






Attachment 2d: CHMC Education Campaign Materials: Beverages (Year 1, Wave 1)

Select Education Campaign Materials Recommended for Testing

| Material # | Location | Material Name | Education Campaign | Medium | Image |
|------------------------------------|---------------|------------------------------------|----------------------------|--------|--|
| Campaign 1 -- LA County: Eat Sugar | | | | | |
| A1 | LA County, CA | Choose Health LA :30 Spot | Choose Health LA/Eat Sugar | TV: 28 |  http://www.choosehealthla.com/multimedia/ |
| A2 | LA County, CA | Choose Health LA: 22 Sugar Packets | Choose Health LA/Eat Sugar | Print |  |


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| Campaign 2 -- Tri-County Colorado: Time For A Change | | | | | |
| A3 | Tri-County, CO | Time for a Change | Time for a Change/Colorado | TV: 30 |  http://www.youtube.com/watch?v=2sVjs9xhkV0&feature=relmfu |
| A4 | Tri-County, CO | Time for a Change | Time for a Change/Colorado | Radio: 30 | <p>TEXT/NARRATIVE</p> <p>MOM: The doctor says my son is overweight. He looks fine to me. And he's at risk for diabetes?</p> <p>ANNOUNCER: One in four kids in Colorado is overweight or obese, increasing their risk of diabetes. Sodas and fruit drinks are a big part of the problem. One soda has as much sugar as two candy bars. Do you know what your kids are drinking?</p> <p>MOM: We'll fix this. And we'll start by cutting back on sugary drinks.</p> <p>ANNOUNCER: This message is sponsored by Tri-County Health Department and Children's Hospital Colorado</p> |
| Campaign 3 -- Boston: Protection | | | | | |
| A5 | Boston, MA | Protection TV Spot | Protection | TV: 32 |  http://www.youtube.com/watch?v=M53J6uizLNg |

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| A6 | Boston, MA | Protection Radio Spot | Protection | Radio: 30 | <p>TEXT/NARRATIVE</p> <p>ANNOUNCER: You do so many things to protect your kids, but there's one thing that can hurt them you may not be aware of. Sugary drinks like sodas and sports drinks can contain 16 or more teaspoons of sugar. Too much sugar can cause obesity, Type II diabetes, and tooth decay. Try something healthier, like water, seltzer, or low-fat milk instead. After all, your kids are sweet enough already. Learn more at sugarsmarts.com. Sponsored by Mayor Menino, the Boston Public Health Commission, and the U.S. Department of Health and Human Services.</p> |
| A7 | Boston, MA | Protection Rollerboy | Protection | Print | |
| A8 | Boston, MA | Protection Car Seat | Protection/Boston | Print | |


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| Campaign 4 -- New York City, NY: Eat Sugar, Pouring on the Pounds | | | | | |
| A9 | New York City, NY | Eat Sugar TV Spot | Pouring on the Pounds/ Eat Sugar | TV: 60 |  <p>You'd never EAT 16 packs of sugar.</p> <p>http://www.youtube.com/watch?v=62JMfv0tf3Q</p> |
| A10 | New York City, NY | Eat Sugar Print – Bottle Self | Pouring on the Pounds/ Eat Sugar | Print |  <p>YOU JUST ATE 16 PACKS OF SUGAR.</p> <p>All these extra calories can bring on obesity, diabetes and heart disease.</p> <p>Any one pouring on the pounds? Find out at ny.gov/health/16packs</p> <p>NYC</p> |
| A11 | New York City, NY | Eat Sugar: Kid Cup – 26 packets | Pouring on the Pounds/ Eat Sugar | Print |  <p>YOUR KID JUST ATE 26 PACKS OF SUGAR.</p> <p>All these extra calories can bring on obesity, diabetes and heart disease.</p> <p>Any one kids pouring on the pounds? Find out at ny.gov/health/16packs</p> <p>NYC</p> |

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| A12 | New York City, NY | Eat Sugar – 85 Packets | Pouring on the Pounds/ Eat Sugar | Print | <p>ARE YOU POURING ON THE POUNDS?</p> <p>You're drinking 85 PACKETS OF SUGAR in just 4 sugary drinks a day.</p> <p>All these extra calories can bring on deadly Type 2 Diabetes and heart disease. To learn more, call 212. NYC</p> |
| Campaign 5 -- New York City, NY: Drink Fat, Pouring on the Pounds | | | | | |
| A13 | New York City, NY | Drink Fat TV Spot | Pouring on the Pounds | TV: 30 | <p>http://www.youtube.com/watch?v=-F4t8zL6F0c</p> |


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|---|-------------------|--|----------------------------------|--------|---|-------|----------|--------|--------|----------|-----|-----|------|----------|-----|-----|------|----------|-----|-----|------|----------|-----|-----|------|----------|-----|-----|------|----------|-----|-----|------|----------|-----|-----|------|----------|-----|-----|------|----------|-----|-----|------|----------|-----|-----|------|
| A14 | New York City, NY | Drink Fat – Pouring on the Pounds: Soda | Pouring on the Pounds/ Drink Fat | Print | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Campaign 6 -- New York City, NY: Walking, Pouring on the Pounds | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A15 | New York City, NY | Walking - Man Walking TV Spot | Pouring on the Pounds | TV: 46 | http://www.youtube.com/watch?v=jxfu-SVK60A | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A16 | New York City, NY | Walking - NYC Map: Check Cashing - 20oz Soda | Pouring on the Pounds | Print | <p>ALL THE CALORIES IN SUGARY DRINKS can harm your family's health and bring on obesity, type 2 diabetes and heart disease.</p> <table border="1"> <thead> <tr> <th>Brand</th> <th>Calories</th> <th>Sugars</th> <th>Sodium</th> </tr> </thead> <tbody> <tr> <td>7-Eleven</td> <td>140</td> <td>39g</td> <td>45mg</td> </tr> <tr> <td>7-Eleven</td> <td>140</td> <td>39g</td> <td>45mg</td> </tr> <tr> <td>7-Eleven</td> <td>140</td> <td>39g</td> <td>45mg</td> </tr> <tr> <td>7-Eleven</td> <td>140</td> <td>39g</td> <td>45mg</td> </tr> <tr> <td>7-Eleven</td> <td>140</td> <td>39g</td> <td>45mg</td> </tr> <tr> <td>7-Eleven</td> <td>140</td> <td>39g</td> <td>45mg</td> </tr> <tr> <td>7-Eleven</td> <td>140</td> <td>39g</td> <td>45mg</td> </tr> <tr> <td>7-Eleven</td> <td>140</td> <td>39g</td> <td>45mg</td> </tr> <tr> <td>7-Eleven</td> <td>140</td> <td>39g</td> <td>45mg</td> </tr> <tr> <td>7-Eleven</td> <td>140</td> <td>39g</td> <td>45mg</td> </tr> </tbody> </table> <p>ARE YOU POURING ON THE POUNDS? NYC</p> | Brand | Calories | Sugars | Sodium | 7-Eleven | 140 | 39g | 45mg | 7-Eleven | 140 | 39g | 45mg | 7-Eleven | 140 | 39g | 45mg | 7-Eleven | 140 | 39g | 45mg | 7-Eleven | 140 | 39g | 45mg | 7-Eleven | 140 | 39g | 45mg | 7-Eleven | 140 | 39g | 45mg | 7-Eleven | 140 | 39g | 45mg | 7-Eleven | 140 | 39g | 45mg | 7-Eleven | 140 | 39g | 45mg |
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| Campaign 7 – Philadelphia: Time for a Change/Real Cost | | | | | |
| A17 | Philadelphia, PA | Time for a Change TV Spot | Time for a Change/Philly | TV: 32 |  http://www.youtube.com/watch?v=jr9s_BSs_k |
| A18 | Philadelphia, PA | Real Cost Store (Accepted - Waiting for Legal Docs) | Get Healthy Philly | Radio: 60 sec. | <p>TEXT/NARRATIVE</p> <p>Cashier: Just this water?</p> <p>Woman: Yes, that's it.</p> <p>Cashier: Hmm, this won't scan. (Price check on spring water). You know you could get some juice drinks instead. They are on sale.</p> <p>Woman: No thanks.</p> <p>Cashier: How about sweet tea. That's two for one.</p> <p>Woman: I said no thanks. Here, give me that. (takes mic from cashier).</p> <p>Cashier: Uh m'am...</p> <p>Woman: Everybody in this corner store listen up. You might see that these sugary drinks are on sale but trust me they are no bargain. My daughter's doctor just told me that she is overweight and at risk for diabetes and sodas, juice drinks, and sports drinks were a big part of the problem. Drinking just two cans of soda per day means you drink 63 pounds of sugar in a year. Me and MY family, we don't buy into that stuff. We will just take the water.</p> <p>Announcer: If you buy sugary drinks for your kids, consider the real cost. Four in ten Philadelphia children are overweight or obese putting them at risk for diabetes. Do you know what your kids are drinking? For facts, tips, and recipes visit foodfitphilly.org or text COST to 30364. Message and data rates may apply.</p> |

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| A19 | Philadelphia, PA | Consider the Real Cost (Accepted - Waiting for Legal Docs) | Get Healthy Philly | Print | <p>CONSIDER THE REAL COST</p> <p>SWEET TEAS DRINKING ONE PER DAY CAN MAKE YOU GAIN 15 lbs IN A YEAR.</p> <p>SODAS TWO PER DAY FOR A YEAR IS EQUAL TO DRINKING 6 lbs OF SUGAR.</p> <p><i>Juice Drinks</i> CAN HAVE AS MUCH SUGAR AS TWO CANDY BARS.</p> <p>CONSIDER THE REAL COST SUGARY DRINKS HAVE ON YOUR HEALTH. THEY HAVE HELPED MAKE 4 IN 10 PHILADELPHIA CHILDREN OVERWEIGHT OR OBESE, INCREASING THEIR RISK OF DIABETES.</p> <p>DO YOU KNOW WHAT YOUR KIDS ARE DRINKING? For facts, tips and recipes, visit FirstFitPhilly.org or text DRINKS to 20264. Messages and data rates may apply. Text STOP to cancel. Text HELP for help.</p> <p>GET HEALTHY PHILLY</p> |
| Campaign 8 – Philadelphia: Time for a Change/Real Cost | | | | | |
| A20 | Boston, MA | Fat Smack TV Spot | Fat Smack | TV: 30 | <p>http://www.youtube.com/watch?v=1WfVWJ7TgIk</p> |

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| A21 | Boston, MA | <i>Fat Smack - Kimberly</i> | Fat Smack | Print |  |
| A22 | Boston, MA | <i>Fat Smack : 30 sec Radio Spot</i> | Fat Smack | Radio:30 | TEXT/NARRATIVE ANNOUNCER: Don't get smacked by fat [smack sound]. Calories from sugary beverages like sodas, sweet teas, and sports drinks and cause obesity and Type II diabetes. Reduce how many you drink and learn more at fatsmack.org. This message is brought to you by Mayor Thomas Menino and the Department of Health and Human Services [smack sound]. |

Select Individual Education Campaign Materials Recommended for Testing

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|------------|----------------|-------------------------------|-------------------------------------|--------|---|
| A22 | Louisville, KY | <i>Food Fight – Beverages</i> | Mayor's Healthy Hometown/ FoodFight | TV: 30 |  http://www.youtube.com/watch?v=TL_n7vXvkWE |

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| A23 | San Antonio, TX | Diabetes | Balance | Print | |
| A24 | San Antonio, TX | Water – Hispanic Child | Balance | Print | |
| A25 | Seattle, WA | Where is the milk? | Let's Do This | Print | |

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| A26 | Seattle, WA | Sugar Loaded Beverages | Let's Do This | TV: 30 |  <p>You'd never serve your kid a glass of sugar.</p> <p>http://www.youtube.com/watch?v=6idXRO8Voas</p> |
| A27 | New York City, NY | Portion Control – Beverages | Pouring on the Pounds | Print |  <p>PORTIONS HAVE GROWN SO HAS TYPE 2 DIABETES, WHICH CAN LEAD TO AMPUTATIONS.</p> <p>CUT YOUR PORTIONS. CUT YOUR RISK.</p> <p>Call 811 for your Healthy Eating Packet.</p> <p>HVC</p> |
| A28 | Santa Clara, CA | Our Kids are Drowning in Sugar | Drowning in Sugar | Print |  <p>OUR KIDS ARE DROWNING IN SUGAR.</p> <p>Protect kids from obesity and diabetes. Give them water instead of sugary drinks.</p> <p>facebook.com/ChooseWaterNow www.cphd.org</p> |

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| A29 | Hamilton County, OH | Drink Water | We Thrive! | Radio: 15 | <p>TEXT/NARRATIVE</p> <p>WOMAN: Want to boost your family's energy? At dinner try serving water instead of soda or sugary drinks. It saves money and makes you feel better.</p> <p>ANNOUNCER: This small change is brought to you by We Thrive. For more ways to thrive visit us at watchusthrive.org.</p> |
| A30 | Boston, MA | Traffic Signal | No Campaign | Print | |
| A31 | Tri-County, CO | Protection Print Ad | Protection/Colorado | Print | <p>We do so much to protect our kids</p> <p>So why do we let them have so many sugary drinks?</p> <p>There are 9 teaspoons of sugar in every 12 oz. can of soda, and extra calories from sugary drinks can lead to obesity and other health problems. Water is a great choice.</p> <p><i>Cut back on extra calories from sugary drinks!</i></p> |