

# **New Mexico's Double Up Food Bucks Program: Effective Marketing Strategies Drive Higher Participation and Behavior Change**

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## Table of Contents

I. <a href="#">Executive Summary</a> .....	3
II. <a href="#">Background</a> .....	5
<a href="#">SNAP and DUFEB Programs</a> .....	5
<a href="#">Previous DUFEB Research</a> .....	6
III. <a href="#">New Mexico DUFEB Program Evaluation</a> .....	6
<a href="#">Evaluation Purpose and Aims</a> .....	6
IV. <a href="#">Evaluation Methods</a> .....	7
<a href="#">DUFEB Desk Review</a> .....	7
<a href="#">SNAP Participant Surveys</a> .....	7
<a href="#">SNAP Participant Interviews</a> .....	10
V. <a href="#">Evaluation Results</a> .....	11
<a href="#">Desk Review Results</a> .....	11
<a href="#">Demographics of Respondents</a> .....	13
<a href="#">Survey Results</a> .....	15
<a href="#">Marketing Strategies, Tactics, and Tools</a> .....	15
<a href="#">Quantitative Survey Results</a> .....	15
<a href="#">Other Survey Outcomes</a> .....	18
<a href="#">Qualitative Survey Results</a> .....	19
<a href="#">Eating Behavior Changes</a> .....	28
<a href="#">Quantitative Survey Results</a> .....	28
<a href="#">Interview Results</a> .....	29
<a href="#">Evaluation limitations</a> .....	32
VI. <a href="#">Opportunities for Growth and Recommendations</a> .....	33
VII. <a href="#">Conclusion</a> .....	34
VIII. <a href="#">Acknowledgements</a> .....	35
IX. <a href="#">Suggested Citation</a> .....	35
X. <a href="#">References</a> .....	36
XI. <a href="#">Appendices</a> .....	38
<a href="#">Appendix A: Quantitative Analysis of Close-Ended Survey Questions</a> .....	38
<a href="#">Appendix B: Expanded Qualitative Analysis of Open-Ended Survey Questions</a> .....	45

## I. Executive Summary

The New Mexico Double Up Food Bucks (DUFb) program, a healthy food incentive program administered by the New Mexico Farmers' Marketing Association (NMFMA), doubles the value of Supplemental Nutrition Assistance Program (SNAP) benefits at farmers' markets, farm stands, grocery stores, and other retailers to purchase locally-produced vegetables, fruits, legumes, fresh cut herbs, and plants that produce food. For every dollar spent on eligible items, participants receive an equal amount in DUFb, effectively doubling their purchasing power. The DUFb program is automatically available to all New Mexico SNAP participants, requiring no separate sign-up process.

To better understand the effectiveness of DUFb marketing strategies, tactics, and tools, and to identify ways in which these efforts can better serve DUFb participant needs in the future, the NMFMA commissioned a team of researchers from the University of New Mexico (UNM) to conduct a mixed-methods evaluation of 10 DUFb marketing tools and tactics and behavior changes among DUFb participants. The evaluation was conducted in fall 2024 and aimed to investigate two key questions: (1) How effective, appropriate, and inclusive are current DUFb marketing strategies, tactics, and tools in achieving desired program behavior change outcomes and, (2) In what ways can the NMFMA improve DUFb marketing strategies, tactics, and tools in the future? This mixed-methods research study utilized three sources of data to answer the primary research questions: a desk review of existing documents, materials, data, and resources provided by the NMFMA; a statewide survey of SNAP participants in New Mexico; and 10 interviews with SNAP participants in New Mexico. The UNM Main Campus Institutional Review Board (IRB) reviewed and approved this research project.

DUFb administrative data were analyzed for trends in the number of DUFb participants and total DUFb sales from January 2021 through December 2024. In general, participation rose throughout the summer, peaking in September and October and declining through late fall and winter. Similarly, sales peaked in September or October depending on the year. This ebb and flow of DUFb sales parallels the peaks of the local growing season.

For the online statewide survey, 1,061 SNAP participants in New Mexico provided valid responses. Nearly two-thirds (64%) lived in metropolitan (metro) counties and 36% lived in nonmetropolitan (nonmetro) counties. Among all survey participants, 65% were aware of DUFb and 40% had ever participated in the DUFb program. Awareness of the 10 marketing tools and tactics varied, and less than half of survey respondents had seen most tools and tactics evaluated. At least 71% of respondents, however, agreed or strongly agreed each tool would encourage them to participate in the DUFb program; the tools with the highest level of agreement were radio ads (95%), the DUFb website (84%), billboard ads (81%), and text messages (81%). Survey respondents that had participated in DUFb (n=421, 40%) reported that farmers' market signage including flyers and posters (26%), text messages (11%), friends or family (9%), and handouts (flyers, handbills, and brochures) (8%) were how they first learned about the DUFb program. SNAP participants who had never participated in DUFb responded that the best ways to promote food incentive programs like DUFb were text messages (78%), social media posts and ads (50%), handouts (flyers, handbills, and brochures) (41%), and coupons (40%). The most common barriers reported for not using DUFb were not knowing about DUFb (57%), not knowing how to use DUFb (36%), and no DUFb location nearby (21%). Survey respondents also provided suggestions such as preferred locations to receive DUFb handouts and strategies to utilize social media more effectively to reach a larger number of potential participants. Interviews with 10 SNAP participants were consistent with survey results. Interviewees reacted very positively when shown tools and

tactics and indicated that most are “informative”. Interview participants also recommended expanding marketing strategies, particularly social media posts and text messages, and including new locations (e.g., community locations, mail, human services offices), to encourage more people to participate in DUFb.

Survey respondents who had participated in DUFb also reported how participation changed their eating behaviors. Among 379 respondents who answered these questions, more than 70% reported that their consumption and ability to afford fruits and vegetables increased. Nearly three-fourths (74%) reported an increase in ability to try new fruits and vegetables and an increase in diet quality due to participating in DUFb.

Overall evaluation results were positive and resulted in these recommendations for DUFb marketing strategies, tools, and tactics moving forward:

1. Extend the reach of radio ads, text messages, and social media, which appear to be the most favorable marketing tactics and tools, to increase awareness and usage of the DUFb program. Ensure marketing strategies, tactics, and tools include clear, accessible information on how to use DUFb and benefits of participating.
2. Expand DUFb marketing strategies, tools, and tactics to community locations such as schools, grocery stores, libraries, community centers, doctor’s offices and healthcare centers, churches, SNAP-ED partners, and senior centers. Explore the possibilities of enhanced coordination with the New Mexico Health Care Authority (HCA) to integrate Double Up program promotion more closely with SNAP outreach, enrollment, and renewal processes.
3. Coordinate DUFb marketing and outreach efforts, as appropriate, with other assistance programs such as the New Mexico Women, Infants, and Children (WIC) Program and school meal programs given the high degree of participation in other programs among survey respondents.
4. Increase efforts to connect SNAP and DUFb participants to activities such as nutrition education, food preservation, and medical support from dietitians, to further improve dietary behaviors and health outcomes.
5. Encourage more grocery stores and food retailers that are open year-round in metro and nonmetro communities to participate in DUFb to increase participation in non-summer months.

## II. Background

### SNAP and DUFB Programs

The Supplemental Nutrition Assistance Program (SNAP) is a federal food assistance program administered by the U.S. Department of Agriculture (USDA) under the Food and Nutrition Service (FNS). SNAP provides financial assistance to low-income individuals and families to supplement their grocery budgets and purchase nutritious food essential to health and well-being. SNAP benefits are distributed through an Electronic Benefit Transfer (EBT) card, which works like a debit card and can be used to buy eligible food items at authorized retail sites.

In New Mexico, SNAP eligibility is based on family size and income compared to the Federal Poverty Guidelines. In addition, SNAP participants must be a U.S. Citizen or qualified lawful resident and have identification. In September 2024, New Mexico's Income Eligibility Guidelines for SNAP and Financial Assistance increased from 165% to 200% of the federal poverty level<sup>1</sup>; details can be found [online](https://www.krwg.org/).<sup>2</sup> To receive SNAP, applicants submit an application online, in person, or by mail/fax. After applications are processed, applicants attend an interview and provide a list of required information to confirm eligibility. After 30 days, applicants are notified by letter if their SNAP assistance application was approved. Each month, the SNAP assistance allotment is deposited to an EBT card.



Image: <https://www.krwg.org/>

New Mexico has the highest percentage of SNAP eligible households (21% in fiscal year 2024) in the country<sup>3</sup> and a participation rate of 100% among all eligible people.<sup>4</sup> SNAP participants' demographic characteristics include low-income, families with children, seniors, and disabled individuals, though households of any size can be eligible.<sup>5,6</sup> SNAP participants may have low-wage jobs or be unemployed or underemployed and many have a high school education or less.<sup>5,6</sup> SNAP benefits can be used to purchase various food items, including fruits, vegetables, meat, dairy products, bread, and cereals;<sup>7</sup> however, SNAP cannot be used to purchase non-food items, alcoholic beverages, tobacco, vitamins, medicines, or hot prepared foods.<sup>7</sup> Challenges faced by SNAP participants may include the inability to buy vitamins and medicines, limited participation by grocery stores and markets, and lack of transportation to grocery stores and markets that accept SNAP, among others.<sup>8</sup>



The New Mexico Double Up Food Bucks (DUFB) program is a healthy food incentive program that is available to all SNAP participants in New Mexico. DUFB is similar to other SNAP incentive programs administered across the county, though it is one of few singular programs run across an entire state. Managed by the New Mexico Farmers' Marketing Association (NMFMA), DUFB doubles the value of SNAP benefits at farmers' markets, farm stands, grocery stores, and other retailers to purchase locally produced vegetables, fruits, legumes, fresh cut herbs, and plants that produce food. For every dollar spent on eligible items, participants receive an equal amount in DUFB, effectively doubling their purchasing power.

The DUFB program is automatically available to all New Mexico SNAP participants, requiring no

separate sign-up process. Demographic characteristics of DUFB users therefore generally mirror those of SNAP participants.

The NMFMA maintains and publicly shares a list of farmers' markets, grocery stores, and other retailers that participate in the DUFB program at <https://doubleupnm.org/>. At participating locations, customers simply inform the cashier or market manager that they would like to use DUFB. For every dollar spent on eligible fresh fruits, vegetables, and other eligible items using the SNAP EBT card, participants receive an equal amount in DUFB incentives. The earned incentive is provided as tokens at farmers' markets, or automatically credited by the cashier at grocery stores and farm stands.

### Previous DUFB Research

There is a lack of research on DUFB participation in the state of New Mexico; however, administrative data show that approximately 131,444 New Mexicans participated in DUFB in 2022<sup>9</sup>, accounting for only 26% of SNAP participants in New Mexico.<sup>10</sup> This suggests that more than 374,000 SNAP participants did not participate in the DUFB program despite being eligible. One potential reason for low participation is limited awareness of the DUFB program among SNAP participants. A white paper published in New Mexico DUFB website showed that the New Mexico DUFB program has low visibility to eligible participants based on qualitative interviews with five SNAP participants.<sup>11</sup> Evaluations in other states also indicate insufficient marketing efforts could be the primary reason that SNAP participants are unaware of the DUFB program.<sup>12,13</sup> A national evaluation also emphasized the importance of marketing strategies, tactics, and tools as crucial factors influencing to use of food incentive programs such as DUFB.<sup>14</sup> Another qualitative study investigated barriers to participating in DUFB in New York and Utah, finding that the most discussed concern was insufficient program information and market-level marketing.<sup>13</sup> Some marketing tactics and tools could be useful to increase awareness of the DUFB including billboards<sup>15</sup>, grocery store signage<sup>15</sup>, bus stop signage<sup>15</sup>, social media<sup>15,16</sup>, and family/friends<sup>16</sup>, but which are most effective and inclusive in New Mexico are unknown.

There is also limited research on how the DUFB program impacts behavior, including fruit and vegetable consumption, in New Mexico.<sup>6</sup> Nationally, multiple studies have demonstrated that the DUFB program is significantly associated with increases in fruit and vegetable consumption and improved food security status. Impacts of DUFB on dietary intake and other eating behaviors in New Mexico participants otherwise remains unknown.

## III. New Mexico DUFB Program Evaluation

### Evaluation Purpose and Aims

In March 2024, the NMFMA released a Request for Proposals (RFP) titled, *[New Mexico Double Up Food Bucks Communications and Behavior Change Research](#)*. The RFP specified that the overall aims of the research study were to better understand the effectiveness of DUFB marketing strategies, tactics, and tools and to identify ways in which these efforts can better serve DUFB participant needs in the future. A team of researchers from the University of New Mexico (UNM) College of Education and Human Sciences (COEHS) and College of Population Health (COPH) was selected to co-lead the research study, in collaboration with the NMFMA. The study was conducted from July through December 2024.

The research team finalized study purpose, aims, methods, and data collection tools collaboratively with input from all team members, including the NMFMA. The final research questions were:

1. How effective, appropriate, and inclusive are current DUFB marketing strategies, tactics, and tools in achieving desired program behavior change outcomes?
2. In what ways can the NMFMA improve DUFB marketing strategies, tactics, and tools in the future?

## IV. Evaluation Methods

This mixed-methods research study utilized three sources of data to answer primary research questions: a desk review of existing documents, materials, data, and resources provided by the NMFMA; a statewide survey of SNAP participants in New Mexico; and 10 interviews with SNAP participants in New Mexico. The UNM Main Campus Institutional Review Board (IRB) reviewed and approved this research project.


### DUFB Desk Review

The NMFMA provided 54 documents for the UNM research team to review to: 1) understand existing DUFB research and evaluation results, and 2) inform the development of study methods and data collection tools for the current study. The NMFMA also provided administrative data on monthly DUFB sales by County in New Mexico from January 2021 through December 2024.




### SNAP Participant Surveys

*Survey Development and Eligibility:* The full research team collaborated to develop a survey to collect primary data from adult SNAP participants in New Mexico. Survey questions were developed to answer primary research questions without duplicating questions asked in other SNAP and DUFB surveys [e.g., annual GusNIP Training, Technical Assistance, Evaluation, and Information Center (NTAE survey)].

The New Mexico DUFB program produces a wealth of marketing strategies, tactics, and tools, available here: <https://doubleupnm.org/resources/>. With input from the NMFMA collaborators (the Executive Director, the Nutrition Incentives Program Director, and the Monitoring, Evaluation, Research, and Learning Lead), the research team selected 10 specific tools implemented in New Mexico between 2016 and 2023 to evaluate in this research study. Survey questions were designed to evaluate the 10 marketing tools and tactics and the following graphics or links to audio and video samples were provided to survey respondents:

Marketing tools and tactics	Examples
DUFB radio ads	<a href="#">English</a> and <a href="#">Spanish</a>
DUFB community posters	

<p>DUFB token signage</p>	
<p>DUFB handouts</p>	
<p>Local food guide</p>	
<p>DUFB social media posts and videos</p>	<div data-bbox="576 1102 836 1396"> <p><b>Double Up Food Bucks New Mexico</b> December 8, 2022 · 48</p> <p>Did you know that 90 local food outlets and around 800 farmers are growing (and/or selling) locally grown produce that can be purchased using SNAP and Double Up Food Bucks? With the Double Up Food Bucks program, you can double your SNAP dollars to buy locally grown fruits, veggies, and other lightly processed items, while supporting farmers and your local economy.</p> <p>Learn more about how the Double Up Food Bucks program works and find a participating outlet near you: <a href="http://www.DoubleUpNM.org">www.DoubleUpNM.org</a>.</p>  </div> <div data-bbox="852 1102 1112 1396"> <p><b>New Mexico Farmers' Markets</b> November 10, 2022 · 48</p> <p>Double Up Food Bucks allows SNAP dollars to go farther with a dollar-for-dollar match to buy New Mexico-grown fresh fruits and vegetables at participating farmers' markets, farm stands, CSAs, co-ops, and grocery stores. To learn more about how the Double Up Food Bucks program works and to find a participating outlet near you, visit: <a href="http://www.DoubleUpNM.org">www.DoubleUpNM.org</a>.</p>  </div> <div data-bbox="1128 1165 1234 1291"> <p><a href="#">Video 1</a></p> <p><a href="#">Video 2</a></p> </div>

DUFB billboard	
DUFB NM website	 <a href="http://www.doubleupnm.org">www.doubleupnm.org</a>
GoodFoodNM text messages	

Participants were also asked if they were aware of DUFb and if they had ever participated in DUFb. Those who had participated in DUFb (DUFb group) answered one set of questions while those who were SNAP participants but had never participated in DUFb (SNAP group) answered another set of questions; both groups provided demographic information at the end of the survey. In addition, two attention check questions were included in the survey to ensure participants were reading questions and providing legitimate answers. The final survey included 62 questions (50 closed-ended and 12 open-ended questions) for the DUFb group and 58 questions (46 closed-ended and 12 open-ended questions) for the SNAP group. The final survey was translated to Spanish and participants could choose which language they preferred to complete the survey. The survey was administered via Qualtrics, an online survey platform, and took approximately 15 minutes to complete.

Survey inclusion criteria were that participants were at least 18 years of age, currently residing in New Mexico, and currently participating in SNAP. Eligibility criteria were included in the consent form which was on the first page of the survey and were assessed directly in the first three survey questions. Those who were not eligible to participate were redirected and did not complete the survey. At the end of the survey, participants had the option to enter their email address to win one of five \$50 Amazon gift cards.

*Survey Participant Recruitment:* Survey participants were recruited through a variety of methods: GoodFoodNM, the NMFMA's healthy eating text message program that reaches many SNAP participants; social media (the New Mexico Health Care Authority Facebook page, the NMFMA Facebook page); and via flyers posted at eight farmers' markets across the state. The survey was available from September 3 through October 20, 2024.

*Creating the Final Dataset:* After the survey closed on October 20, 2024, survey data were downloaded to an excel file for data cleaning. First, Qualtrics' bot and fraud detection metrics were used to exclude suspicious participants; participants with a reCAPTCHA score  $<0.5$ , a duplicate score of  $\geq 75$  or duplicate ID of "true", or a fraud score of  $\geq 30$  were excluded first ( $n=1187$ ). Next, attention check questions were used to exclude another 100 participants. Responses with the same email address or phone number provided at the end of the survey were excluded ( $n=85$ ). Then, participants that did not complete screening questions or that were ineligible were excluded ( $n=369$ ) followed by those that did not evaluate at least one marketing tactics and tools ( $n=353$ ). Finally, responses to open-ended questions were reviewed by the research team for duplicate text and/or nonsense responses resulting in the exclusion of 94 participants. After excluding ineligible and suspicious responses, 1,061 unique participants were included in the final analytic sample.

*Data Analysis:* Quantitative survey data were analyzed using SAS. Descriptive statistics were calculated and compared for all variables, including frequency of perspectives and suggestions for marketing strategies, behavior changes, and sociodemographic characteristics.

Respondents were also categorized based on whether they resided in metropolitan (metro) or nonmetropolitan (nonmetro) counties according to the USDA's rural classification.<sup>21</sup> Nonmetro counties include some combination of: open countryside, rural towns (places with fewer than 5,000 people and 2,000 housing units), and urban areas with populations ranging up to 50,000 people that are not part of larger labor market areas (metro areas). Metro counties in New Mexico include Bernalillo, Doña Ana, San Juan, Sandoval, Santa Fe, Torrance, and Valencia. Perceptions of marketing tactics and tools and barriers to participating in DUFb were compared between survey respondents residing in metro and nonmetro counties.

Prior to the analysis of open-ended survey question responses, comments provided in Spanish were translated to English via Google translator. Qualitative survey data from nine open-ended questions were then coded and analyzed via content analysis and thematic analysis using Excel to develop overall themes for each question. Representative quotes were selected for each theme. Additionally, the frequency of the most common codes was calculated for relevant questions.

### SNAP Participant Interviews

*Interview Guide Development:* The full research team also collaborated to develop a 10-question semi-structured interview guide for interviews with current New Mexico SNAP participants. The interview guide was meant to elicit more detailed feedback on nine (9) of the ten DUFb marketing strategies, tactics, and tools: radio ads, bus ads, billboards, Local Food Guide, handouts, community posters, social media posts and advertisements, the NM DUFb website, and GoodFoodNM text messages. DUFb token signage was not included in interviews due to time limitations and lower prioritization compared to other tactics and tools evaluated.

*Participant Recruitment:* Interview participants were recruited through the statewide SNAP participant survey. The final two survey questions asked if survey respondents would be interested in participating in a follow-up interview and to provide an email address if interested. The research team monitored these responses during the survey data collection period in Qualtrics

and randomly selected email addresses to contact for participation in an interview. Interview eligibility criteria included at least 18 years of age, currently residing in New Mexico, and currently participating in SNAP.

*Data Collection:* Overall, 56 survey respondents that indicated they were willing to participate in an interview were randomly selected and contacted by email. Ten ultimately agreed and participated in a 30-minute semi-structured Zoom interview in September or October 2024. Each interview participant received a \$40 Amazon gift card. Interviews were conducted by one research team member in English only, were audio recorded via Zoom, and were transcribed using TranscribeMe.

*Data Analysis:* De-identified interview transcripts were provided to the UNM Clinical and Translational Science Center (CTSC) Community Engagement and Research Core (CERC) for analysis. The interview data were analyzed through an inductive coding process, resulting in the development of a codebook. This tool was designed by first creating a general code for each question asked during the interview (e.g., Suggestions), distinguishing if the question was more about the DUFB program itself or the marketing tactics and tools evaluated. The code “Type of Ad” was included to see the differences between each tactic and tool. Emergent codes were added under each of these question-specific codes and later organized or combined when a common theme was identified. The lead coder then spoke with a secondary analyst to receive feedback and further grouped codes to have a more cohesive structure. CERC researchers met with the research team during the interview analysis process to ensure the analysis aligned with research goals and to review the codebook.

## **V. Evaluation Results**

### **Desk Review Results**

DUFB administrative data were analyzed for trends in total DUFB sales and the number of DUFB participants from January 2021 through December 2024. Sales totaled \$2,544,073 in 2021, \$2,374,541 in 2022, \$1,725,735 in 2023, and \$1,747,166 in 2024. Shown in Figure 1, sales peaked in September or October depending on year.

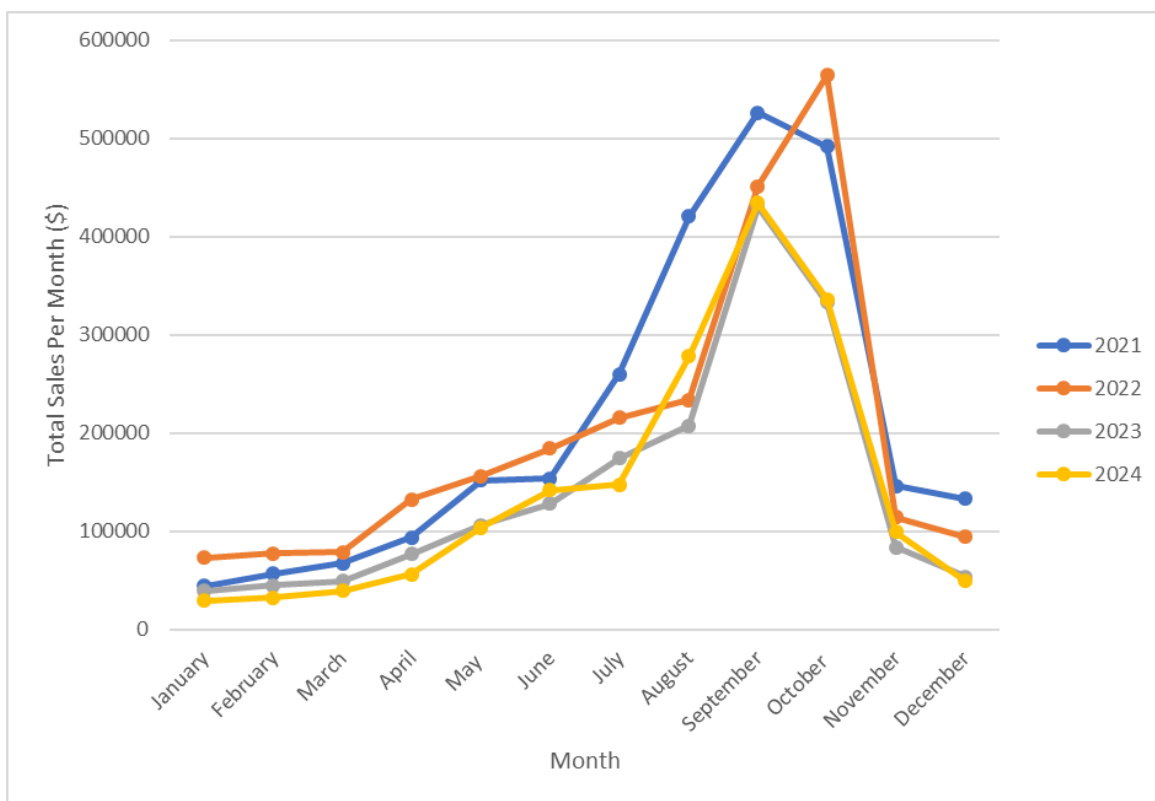


Figure 1. Total DUFB sales (\$), from January 2021 through December 2024, by month and year

In general, participation rose throughout the summer, (when local food sales are at their zenith) peaking in September or October and declining through late fall and winter. Note that participation data (Figure 2) are estimated from total sales, thus trends closely align.

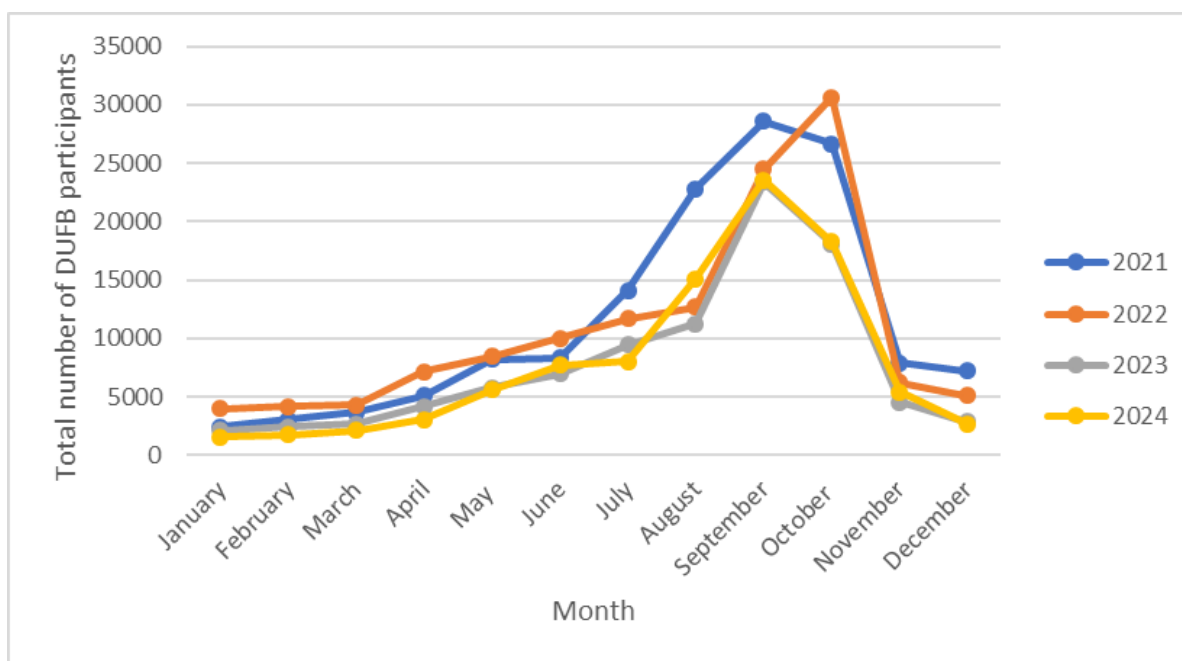


Figure 2. Number of DUFB participants\* in New Mexico, from January 2021 through December 2024, by month and year

\*The estimated number of participants is derived through a formula based on total SNAP + Double Up transactions divided by an average transaction value.

### Demographics of Respondents

*Survey respondents:* The final survey sample included 1,061 respondents. Table 1 shows characteristics of survey respondents. Among all respondents, 943 (89%) answered the survey in English, and 118 (11%) answered the survey in Spanish. Most (77%) had participated in SNAP for more than 12 months. Sixty-five percent (n=689) reported being aware of the DUFB program, however, only 40% (n=421) had ever participated in DUFB. Three fourths (75%) indicated that they participated in or received benefits from other assistance programs, including school lunch or breakfast programs (44%), WIC or the WIC Farmers' Market Nutrition Program (34%), Summer Meals Programs (28%), and/or Temporary Assistance for Needy Families (16%). Among survey respondents that had participated in DUFB, the majority (41%) had participated for more than 12 months.

Table 1. Characteristics of survey respondents aged 18 years or old living in New Mexico and participating in the Supplemental Nutrition Assistance Program (SNAP) (n=1,061).

Characteristics	N <sup>a</sup> (%)	Characteristics	N <sup>a</sup> (%)
<b>Language of responses</b>	1,061 (100%)	<b>Other program participation</b>	N (%)
English	943 (89%)	WIC or WIC Farmers' Market Nutrition Program	267 (34%)
Spanish	118 (11%)	TANF (Temporary Assistance for Needy Families)	128 (16%)
<b>Aware of DUFB</b>	1061 (100%)	FDPIR (Food Distribution Program on Indian Reservations)	34 (4%)
Yes	689 (65%)	Medicaid or CHIP	539 (7%)
No	372 (35%)	Head Start Program	56 (7%)
<b>Ever Participated in DUFB</b>	1061 (100%)	Seniors Farmers' Market Nutrition Program	64 (8%)
Yes	421 (40%)	Summer Meals Programs (Summer Foodservice Program, Child and Adult Care Food Program)	227 (28%)
No	640 (60%)	School Lunch or Breakfast Program	349 (44%)
<b>Length of time participating in DUFB</b>	384 (36%)	Other	34 (4%)
<1 month	69 (18%)	None of above	6 (1%)
1-5 months	84 (22%)		
6-12 months	74 (19%)		
>12 months	157 (41%)		
<b>Length of time receiving SNAP</b>	534 (50%)		
<1 month	32 (6%)		
1-5 months	43 (8%)		
6-12 months	48 (9%)		
>12 months	411 (77%)		

<sup>a</sup> Number of responses varied by question due to missing data (incomplete responses or skipping questions)

Table 2 shows the demographic characteristics of survey respondents. Most were female (84%); 35-49 years of age (46%); and Hispanic, Latino, or Spanish (44%) or White (28%). More than 40% had completed some college or were college graduates. Nearly half (48%) reported an annual household income of less than \$20,000 and more than 80% had an annual household income of less than \$50,000. Survey respondents were from all 33 counties in New Mexico, with the highest participation from Bernalillo County (28%) or Doña Ana County (17%), with 64% of them were from metro and 36% were from nonmetro counties.

**Box 1.** Survey respondent demographics were somewhat comparable to SNAP participant characteristics reported by the New Mexico Health Care Authority for September 2024: 55% female; 58% Hispanic, 75% White; 32% Bernalillo County and 12% Doña Ana County. Note that females were particularly over-represented among survey respondents compared to state SNAP participant data.

Table 2. Demographic characteristics of survey respondents (n=1,061)

Characteristics	n (%)	Characteristics	n (%)
<b>Gender<sup>a</sup></b>	884 (83%)	<b>Highest Education<sup>a</sup></b>	892 (84%)
Male	125 (14%)	Less than high school	93 (10%)
Female	743 (84%)	High school graduate or GED	293 (33%)
Other	5 (1%)	Some college or college graduate	390 (44%)
Prefer not to say	11 (1%)	More than college (some post-graduate, graduate, or professional degree)	96 (11%)
<b>Age<sup>a</sup></b>	892 (84%)	Prefer not to answer	20 (2%)
18-34 years	281 (32%)	<b>Annual Household Income<sup>a</sup></b>	887 (84%)
35-49 years	413 (46%)	Less than \$20,000	428 (48%)
50-64 years	142 (16%)	\$20,000 - \$49,999	310 (35%)
>64 years	56 (6%)	\$50,000 or more	73 (8%)
<b>Race and Ethnicity<sup>a</sup></b>	884 (83%)	Prefer not to answer	76 (9%)
American Indian/Alaska Native	102 (12%)	<b>Adults in the Household<sup>a</sup></b>	878 (83%)
Asian	7 (1%)	1	322 (36%)
Black/African American	18 (2%)	2	351 (40%)
Hispanic, Latino, or Spanish origin	388 (44%)	3	124 (14%)
Native Hawaiian/Other Pacific Islander	2 (0%)	>3	81 (10%)
White	245 (28%)	<b>Children in the Household<sup>a</sup></b>	878 (83%)
Multi-race	75 (8%)	0	219 (25%)
Other	12 (1%)	1	201 (23%)
Prefer not to answer	35 (4%)	2	213 (24%)
<b>County<sup>a</sup></b>	876 (83%)	3	128 (14%)
Bernalillo County	241 (28%)	>3	117 (14%)
Doña Ana County	148 (17%)	<b>Rural Classification<sup>a</sup></b>	876 (83%)

Others <sup>b</sup>	487 (55%)	Metro	564 (64%)
		Nonmetro	312 (36%)

<sup>a</sup>Frequency and percentage reflect the percentage of survey respondents who answered each optional demographic characteristic question out of the total number of survey respondents (n=1,061).

<sup>b</sup>All other counties in New Mexico (n=31) were represented in the survey, ranging from <1 to 7% of respondents per County.

*Interview Participants:* Ten people participated in an interview. Demographic data were not collected from interview participants; however, all 10 participants were at least 18 years of age, currently resided in New Mexico, and were current SNAP participants.

## Survey Results

### Marketing Strategies, Tactics, and Tools

*Quantitative Survey Results (full results can be found in Appendix A)*

**Radio Ads:** 1,061 survey respondents answered questions about the effectiveness of radio ads as a DUFEB marketing strategy. Thirty-nine percent had heard the radio ads before and more than 95% agreed or strongly agreed that the radio ads would encourage them to participate in DUFEB. This level of agreement was the highest among all of the 10 tools and tactics evaluated. Additionally, more than 1,000 participants responded to a question asking their favorite radio stations and the majority selected country (39%), hip hop/R&B (36%), adult contemporary (pop, soft rock) (28%), Spanish (25%), and/or rock/alternative (22%).

**Community Posters:** 1,024 survey respondents answered questions about community posters. More than half (n=598, 58%) had seen the poster before (the only marketing tool that was seen by more than half of the respondents), and 71% agreed or strongly agreed that the community posters would encourage them to participate in DUFEB. Participants indicated wanting to see posters at different places such as DUFEB markets (77%); public aid offices; WIC clinics; cooperative extension offices (58%); food banks, food pantries and soup kitchens (58%); community centers (53%); and schools and childcare centers (53%).

**DUFEB Token Signage:** 1,012 survey respondents responded to questions about token signage as a DUFEB marketing tool. Forty-three percent of respondents stated that they had seen the signage before, and 75% agreed or strongly agreed or agreed that the token signage would encourage them to participate in DUFEB.

**DUFEB Handouts:** 989 survey respondents expressed their opinions about the DUFEB handouts. Only 39% of the respondents had seen the handouts before and 79% agreed or strongly agreed that handouts would encourage them to participate in DUFEB.

**Local Food Guide:** 966 survey respondents responded to questions about the local food guide as a marketing tool. A total of 40% of the respondents had seen the local food guide before and 80% agreed or strongly agreed or agreed that the local food guide would encourage them to participate in DUFEB.

**DUFEB Social Media Posts and Videos:** 949 survey respondents responded to questions about social media posts and videos as a marketing tool. Thirty-one percent had seen the posts or videos on social media before and 80% agreed or strongly agreed that social media posts and videos would encourage them to participate in DUFEB. Respondents suggested that they would like to see social media posts and videos on Facebook (80%), TikTok (46%), Instagram (46%), YouTube (45%), and Snapchat (25%).

**Bus Ads:** 942 survey respondents responded to the bus ad question. About 79% of the respondents strongly agreed or agreed that bus ads would encourage them to participate in the DUFb program. Since the bus ad was only implemented in Albuquerque and is no longer available, the percent of survey respondents who had seen the bus ad before was not evaluated in the survey.

**Billboard Ads:** 942 survey respondents responded to the billboard ads question. About 81% of the respondents strongly agreed or agreed that billboard ads would encourage them to participate in the DUFb program. Since billboards were only recently implemented, the percent of survey respondents who had seen billboards before was not evaluated in the survey.

**Website:** 935 survey respondents responded to questions about the DUFb website. Just 25% had visited the website before but 84% agreed or strongly agreed that the DUFb website would encourage them to participate in DUFb.

**GoodFoodNM Text Messages:** 931 survey respondents answered questions about GoodFoodNM text messages as a DUFb marketing tool. Thirty-seven percent reported they receive text messages from GoodFoodNM and 81% agreed or strongly agreed that text messages would encourage them to participate in DUFb. Among 925 respondents, 82% preferred receiving text messages in English, and 12% preferred receiving text messages in Spanish. More than 570 participants (54% of the sample) provided their phone numbers to receive GoodFoodNM texts while completing the survey, indicating that text messages could be very successful in reaching potential DUFb participants.

Overall, at least 71% of respondents agreed or strongly agreed that each marketing tactic and tool would encourage them to participate in DUFb (Table 3). The highest-ranking tools were radio ads (95%), website (84%), billboard ads (81%), and text messages (81%).

Table 3. Survey respondents' agreement and disagreement (%) for each tactic and tool regarding encouraging their participation in DUFb.

Marketing tools and tactics	Strongly agree	Agree	Disagree	Strongly disagree
<b>Radio ads (n=1061)</b>	46%	49%	4%	1%
<b>Posters (n=1024)</b>	23%	48%	6%	23%
<b>Token signage (n=1012)</b>	28%	47%	6%	19%
<b>Handouts (n=989)</b>	30%	49%	4%	17%
<b>Local food Guide (n=966)</b>	30%	50%	4%	16%
<b>Videos and Social media posts (n=949)</b>	30%	50%	6%	14%
<b>Bus ads (n=942)</b>	31%	48%	7%	14%
<b>Billboard ads (n=942)</b>	33%	48%	6%	13%
<b>DUFb website (n=935)</b>	31%	53%	5%	11%
<b>Text message (n=931)</b>	34%	47%	9%	10%

Differences in visibility and perceptions of tactics and tools were examined between survey respondents residing in metro and nonmetro counties (Table 4). In general, more survey respondents residing in nonmetro counties reported seeing each tactic and tool before compared to respondents residing in metro counties. One exception was community posters; 63% had seen before in metro counties vs 60% in nonmetro counties. Differences in percent agreement and disagreement that tactics and tools would encourage participation in DUFB did not differ appreciably between metro and nonmetro survey respondents with a very high level of agreement across all survey respondents for each tactic and tool evaluated.

Table 4. Visibility and survey respondent agreement (%) for each tactic and tool regarding encouraging their participation in DUFB between survey respondents from metro (n=564) and nonmetro (n=312) counties.

Marketing tools and tactics	Seen before (%)		Agree (%) <sup>a</sup>		Disagree (%) <sup>b</sup>	
	Metro	Nonmetro	Metro	Nonmetro	Metro	Nonmetro
<b>Radio ads</b>	36%	46%	97%	94%	3%	6%
<b>Posters</b>	63%	60%	70%	77%	30%	23%
<b>Token signage</b>	41%	50%	74%	81%	26%	19%
<b>Handouts</b>	36%	47%	78%	82%	22%	18%
<b>Local food Guide</b>	37%	46%	80%	84%	20%	16%
<b>Videos and Social media posts</b>	27%	40%	78%	86%	22%	14%
<b>Bus ads</b>	/	/	78%	84%	22%	16%
<b>Billboard ads</b>	/	/	80%	85%	20%	15%
<b>DUFB website</b>	19%	37%	82%	88%	18%	12%
<b>Text message</b>	36%	41%	80%	82%	20%	18%

<sup>a</sup>Agree includes agree and strongly agree that the marketing tool would encourage participation in the DUFB program;

<sup>b</sup>Disagree includes disagree and strongly disagree that the marketing tool would encourage participation in the DUFB program.

Survey respondents that had previously participated in DUFB (n=421, 40%) reported that farmers' market signage (flyers and poster) (26%), text messages (11%), friends or family (9%), and handouts (flyers, handbills, and brochures) (8%) were how they first learned about DUFB.

Five hundred forty-one (51% of the sample) SNAP participants who had never participated in DUFB responded that the best ways to promote food incentive programs like DUFB were text messages (78%), social media posts and ads (50%), handouts (flyers, handbills, and brochures) (41%), and coupons (40%). Shown in Table 5, preferred promotion methods were compared between respondents from metro and nonmetro counties. Text messages, videos and social media posts, handouts, and coupons were perceived as the best way to promote DUFB among respondents from both metro and nonmetro counties. In addition, respondents from metro counties ranked radio ads (5<sup>th</sup> vs. 8<sup>th</sup>), food pantries (7<sup>th</sup> vs. 10<sup>th</sup>), and nutrition educators (14<sup>th</sup> vs. 17<sup>th</sup>) higher as the best way to promote DUFB than respondents from nonmetro counties. Respondents from nonmetro counties ranked the DUFB website (6<sup>th</sup> vs. 12<sup>th</sup>) and newspapers or news stations (7<sup>th</sup> vs. 13<sup>th</sup>) higher as the best way to promote DUFB than respondents from metro counties.

Table 5. Percent of SNAP participants that do not participate in DUFB indicating each method as "the best way" to be reached about food incentive programs like DUFB.

Marketing tools and tactics	Total respondents (n=541)	Metro (n=328)	Non-metro (n=178)
Text message	78%	82%	74%
Videos and social media posts	50%	49%	56%
Handouts (Flyer, Handbills, and Brochures)	41%	41%	44%
Coupons	40%	40%	42%
Radio ads	32%	34%	34%
Farmers' market signage (Flyers and Poster)	34%	32%	40%
Food pantry	31%	32%	31%
Local farmers/producers/market managers	29%	31%	30%
DUFB website	30%	28%	36%
Local food Guide	29%	28%	32%
Healthcare provider	28%	28%	30%
Departments of Social Services office/ Field offices	27%	28%	29%
Newspaper or news station like KOB, KRQE, etc.	28%	25%	35%
Friend or family	22%	21%	25%
Bus ads	20%	21%	20%
Nutrition educator	19%	21%	18%
Community group	18%	19%	20%

### *Other Survey Outcomes*

Shown in Table 6, the most common barriers reported by SNAP participants who do not use DUFB were not knowing about DUFB (57%), not knowing how to use DUFB (36%), and/or no DUFB location nearby (21%). Respondents from metro and nonmetro counties had similar perceptions of barriers to participating DUFB except for a slight difference in the percent reporting no DUFB locations nearby (19% of metro respondents vs 26% of nonmetro respondents).

Table 6. Barriers to participating in DUFB among SNAP participant survey respondents.

	All (n=538)	Metro (n=328)	Nonmetro (n=178)
<b>Did not know about DUFB</b>	57%	57%	61%
<b>Do not know how to use DUFB</b>	36%	38%	34%
<b>No DUFB locations nearby</b>	21%	19%	26%
<b>Cannot get to DUFB locations nearby</b>	15%	15%	15%
<b>Not interested in purchasing fruits and vegetables</b>	3%	4%	2%

## Qualitative Survey Results

Content and thematic analysis revealed important themes related to the five DUFb marketing strategies and tools assessed with open-ended survey questions (radio ad, community posters, DUFb handouts, local food guide, social media) and an overall question asking about how to let more New Mexicans know about the DUFb program. Table 7 includes the top five themes for all nine open-ended survey questions with a representative quote. Appendix A includes an extended analysis of the top 10 themes for each question with multiple representative quotes. All quotes are included verbatim, exactly as submitted by survey respondents.

**Radio Ads:** The radio ads included in the survey were generally well-received by survey respondents. Shown in Table 7, most respondents mentioned that doubling up or getting twice as much stood out in the radio ad (n=213) followed by food costs and saving money (n=102). Survey respondents also provided suggestions including that “*we need more than a good ad*” due to inflation. Some noted it was still unclear to them which stores and places accept DUFb even after listening to the ad, and that listeners may relate more if characteristics of a particular culture or group were reflected in the ad. A few thought the ad was fast and noted that not everyone listens to the radio.

**Community Posters:** Most survey respondents commented that the posters were successful (n=94) or that they had no suggestions (n=235). Table 7 shows the top five suggestions reported by participants to improve the posters. In addition to these primary themes, respondents commented that text should be larger (n=29); posters should include a QR code or link for more information (n=19); posters should include images or information about fruits and vegetables available (n=16); messages should be clear, concise, and accessible (n=16); posters should be available in multiple languages (n=15); include real images (n=10) and be available in participating stores (n=9).

**DUFb Handouts:** Most survey respondents commented that the handouts were successful (n=63) and/or that they had no suggestions (n=264). Table 7 shows the top five suggestions reported by survey respondents to improve the handouts. Respondents also reported preferred locations to receive DUFb handouts, summarized in Table 7. Other locations mentioned 6-10 times included buses, college campuses, churches, senior centers, newspapers or bulletins, post offices, childcare centers, and gas stations. Locations mentioned 1-5 times included housing, restaurants, malls, at work, coffee shops, laundromats, parks, and waiting areas.

**Local Food Guide:** Many survey respondents commented that the Local Food Guide was successful (n=37) and/or that they had no suggestions (n=293). Table 7 shows the top five suggestions reported by survey respondents to improve the Local Food Guide. Respondents also reported preferred locations to receive the Local Food Guide, summarized in Table 7. Other locations mentioned included libraries (n=15), events (n=11), social media (n=9), by text (n=9), and in the news or via news bulletin (n=8). Locations mentioned 1-5 times included gas stations, churches, senior centers, buses, college campuses, housing, visitors' centers, gyms or recreation centers, canteens, on cars, childcare centers, coffee shops, farms, flea markets, hotels, parks, pharmacies, retail stores, homeless shelters, and on public transportation.

**Social Media:** Using social media ads for reaching more people was mentioned by survey respondents most (n=139) followed by providing more information including locations (n=63). Respondents shared effective strategies such as sharing and tagging (n=37); using stories and real people in content (n=25); promotions and incentives including free food (n=16); ensuring content is interactive, engaging, and interesting (n=13); and partnering with influencers, community members, or leaders (n=9). Survey respondents also shared preferred content type including videos

(n=36), pictures (n=8), and links (n=4). Platforms mentioned by participants included Facebook (n=14), multiple platforms (n=11), TikTok (n=9), Instagram (n=3), and Twitter and YouTube (n=2).

Table 7. Summary of responses to open-ended questions about marketing tools and strategies including most common codes, overall themes, and representative quotes

Tool	Survey Questions (number of responses)	Top Five Themes (number of times mentioned)	Representative Quotes <sup>a</sup>
Radio Ads	What stands out to you about the radio ad? (n=714)	<p>Double up, get twice as much (n=213)</p> <p>Food costs, saving money on food (n=102)</p> <p>Information/informative (n=83)</p> <p>Fresh fruits, vegetables, produce (n=73)</p> <p>Local farmers (n=67)</p>	<p><i>"Info on doubling SNAP purchasing power... It's a privilege for me to get to eat fresh vegetables and fruits, and I am so thankful for the SNAP Double Up program."</i></p> <p><i>"The first sentence drew me in because it is a topic of conversation online right now, groceries being expensive and trying to find ways to get more bang for your buck essentially."</i></p> <p><i>"What stood out to me was the mention of some grocery stores participating. I had never heard that before."</i></p> <p><i>"It made me feel comforted a bit more during my daily struggles to get to eat fresh vegetables and fruits."</i></p> <p><i>"This ad helped me to understand that not only does this program help me but the farmers too though I would like to know more about how it helps them."</i></p>
Community Posters	What do you like about these posters? (n=720)	Color (n=228)	<i>"I like the colors and how they stand out to me. I also like how they almost look vintage as it brings back nostalgic memories for me of my grandmother and being a child again."</i>

		<p>Attention-grabbing, stand out, catches the eye, engaging (n=81)</p> <p>Informative (n=68)</p> <p>Includes fruits and veggies, produce, food (n=54)</p> <p>Clear, easy to read, and understandable (n=52)</p>	<p><i>"Each of the posters have so many colors and varying font choices that draw me in to read them. I like how they both have bold statements that catch your eye and bring you in to read how you could double up your food bucks!"</i></p> <p><i>"They're very colorful they catch your attention. They get right to the point yet very informative and easy to understand."</i></p> <p><i>"They really get the word out there for us to save and buy more and especially because it is fresh local produce. I love the brightness of the posters, it stands out."</i></p> <p><i>"The top one has a clear and concise message with quick information to understand however the second one does not. With the second one there's not enough information to know about how to double up your food box. Yes it does say local but that's it."</i></p>
	<p>What improvements could be made to these posters? (n=649)</p>	<p>More info on program/how to use (n=78)</p> <p>Include locations (n=60)</p> <p>Color (n=46)</p>	<p><i>"Could be more informative. People may see a tomato and move past it but if it says something like "Get fresh local produce *1/2* off" or something like that."</i></p> <p><i>"If possible, they could list one or two closest locations. Many people who have SNAP don't have much internet access."</i></p> <p><i>"Bright vibrant colors of the fruits and vegetables and how it would benefit new Mexican grown food and our families"</i></p>

		<p>Graphics/images (n=36)</p> <p>More available/in more locations (n=35)</p>	<p><i>"The 1st one is fine just as it is. The 2nd one needs more in it. Just looking at it like it is, I probably wouldn't bother to read it. Nothing on there catches my eye."</i></p> <p><i>"I live in a small rural area and have not seen any posters here."</i></p>
DUFB Handouts	Do you have any suggestions to make these handouts better? (n=580)	<p>More locations/expand where offered/more accessible (n=46)</p> <p>Less info/less content/too busy (n=23)</p> <p>Mail (n=17)</p> <p>Locations (n=17)</p> <p>Color – both positive and negative reactions (n=15)</p>	<p><i>"put them in places where the double up program is accepted, I have not seen these anywhere!"</i></p> <p><i>"I feel like it's too much information for poster it needs to be like a brochure if you're going to have that much. And on the front of the brochure I would put double up your snap bucks"</i></p> <p><i>"Mail it out to all snap recipients"</i></p> <p><i>"make it known locations near me where I can easily use the program"</i></p> <p><i>"The chosen color of green really deduces the readability"</i></p>
	Where would you like to receive these handouts? (n=596)	<p>Participating locations (grocery, farmers' market, etc.) (n=173)</p> <p>Home or via mail (n=120)</p> <p>Schools (n=81)</p>	<p><i>"Anywhere we can do the double up program"</i></p> <p><i>"In the mail when the season arrives so i can posted to my fridge and actually utilize it so my family could benefit from fresh produce locally grown."</i></p>

		<p>SNAP/HSD/WIC/Other public assistance offices (n=73)</p> <p>Everywhere (n=48)</p>	<p><i>"Should be available in the office and anywhere where ebt snap members would be at like the library, schools and grocery stores."</i></p> <p><i>"But most importantly it should be told by the people that we talked to at Human Services when people are applying and even in our letters they send out when we are approved"</i></p> <p><i>"Anywhere!! I have never seen these at all. I didn't know certain stores accepted it."</i></p>
Local Food Guide	Do you have any suggestions to make this Local Food Guide better? (n=470)	<p>Distribute more (n=29)</p> <p>Include participating locations (n=24)</p> <p>Include more information (n=13)</p> <p>Include products (n=10)</p> <p>Improve readability/accessibility (n=10)</p>	<p><i>"Have them every where"</i></p> <p><i>"It says there are 120 places but not what or where they are. Maybe add a QR code to more easily pull it up by scanning it with a cellphone."</i></p> <p><i>"A better understanding on how the program works Many people don't understand. Probly don't have an interest to ask. There for won't participate"</i></p> <p><i>"Examples of what may be purchased"</i></p> <p><i>"Some of the writing should be bigger, so it's easier to read"</i></p>
	Where would you like to receive this Local Food Guide? (n=526)	<p>Participating locations (grocery, farmers' market, etc.) (n=154)</p> <p>By mail (n=100)</p> <p>Schools (n=54)</p>	<p><i>"Places that provide double up bucks, and anywhere there are services for lower income households"</i></p> <p><i>"By mail and with recertifications from the snap offices"</i></p>

		<p>SNAP/HSD/WIC/Other public assistance offices (n=52)</p> <p>Everywhere (n=45)</p>	<p><i>“Schools, area clinics, and places where people will get together would be a great place for this”</i></p> <p><i>“ISD/HSD Office, WIC Office, food pantries”</i></p> <p><i>“Any public area that could be seen by people who participated in the program! Locally owned places as well would show the support for those as well.”</i></p>
Social Media	How can social media be used to get more people to participate in DUFB? (n=528)	<p>Reach/everyone is on social media/more often (n=139)</p> <p>Provide information including locations (n=63)</p> <p>Sharing content and tagging (n=37)</p> <p>Videos (n=36)</p> <p>Using stories, real customers and farmers (n=25)</p>	<p><i>“A lot of people are more connected to social media than tv or radio.”</i></p> <p><i>“Include links to local participating locations in the posts.”</i></p> <p><i>“The information could get shared in many ways! By someone getting tagged in it or people could share it and send it to people who need it.”</i></p> <p><i>“Create short videos and conduct interviews with participants and merchants to discuss their experiences and insights, making it easier for potential participants to relate.”</i></p> <p><i>“Create high-quality images and videos that showcase the stories of the businesses, local farmers markets, food and participants who participate in the DUFB program. Vivid visual material is more likely to attract attention and share.”</i></p>
Final Question	How can we let more New Mexicans know	Provide more information (n=32)	<i>“As far as advertising goes, you are doing a great job. I think the problem is. Most people just do not</i>

	about the DUFB program? (n=612)	<p>Expand stores, locations, and offerings (n=19)</p> <p>Ensure access and promote awareness (n=11)</p> <p>Consider language (n=7)</p> <p>Design materials to be catchy (n=5)</p>	<p><i>understand how it works. So therefore will not participate like myself."</i></p> <p><i>"Have it available in more locations. We have to drive 30 mins or more to get to a location that offers it. That doesn't even account for the fact I am in a wheelchair. It needs to be available anywhere fruits/veggies are sold."</i></p> <p><i>"In my opinion, it's not necessarily letting people know about it. It is the access to it"</i></p> <p><i>"Put it in more ads. Mainly Navajos. And on the Navajo radio. Many elderly don't understand English. Also talk about it in Navajo language."</i></p> <p><i>"Advertise, Advertise, Advertise! I think as many different graphics, radio ads, etc that can catch people's eyes, the better! I'm personally more likely to be able to look into something if I can see many different pictures of the same thing, rather than seeing the same picture or hearing the same radio ad on repeat."</i></p>
<sup>a</sup> All quotes are included verbatim, exactly as submitted by survey respondents.			

**Increasing Participation in DUFb:** Survey respondents reported preferred locations, methods, and strategies for receiving information about the DUFb to promote greater participation, listed in Table 8. Representative quotes for general strategies suggested by survey respondents can be found in Table 7. In addition to the most common locations shown in Table 8, other locations mentioned by at least one respondent included libraries, post offices, restaurants, movies, food delivery services, and apartments/housing. Other methods mentioned by at least one respondent included podcasts and Community Health Workers (CHW).

Table 8. Content Analysis: How can we let more New Mexicans know about the DUFb program? (n=612)

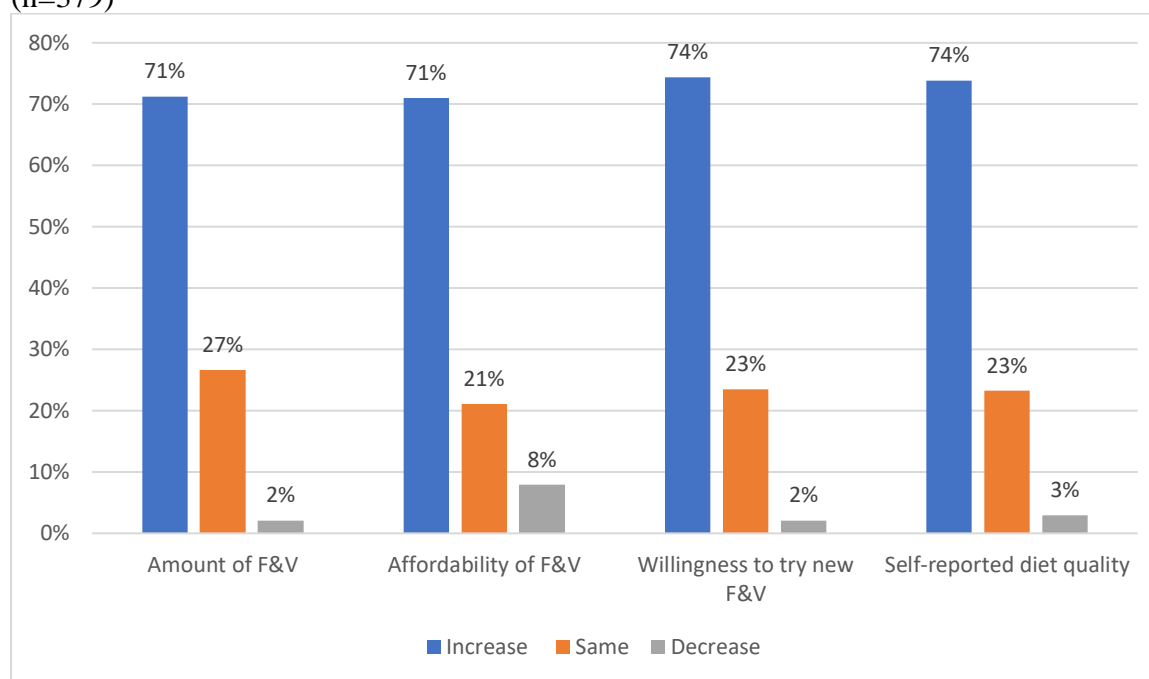
Locations	n
Grocery stores, participating stores	51
When applying for SNAP, at HSD, WIC	33
Schools	26
At events, in the community, with partners	23
Doctor's office/hospital/healthcare	11
Community centers	5
Churches	5
Food banks	5
Methods	n
Social media	116
Handout/pamphlet/flyers/brochure	70
Mail/mailboxes	70
Text messages	38
Posters/signs	33
TV/local news	30
Radio	25
Website/internet/online/app	19
Word of mouth	19
Email	16
Billboards	10
Newspaper	5
Bus	5
Newsletter	1
Strategies	n
More information/provide information	32
Expand marketing and DUFb locations	19
Accessible information and awareness	11
Language (Spanish, Navajo/Native languages, Chinese, Vietnamese)	7
Catchy	5

## Eating Behavior Changes

### Quantitative Survey Results

Three hundred seventy-nine (36% of total sample) survey respondents that had ever participated in DUFB also answered questions about how participating in DUFB changed their eating behaviors (amount of fruits and vegetables eaten, ability to afford fruits and vegetables, trying new fruits and vegetables, and quality of diet), shown in Figure 3. Seventy-one percent reported that their fruit and vegetable consumption increased, which aligns with previous NMFMA customer surveys, and 71% reported their ability to afford fruits and vegetables increased. Nearly three-fourths (74%) reported an increase in trying new fruits and vegetables and an increase in diet quality due to participating in DUFB.

Figure 3. Eating behavior changes (%) due to participating in the DUFB program in New Mexico (n=379)



Shown in Table 9, a slightly higher percentage of metro respondents reported increases in the amount and affordability of fruits and vegetables, willingness to try new fruits and vegetables, and self-reported diet quality due to participating in DUFB than those from nonmetro counties.

Table 9. Respondents' eating behavior changes (%) due to participating in the DUFB program between metro (n=236) and nonmetro (n=134) counties.

	Amount of F&V		Affordability of F&V		Willingness to try new F&V		Self-reported diet quality	
	Metro (n=236)	Nonmetro (n=134)	Metro (n=236)	Nonmetro (n=134)	Metro (n=236)	Nonmetro (n=134)	Metro (n=236)	Nonmetro (n=134)
<b>Increased</b>	75%	67%	74%	67%	77%	71%	76%	73%
<b>Same</b>	24%	29%	20%	22%	22%	25%	22%	22%
<b>Decreased</b>	1%	4%	6%	11%	1%	4%	2%	5%

F&V = fruits and vegetables

Finally, survey results also show barriers to participating in DUFb among New Mexico SNAP participants, highlighted here:

1. Even though most survey respondents knew they can use DUFb for fruits (90%), vegetables (89%), and potatoes (63%), only 45% knew they could use DUFb for beans and legumes, 38% knew they could use DUFb for plants that produce food (vegetable starts), 33% knew that they could purchase cut herbs using DUFb, and 29% knew they could use DUFb for herb plants. Therefore, even though SNAP participants may know about DUFb, they may not be fully aware all the benefits including eligible items that can be purchased. This gap in knowledge may require more targeted and detailed marketing strategies such as providing more DUFb program information, nutrition education, professional and community support such as grocery tours to introduce eligible items and recipes, and partnering with schools and healthcare providers to share detailed information with their audience.
2. Most (84%) survey respondents who had ever received DUFb reported that they bought more fruits and vegetables when they could use DUFb. Therefore, it is important to encourage more grocery stores and food retailers that are open year-round to participate in DUFb to improve equitable access to locally-produced foods in metro and nonmetro communities across the state.
3. Most survey respondents (n=895) reported a high level of interest in receiving complementary services, activities, and resources such as nutrition education (for example, learning ways to make the most of your purchases, cooking classes or demonstrations) (52%), food preservation information (for example, canning, freezing, drying foods, etc.) (45%), and medical support from a dietitian (for example, learning how to eat to help manage chronic conditions like diabetes or heart disease) (39%). Therefore, in addition to doubling dollars, SNAP and DUFb participants may be willing to learn more about food and nutrition and participate in activities that help support a healthy diet and lifestyle.

## Interview Results

Thematic analysis of 10 SNAP participant interviews was conducted by the UNM Health Sciences Center CTSC CERC. Below are the most salient results from this analysis with summary tables and quotes from the interview transcripts.

Table 10 reports the number of interview participants that conveyed a specific opinion or qualifier for a given type of marketing tactic or tool. A darker blue color indicates a higher concentration of interview participants that commented on a specified topic. Codes in this table are not mutually exclusive as they might refer to different sections or quotes of the same participant. For instance, when it comes to social media posts, one participant said that this tool was both attention grabbing and convenient and another participant said the local food guide was informative but misleading. Participants shared positive and negative opinions about the tactics and tools evaluated.

Among positive aspects, all interview participants talked about how the tactics and tools shown were informative. Almost all interviewees (90%) agreed that the DUBF handout was informative. Most also considered the local food guide (70%), the community poster (60%), and text messages (60%) to be useful in this sense. Half considered the website and the radio ad to be informative. For example, when shown the website one interviewee said, *“It tells you what you need to do... it's explaining it. So, the more people can understand [it]-- and, you know, the more they understand... what it does and how to get to it, the more likely they are to use it.”* Everyone

also said that specific tactics and tools grabbed their attention or were appealing to the eye with “fresh colors,” images like the “EBT card,” and phrases like “Buy one and get one dollar” or “Get double the fruits and vegetables.” In particular, most interview participants qualified the community poster (70%) and the bus ad (60%) as attention-grabbing or appealing. When looking at the community poster, one participant commented, *“I think the color for Double Up... is really good because it's yellow. It's one of the ones that is good for marketing because it catches your attention.”* Others (80%) commented on the accessibility or convenience of the tactic or tool, either in terms of the ease to come across or about the tactic or tool itself. Social media posts were described as accessible by half of the participants, whereas 30% stressed this feature when reviewing the bus ad and text messages. For instance, one interviewee highlighted this in sending text messages: *“If you make it easier for consumers, then it is more likely, you know, they're gonna go in the direction that you want them to go.”*

When it comes to negative aspects, over half (60%) talked about how specific tactics and tools (community poster, DUFb handouts, local food guide, bus ad, billboard ad, and text messages) were misleading or lacked information. One interview participant talked about the local food guide saying, *“I don't see where it talks about Double Up at all... I think if it was on the front page, it would tell you more about that it's focused on the Double Up.”* A few interviewees (20%) mentioned how the tactics and tools were not appealing. One interviewee commented on the “dull colors” of different tactics and tools and another one emphasized the community poster's accessibility issues saying, *“The ones I've seen are small... I think if somebody wasn't really looking... they wouldn't notice that.”*

Table 10: New Mexico SNAP participants thoughts on DUFb marketing tactics and tools evaluated in interviews (n=10)

Type	Accessible, convenient	Attention grabbing, appealing	Informative	Misleading or lack of information	Not appealin g
Radio ad	0	3	5	0	0
Community poster	0	7	6	1	2
DUFb handouts	0	2	9	1	1
Local food guide	1	3	7	2	0
Bus ad	3	6	3	2	1
Billboard ad	1	5	4	3	1
Social media posts	5	4	1	0	1
Website	1	4	5	0	0
Text messages	3	1	6	1	0

Table 11 reflects the number of interview participants that thought a tactic or tool encouraged participation in DUFb and those that did not agree across all types. Note that not all interview participants went through each tactic and tool or expressed directly whether they thought

it was encouraging or not (e.g., when it comes to the radio ad, only 80% of participants commented on this attribute). Most interviewees thought tactics and tools would encourage people to participate in the DUFEB program. Regardless of the type of tactic or tool, or the means of dissemination, they agreed that these marketing tools could support engagement in the program. Nonetheless, half mentioned how specific marketing strategies would not encourage participation, including local food guides (30%), community posters (10%), handouts (10%), bus ads (10%) and text messages (10%). Some reasons included the lack of highlighting of the word “Double Up”, the large amount of reading, or not being able to look at the advertisement long enough when there is not a physical copy.

Table 11: New Mexico SNAP participants perceptions on if tactics and tools would encourage DUFEB participation

Type	Yes	No
Radio ad	8	0
Community poster	9	1
DUFEB handouts	9	1
Local food guide	7	3
Bus ad	9	1
Billboard ad	10	0
Social media posts	8	0
Website	9	0
Text messages	8	1

When interviewees were asked how more SNAP participants could be reached to inform them about DUFEB, most (70%) highlighted a marketing strategy, tactic, or tool that is currently being used (Table 12). Within this group, the majority stressed the use of social media posts (e.g., Facebook, Instagram, YouTube, Pinterest) and text messages, while a few others pointed to radio ads, bus ads, billboard ads, and websites.

Table 12: Interviewees’ top suggestions for DUFEB marketing strategies, tactics, and tools

Type of Ad	Number of People
Social media posts	5
Text messages	4

Table 13 reports the number of interviewees who suggested a potentially new location for DUFEB marketing strategies, tactics, and tools. In terms of the best locations for outreach, almost all (90%) suggested having information where the community goes, including libraries, laundromats, schools, markets, stores, senior communities, community centers, apartments, and bus stops. When discussing community locations, a few talked about having community health workers or senior service coordinators share this information as well. Additionally, 70% of interviewees also mentioned different offices to have information at including WIC, Human Services (SNAP, EBT), Income Support Division, and doctor’s offices. One person mentioned how an ad could be sent with their renewal of SNAP. Half thought receiving advertisements in the mail or email would also be helpful. For instance, one person said: “*We get mail all the time from*

the SNAP office...I feel like having even just a pamphlet that went in there would be helpful.” The least popular locations suggested for these outreach efforts were online platforms (10%) and newspapers (10%). Additionally, about 30% of interviewees conveyed that they would like to see these ads outside of the Albuquerque metropolitan area.

Table 13: Interviewees’ suggestions for locations for DUFb marketing strategies, tactics, and tools

Location Suggestion	Number of People
Community locations	9
Mail	5
Newspaper	1
Offices	7
Online	1
Outside Albuquerque	3

Interviewees also provided feedback on how to improve the content of the marketing tools. Many (70%) spoke about adding more or different information including: recipes (e.g., connecting with MyPlate), a website or QR code with more information (e.g., a list of addresses for Double Up Food Bucks locations), having multiple languages (e.g., bilingual poster), and a list of produce that is part of the program and where you can get them. One also mentioned having a person who can answer questions when being shown or given the information: *“You can have those flyers at the local store, but if the employees, they don't have a clue or they don't have that time to explain [to] us, we are gonna get frustrated.”* Additionally, 40% of respondents talked about making the marketing tools more eye-catching by focusing on visual forms and adding more pictures like “dollar signs” and having it large enough to see with “bigger poster boards.” One participant said, *“If you put it, like, little pictures, like, with the information step-by-step, maybe it can be easy for other people.”*

### Evaluation Limitations

Limitations of this study should be noted. Survey respondents were recruited through GoodFoodNM, the NMFMA’s healthy eating text message program, social media (the New Mexico Health Care Authority Facebook page, the NMFMA Facebook page), and via flyers posted at eight farmers’ markets across the state. These recruitment methods may have led to an overrepresentation of DUFb participants in the survey, as current DUFb participants may already be subscribed to these platforms and more likely to participate in the study. Data were collected via online Qualtrics survey from a cross-section of adult New Mexico SNAP participants and via Zoom interviews. The survey was lengthy, taking approximately 15-20 minutes, and the number of marketing tools and tactics evaluated (10) was a possible limitation. Online surveys can also be affected by fraudulent and bot responses; however, the research team thoroughly reviewed survey data, used stringent Qualtrics criteria to exclude duplicates and bots, and reviewed open-ended survey question responses to further exclude duplicates and suspicious responses. Additionally, two attention-check questions were included and participants that did not accurately answer both questions were excluded. We recognize the final dataset may still include inaccurate survey responses and/or ineligible participants despite data cleaning efforts.

Among all marketing tools and tactics, we did not ask whether respondents had seen the bus ad or billboard ad because bus ads are no longer available and billboard ads were just launched when the survey started. Our sample also included predominantly female respondents (84%) and respondents from metro counties (64%). More non-female respondents and respondents from nonmetro counties should be recruited in future studies to generate more representative results. Further, all information was self-reported and the reliance on self-reported data could introduce biases such as recall bias and social desirability bias which may affect the accuracy of the results; however, with strict inclusion criteria and rigorous question design, we minimize the possibility of bias. We acknowledge that just 10 interviews were conducted with SNAP participants, limiting generalizability of interview results. Finally, survey respondents and interview participants were presented with examples of marketing tactics and tools and did not evaluate the full tactic or tool in some cases. For example, participants did not review the full Local Food Guide and suggestions for improvement may therefore already be included in tools.

## VI. Opportunities for Growth and Recommendations

Overall, this study of adult SNAP participants in New Mexico found that current DUFEB marketing strategies, tools, and tactics are reaching SNAP participants and are perceived as successful in promoting DUFEB program participation. While nearly two-thirds (65%) of survey respondents were aware of DUFEB, just 40% reported ever participating in DUFEB. Among DUFEB participants, however, the overwhelming majority (71-74%) reported that DUFEB increases the amount of fruits and vegetables consumed, affordability of fruits and vegetables, ability to try new fruits and vegetables, and overall diet quality.

Despite clear successes, study results also suggest opportunities for growth, leading to the following recommendations:

1. Extend the reach of radio ads, text messages, and social media, which appear to be the most favorable marketing tactics and tools, to increase awareness and usage of the DUFEB program. Ensure marketing strategies, tactics, and tools include clear, accessible information on how to use DUFEB and benefits of participating.
2. Expand DUFEB marketing strategies, tools, and tactics to community locations such as schools, grocery stores, libraries, community centers, doctor's offices and healthcare centers, churches, SNAP-ED partners, and senior centers. Explore the possibilities of enhanced coordination with the New Mexico Health Care Authority (HCA) to integrate Double Up program promotion more closely with SNAP outreach, enrollment, and renewal processes.
3. Coordinate DUFEB marketing and outreach efforts, as appropriate, with other assistance programs such as WIC and school meal programs given the high degree of participation in other programs among survey respondents.
4. Increase efforts to connect SNAP and DUFEB participants to activities such as nutrition education, food preservation, and medical support from dietitians, to further improve dietary behaviors and health outcomes.
5. Encourage more grocery stores and food retailers that are open year-round in metro and nonmetro communities to participate in DUFEB to increase participation in non-summer months.

## VII. Conclusion

New Mexicans have historically struggled with food insecurity and access to fresh, healthy foods; however, the most recent estimates suggest the prevalence of food insecurity is decreasing. As of 2023, the prevalence of food insecurity in New Mexico was 12.9% (which is not statistically different than the U.S. prevalence of 13.5%) compared to a previous estimate of 15.2% in 2022. While this study did not assess if the DUFB program is directly leading to declines in food insecurity, 71% of respondents reported DUFB increased their ability to purchase fresh fruits and vegetables and 74% indicated DUFB improved diet quality. Therefore, DUFB is a critical program for families and communities in the state and funding must be maintained and even increased to expand and extend marketing strategies, tactics, and tools, including those evaluated in this study.

## **VIII. Acknowledgements**

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## **IX. Suggested Citation**

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## XI. Appendices

### Appendix A: Quantitative Analysis of Close-Ended Survey Questions

#### Radio ads

	N (%)		N (%)
<b>Heard Radio Ads before</b>	1061 (100%)	<b>Types of radio stations you listen</b>	1054 (99%)
Yes	414 (39%)	Adult contemporary (pop, soft rock)	292 (28%)
No	647 (61%)	Classical	106 (10%)
<b>Radio ads would encourage you to participate DUFb</b>	1061 (100%)	Country	410 (39%)
Strongly agree	490 (46%)	Hip hop/R&B	384 (36%)
Agree	522 (49%)	Jazz	68 (6%)
Disagree	39 (4%)	News/Talk	158 (15%)
Strongly disagree	10 (1%)	Rock/Alternative	233 (22%)
		Religious	133 (13%)
		Spanish	268 (25%)
		Top 40	136 (13%)
		Other	150 (14%)

#### Community posters

	N (%)		N (%)
<b>Seen poster before</b>	1024 (97%)	<b>Place that you like to see the posters</b>	1012(95%)
Yes	598 (58%)	DUFb markets	777 (77%)
No	426 (42%)	Community center	541 (53%)
<b>Poster would encourage you to participate DUFb</b>	1024 (97%)	Public aid offices, WIC clinics, cooperative extension offices	587 (58%)
Strongly agree	240 (23%)	Food banks, food pantries, soup kitchens	592 (58%)
Agree	494 (48%)	Places of worship	233 (23%)
Disagree	57 (6%)	Schools, childcare centers	539 (53%)
Strongly disagree	233 (23%)	Libraries	416 (41%)
		Public housing, senior citizen housing	415 (41%)

		Public transportation stations	420 (42%)
		Other	79 (8%)

### Token signage

	N (%)
<b>Seen signage before</b>	1012(95%)
Yes	436 (43%)
No	576 (57%)
<b>Signage would encourage you to participate DUFb</b>	1012(95%)
Strongly agree	286 (28%)
Agree	473 (47%)
Disagree	61 (6%)
Strongly disagree	192 (19%)

### Handouts

	N (%)
<b>Seen handout before</b>	989 (93%)
Yes	390 (39%)
No	599 (61%)
<b>Handouts would encourage you to participate DUFb</b>	989 (93%)
Strongly agree	297 (30%)
Agree	485 (49%)
Disagree	40 (4%)
Strongly disagree	167 (17%)

### Local food guide

	N (%)
<b>Seen local food guide before</b>	966(91%)
Yes	386 (40%)
No	580 (60%)
<b>Local food guide would encourage you to participate DUFb</b>	966(91%)
Strongly agree	291 (30%)

Agree	487 (50%)
Disagree	39 (4%)
Strongly disagree	149 (16%)

### Post and video on social media

	N (%)		N (%)
<b>Seen video on social media before</b>	949 (89%)	<b>What social media platforms you like to see DUFb ads (m)</b>	927 (87%) participants, 2668 responses
Yes	290 (31%)	Facebook	737 (80%)
No	659 (69%)	Tik Tok	425 (46%)
<b>videos and social media would encourage you to participate DUFb</b>	949 (89%)	Instagram	426 (46%)
Strongly agree	284 (30%)	YouTube	417 (45%)
Agree	475 (50%)	Reddit	119 (13%)
Disagree	53 (6%)	X (twitter)	165 (18%)
Strongly disagree	137 (14%)	LinkedIn	92 (10%)
		Snapchat	233 (25%)
		Other	54 (6%)

### Bus and billboard ads

	N (%)		N (%)
<b>Bus ads would encourage you to participate DUFb</b>	942 (89%)	<b>Billboard ads would encourage you to participate DUFb</b>	942 (89%)
Strongly agree	295 (31%)	Strongly agree	307 (33%)
Agree	454 (48%)	Agree	454 (48%)
Disagree	65 (7%)	Disagree	57 (6%)
Strongly disagree	128 (14%)	Strongly disagree	124 (13%)

### Website

	N (%)
<b>Visited DUFb website before</b>	935 (88%)
Yes	239 (25%)
No	696 (75%)

<b>The website would encourage you to participate DUFB</b>	935 (88%)
Strongly agree	293 (31%)
Agree	493 (53%)
Disagree	47 (5%)
Strongly disagree	102 (11%)

### Text message

	<b>N (%)</b>		<b>N (%)</b>
<b>Received text message from “GoodFoodNM” before</b>	931 (88%)	<b>Language preference</b>	925 (87%)
Yes	344 (37%)	English	754 (82%)
No	587 (63%)	Spanish	113 (12%)
<b>Text message would encourage you to participate DUFB</b>	931 (88%)	No preference	45 (5%)
Strongly agree	314 (34%)	other	13 (1%)
Agree	433 (47%)		
Disagree	81 (9%)		
Strongly disagree	103 (10%)		

### DUFB participant question - How did you first learn about DUFB

	<b>N (%)</b>		<b>N (%)</b>
<b>N=384(36%)</b>			
Bus ads	8 (2%)	Food pantry	9 (2%)
Community group	9 (2%)	Friend or family	35 (9%)
Coupons	6 (2%)	Handouts (Flyer, Handbills, and Brochures)	29 (8%)
Departments of Social Services office/ Field offices	23 (6%)	Healthcare provider	5 (1%)
Double Up Food Bucks website	13 (3%)	Local farmers/producers/market managers	15 (4%)
Farmers’ market signage (Flyers and Poster)	98 (26%)	Local food guide	13 (4%)
Text messages	41 (11%)	Newspaper or news station like KOB, KRQE, etc	9 (2%)

Nutrition educator	8 (2%)	Radio ads	17 (4%)
Social media posts and ads	21 (5%)	Other	25 (7%)

### DUFB participant question- behavior changes

N=379 (36%)	Increase	Same	Decrease
<b>Amount of F&amp;V</b>	270 (71%)	101 (27%)	8 (2%)
<b>Affordability of F&amp;V</b>	269 (71%)	80 (21%)	30 (8%)
<b>Try new F&amp;V</b>	282 (74%)	89 (23%)	8 (2%)
<b>Diet quality</b>	280 (74%)	88 (23%)	11 (3%)

### DUFB participant questions – dietary behavior

	N (%)		N (%)
<b>Buy more F&amp;V when able to use DUF</b>	379 (36%)	<b>F&amp;V household purchase per week</b>	377 (36%)
Strongly agree	162 (43%)	< \$5	6 (1%)
Agree	155 (41%)	\$5-\$19.99	97 (26%)
Disagree	21 (5%)	\$20-\$34.99	141 (37%)
Strongly disagree	41 (11%)	\$35-\$49.99	71 (19%)
		>=\$50	62 (16%)

### SNAP participant question - best way to promote DUF

	N (%)		N (%)
<b>N=541 (51%)</b>			
Bus ads	108 (20%)	Food pantry	169 (31%)
Community group	100 (18%)	Friend or family	121 (22%)
Coupons	215 (40%)	Handouts (Flyer, Handbills, and Brochures)	222 (41%)
Departments of Social Services office/ Field offices	147 (27%)	Healthcare provider	150 (28%)
Double Up Food Bucks website	165 (30%)	Local farmers/producers/market managers	158 (29%)
Farmers' market signage (Flyers and Poster)	182 (34%)	Local food guide	158 (29%)
Text messages	420 (78%)	Newspaper or news station like KOB, KRQE, etc	151 (28%)
Nutrition educator	102 (19%)	Radio ads	175 (32%)
Other (please specify):	28 (5%)	Social media posts and ads	271 (50%)

### SNAP participant question - Why not use DUFB?

	N (%)
<b>N= 538 (51%)</b>	
Did not know	310 (57%)
No DUFB location nearby	114 (21%)
Can't get DUFB location nearby	79 (15%)
Don't know how to use DUFB	194 (36%)
Not interested in purchasing F&V	15 (3%)
Other (please specify):	57 (11%)

### SNAP participant question - F&V household purchase per week

	N (%)
<b>N=534 (50%)</b>	
< \$5	14 (3%)
\$5-\$19.99	86 (16%)
\$20-\$34.99	153 (29%)
\$35-\$49.99	111 (21%)
>=\$50	170 (32%)

### All survey respondents - What you can buy with DUFB -

	N (%)		N (%)
<b>N=897 (85%)</b>			
Fruits	805 (90%)	Beans and legumes	401 (45%)
Vegetables	802 (89%)	Plants that produce food (vegetable starts)	342 (38%)
Potatoes	573 (63%)	Cut herbs	293 (33%)
Herb plants	259 (29%)		

### All survey respondents - Which of the following would you be interested in receiving?

	N (%)		N (%)
<b>N= 895 (84%)</b>			

Nutrition education (for example, learning ways to make the most of your purchases, cooking classes or demonstrations)	461 (52%)	Medical support from a dietitian (for example, learning how to eat to help manage chronic conditions like diabetes or heart disease)	347 (39%)
Grocery store tours	130 (15%)	Farm tours	253 (28%)
Food preservation information (for example, canning, freezing, drying foods, etc.)	399 (45%)	Produce Prescription	202 (23%)
Meal delivery	296 (33%)	other	48 (5%)

### Demographics- participants distribution by county

	N (%)		N (%)		N (%)		N (%)
<b>County participant lives in: 876 (83%)</b>							
Bernalillo County	241(28%)	Eddy County	12 (1%)	Luna County	15 (2%)	San Miguel County	13 (1%)
Catron County	5 (1%)	Grant County	15 (2%)	McKinley County	23 (3%)	Sandoval County	30 (3%)
Chaves County	37 (4%)	Guadalupe County	11 (1%)	Mora County	4 (1%)	Santa Fe County	49 (4%)
Cibola County	19 (2%)	Harding County	8 (1%)	Otero County	30 (3%)	Sierra County	6(1%)
Colfax County	8 (1%)	Hidalgo County	1 (0%)	Quay County	6 (1%)	Socorro County	9 (1%)
Curry County	30 (3%)	Lea County	13 (1%)	Rio Arriba County	8 (1%)	Taos County	4(1%)
De Baca County	6(1%)	Lincoln County	11 (1%)	Roosevelt County	12 (1%)	Torrance County	4(1%)
Dona Ana County	148 (17%)	Los Alamos County	4(1%)	San Juan County	57 (7%)	Union County	2 (0%)
Valencia County	35 (4%)						

## Appendix B: Expanded Qualitative Analysis of Open-Ended Survey Questions

Note: All quotes are included verbatim, exactly as submitted by survey respondents.

### What stands out to you about the radio ad? (n=714)

Code	Theme Description	Count	Quotes
Double up	Double up, get twice as much	213	<p>The opportunity to have more food for twice as much and that is more natural and healthy for my family.</p> <p>Info on doubling SNAP purchasing power... It's a privilege for me to get to eat fresh vegetables and fruits, and I am so thankful for the SNAP Double Up program.</p>
Food costs	Food costs, saving money on food	102	<p>The first sentence drew me in because it is a topic of conversation online right now, groceries being expensive and trying to find ways to get more bang for your buck essentially.</p> <p>"Cost of putting food on the table" I think we all feel that.</p> <p>You can't afford to buy fruits and veges when you only get \$25 to \$59 in SNAP A MONTH!</p>
Information	Information, informative, explanation	83	<p>What stood out to me was the mention of some grocery stores participating. I had never heard that before.</p> <p>A couple of things that stand out to me are the easy to listen to scenario between the two individuals in the beginning. It's also very clear to hear each of the pieces of information (who, what, how) of the advertisement. I feel strongly encouraged to participate. Each of the speakers are very enthusiastic and inviting.</p>
F/V	Fruits, vegetables, produce, fresh food	73	<p>Helping local farmers plus buying double on fruits and vegetables.</p> <p>It made me feel comforted a bit more during my daily struggles to get to eat fresh vegetables and fruits.</p>

Local farmers	Local farmers	67	<p>The ad brings awareness to a program that many New Mexico residents have not known about. It essentially helps local producers as well as SNAP recipients.</p> <p>This ad helped me to understand that not only does this program help me but the farmers too though I would like to know more about how it helps them. I also appreciated how the ad was clear about finding a participating vendor near me.</p>
Farmers market	Farmers markets	43	<p>It reminds me that I can use my SNAP benefits at local farmers markets.</p> <p>How we can use our food for double up bucks and buy fresh produce from our local farmers at our farmers market. Better price and quality for my daughter and husband and family</p>
Voice	Voice, presentation of material	39	<p>The tone of the ad is welcoming and the information is clearly provided!</p> <p>The way the speaker is talking and explaining about the extra money to use for more food.</p>
SNAP	SNAP/EBT	39	<p>The idea I can get more out of my snap benefits on fresh produce.</p> <p>As soon as they mention snap because it's something that interests me.</p>
Precise	Precise, clear, simple, relatable	33	<p>Very clear and understandable.</p> <p>It makes you relate to struggling to provide food due to rising costs.</p>
Suggestion	Suggestions	32	<p>It's a nice ad but in our current economy even farmer's markets inflate the prices for healthy, organic foods to the point that "doubling up" isn't as helpful as it was from 2016 to 2020. The current administration has devastated the ability for families, the elderly, disabled, etc, to afford food PERIOD. Doubling up is a good sound byte and it makes a good ad. We need more than a good ad.</p> <p>Still unknown if your local places will accept, or how to use it.</p>

			It would be nice if you included more than one place to buy from
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**What do you like about these posters? (n=720)**

Code	Theme Description	Count	Quotes
Color	Color	228	Each of the posters have so many colors and varying font choices that draw me in to read them. I like how they both have bold statements that catch your eye and bring you in to read how you could double up your food bucks!  I like the bright colors, and you just have to stop and look and read what it says.
Engaging	Engaging/attention-grabbing/stands out	81	The way they stand out, makes you wanna stop to look at them and very explainable  When it says double up your food bucks in large print makes it stand out in very noticeable. Anyone in snap would probably stop to read it
Informative	Informative/information/awareness	68	They're very colorful they catch your attention. They get right to the point yet very informative and easy to understand.  Give information on how it works
F/V	F/V/Food	54	Getting free produce for what you spend everyone loves free  They really get the word out there for us to save and buy more and especially because it is fresh local produce. I love the brightness of the posters, it stands out.
Clear	Clear/easy to read/understandable	52	I love that they are easy to look at, they stand out but not too crazy where you don't understand what's going on. It seems to encourage healthy eating and I love that!  Clear and straight to the point
Double	Double	51	I like that the first one emphasizes that you can double your money. This encourages me the most because food cost is so high.  A lot of colors. Double Dollars is written in large print.
Dollar	Dollar/Money/save/good price	46	50% off of rising food prices, and fresher food  The color grabs your attention and the buy \$1 get \$1

Local	Local	40	Buying local and more fresh foods Encourages local food and saving.
All	All/everything/good	34	Those posters are a great idea! Everything.
Bright	Bright	29	Bright and eye catching Bright and easily understood

**What improvements could be made to these posters? (n=657)**

Code	Theme Description	Count	Quotes
None	None/N/A/Nothing/Unsure	235	Absolutely nothing, it would only be a great idea to hand out flyers in stores so that many people know about this program  None at this time, they are great to get information to our community.
Good	Good	94	None that I would think of at this point they look great  I like them. No changes needed
Info	More info on program/how to use	78	I think making the "how" of the posters bigger and a bit more prominent, I feel like it would allow the readers to know that even though this is a great program, you can see more clearly how to be able to participate. Otherwise, I think both do a really good job and catch my eye.  Time frame from may to October and how to find vendors
Locations	Locations	60	It would be nice if it would tell you the dates and places where the farmers market will take place  Maybe can tell you what stores take SNAP and participate in the program

Color	Color	46	<p>More vibrant colors. Looks plain with dull colors</p> <p>The overall appearance is flawed they don't look appealing the tomatoe looks like a bell pepper or maybe it's a tomatoe the colors are vague it need more pop and draw me in with colors that are not faded and actually make it look nice</p>
Graphics	Graphics/images	36	<p>it needs to be linked to the farmers markets in a more eye-catching way.</p> <p>More vegetable pictures and actual families could be added.</p>
More	More/more posters	35	<p>I live in a small rural area and have not seen any posters here.</p> <p>Have them in more places and mainly in the cashier area.</p>
Text	Text/larger font	29	<p>They are too cluttered &amp; vague (unless it is in the fine print I cannot see) what the poster is for. I've seen posters more minimalist than these &amp; understood what it was supposed to illustrate.</p> <p>Bottom poster could use some large print like the first poster somewhere where it says double up your bucks.</p>
QR	QR/link	18	<p>It would be helpful to include more contact information or a QR code for people who want to learn more.</p> <p>QR code to find participating locations</p>
F/V	More fruits/vegetables and/or food	16	<p>More vegetable pictures and actual families could be added</p> <p>2nd poster would be more helpful on the variety of fruits or/ and vegetables. And more information with larger print like the first one</p>

**Do you have any suggestions to make these handouts better? (n=508)**

Code	Theme Description	Count	Quotes
None	None/N/A	264	<p>Not so much better. These are highly informative. The double up program should be universally available in all markets that sell fresh produce, et al items that qualify under that program &amp; not just at the farmers market</p> <p>No. I think these are greatly informative. Maybe they could be in more places because I've never seen one before.</p>
Good	Good	63	<p>This are great but maybe add pictures from the market</p> <p>I think these are great!</p>
More	More locations, more accessible	46	<p>Put them in public places. Most people probably have never seen them</p> <p>Make handouts more available</p>
Less info	Less info/less content/too busy	23	<p>Too much stuff on them. People like quick and simple with things like this, not having to search through too many visuals to find information</p> <p>I feel like it's too much information for poster it needs to be like a brochure if you're going to have that much. And on the front of the brochure I would put double up your snap bucks</p>
Mail	Mail	17	<p>Mail them out or leave them on doorsteps. I'm sure there are others who would love to know about this program.</p> <p>They need to be sent out directly to SNAP Recipients via U.S.P.S. MAIL.</p>
Locations	Locations	17	<p>make it known locations near me where I can easily use the program</p> <p>put them in places where the double up program is accepted, I have not seen these anywhere!</p>

Color	Color	15	Make more colorful and bigger letters  The chosen color of green really deduces the readability
Concise	Concise (more)/more clear	10	Less reading. Short bullet points. Less cluttered. Keep it simple.  Avoid long paragraphs and use concise sentences and paragraphs so that the reader can quickly understand the main points. If possible, use bullets to list the information so it is clear at a glance.
More info	More info	10	More information about what you are able to buy  More information in Spanish
Pictures	Pictures	10	The Covid picture of the seller is awful and not representative of the project  This are great but maybe add pictures from the market

**Do you have any suggestions to make this Local Food Guide better? (n=470)**

Code	Theme Description	n	Quotes
None	No suggestions/Not sure	293	There's nothing else to suggest.  Nothing
Good	Good/great/perfect	37	I think that I like this one the best so far. The image to information ratio is really good, I feel strongly compelled to look into the poster without thinking that I have to read a whole bunch of stuff just to get the information. I also enjoy that there is some more New Mexico theming incorporated that isn't just the state program logos.  I love the one with the woman holding the vegetables and she is smiling. My eye is automaticly drawn to this ad.
More	Distribute more	29	These ones should have even more exposure than the other ones. Because these posters provide both a clear reminder of how to use the program and step by step instructions. They don't seem overwhelming but very inviting instead

			Again these are great. Just wish I saw more of them.
Locations	Include participating locations	24	It says there are 120 places but not what or where they are. Maybe add a QR code to more easily pull it up by scanning it with a cellphone.  How to find locations and times
Info	Include more information	13	A better understanding on how the program works. Many people don't understand. Probably don't have an interest to ask. There for won't participate.  More detailed information about special events, such as farmers' market festivals or local food workshops, would make the guide more engaging.
Products	Include products	10	Adding a seasonal produce calendar could make it easier for people to plan their shopping around what's fresh and available.  List what is able to be purchased
Readability	Improve readability/ accessibility	10	Some of the writing should be bigger, so it's easier to read  Make it more accessible
Photos	Add more or improve photos	8	Maybe have someone who looks more like a traditional local new Mexican farmer on the cover rather than someone who looks more like a tourist.  Just the suggestions mentioned before however I like the picture with the lady the real person this is a good one I like it she's happy she's holding fresh fruits she give it a good appearance
Dates	Add dates and times for locations	7	Maybe combining the front and back into one side then on the otherside put different county's farmer's markets that are participating and their times  Dates and places to go
Color	Enhance color	6	Do not use the color green, it reduces the readability, detracts attention from text  More colors that attract attention

**How can social media be used to get more people to participate in Double Up Food Bucks? (n=528)**

Code	Theme Description	Count	Quotes
Reach	Reach/everyone is on social media/post more	139	<p>A lot of people are more connected to social media than tv or radio.</p> <p>I believe posting it more and getting it on big community pages!</p>
Information	Information/provide more information/provide locations	63	<p>Include links to local participating locations in the posts.</p> <p>Locations, times! As far as i know there's nothing in my area i have to travel. The fews times i have i miss the market. Or they are out of everything.</p>
Share	Sharing content and tagging	37	<p>Users are encouraged to share their experiences with Double Up Food Bucks and hashtag them on social media. This not only increases the authenticity of the content, but also drives more people to participate.</p> <p>Shareable posts, ads, partner with influencers and farmers</p>
Video	Video	36	<p>Show videos of local farmers markets that accept double ups and the produce you can get with it.</p> <p>If i seen a video about it i would probly be more likely to go to those stores when i have benifits. Maybe showing foods that can be made with the produce would be helpful i useally finf it hard to use the produce with out any ideas.</p>
Stories	Stories, real people, real ideas	25	<p>Post high-quality photos and videos that show participants using "Double Up Food Bucks" to buy fresh food for a more visually appealing look.</p> <p>I think by showing a actual family utilizing their snap at these locations and how it works on TikTok would be a great way to reach out to the younger people because they can see how to make it last. Then use the same ppl to make a recipe using the produce they purchased. Or how they can make some viral recipes using fresh produce.</p>

Promotions	Promotions, incentive, free food	16	<p>Have an incentive after watching an ad completely. Like an extra \$2 with a unique code.</p> <p>Do some sort of competition or give away. Ask for email when giving out snap.</p>
Content	Content	15	<p>I know that you can pay to promote content on social media; that may help more people to see the advertisements for it.</p> <p>Create valuable content: Publish engaging content such as success stories, user experience sharing, event previews, etc. You can use pictures, videos, live streaming and other forms to attract attention.</p>
Facebook	Facebook	14	<p>Use Facebook, Twitter, Instagram and other social media platforms to publish information and success stories about Double Up Food Bucks.</p> <p>Because people are on Facebook more.</p>
Awareness	Awareness	13	<p>It would make people more aware of the program. And helping our local farmers.</p> <p>It will bring more awareness to people who are unaware like myself.</p>
Interaction	Interaction/interactive/engaging and interesting content	13	<p>Have interactive questions, chats, or comments that help individuals understand Double Up with chances to gain/earn more Bucks</p> <p>Not as much text, simple, quickly engaging content. If there is a lot to read i tend to skip over it.</p>

**How can we let more New Mexicans know about the Double Up Food Bucks program? (n=612)**

Code	Theme Description	Count	Quotes
Ads	Ads/advertisements/promote more	130	<p>Advertise, Advertise, Advertise! I think as many different graphics, radio ads, etc that can catch peoples eyes, the better! I'm personally more likely to be able to look into something if I can see many different pictures of the</p>

			<p>same thing, rather than seeing the same picture or hearing the same radio ad on repeat</p> <p>As far as advertising goes, you are doing a great job. I think the problem is. Most people just do not understand how it works. So therefore will not participate like myself.</p>
Social media	Social media	116	<p>Create official accounts on social media</p> <p>By creating more social media awareness</p>
Mail	Mail/mailboxes	70	<p>I think sending additional information through the mail would be helpful. Some people live in remote areas. Some people do not drive or have internet access. I believe that sending information through the mail could reach a wider and/or undeserved audience.</p> <p>Send flyers with QR codes in the mail. Send with grocery deliveries. Put signage in stores. Put ads on social media</p>
Handout	Handout/pamphlet/flyers/brochure	70	<p>Creating new methods such as activities in public areas handing out brochures</p> <p>Flyers in our mailboxes</p>
Locations	Suggested locations (multiple)	69	<p>Cooperative outreach: Establish partnerships with local supermarkets, farmers markets, community centers, nonprofits, etc., to promote the program.</p> <p>Have it available in more locations. We have to drive 30 mins or more to get to a location that offers it. That doesn't even account for the fact I am in a wheelchair. It needs to be available anywhere fruits/veggies are sold.</p>
Stores	Grocery stores, participating stores	51	<p>Get the stores involved. Let them train their cashiers to let us know that their store provides the double up program. Nobody in the store ever knows how to help me with it.</p> <p>Maybe partner with the grocery shopping app as advertisement. Kroger's/Smith's, Albertsons. Try force you to use the app for coupons and</p>

			deals and rewards while shopping this would be a great place to remind while you're already shopping even though they themselves are not a participant maybe it would remind to not purchase fresh at store and instead go to market to save/double up. Maybe they wouldn't go for that, lol
Posters	Posters/signs	33	<p>Add more posters everywhere and share with family doctors offices, churches, anywhere really</p> <p>Adding signs around where they sell the green chili would probably help as that's one of the easiest things to find at normal stores that it works on</p>
SNAP	When applying for SNAP, at HSD, WIC	33	<p>Automatic text to people on snap also when people are approved for snap Automatic electronic notification and Automatically mail the pamphlet I highly encourage these please do english and Spanish and please encourage Goodfoodnm I like the recipes I think it will make it fun and healthier for new mexicans</p> <p>Adding pamphlets when you mail applications to renew/ recertification as well as having flyers and pamphlets posted at HSD offices and on the website</p>
Information	More information/provide information	32	<p>Have the Yes NM talk about this program. I found out by accident buy chile and vegetable. Not many place that sell during the weekday only on weekends available</p> <p>Let people actually know about the program what you can buy, where you can shop, dates and times of farmers markets that they can go to. A text with a link to visit or review dates and times and info. Maybe recipes on the site with healthy alternatives to meals we already eat. Videos to how to make some of these meals. Saying things are available isn't enough especially for a single mom five kids i work hard im none stop with the care of my family making it easier to find these sources instead of just saying they're there. What are they how does it work?</p>

TV	TV/local news	30	<p>Run ads on local radio and TV stations, including Spanish-language outlets, to raise awareness about DUFBA and its benefits, especially in rural and underserved areas.</p> <p>Advertise on TV news</p>
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