



Attachment 5d: CHMC Education Campaign Materials: Healthy Living (Year 1, Wave 4)

Select Education Campaign Materials Recommended for Testing

Material #	Location	Material Name	Education Campaign	Medium	Image
Campaign 1: Pima County, AZ -- This is My Healthy					
D1	Pima County	Pueblo High School Healthy Eating Habits and Active Lifestyle	This Is My Healthy [Promoting healthy eating habits and an active lifestyle through Pima school students]	TV:30	 http://www.youtube.com/watch?v=ItK6MKAQOs8&list=PLAE35DBFCFFCF28D0&index=1&feature=plpp_video
D2	Pima County	Workplace Wellness	This Is My Healthy [Promoting healthy eating habits and an active lifestyles in the workplace]	TV:30	 http://www.youtube.com/watch?v=7ScPNZdnmSg&feature=BFa&list=PLAE35DBFCFFCF28D0&lf=plpp_video




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D3	Pima County	Garden	Not Branded [Similar to "This is My Healthy Garden PSA" TV ad.]	Radio: 30	<p>TEXT/NARRATIVE</p> <p>WOMAN: When our daughter stepped in front of the TV and said, "Mom, Dad"...</p> <p>GIRL: Can I see you outside?</p> <p>WOMAN: I thought to myself, are we in trouble?</p> <p>There she was standing next to a sign she made that read Amanda's garden. We didn't have a garden. But then she explained that, at school, she learned to make small changes and smart choices and how important it is for the whole family to be active and eat 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>
D4	Pima County	Basketball	This Is My Healthy	Print	<p>The image is a vertical print advertisement. At the top, it says "Small Changes Smart Choices" with a heart icon. Below that, a quote reads: "I know my son needs to be active to be healthy, and so do I. So we do it together!". The main visual shows a man and a young boy on a basketball court. The man is holding a basketball. In the background, another person is playing basketball. At the bottom of the ad, there is a banner with various fruits and vegetables. The text "THIS IS MY HEALTHY" is written in a stylized font with a heart. At the very bottom, it says: "Visit Healthypima.org from home or at your library, or talk to your doctor or health clinic for more information. Made possible by funding from the Pima County Health Department and the U.S. Department of Health and Human Services."</p>



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D5	Pima County	Native American	This Is My Healthy	Print	
D6	Pima County	Bananas	This Is My Healthy	Print	
Campaign 2: Miami Dade County – Make Healthy Happen					
D7	Miami Dade County	CPPW Imagine - Bikes_ English	Make Healthy Happen [This ad talks about PA and healthy food. Very similar to “No Sign” and “Parks_English”. People are holding signs and bike paths are mentioned.]	TV:30	 http://www.youtube.com/watch?v=qSD0Z4xsk0w&list=UUyqQa_WMcjNaJYQit5_dA2Q&index=12



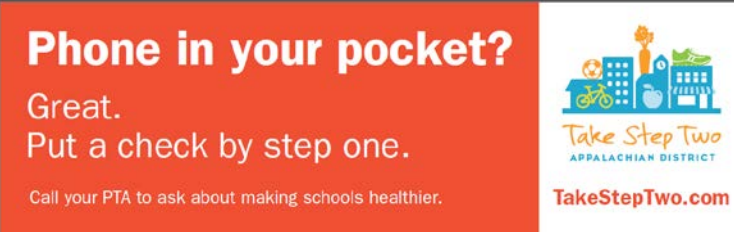
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D8	Miami Dade County	Worksite Wellness	Make Healthy Happen [This ad is about healthy worksites including PA and healthy eating.]	TV:30	 <p>http://www.youtube.com/watch?v=otfkpyOO5gc&feature=plcp</p>
D9	Miami Dade County	Worksite print ad screenshot	Make Healthy Happen	Print	 <p>MAKE HEALTHY HAPPEN MIAMI</p> <p>From healthy communities come healthy people. For every \$1 invested in a wellness program, companies can save \$6 in increased productivity.</p> <p>www.makehealthyhappenmiami.com</p>
D10	Miami Dade County	Child Care	Make Health Happen	Print	 <p>Imagine a Miami...</p> <p>Where all child care centers serve nutritious foods and children get more daily physical activity.</p> <p>Children should:</p> <ul style="list-style-type: none"> • Drink low or fat-free milk for children age 2 years and older • Eat whole fruits and vegetables (fresh, frozen thawed, low-sugar canned) • Drink water • Have 60 minutes of daily, outdoor physical activity <p>www.makehealthyhappenmiami.com</p> <p>MAKE HEALTHY HAPPEN MIAMI</p>


Select Individual Education Campaign Materials

Material #	Location	Material Name	Education Campaign	Medium	Image
D11	San Diego	Imagine	Healthy Works [Do not test with Healthy Works "Raise your Voice" TV ad or "Imagine" Radio spot.]	TV:30	 http://www.healthyworks.org/imagine-tv
D12	San Diego	Raise Your Voice	Healthy Works [Do not test with Healthy Works "Imagine" TV ad or "Raise Your Voice" Radio spot.]	TV:30	 http://www.healthyworks.org/raise-your-voice-tv
D13	San Diego	Imagine :30	Healthy Works [Do not test with Healthy Works "Imagine" TV ad or "Raise Your Voice" Radio spot.]	Radio: 30	<p>TEXT/NARRATIVE ANNOUNCER: Imagine safe bike paths and walkways for all. Imagine locally grown affordable farm fresh food. Over half of San Diego's children and adults are overweight or obese. But a healthier San Diego is within reach. Building better health means more running trails and safe walkways and locally grown, fresh affordable produce options. Imagine what we can do together. Visit healthyworks.org to get involved.</p> <p>Disclaimer: Brought to you by the U.S. Department of Health and Human Services and the County of San Diego.</p>
D14	San Diego	Raise Your Voice :30	Healthy Works [Do not test with Healthy Works "Raise your Voice" TV ad or "Imagine" Radio spot.]	Radio: 30	<p>TEXT/NARRATIVE ANNOUNCER: Raise your hand if you need more walkways and bike paths. Say the word if you want locally grown, affordable produce available at your corner market. 50% of San Diegans are overweight or obese. It's time to take action. Together we can bring healthy choices to our neighborhoods. Visit healthyworks.org to learn more. Let's make healthy work.</p> <p>Disclaimer: Brought to you by the U.S. Department of Health and Human Services and the County of San Diego.</p>


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D15	HI State Dept. of Health	2000 lbs.	Invisible Epidemics	TV:30	 <p>In 1970, the average American adult consumed about 1,675 pounds of food.</p> <p>http://www.youtube.com/watch?v=nLbC_BDnG_o</p>
D16	HI State Dept. of Health	American Children	Invisible Epidemics	Print	 <p>In 1970, fewer than one in twenty American children were considered obese. Since then, that number has more than tripled, and those children are on the fast track for diabetes, heart disease, high blood pressure, cancer and other chronic diseases.</p> <p>Some epidemics are invisible. But obesity isn't one of them.</p> <p>NEVADA STATE DEPARTMENT OF HEALTH COMMUNITIES BEYOND PREVENTION TO WORK</p>
D17	Southern Nevada Health District	Clark County: Imagine	Change our Community [The radio and TV "Change our Community" ads have similar messages but different scripts. The TV ad talks about healthy choices: healthy food, easy access to safe places to be active.]	TV: 30	 <p>CHANGE OUR COMMUNITY</p> <p>http://www.youtube.com/watch?v=meVCn6dcTnl&feature=plcp&context=C37e2e6fUDOEqsToPDskJdGU1GJz0N_gfQwYtvVVuM</p>

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D18	Southern Nevada Health District	Clark County Change our Community: Obesity Brand	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>The truth is many people in our community don't have access to healthy options. Like safe places to be active or even affordable places to shop for healthy food. And you can't make healthy choices if there are no any healthy choices to make. We are working to make our community healthier because if our community is healthy we will be too. Learn more about what we are doing to make Clark County a healthier place to live and what you can do to get involved by visiting changeourcommunityclarkcounty.org today. That's change our changeourcommunityclarkcounty.org.</p> <p>DISCLAIMER: This message is brought to you by the southern Nevada health district and the Department of Health and Human Services</p>
D19	Nashville	NashVitality_NASH VIT- GENERAL30_30_ HD-web.mov	NashVitality	TV:30	 <p>It's the spirit of a healthy, active and green city</p> <p>We call it NashVitality</p> <p>http://www.youtube.com/watch?v=-_DP9vPU1EI</p>
D20	San Antonio	Balance: Dose of Reality	Balance	TV:30	 <p>https://www.youtube.com/watch?v=m1zrXG9dNcg&list=UUy_PkRkAgCV0bpJNjk7PjQA&index=14</p>

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D21	Tri-County	Let's Play Soccer	Let's Play, Let's Grow Strong [Refers to healthy eating and physical activity]	TV:30	 http://www.tchd.org/cppw_video_soccer.html
D22	Appalachian District and Pitt County	Take Step Two: Bus Signage - Work	Take Step Two	Outdoor Ad	
D23	Appalachian District and Pitt County	Take Step Two: Bus Signage - Pocket	Take Step Two	Outdoor Ad	
D24	Appalachian District and Pitt County	Take Step Two: Commercial Break	Take Step Two	Radio: 30	<p>TEXT/NARRATIVE</p> <p>ANNOUNCER: Here's something to think about: In the same amount of time it takes to get through this commercial break, you could be one step closer to a healthier community.</p> <p>Just pick up the phone to Take Step Two. Call your child's after-school program to discuss making activities healthier for kids.</p> <p>Or Take Step Two and call your local planning board about new parks and sidewalks to get people outside.</p> <p>Take Step Two and make your community healthier. It's easier than you might think. Online at TakeStepTwo.com.</p> <p>DISCLAIMER: Brought to you by the Centers for Disease Control and Prevention.</p>

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D25	Jefferson County	Child Care GM	Champions for Health	Radio:30	<p>Text/Narrative</p> <p>Announcer: Healthy kids start with healthy choices. Ask your preschool or child care program to provide wholesome foods and make sure your kids get lots of active play time. Easy changes can make a big difference like low-fat milk and whole grain breads. Try more fruits and veggies at dinner. Give your kids the best chance to be champions. Play catch, tag and games that keep them moving. For more information, visit championsforhealth.org, an initiative of the Jefferson County health action partnership funded by the Department of Health and Human Services.</p>
D26	La Crosse County Pro Health Campaign	LX Brand	Get Active [Focuses on "healthier choices"- doesn't specifically state food or physical activity but the images portray people walking, riding a bicycle, as well as fruit.]	TV:30	 <p>http://www.youtube.com/watch?v=KFOXhctbD8c&list=UUM9-hTAsSZ2wGPqzWQSVBNg&index=4&feature=plcp</p>

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D27	LaCrosse County, WI	LaCrosse Brand	Get Active	Radio: 60	<p>TEXT/NARRATIVE</p> <p>ANNOUNCER: What is a toxic food environment?</p> <p>KID: I don't know.</p> <p>ANNOUNCER: What happens when someone is sedentary?</p> <p>KID: You blow up.</p> <p>ANNOUNCER: Why should we care about obesity?</p> <p>KID: huh?</p> <p>ANNOUNCER: The problems sound complex, but they don't have to be. Childhood obesity is a serious problem in LaCrosse County. 2 out of 3 adults are overweight as are 1 out of 3 of our children. This generation of children could be the first to live shorter lives than their parents. How can we make the healthy choice the easy choice?</p> <p>KID: You as funny questions</p> <p>ANNOUNCER: So what if La Crosse County schools, worksites and restaurants made healthier choices easy. What if we all made small changes in what we eat and how active we are and those changes went a big way toward taking back the health of our community. Start by visiting Getactivewisconsin.org. Then ask 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 Crosse County Health Department.</p>
D28	Oklahoma	Obesity	Cherokee Nation Healthy Nation	Radio: 30	<p>Hey this is Cindy lee.</p> <p>Increases in obesity among adults and children have prompted concern about the implications of our health.</p> <p>Achieving and maintaining a healthy weight isn't about a diet or a program. It's part of an ongoing lifestyle that includes proper nutrition, and regular physical activity.</p> <p>The players eat right and exercise to be competitive on the field. The fans needs to eat right and exercise to be better to cheer them on.</p> <p>Help make the healthy choice the easy choice.</p> <p>Take the Cherokee challenge and visit Cherokeechallenge dot Cherokee dot org today. This message brought to you by Cherokee Nation Healthy Nation.</p>

Material #	Location	Material Name	Education Campaign	Medium	Image
D29	Oklahoma	Healthy Living	Cherokee Nation Healthy Nation	Radio: 30	<p>Healthy Living Radio Spot: I'm Stacy Lemmert, head nutritionist for the Oklahoma Sooners. Increases in obesity among adults and children have prompted concern about the implications for our health. Achieving and maintaining a healthy weight isn't about a diet or program. It is part of an ongoing lifestyle that includes proper nutrition and regular physical activity. The Sooners eat right and exercise to be competitive on the field. We need our fans to eat right and exercise to better cheer them on. Help us make the healthy choice the easy choice. Take the Cherokee Challenge and visit cherokee challenge dot cherokee dot org today. Message brought to you by Cherokee Nation Healthy Nation.</p>
D30	Seattle, WA	Let's Do This	Let's Do This	TV: 30	 <p>http://www.youtube.com/watch?feature=player_embedded&v=UJbUj_kM90s</p>