



HOW SDS CREATED FLORIDA'S FIRST VIRTUAL SNAP EDUCATION COURSE

Online Courses for Economically Disadvantaged Populations.

SNAPSHOT

Client:

Florida Department of Children and Families

Industry:

Health and Human Services

Products + Services Used:

Strategic Consulting, Campaign Management, Audio and Video Production, Ad Placement

Results:

Created 2 online SNAP education courses and enrolled 400 people over 5 weeks.

<https://courses.floridanutritioned.org/>

CHALLENGES

- The Florida Department of Health and Feeding Florida are responsible for nutritional education for SNAP recipients.
- During the pandemic, the need for online only SNAP education courses became clear to stakeholders.
- Without these online courses, stakeholders in rural areas or those with mobility issues could not attend courses in person.





SOLUTION

The Florida Department of Health procured consulting, marketing, creative, and ad placement services through a competitive contracting process with Feeding Florida and SDS. The Department selected Feeding Florida and SDS because of the pair's experience at nutritional education and video content production.

During the course of the campaign, the course website saw over 50,000 sessions and generated 400 enrolles in target counties during the pilot testing period. This result exceeded expectations, and it prompted the Department of Health to roll out the virtual SNAP education course statewide.

CONCLUSION

- The pilot online course proved successful and is now being fully implemented.
- Procuring the proper software products for digital products is critical to driving down costs while decreasing the time to deploy a proof of concept.

SCAN HERE FOR MORE PROJECT CONTENT



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