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Background

- Geaux Get Healthy (GGH) is an evidence-based community program that improves food insecurity in Baton Rouge, Louisiana by providing free nutrition education, hands-on cooking classes, grocery store tours, and access to healthy food resources¹.
- Although barriers such as transportation have been addressed, program uptake has remained low, with only 42% of referred participants enrolling in 2024².
- Qualitative feedback suggested limited awareness of the program and unclear communication about its offerings².
- **Aim: To increase enrollments in GGH by incorporating a communication strategy over a 3-month period.**

Multimodal Communication Strategy

Key: ☆ new, + improved

- **Digital Outreach:** creation of social media accounts (Facebook, Instagram) and GGH website ☆
- **Print materials:** fliers and brochures with links to digital resources +
- **Staff engagement/education:** provider updates at organization-wide primary care meetings +
- **Community outreach:** presence at community fairs and events +
- **Communication from CHW:** text/email/call +



PDSA Cycle

Plan

- Low enrollment despite referrals
- Barrier: Limited awareness and unclear messaging
- Aim: Increase enrollments in GGH

Do

Print Materials



QR-coded flyer

Community Outreach



Southern U. Summer Camp



5 yr. anni. celebration

Digital Outreach

Insta/FB post

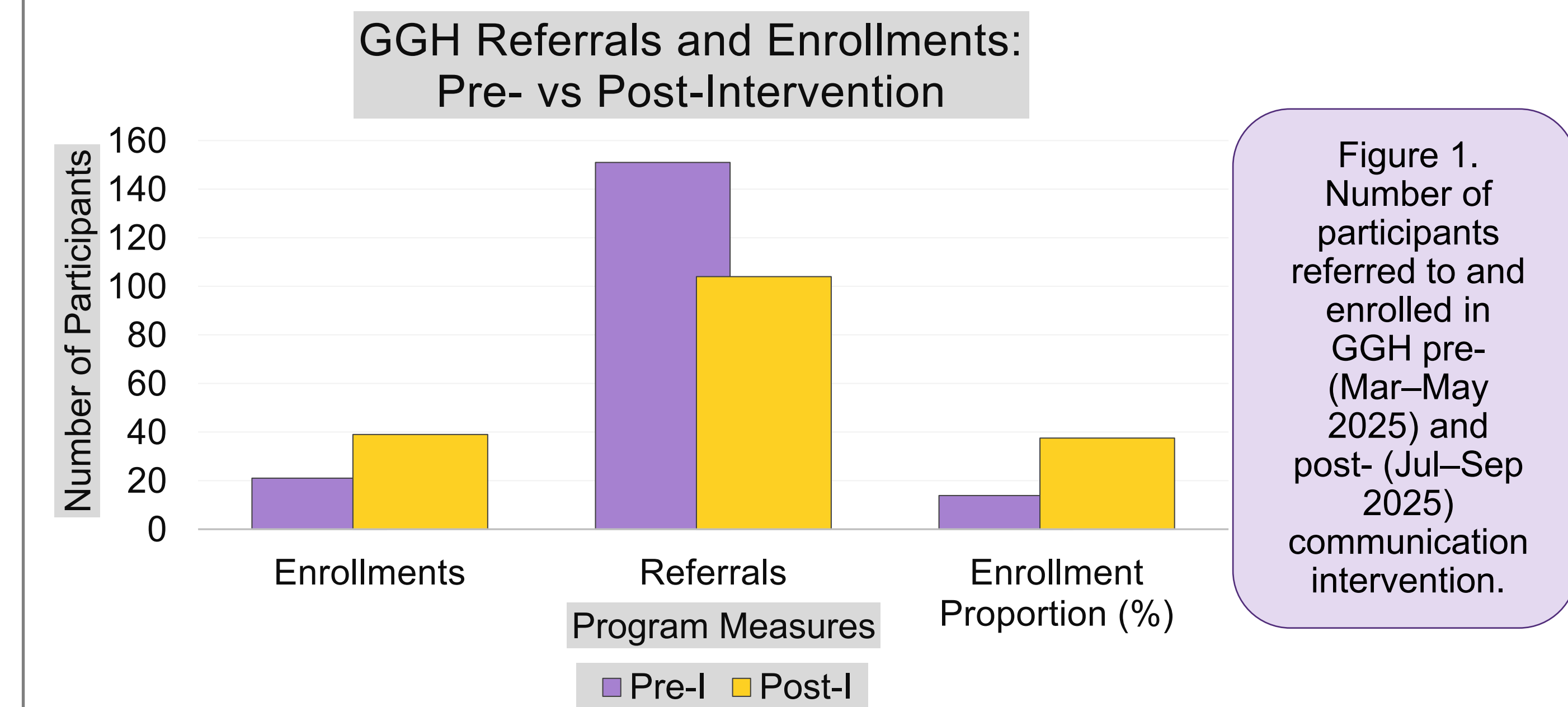
Study

- Enrollments ↑
- Enrollment proportion ↑
- Referrals ↓
- Social media: ↑ followers, ↑ engagement
- Awareness mostly via providers

Act

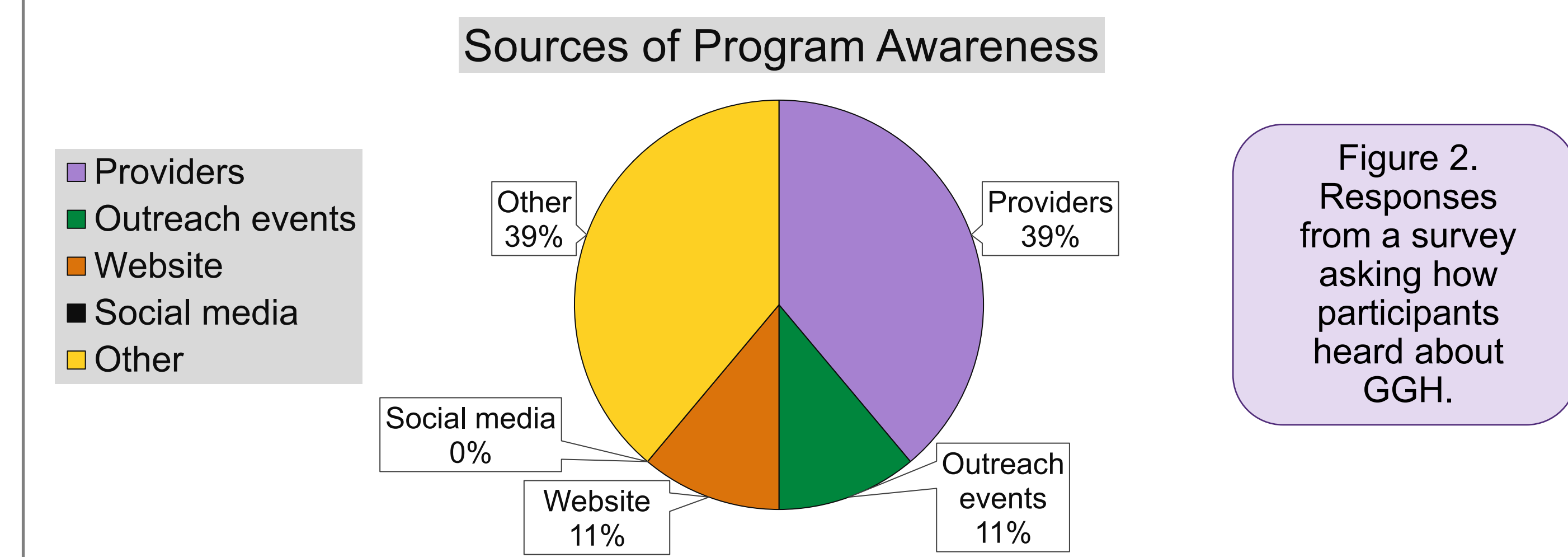
- Improve tracking of communication sources
- Strengthen provider engagement
- Expand digital outreach with more targeted messaging

Results



Icon	Metric	Value
	Followers gained	81
	Avg views/post	173
	Avg interactions/post	3

Table 1. Social media metrics in the post-intervention period.



Conclusions

- A multimodal communication strategy increased enrollment despite fewer referrals, suggesting improved understanding of program offerings and increased conversion of referrals to enrollments.
- Provider engagement and clear communication were key drivers, while social media impact may be undermeasured.

References

1. Ardoin, T. W., Perry, E., Morgan, C., Hymowitz, J., & Mercante, D. (2023). The Design and Impact of a Clinic-Based Community Program on Food Insecurity, Healthy Eating Behaviors, and Mood. *Nutrients*, 15(20), 4316. <https://doi.org/10.3390/nu15204316>
2. Domangue, E. E., Dubuisson, E., Davis, G., & Ardoin, T. (2025). Lack of Follow-Up in a Food-Insecure Population. *American Journal of lifestyle medicine*, 15598276251317138. Advance online publication. <https://doi.org/10.1177/15598276251317138>