

Media Campaign to Promote Healthy Eating and Active Lifestyles

Communities Putting Prevention to Work is a program of the County of San Diego Health and Human Services Agency funded by the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act from March 19, 2010 to March 18, 2012. The goal of the grant is to reduce chronic disease through policy, environmental, and organizational changes that target three focus areas: healthy physical activity, healthy nutrition, and healthy school environments.

Focus Area: Healthy Nutrition and Healthy Physical Activity

Background: Americans are exposed to an abundance of advertisements for unhealthy choices, such as fast foods and sugary drinks and cereals. Children are especially vulnerable to these advertising campaigns. A strong correlation exists between exposure to this type of advertising and the current obesity epidemic.

Outcome:

- Creation of a comprehensive, community-wide media campaign that results in San Diego County residents having been exposed to messages promoting increased physical activity, improved nutrition, decreased obesity prevalence, and related environmental changes.

Deliverables:

Coordination with National Centers for Disease Control Overarching Campaign

- Develop an overarching media campaign that coordinates with the national Centers for Disease Control media campaign materials, adapted for local use, to include the following components: a description of the target audience, media buy approach, social media activities, earned media events, use of social marketing tools, and Public Service Announcement placement.

San Diego CPPW Media Campaign

- Develop and launch the components of the CPPW Intervention Media Plan for all interventions, with special focus on those interventions designated as having media components. Among the tools used in this plan will be community calendars, social media, community outreach and events, and website components.
- Provide media technical assistance to community organizations that are working with the CPPW interventions to coordinate with the overarching CPPW Communication Plan to encourage support for the interventions, leverage local and national resources and maximize the effectiveness of the CPPW interventions and their related campaigns.

Contractor: University of California, San Diego (UCSD)

Subcontractors: A media/marketing firm will be identified.

Contact: Dan Bennett, djbennett@ucsd.edu

