




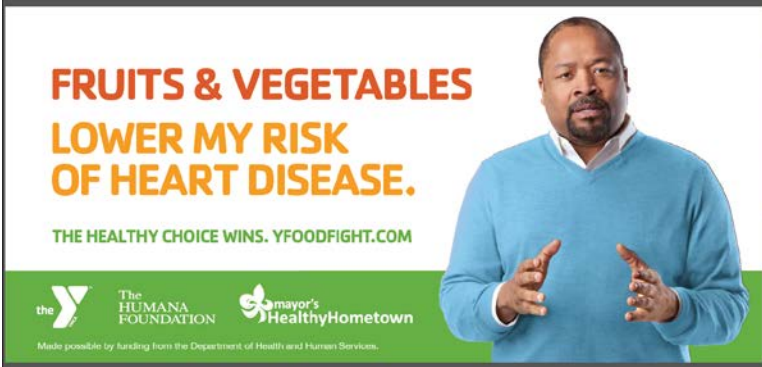

Attachment 4d: CHMC Education Campaign Materials: Food (Year 1, Wave 3)

Select Education Campaign Materials Recommended for Testing

Material #	Location	Material Name	Education Campaign	Medium	Image
Campaign 1: Pima County, AZ – This Is My Healthy					
C1	Pima County	This is My Healthy Snack	This Is My Healthy	TV:30	 <p style="text-align: center;"> http://www.youtube.com/watch?v=Q57m6frMayI&list=UUYZre0Avyc_jVLCi2sfbm1g&index=16&feature=plcp </p>
C2	Pima County	Food Desert	This Is My Healthy	Radio :30	<p>TEXT/NARRATIVE</p> <p>TEEN: Obesity is an epidemic that threatens all of us. Unhealthy food is everywhere. On every corner.</p> <p>A neighborhood supermarket where I can make a healthy choice is sometimes very hard to find. I guess you could call this a food desert.</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. 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
C3	Pima County	Healthy Cooking	This Is My Healthy	Print	<p>Small Changes. Smart Choices. Cooking healthy brings my family together. Across Pima County our neighbors are doing things just a little bit different to make a big difference in the health of the community.</p> <p>Visit HealthyPima.org from home or at your library, or talk to your doctor or health clinic for more information.</p>
C4	Pima County	Community Nutrition	This is My Healthy	Print	<p>There's something special about kids learning to eat healthy.</p> <p>OVERCOME AND THRIVE. Community nutrition programs serving families with young children are one way to provide greater access to healthy food. Together we can get children to eat healthy!</p> <p>For more information about access to healthy food and community nutrition programs like WIC and Food Plus, call 243-7777 or visit HealthyPima.org</p> <p>Made possible with funding from the Centers for Disease Control and Prevention and the Pima County Health Department.</p>

Material #	Location	Material Name	Education Campaign	Medium	Image
Campaign 2: Louisville – Mayor's Healthy Hometown					
C5	Louisville	YMCA Foodfight – Avoid Sugar Sweetened Snacks	Mayor's Healthy Hometown	TV: 30	 <p>http://www.youtube.com/watch?v=YC-wuBxfjQ&feature=share&list=UUCH6H25R8g5o7_j9BKvmDoA</p>
C6	Louisville	Mayor's Healthy Hometown Menu 30	Mayor's Healthy Hometown	TV:30	 <p>http://www.youtube.com/watch?v=cLnveSro6EY&feature=Bfa&list=UUCH6H25R8g5o7_j9BKvmDoA</p>
C7	Louisville	Tonya :30 Radio PSA	Mayor's Healthy Hometown	Radio :30	<p>TEXT/NARRATIVE</p> <p>ANNOUNCER: Mayor's Healthy Hometown Movement. Good for your body, great for everybody.</p> <p>TONYA: Hi I'm Tonya Bouschan and I've survived two strokes. I changed my life and improved my health by eating lots of fresh fruits and vegetables. I even teach people how they can eat healthy on a budget. Now the Mayor's Healthy Hometown Movement is making sure everybody has access to fresh, healthy fruits and vegetables. So come on everybody and build a healthy body</p> <p>ANNOUNCER: This healthy Hometown moment is made possible by funding from the U.S. Department of Health and Human Services.</p>

Material #	Location	Material Name	Education Campaign	Medium	Image
C8	Louisville	FOODFIGHT - Fruits & Vegetables Lower My Risk of Heart Disease	Mayor's Healthy Hometown	Outdoor Ad	
Campaign 3: La Crosse County, WI – Get Active					
C9	La Crosse County	Foot Steps to Health	Get Active	TV:30	 http://www.youtube.com/watch?v=yeGPuOCWGoA&list=UUM9-hTAsSZ2wGPqzWQSVBNq&index=2&feature=plcp

Material #	Location	Material Name	Education Campaign	Medium	Image
C10	La Crosse	500 Club	Get Active	Radio :60 Accepted - Ref Only	<p>Text/Narrative</p> <p>Announcer: What is diabetes?</p> <p>Child: You get a headache?</p> <p>Announcer: What is obesity-relate chronic illness?</p> <p>Child: It's scary.</p> <p>Announcer: Do you know what heart disease is?</p> <p>Child: Does anybody know?</p> <p>Announcer: The problems sound complex, but they don't have to be. Obesity can cause chronic illness and obesity makes us sick. La Crosse is surrounded with unhealthy food choices when eating out. The kind high in calories and fat. One hundred extra calories a day, could mean 10 extra pounds of weight per year and that could lead to obesity. Do you know how much healthcare costs?</p> <p>Child: Ten million</p> <p>Announcer: So what if all La Crosse County restaurants offered more clearly marked 500 club options to control calories and fat intake? Ask your favorite restaurant to identify healthier options. The 500 club is part of small changes taking back the health of our community. 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>

Material #	Location	Material Name	Education Campaign	Medium	Image
C11	La Crosse, WI	Coulee	Get Active	Print	
Campaign 4: Miami Dade County – Make Healthy Happen					
C12	Miami Dade County	Farmers' Market	Make Healthy Happen	TV: 30	 http://www.youtube.com/watch?v=qFySs_Qlzxw&feature=plc
C13	Miami Dade County	CPPW-Health Vending	Make Healthy Happen	TV:30	 http://www.youtube.com/watch?v=5poCqglo5aE&feature=plcp

Material #	Location	Material Name	Education Campaign	Medium	Image
C14	<i>Miami Dade County</i>	Flyer English	Make Healthy Happen	Print	 <p>MAKE HEALTHY HAPPEN MIAMI</p> <p>Imagine a Miami where everyone can easily and affordably buy fresh, locally grown fruits and vegetables. Imagine a Miami where together we can increase active transportation and recreation for the Haitian community.</p> <p>That's what the Make Healthy Happen Miami program is about!</p> <p>Make Healthy Happen Miami is working to make it easier for the Haitian community to have better access to healthy foods and more opportunities to exercise.</p>

Select Individual Ads



Material #	Location	Material Name	Education Campaign	Medium	Image
C15	San Diego	Farmers Market	Healthy Works [Do not test with Healthy Works "Farmers Market"]	TV:30	 <p>Farmers Markets</p> <p>http://www.healthyworks.org/farmers-market-tv</p>
C16	Pinellas County	Zombie Dinner	Find the Fun	TV:30	 <p>FindtheFunNow.com "Zombie Dinner" :30</p> <p>http://www.youtube.com/watch?v=kRutOikldw0</p>
C17	Minneapolis	Keewaydin	Making It Better [Do not test with "Sartell"]	Print	 <p>COOKING CLUB? OR COMMUNITY CATALYST? WHY NOT BOTH?</p> <p>Making It Better A COMMUNITY CATALYST INITIATIVE</p> <p>That's how the Keewaydin Cook Club started. The Minneapolis-based group meets every four Wednesdays and creates delicious meals together. It's a great recipe for a fun evening — and one that improves the health of the entire community. Read more and get inspired at makingitbetter.org.</p>

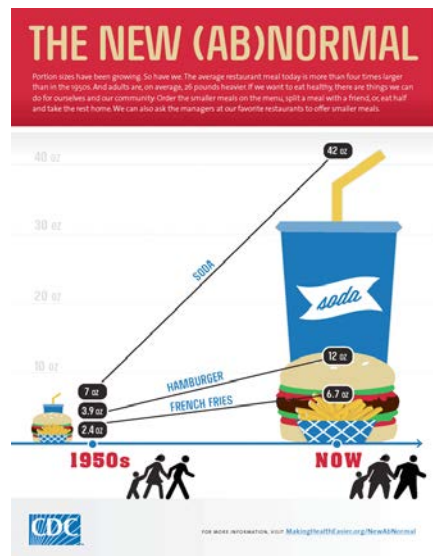
Material #	Location	Material Name	Education Campaign	Medium	Image
C18	Minneapolis	Sartell	Making It Better [Do not test with "Keewaydin"]	Print	 <p>A HEALTHY NEW TAKE ON EMPLOYEE BENEFITS.</p> <p>Making It Better A HEALTHY & SUSTAINABLE BUSINESS</p> <p>First the founder's business. Then Pam Sartell found away to make it better. Employees in fact don't favor sick days? Group coverage? Pam makes the fridge with healthy ingredients for breakfast and lunch. And she makes sure employees enjoy ergonomics, exercise classes and walk to fitness. It's working. Learn more and get inspired at makingitbetter.org.</p>
C19	North Little Rock	We're Supposed to Eat Healthy Flyer	Fit2Live	Print	 <p>We're supposed to eat healthy foods, but where are they?</p> <p>Fat, Cheese, Salt, Sugar</p> <p>Together, we can ask our schools to remove junk food and to provide healthy foods including fresh fruits, vegetables and whole grains.</p> <p>Fit2Live World Class Arkansas Department of Health If we have more healthy choices, we'll be able to have healthier lives. For more information, contact: Rod Hinson, Communities Putting Prevention to Work 501-340-5322, rhinson@northlittlerock.ar.gov</p>

Material #	Location	Material Name	Education Campaign	Medium	Image
C20	North Little Rock	Fit 2 Live Kid	Fit2Live [Do not test with Fit2Live "Parent" radio spot]	Radio: 30	TEXT/NARRATIVE KID: My mom and dad are always trying to get us to eat healthier. I bet they only think I eat junk food when I'm not with them, like when I'm at school. I actually like eating fresh fruits and veggies but it is hard to find that at school. And when you're hungry, sometimes you'll settle for junk. There's only one way to make sure kids have more access to healthy foods and beverages in schools and elsewhere. We've got to ask for it. That's right. Let's join together to ask schools and restaurants to offer more healthy choices for our kids. ANNOUNCER: Brought to you by North Little Rock's Fit 2 Live Campaign. For healthy eating and active living.
C21	North Little Rock	Fit to Live Parent	Fit2Live [Do not test with Fit2Live "Kid" radio spot]	Radio: 30	TEXT/NARRATIVE MOM 1: Moms talk to our kids all the time about eating healthy. MOM 2: One day we all went up to help out at school. We walked past the cafeteria and a la carte lines and vending machines and saw what kids could get. MOM 1: That's when we decided to do something about it. MOM 2: We joined our school wellness team and made changes to remove unhealthy snack and make healthy choices easier for everyone. MOM 1: You can too! By reducing access to unhealthy junk foods and sugary drinks, our kids can now make healthier choices. ANNOUNCER: Brought to you by North Little Rock's Fit 2 Live Campaign. For healthy eating and active living.
C22	Appalachian District and Pitt County	Detour	Take Step Two	Radio:30	TEXT/NARRATIVE ANNOUNCER: So let's talk breakfast. It's a great way to get your day off to a healthy start. But why stop there? What if taking a step toward a healthier community were just as easy as microwaving a bowl of oatmeal? All you need is a few minutes to Take Step Two. You could visit the farmers market to ask about having local food delivered to your home or office. Or, Take Step Two and ask your boss about creating a healthier workplace. Take Step Two and make today a good day—by improving the health of your community. Online at TakeStepTwo.com. DISCLAIMER: Brought to you by the Centers for Disease Control and Prevention.

Material #	Location	Material Name	Education Campaign	Medium	Image
C23	San Antonio	Balance: Fruit Fiesta	Balance [Similar to "Balance: Viva Veggies" print ad]	Print	
C24	Wood County	Get Active Smart Meals	Get Active [Do not test with "Get Active School Wellness"]	Print	

Material #	Location	Material Name	Education Campaign	Medium	Image
C25	Wood County	Get Active School Wellness	Get Active [Do not test with "Get Active Smart Meals"]	Print	
C26	New York, NY	Portion Control: Hamburgers	None	Print	

Material #	Location	Material Name	Education Campaign	Medium	Image
C27	Chicago	Healthy Chicago	Healthy Places	Print	 <p>Chicago deserves better food options.</p> <p>More fresh fruits and vegetables. Healthy food in lots of new places, like corner stores near you. Chicago families deserve them. So the City of Chicago and Healthy Places are helping expand healthier options throughout our city. Help make it happen at www.HealthyPlacesChicago.org.</p> <p>healthy places An initiative of Healthy Chicago</p> <p>CEPUS</p>
C28	Minnesota	Making It Better	Making It Better	TV :30	 <p>http://youtu.be/ZyJl_LqKLpY</p>

Material #	Location	Material Name	Education Campaign	Medium	Image
C29	FHI 360	The New (Ab)Normal	Making Health Easier [Do not test with "Time to Scale Back"]	Info graphic	
C30	FHI 360	Time to Scale Back	Making Health Easier [Do not test with "The New (Ab)Normal"]	Info graphic	