








## 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	 <a href="http://www.choosehealthla.com/multimedia/">http://www.choosehealthla.com/multimedia/</a>
A2	LA County, CA	Choose Health LA: 22 Sugar Packets	Choose Health LA/Eat Sugar	Print	


Material #	Location	Material Name	Education Campaign	Medium	Image
Campaign 2 -- Tri-County Colorado: Time For A Change					
A3	Tri-County, CO	Time for a Change	Time for a Change/Colorado	TV: 30	 <a href="http://www.youtube.com/watch?v=2sVjs9xhkV0&amp;feature=relmfu">http://www.youtube.com/watch?v=2sVjs9xhkV0&amp;feature=relmfu</a>
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	 <a href="http://www.youtube.com/watch?v=M53J6uizLNg">http://www.youtube.com/watch?v=M53J6uizLNg</a>

Material #	Location	Material Name	Education Campaign	Medium	Image
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 <a href="http://sugarsmarts.com">sugarsmarts.com</a>. 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	

Material #	Location	Material Name	Education Campaign	Medium	Image
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 <b>EAT 16</b> packs of sugar.</p> <p><a href="http://www.youtube.com/watch?v=62JMfv0tf3Q">http://www.youtube.com/watch?v=62JMfv0tf3Q</a></p>
A10	New York City, NY	Eat Sugar Print – Bottle Self	Pouring on the Pounds/ Eat Sugar	Print	 <p><b>YOU JUST ATE 16 PACKS OF SUGAR.</b></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 <a href="http://ny.gov/health/16packs">ny.gov/health/16packs</a></p> <p>NYC</p>
A11	New York City, NY	Eat Sugar: Kid Cup – 26 packets	Pouring on the Pounds/ Eat Sugar	Print	 <p><b>YOUR KID JUST ATE 26 PACKS OF SUGAR.</b></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 <a href="http://ny.gov/health/16packs">ny.gov/health/16packs</a></p> <p>NYC</p>


Material #	Location	Material Name	Education Campaign	Medium	Image
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 <b>85</b> PACKETS OF SUGAR in just 4 sugary drinks a day.</p> <p><small>All these extra calories can bring on deadly Type 2 Diabetes and heart disease. To learn more, call 212. NYC</small></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><a href="http://www.youtube.com/watch?v=-F4t8zL6F0c">http://www.youtube.com/watch?v=-F4t8zL6F0c</a></p>

Material #	Location	Material Name	Education Campaign	Medium	Image
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	 <a href="http://www.youtube.com/watch?v=jxfu-SVK6OA">http://www.youtube.com/watch?v=jxfu-SVK6OA</a>
A16	New York City, NY	Walking - NYC Map: Check Cashing - 20oz Soda	Pouring on the Pounds	Print	


Material #	Location	Material Name	Education Campaign	Medium	Image
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	 <a href="http://www.youtube.com/watch?v=jr9s_BSs_k">http://www.youtube.com/watch?v=jr9s_BSs_k</a>
A18	Philadelphia, PA	Real Cost Store (Accepted - Waiting for Legal Docs)	Get Healthy Philly	Radio: 60 sec.	<p>TEXT/NARRATIVE</p> <p><b>Cashier:</b> Just this water?</p> <p><b>Woman:</b> Yes, that's it.</p> <p><b>Cashier:</b> 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><b>Woman:</b> No thanks.</p> <p><b>Cashier:</b> How about sweet tea. That's two for one.</p> <p><b>Woman:</b> I said no thanks. Here, give me that. (takes mic from cashier).</p> <p><b>Cashier:</b> Uh m'am...</p> <p><b>Woman:</b> 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><b>Announcer:</b> 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 <a href="http://foodfitphilly.org">foodfitphilly.org</a> or text COST to 30364. Message and data rates may apply.</p>

Material #	Location	Material Name	Education Campaign	Medium	Image
A19	Philadelphia, PA	Consider the Real Cost (Accepted - Waiting for Legal Docs)	Get Healthy Philly	Print	
Campaign 8 – Philadelphia: Time for a Change/Real Cost					
A20	Boston, MA	Fat Smack TV Spot	Fat Smack	TV: 30	<p><a href="http://www.youtube.com/watch?v=1WfVWJ7TgIk">http://www.youtube.com/watch?v=1WfVWJ7TgIk</a></p>





Material #	Location	Material Name	Education Campaign	Medium	Image
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

Material #	Location	Material Name	Education Campaign	Medium	Image
A22	Louisville, KY	<i>Food Fight – Beverages</i>	Mayor's Healthy Hometown/ FoodFight	TV: 30	 <a href="http://www.youtube.com/watch?v=TL_n7vXvkWE">http://www.youtube.com/watch?v=TL_n7vXvkWE</a>

Material #	Location	Material Name	Education Campaign	Medium	Image
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	

Material #	Location	Material Name	Education Campaign	Medium	Image
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><a href="http://www.youtube.com/watch?v=6idXRO8Voas">http://www.youtube.com/watch?v=6idXRO8Voas</a></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>

Material #	Location	Material Name	Education Campaign	Medium	Image
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 <a href="http://watchusthrive.org">watchusthrive.org</a>.</p>
A30	Boston, MA	Traffic Signal	No Campaign	Print	
A31	Tri-County, CO	Protection Print Ad	Protection/Colorado	Print	<p><b>We do so much to protect our kids</b></p>  <p><b>So why do we let them have so many sugary drinks?</b></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> 