



Attachment 3d: CHMC Education Campaign Materials: Physical Activity (Year 1, Wave 2)


Select Education Campaign Materials Recommended for Testing

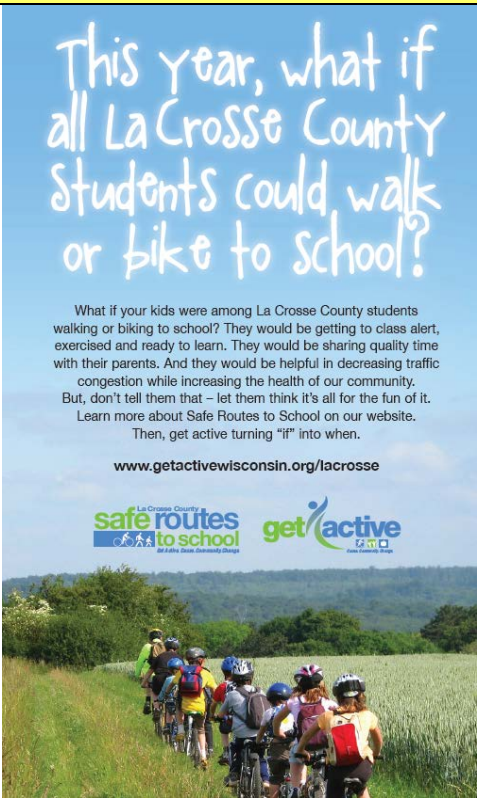
Material #	Location	Material Name	Education Campaign	Medium	Image
Campaign 1: Pima County, AZ – This Is My Healthy					
B1	Pima County	This is My Healthy Basketball PSA	This Is My Healthy	TV:30	 <p>http://www.youtube.com/watch?v=vuGG2S5KrKM&feature=BFa&list=UUYZre0Avyc_jVLCi2sfbm1g&lf=plcp</p>
B2	Pima County	Transport	This is My Healthy	Radio:30	<p>TEXT/NARRATIVE</p> <p>WOMAN: We need a healthy environment where we can live, work, and play.</p> <p>MAN: Safe bicycle paths, sidewalks, parks and streetlights create a healthier environment.</p> <p>Alternative forms of transportation, like the bus, keep me active.</p> <p>ANNOUNCER: Overcome and thrive. Across Pima County our neighbors are overcoming obstacles that keep us from eating healthy and being active.</p> <p>GROUP: This is our Healthy!</p> <p>ANNOUNCER: Find out how to get health at healthypima.org.</p> <p>Brought to you by the Pima County Health Department and the U.S. Department of Health and Human Services.</p>



Material #	Location	Material Name	Education Campaign	Medium	Image
B3	Pima County	Solutions That Move	This Is My Healthy	Print	
B4	Pima County	Healthier Lifestyle	This Is My Healthy	Print	


Material #	Location	Material Name	Education Campaign	Medium	Image
Campaign 2: Pinellas County, FL – Find the Fun, Set A					
B5	Pinellas County	Kiss	Find the Fun	TV:30	 <p>http://www.youtube.com/watch?v=KT87W0ZtdMw&list=PL8F8ACDB4CF7D2A84&index=7&feature=plpp_video</p>
B6	Pinellas County	Tennis	Find the Fun	TV:30	 <p>http://www.youtube.com/watch?v=0pcTReLP2-o&list=PL8F8ACDB4CF7D2A84&index=6&feature=plpp_video</p>
B7	Pinellas County	Butt	Find the Fun	Radio:30	<p>TEXT/NARRATIVE ANNOUNCER: Humh...(throat clears) This is your butt. Get off of me. Please please find some active fun at findthefunnow.com. They've got hundreds of actively fun ideas right here in Pinellas County. It's like the capitol of fun. So shake me baby because if we're moving, we're living.</p> <p>http://vimeo.com/30682970</p>

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B8	Pinellas County	Bus Shelters - (Map 3)	Find the Fun	Out of Home Ad	

Material #	Location	Material Name	Education Campaign	Medium	Image
Campaign 3: La Crosse County, WI – Get Active					
B9	La Crosse, WI	Safe Routes	Get Active	Radio:60	<p>TEXT/NARRATIVE</p> <p>Announcer: Say 'unprecedented increase in the prevalence of obesity'.</p> <p>Child: AHH that would be silly.</p> <p>Announcer: What's diabetesity?</p> <p>Child: A dinosaur.</p> <p>Announcer: Why should we care about obesity?</p> <p>Child: It's a saying.</p> <p>Announcer: The problems sound complex but they don't have to be. Thirty years ago, 70% of children walked to school. Today, fewer than 15. Nearly 1 in 3 Lacrosse County children are overweight or obese. Would you like to walk or bike to school every morning?</p> <p>Child: A bicycle?</p> <p>Announcer: What if biking and walking to school was a safe, secure option for all La Crosse County students? We'd be in the fast lane for healthier students and a healthier community. Supporting safe routes to school will help us take back the health of our community, encourage students, families, and schools to make walking and biking to school the first step toward a healthier lifestyle. Visit getactivewisconsin.org. As yourself 'what if?' and get active turning 'if' into 'when'. Get active, cause, community, change. Brought to you by HHS Wisconsin Department of Health Services and the La Cross County Health Department.</p>
B10	La Crosse, WI	Active Ad (Accepted - Ref Only)	Get Active	Print	

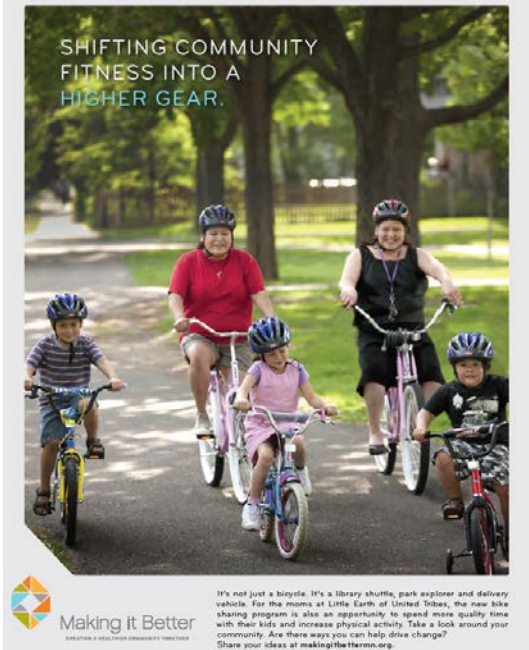
Material #	Location	Material Name	Education Campaign	Medium	Image
B11	La Crosse, WI	Safe Routes (Accepted - Ref Only)	Get Active	Print	 <p>This year, what if all La Crosse County students could walk or bike to school?</p> <p>What if your kids were among La Crosse County students walking or biking to school? They would be getting to class alert, exercised and ready to learn. They would be sharing quality time with their parents. And they would be helpful in decreasing traffic congestion while increasing the health of our community. But, don't tell them that – let them think it's all for the fun of it. Learn more about Safe Routes to School on our website. Then, get active turning "if" into when.</p> <p>www.getactivewisconsin.org/lacrosse</p> <p>La Crosse County safe routes to school LA CROSSE COUNTY COMMUNITY DEVELOPMENT</p> <p>get active LA CROSSE COUNTY COMMUNITY DEVELOPMENT</p>

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Campaign 4: Miami Dade County					
B12	Miami Dade County	Active Transportation	Make Healthy Happen	TV:30	 <p>http://www.youtube.com/watch?v=QL_9A3646Ko&feature=plcp</p>
B13	Miami Dade County	English	Make Healthy Happen	Print	

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B14	<i>Miami Dade County</i>	Day Care Centers	Make Healthy Happen	TV:30	 <p data-bbox="1192 537 1923 573">http://www.youtube.com/watch?v=2RbnaVqiQX4&feature=plcp</p>

Select Individual Education Campaign Materials



Material #	Location	Material Name	Education Campaign	Medium	Image
B15	Appalachian District and Pitt County	Shape Your World: Playground	Shape Your World	Print	 <p>TAKING YOUR KIDS TO THE PLAYGROUND IS EVEN MORE SATISFYING WHEN YOU HELPED BUILD IT.</p> <p>PLAYGROUNDS DON'T BUILD THEMSELVES. By spending out, you can help your community be built in ways that encourage physical activity. Call your representatives. Write a letter to the editor. Start an online petition. You can improve the health and wellness of your children and your own in your neighborhood. To learn how others who care about parks and green spaces are getting involved, visit ShapeYourWorld.com.</p> <p>SHAPE YOUR WORLD WHERE WE LIVE AND WHERE WE GO TO SCHOOL</p>
B16	Appalachian District and Pitt County	Take Step Two: Worksite Wellness	Take Step Two	Print	 <p>Ready to leave for work?</p> <p>Outstanding. It's time to Take Step Two.</p> <p>Once you get to the office, consider scheduling a walk for your lunch break—it's a great way to stay focused and productive throughout the day. You could even talk to your boss about ways to make the entire workplace healthier. Who says you have to give up being healthy just because you're at work? Get the ball rolling at TakeStepTwo.com.</p> <p>TakeStepTwo.com Take Step Two is a community-based initiative focused on making healthy choices easier.</p> <p>Take Step Two APPALACHIAN DISTRICT</p> <p>Funding made possible by Communities Putting Prevention to Work and the Centers for Disease Control and Prevention.</p>


Material #	Location	Material Name	Education Campaign	Medium	Image
B17	Minneapolis	Minneapolis Little Earth	Making It Better	Print	
B18	San Diego	Walk Ride Roll	Healthy Works	Print	

Material #	Location	Material Name	Education Campaign	Medium	Image
B19	Southern Nevada Health District	Clark County: Trails	Change Our Community	Radio: 60	<p>TEXT/NARRATIVE</p> <p>ANNOUNCER: From the sunny skies and excitement to shopping and entertainment - there are a lot of great things about living in Clark County.</p> <p>But in Clark County only 1 in 5 of us are eating the recommended number of fruits and vegetables and only half of us are meeting physical activity guidelines. And this isn't just because we are choosing to be unhealthy - in many cases it's because there aren't healthy options for us to choose.</p> <p>But did you know Clark County has over 600 miles of local trails with plans to develop more? With this many miles of trails in Southern Nevada knowing where to go and what to expect can make it easier for you to get out on the trails and make your experience more enjoyable. With the Neon to Nature program, you can locate hundreds of local trails online at neontonature.org. Each trail on the map will include a description of the trails location, length and amenities.</p> <p>Learn more about Neon to Nature as well as what we're doing to make Clark County a healthier place to live and what you can do to get involved, by visiting: changeourcommunityclarkcounty.org today!</p>

Material #	Location	Material Name	Education Campaign	Medium	Image
B20	Southern Nevada Health District	Healthy Choices: Trails - tall	Change Our Community	Print	<p>A poster for 'Healthy Choices' featuring a cyclist on a road bike against a backdrop of a city and mountains. The text reads: 'Healthy Choices CAN BE EVERYWHERE. The average Las Vegas commuter spends 64 hours per year in traffic. Wouldn't you rather enjoy some of those hours on the more than 900 miles of trails in Clark County? Learn more about how you can use available trails for commuting or just for fun by visiting nsaonfora.com'. At the bottom, it says 'Change Our Community. Change Our Health.' with the SVP logo.</p>
B22	San Antonio, TX	Balance: Run	Balance	Print	<p>A poster for 'Balance: Run' featuring a close-up of a running shoe's sole. The text reads: 'My balance is: Walking 30 minutes today for a healthier tomorrow. Healthier tomorrow starts with a balance between better nutrition and more physical activity. San Antonio is moving forward to do both. Learn more. Join us at sAbalance.org'. At the bottom, it says 'sABalance.org' and 'Visit sABalance.org from home or at your library, or talk to your doctor or health clinic for more information.' with the Balance logo.</p>

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B23	FHI 360/CE	Basketball	Making Health Easier	Print	 <p>If they jump around in here, they won't bounce off the walls in the classroom.</p> <p>Kids are fidgety people. When they can move around at school, not only are they less likely to become overweight, they're more likely to stay focused in class. Kids need at least 60 minutes of physical activity every day. That's why parents are working together to give kids more opportunities to be active at school. Visit MakingHealthEasier.org to find out more.</p> <p>Making Health Easier</p> <p>Made possible with funding from the Centers for Disease Control and Prevention.</p>
B24	FHI 360	The More They Burn the Better They Learn	Making Health Easier	Static Info graphic	 <p>THE MORE THEY BURN THE BETTER THEY LEARN</p> <p>YOUR CHILD + AMOUNT OF ACTIVITY (60+ MIN) + VARIOUS ACTIVITIES = ACADEMIC ACHIEVEMENT</p> <p>Did you know that kids who are physically active get better grades?</p> <p>Research shows that students who earn mostly As are almost twice as likely to get regular physical activity than students who receive mostly Ds and Fs.</p> <p>Physical activity can help students focus, improve behavior and boost positive attitudes. Do what you can to help your child be physically active, be it running, biking or swimming. Any type of physical activity is good, and 60 minutes a day is best. Their grades will thank you!</p>

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B25	Department Of Health and Mental Hygiene , NYC	<i>Make NYC Your Gym: Walking Group</i> (Accepted - Ref Only)	<i>Make NYC Your Gym</i>	Print	
B26	Chicago	Active Kids (Accepted)	Healthy Chicago	Print	

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B27	Chicago	Active Kids (Accepted – Ref Only)	Healthy Chicago	Radio: 30 sec	<p>TEXT/NARRATIVE</p> <p>Announcer: Chicagoans deserve to live, work, learn, and play in healthy environments. Our children deserve more ways to be physically active and to exercise their bodies as well as their minds. So the city of Chicago and Healthy Places are working with schools to keep Chicago's children physically active throughout the school day and after school. Help make it happen at healthyplaceschicago.org. Sponsored by the Centers for Disease Control and Prevention.</p>
B28	Minneapolis	Elton Hills	Making It Better	Print	 <p>IT'S CALLED A WALKING SCHOOL BUS, AND IT CAN MOVE AN ENTIRE COMMUNITY.</p> <p>Making It Better</p> <p>Elton Hills Elementary is showing a new idea for getting kids to school and promoting healthy activity. It's called a walking school bus. Parents and students walk together on a neighborhood route, picking up more kids along the way. Students learn energy. Cars don't get trapped at makingitbetter.org.</p>

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B29	Chicago	Safer Streets	Healthy Chicago	Print	
B30	Chicago	Safer Streets	Health Places	Radio: 30	<p>TEXT/NARRATIVE</p> <p>Announcer: Chicagoans deserve to live, work, learn, and play in healthy environments. We deserve healthier, people friendly streets for safe walking and biking. So the city of Chicago and Healthy Places are working together to create more opportunities for active living. Help make it happen at healthyplaceschicago.org. Sponsored by the Centers for Disease Control and Prevention.</p>