

Attachment 5: Concept/Ad materials

Material 1: Orange Soda

The nearest orange soda
is two blocks away.
The nearest orange is
nine miles away.

Obesity is a national emergency. Two thirds of Americans are overweight, but many don't live in neighborhoods that offer healthy fruits and vegetables. You can help by demanding more grocery stores and farmer's markets in your community. Or maybe dig in and start a community garden of your own. It'll grow more than just tomatoes.

FROM YOUR SCHOOL'S HEALTH TEACHER TO youcanchangethis.org



Material 2: Nearest Neighborhood Park

Her nearest neighborhood park
is in a neighborhood that's
three miles away.

Obesity is a national emergency. One third of American children are already overweight, but many have no access to safe public parks or recreation programs. In fact, 56% of kids are over three miles away. You can help by demanding better parks and playgrounds in your community. Exercise your child's right to exercise today.

JOIN THE FIGHT FOR
BETTER HEALTH

thisstopshere.org



Material 3: Corner Store*

*Note: This material will be tailored for each targeted community (e.g., the local branding of Chicago will be removed and Jefferson County, Minneapolis or Philadelphia will be substituted.)



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.

Made possible with funding from the Centers for Disease Control and Prevention.



Material 4: Children deserve more ways to be active*

*Note: This material will be tailored for each targeted community (e.g., the local branding of Chicago will be removed and Jefferson County, Minneapolis or Philadelphia will be substituted.)



Running, jumping and being physically active. Chicago children deserve to exercise their bodies as well as their minds. So the City of Chicago and Healthy Places are working with schools to keep our children physically active throughout the school day and after school. Help make it happen at www.HealthyPlacesChicago.org.

healthy places
An initiative of Healthy Chicago



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Material 5: People-friendly streets*

*Note: This material will be tailored for each targeted community (e.g., the local branding of Chicago will be removed and Jefferson County, Minneapolis or Philadelphia will be substituted.)

Chicago deserves more people-friendly streets.

Healthier and safer streets for walking and biking. Chicagoans deserve space for physical activity. So the City of Chicago and Healthy Places are working together to create more opportunities for active living. Help make it happen at www.HealthyPlacesChicago.org.

healthy places
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Logos for the City of Chicago, the University of Illinois at Chicago, and the University of Chicago are displayed below the main text.

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