Appendix A FSNE UConn overall: State Nutrition Education Report Summary

State Summary of Social Marketing Campaigns								
	Title	**Location**		**Audience**	**Method**	**Content**		**Evaluation Type**
	Name of Campaign	**Geographic Location (Statewide or Counties Reached)**	**Length of Campaign (in months)**	**Note if this Campaign was delivered to a specific segment of the FSP population**	**Primary Activities (radio PSAs, bus wraps, point of sale advertising, etc)**	**Primary Core Element Covered**	**Key Messages**	**Evaluation Type (formative, process or impact)**
1.	Hispanic Health Council	CT	1.5 Months 4 campaigns	Hispanic Women & Families	Radio PSA's	Dietary quality, Food Safety, Breastfeeding	Eat more fruits & vegs, Keep food safe, Read Labels	Formative
2.	4H Summer Nutrition	New Haven county, CT	1.0 Months	Food stamp recipients & eligible families	Radio PSA's	Dietary quality	Be Healthy, be Active, Avoid Obesity	
3.								
4.								