributes to the risk of chronic diseases such as cardiovascular disease, diabetes and some cancers. Despite the benefits of physical activity, fewer than half of American adults meet the Physical Activity Guidelines for Americans, with even lower adherence among individuals in underserved and low-income communities. Michigan State University (MSU) Extension recognizes the need to promote accessible, evidence-based physical activity education to these populations.

Response

In partnership with the Office of Disease Prevention and Health Promotion, MSU Extension implemented the Move Your Way® social marketing campaign as part of its SNAP-Ed programming. Targeting 28 Michigan counties with high rates of poverty and unemployment, the campaign employed targeted display ads, geofencing, and an enhanced physical activity website to promote movement among an eligible population of over 935,000 individuals. MSU Extension also localized campaign creatives with Michigan-specific imagery, messages, and branding to better engage the community.

To ensure evidence-based practices, MSU Extension conducted A/B testing during eight mini-campaigns over seven months, evaluating performance through impressions, click-through rates, and website traffic analytics.

The enhanced MSU Extension physical activity webpage served as a hub for campaign information, resources, and an interactive activity planner tool.

A digital display ad used in the campaign.

Results:

- **Campaign Reach**: Over 19.7 million impressions and 15,000 clicks through targeted ads and geofencing efforts.
- **Website Traffic**: A 4,717% increase in views and a 757% increase in user engagement time compared to the previous year.
- **Creative Performance:** Optimized campaign elements, including Spartan Green backgrounds and simplified messaging, resulting in improved ad performance.

Visit extension.msu.edu/physicalactivity

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SNAP Putting Healthy Food Within Reach — USDA Supplemental Nutrition Assistance Program