

# Fittin' In

**A health campaign designed to  
motivate today's youth to be more  
physically active**

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**YOU  
in?**

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# “Fittin’ In”: I’m in, R U N?

## Executive Summary

The Department of Health and Senior Services established a relationship with the Missouri School of Journalism in May 2007 to review current literature and provide insights on how to segment adolescents into groups. We also were also asked to identify the adolescent segment which might be the most amenable to a campaign initiative. In addition, another task was to define the best approaches and strategies for developing and executing a message campaign--motivating adolescents, opinion leaders, personality and persuasion factors.

The insights gained from the literature review prompted creation of a creative concept for a persuasive message campaign. The present research report/project examines the uses of social marketing to encourage health and fitness among adolescents. To create an effective campaign and strategy, we drew upon three major bodies of information. First, we surveyed major textbooks, journals, empirical studies, and conference proceedings in search of frameworks and other bodies of evidence that might be used to help create an effective health campaign aimed at adolescents. Second, we reviewed other successful health communication initiatives in an attempt to determine if the State of Missouri, Department of Health and Senior Services might be able to build upon the success of those ideas. And finally, we met with practitioners and scholars recognized for their work in developing, applying, and/or evaluating health-focused campaigns to encourage their input on the appropriate marketing techniques and use of the mass media to reach the adolescent, at-risk market.

### *Statement of the Problem*

One of the most prevalent, yet overlooked, public health problems facing the world today is obesity. According to the National Center for Health Statistics, 9 million children between the ages of 6 and 19, or 15% of the total population in that age bracket, are considered overweight or obese. If they don't lose weight, at-risk adolescents will face obesity-related diseases at earlier ages than previous generations (American Demographics magazine).

Since the 1970's, the rate of obesity among youth aged 6-19 has also doubled to 15 percent (Ogden et al, 2002). This obesity rate has been attributed to an increase in the consumption of fast foods and soft drinks and a lack of physical exercise among children.

Today, obesity is considered one of the most common chronic disorders in childhood and adolescence, and is associated with an increased number of health risks and complications. Among the numerous health-related complications for adolescents are: diabetes, heart disease, hypertension, elevated levels of triglycerides, decreased levels of “good cholesterol” and many forms of cancer including endometrial, gallbladder, prostate, kidney, and post-menopausal breast cancer. In addition, excess weight can cause increased risks for arthritis, sleep apnea and asthma. Currently, the health costs of these risks and complications associated with obesity in children are on the rise in the United States. In 2000 the total cost of obesity in the U.S. was estimated at \$117 billion annually, according to the Surgeon General, 2001.

While the cost of obesity in the U.S. is on the rise, the number of severely obese people weighing 100

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pounds or more over a healthy weight is also increasing. In 1968 these persons represented 1 in 200 people, but in 2000 they represented 1 in 50 people. If the current trend remains the same experts estimate that by the year 2040 only 5 to 15 percent of the U.S. population will maintain a healthy weight (Hellmich, 2003). As a result of this trend many American youth will likely face unnecessary serious health problems.

### **Disparities in Physical Activity and Access to Facilities: At Risk Populations**

Lack of physical activity, a major risk factor for obesity, is also notably high among certain racial, ethnic and socioeconomic groups:

- Black and Hispanic children are significantly less likely than white children to report involvement in organized physical activity, as are children with parents who have lower incomes and educational levels (Physical activity levels among children aged 9–13 years — United States, 2002. MMWR 2003;52[33]:785–8)
- Communities with higher percentages of African-American residents tend to have fewer available parks and green spaces, places to play sports, and public pools and beaches. (Powell LM, Slater S, Chaloupka FJ.)
- Lower levels of parental education are associated with less physical activity for white girls ages 9–19. This is also true for African-American girls at the higher end of this age range. (Kimm S, Glynn NW, Kriska AM, et al. Decline in physical activity in African-American girls and white girls during adolescence. NEJM 2002;347:709–15)

According to recent research on children and obesity, statistics show that children and adults in the United States do not get as much physical activity as they should. At least 30 minutes of moderate physical activity on most days of the week is the recommended minimum. However, nearly 23 percent of children and nearly 40 percent of adults get no free-time physical activity at all. (Physical activity levels among children aged 9–13 years — United States, 2002. MMWR 2003;52[33]:785–8) and (National Center for Health Statistics. National Health Interview Survey, 1999–2001)

Some children simply are not afforded the opportunity to engage in physical activity. Many schools have dropped or reduced their physical education programs, and some communities lack sufficient recreational facilities. Also, kids are spending more of their free time watching television, surfing the Internet or playing video games. Technology also has played a role in declining levels of physical activity in adults, too. Just 30 years ago, farming or other forms of outdoor, physical activity and neighborhood games were much more common.

Taken together and considering the literature on the adolescent market with regard to obesity and health, we found it necessary to discover effective methods of campaign-based intervention, with regard to children and adolescents, to decrease the obesity rate. The purpose of this project/report is to identify the most effective approach(es) of delivering a campaign, targeted to children and adolescents in the state of Missouri, which will motivate youth to adopt a healthier lifestyle involving proper diet and exercise.

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# RESEARCHING THE ADOLESCENT MARKET

WHAT DOES LITERATURE AND OTHER DOCUMENTED EXPERIENCES SUGGEST AS THE MOST LOGICAL SEGMENTS WITHIN THE ADOLESCENT AGE RANGE? WHAT AGE RANGE IS THE MOST AMENABLE TO CHANGES AND CAMPAIGN INITIATIVES?

Health officials estimate 9 million American children ages 6 to 16 are overweight, including one in five eighth- and 11th-graders. The problem: not enough nutritious food and not enough exercise. Overweight children usually grow into overweight adults, and are at an increased risk of heart disease, diabetes, asthma and other disorders.

The primary youth target audience for the "Fittin in" Health Campaign is middle school-aged adolescents (approximately 11 to 13 years of age), focusing primarily on the children that are at-risk. There are two secondary target audiences: late elementary school-aged children (approximately 9 to 11 years of age) and high school-aged adolescents (approximately 14 to 18 years of age), again focusing on at-risk adolescent described above.

"At-risk" adolescents are those children who are not actively involved in a fitness program. For purposes of the present campaign, an "at-risk" is defined as an adolescent who has not used engaged in any physical exercise or nutrition program in the past year, and has at least one of the following characteristics: he or she has been identified as "overweight"; has a parent, close friend or sibling who is also overweight; or scores in the top 50th percentile on a test of physical inactivity. While campaign messages will not be specifically developed to target the physically active adolescent, this market will receive campaign messages with the same reach and frequency as other youth audiences.

## ***The Primary youth audience:***

- \* Middle school-aged adolescents (approximately ages 11-13).

## ***The Secondary youth audiences:***

- \* Late elementary school-aged children (approximately ages 9-11)
- \* High school-aged adolescents (approximately ages 14-18 years)

## ***Rationale***

There is relative consensus among practitioners and scholars that there is little to be gained by intervention efforts targeting youth under the age of 9. Middle-school adolescents are the most susceptible group to images presented in popular culture (Boykin, 2003). Research shows that adolescence is the stage when children are beginning and establishing beliefs of their own. Middle-school aged children, studies show, are more focused on inclusion in groups and on forming peer relationships. As a result of this need for peer acceptance, teenagers are receptive to certain characteristics (personality, attitude, behavior) from particular social groups.

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## **OTHER VALUABLE INFORMATION ABOUT THE ADOLESCENT MARKET**

Population statistics for the state of Missouri, according to the 2005 census:

- Aged 5-9: 398,898 (7.1%)
- Aged 10-14: 412,080 (7.4%)
- Aged 15-19: 413,296 (7.4%)

Total Missouri Adolescent Market: 1,224,274 (21.5%)

### ***Eating Behavior:***

- 65% of Children 6-17 have dinner with their parents everyday (7 days a week)
- 27% of children 6-17 have dinner with their parents 3-6 days a week
- 29.3% of parents eat breakfast with their child seven days in a typical week
- 20.5% of parents do not eat breakfast with their child on any day of a typical week
- 64.5% of parents eat dinner with their child seven days in a typical week
- 3.2% of parents do not eat dinner with their child on any day of a typical week

The above data came from a total sample of 48,278,000 children 6-17 years of age living in the United States, according to the Bureau of Census (2000) and current population reports.

### ***Exercise Behavior:***

Children 6-11

- 31% participate in extracurricular sports
- 34% participate in clubs
- 32% likely to take lessons

Children 12-17

- 37% participate in extracurricular sports
- 26% participate in lessons compared to younger adolescents
- Children with highly educated parents are more likely to participate in extracurricular activities
- Participation in extracurricular activities is also higher for non-Hispanic Whites and children in married-couple families
- Males: more likely to be involved in sports
- Females: more likely to be involved in clubs and lessons

The above data came from a total sample of 24,581,000 6-11 year-olds and 23,697,000 12-17 year-olds, according to the Bureau of Census (2000) and current population reports

### ***Recreational Activity of Children***

- Bicycling is the most popular among 7-11 year-olds
- More than 9 million children (47%) used a bicycle at least once in 2002
- Inline skating ranks second, followed by basketball
- Basketball is the most popular among 12-17 year-olds
- Close to 8 million children (32%) participated at least once in 2002
- Bicycling ranks second, followed by inline skating
- According to the Centers for Disease Control and Prevention:

- 40 percent of children participate in organized physical activities during an average week
- 77 percent participate in free-time physical activities on a weekly basis
- Expense is the biggest barrier to children's participation in physical activities, according to 47 percent of parents
- This is especially true for Hispanic and African-American families

## **PARTICIPATION OF CHILDREN AGED 9-13 IN PHYSICAL ACTIVITIES (2002) IN THE LAST 7 DAYS**

### Participation in organized physical activity

- Female: 39%
- Male: 39%
  - Age 9: 36%
  - Age 10: 38%
  - Age 11: 43%
  - Age 12: 38%
  - Age 13: 38%

### Participation in free-time physical activity

- Female: 74%
- Male: 81%
  - Age 9: 76%
  - Age 10: 77%
  - Age 11: 78%
  - Age 12: 78%
  - Age 13: 78%

### **Health:**

#### **PARENT OR SELF-REPORTED HEALTH STATUS OF CHILDREN UNDER 18 (2001):**

56% of children under 18 are in excellent health, according to their parents!

Just 2% of parents report that their children's health is only fair or poor

Aged 5-17:

- 54% are in excellent condition
- 29% are in very good condition
- 15% are in good condition
- 2% are in fair/poor condition
- Although very few are overweight, many are trying to lose pounds
- 15% of children in both the 6-11 and 12-19 segments are overweight, according to government studies
- African-Americans and Hispanics are more likely to be overweight than non-Hispanic Whites

Overweight Children (1999-2000):

- Females (6-11) 14.5 percent
  - African-American: 22%
  - Hispanic: 20%
  - White: 12%
- Males (6-11) 16 percent
  - African-American: 18%



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- Hispanic: 27%
  - White: 12%
  - Females (12-19) 15.5 percent
    - African-American: 26%
    - Hispanic: 20%
    - White 12%
  - Males (12-19) 15.5 percent
    - African-American: 21%
    - Hispanic: 28%
    - White: 13%

### **2001 Survey of weight problems and dieting behavior of 9th to 12th graders**

#### **Males**

- 20% of 9th graders at risk for becoming overweight
- 14% of 9th graders are overweight
- 24% of 9th graders thought they were overweight
- 32% of 9th graders were trying to lose weight
- 13% of 11th graders at risk for becoming overweight
- 15% of 11th graders are overweight
- 23% of 11th graders thought they were overweight
- 27% of 11th graders were trying to lose weight

#### **Females**

- 12% of 9th graders at risk for becoming overweight
- 8% of 9th graders are overweight
- 33% of 9th graders thought they were overweight
- 62% of 9th graders were trying to lose weight
- 12% of 11th graders at risk for becoming overweight
- 6% of 11th graders are overweight
- 35% of 11th graders thought they were overweight
- 62% of 11th graders were trying to lose weight

#### **Most Teens are not Risk Takers (13-17):**

- A substantial minority of teens are risk takers
- 50% of 9th grade boys were in a physical fight in the last year
- 30% of 9th grade girls were in a physical fight in the last year
- 7% of 9th graders and 22% of 12th graders admit to riding in the past month with a driver who had been drinking

#### **Media Use/Consumption:**

According to the Pew Internet and American Life Project (2005):

- 87% of American adolescents aged 12-17 used the internet in 2004
- The frequency of teens online has risen by 51 percent, since 2000

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**Most common activities performed online by teens:**

- 89% Send or receive email
- 84% Go to websites about movies, TV shows, music groups, and sports stars
- 81% Play online games
- 76% Get news or info. about current events
- 75% Send or receive IM's

- Despite the use of technology among teens is growing, the plain old landline telephone remains the top method of communication, used by 52 percent.
- Instant messaging came in second at 24 percent; cell phones at 12 percent; followed by email (five percent) and text messaging (three percent).
- Teens also use IM for more than just basic messaging. 50 percent have included a link to an article, 45 percent said they had used IM to send a document or photo, and 31 percent sent music and video.

\*Report data were collected by phone from a randomly generated sample of 1,100 child-parent/guardian pairs. The survey was conducted during a month-long period spanning October to November, 2004.

As children devote more and more of their free time to television, computers and video games, they're spending less time playing sports and games and being physically active. For example: A survey of young people ages 8 to 18 showed their daily activities accounted for the following hours:

- Watching television — 3 hrs. 51 min.
- Using the computer — 1 hr. 2 min.
- Video games — 49 min.
- Reading — 43 min.

(Generation M: Media in the Lives of 8–18 Year Olds. Menlo Park, Calif.: Kaiser Family Foundation, 2005)

Boys spend an average of one hour and 12 minutes playing video games daily, while girls average 25 minutes a day. (Generation M: Media in the Lives of 8–18 Year Olds. Menlo Park, Calif.: Kaiser Family Foundation, 2005)

The typical American child spends about 44.5 hours per week using media outside of school. (Generation M: Media in the Lives of 8–18 Year Olds. Menlo Park, Calif.: Kaiser Family Foundation, 2005)

### **Money & Spending**

- There are 25.2 million teens ages 13-18.
- They have more money than any of the previous generations (i.e. a \$195 billion market)
- The average annual income per teen is \$2,205.24 w/allowance and money from working it's \$5500-\$6K
- Teens work on average of 18 hours a week.
- 10 percent have their own credit card. Half are fixed limit cards.

The top five teen purchases are:

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- Clothes
  - Eating out
  - Automobiles
  - Movies (making a big comeback)
  - Cell phones

### ***Friends & Family***

- Friendships relationships are the center of every young person's life - teens surveyed said they will stay close to their best friend for life.
- Seventy five percent want to be judged based on their character
- They saw a strong decline in cruel bullying (although the teens who will "get back at anyone who disrespects me" went up 15 points)
- This generation of teenagers would rather be teens forever than grow up (60 percent)
- They want their mommies. Moms moving up relationship scale – big gap between moms and dads. They said can't talk to dad about anything. Sex, school, hygiene. Fathers disappearing in a significant way. Stepparents get no respect.

### ***Stuff: Shopping & Brands***

- Role of celebs is to authenticate the validity of an experience. Not really setting fashion anymore...
- Materialism has rocketed as has the importance of wearing the right brands and shopping. Teens who love to shop is up 62 percent.
- Of the big box stores: Wal-Mart is number one, Target then Best Buy. But Wal-Mart is also down 13 points in terms of brand affection.
- Teens love clothes that tout specific brands/designer labels or types of music, that are iconic or have symbols and are trendy.

The top 10 teen brands are:

- Sony
- Taco Bell
- Coke
- Burger King
- Target
- Microsoft
- Nike
- iPod
- McDonald's
- Mountain Dew
- Armani is also way up as are luxury goods in general.
- The two top car brands teens said they wanted/aspired to were Mercedes and BMW

Teens are now their own heroes (don't need to look outside) – they are big on self love. They don't want you

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to talk to them unless it's on their terms. They only see the elevator going up and often don't understand the downside. They are in their own universe, where they can write their own script on how to succeed. This generation's motto: "You can't buy me." Teens want to be left alone. They want their freedom.

## **EFFECTS OF PERSUASIVE MESSAGES ON THE ADOLESCENT MARKET**

**FOR THE ADOLESCENT AGE SEGMENTS, WHAT ARE THE BEST APPROACHES TO USE IN THE DEVELOPMENT AND EXECUTION OF A MESSAGE CAMPAIGN?**

### ***UNDERSTANDING THE IMPACT OF POP CULTURE***

The significance of popular culture in a teenager's growth process is its ability to provide information about what society accepts and expects of them as an individual. Teenagers seek to define themselves through clothing, jargon, experiences, hairstyles, and, most of all, group associations. In all, literature on this target market suggests that the adolescent attempts to discover himself/herself through external—rather than intrinsic—stimuli. Accordingly, images from popular culture often provide the external basis from which teenagers will set the standard for their thoughts, opinions and associations. Research shows that the middle-school aged adolescent will form identities largely through conformance with images found in pop culture. Adolescents, according to research, perceive images in pop culture as the social norm and, thus, as a means to attain the social acceptance that is so vital to their personal development and maturation.

Furthermore, pop cultural figures such as P. Diddy, Britney Spears and Jennifer Lopez create intangible brands that help establish these norms. Celebrities themselves constitute, in fact, their own name brands. Celebrities can sell magazines, capture massive audiences and have a strong fan following based solely upon their individual popularity.

When people associate themselves with a particular brand or branded image, they immediately assume a new identity. Teenagers exemplify this phenomenon in consumer behavior. When they wear an article of clothing that says, for example, "GAP" or listen to music by Eminem, they are creating a brand for themselves.

Adolescent behavior is most noticeable when brand images become integrated into their

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everyday lives. Evidence exists on how many teenagers wear GAP clothing or listen to music by 50 Cent or how many teenage viewers watched American Idol.

Teenagers' decisions to either accept pop culture images and adapt them to their lives or to disregard them and exude individualism could determine their placement in social groups. This behavior could manifest in their attempts to buy into brand images (Sewell, 2003). If they are perceived by their peers for wearing one piece of clothing rather than the other and receive rewards, the teenagers would be more likely to continue wearing that article of clothing in hopes of gaining social acceptance. The underlying factor why teenagers mimic pop culture images is their need for social acceptance (Birley, 2003).

Teenagers primarily desire the acceptance of their peers. Reference groups for teenagers include school organizations, labeled groups such as “jocks” and “nerds,” and groups within particular percentages of a given class, i.e. “honor roll.”

After a teen establishes himself/herself within a particular group, the leader of the group holds the most influence on how members perceive themselves in the group. Celebrities play a more expressive leader role in reaching teenage audiences by creating fan clubs for teens, signing autographs at concerts, and manufacturing products tailored towards young adults –all of which help establish a relationship among teenagers.

### ***Opinion Leaders in Pop Culture***

Jennifer Lopez, Britney Spears, P. Diddy and Justin Timberlake all have one thing in common, other than their successful music careers: they all have the ability to coerce individuals, especially teenagers, into buying a particular product. These celebrities are a few just who hold the power to structurally impact social groups, which places them among a group of highly influential persons in society.

Celebrities possess three essential factors of social stratification that help create their status of grandeur: property, power and prestige (Zgourides & Zgourides, 2000). The media's detailed attention to the movements of celebrities further increases their societal status (Lasn, 1999).

Celebrities are most like salespersons. Though they may not explicitly try to persuade their audiences, they are subconsciously altering the thoughts of their publics. This is noticeable through celebrity endorsements, press interviews, apparel worn during public events, items favored by celebrities, celebrity-branded products and celebrities' overall brand image all of which create epidemics of societal acceptance among various social groups.

## **THEORIES OF MOTIVATION**

Social Learning Theory (SLT) theorizes that individuals either accept or reject images and thoughts by watching other groups engage in particular experiences and activities to see what results of those experiences.

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When teenagers watch others perform certain behaviors and see which result in rewards or punishments, they are engaging in observational learning (Kindred, 1999). This type of behavior is exhibited in the cliché phrase, “Everyone else is doing it.” Depending on the result, people are inclined to try behaviors acted out by others.

Two criteria must exist for this theory: a model and a result of the model’s behavior. Persons with branded images, celebrities, are the model figures and their behaviors are the references used by viewers when determining which behaviors result in rewards or punishments.

Learning through observing helps explain as to why individuals desire membership with a particular group. Through experiences in observing how the group behaves and interacts, outsiders can determine if the rewards of joining that group outweigh the punishments. This is most noticeable when teenagers create cliques that share similar interests and behaviors, therefore, creating their own models for others to use as references.

### *Inoculating Attitudes Among Adolescents*

How will we get adolescents to hold a belief or attitude toward health and fitness more strongly? Most people, even kids, know that exercise is good and that they should engage in some form of physical activity. Thus, they already have existing attitudes, beliefs, and behaviors that are “correct.” The problem is that these attitudes, beliefs, and behaviors are not strong enough to encourage all kids to increase physical activity. As a result, health campaigns must inoculate the attitude. Research recent suggests this approach, inoculating attitudes, will work on adolescents.

For example, middle school students were shown one inoculation video during regular class time in their health classes. Six months later, the attitudes of these students were assessed with self-report scales. With students of low self-esteem, the inoculation video served to strengthen and encourage attitudes about health and fitness-all on the basis of one promotional piece aimed at inoculating attitudes among children.

Research suggests that an effective health campaign must also be sensitive and responsive to a variety of other differences among the adolescent target audience. These include gender differences, racial and ethnic differences, regional differences, and differences related to urban, suburban, and rural influences. At a minimum, this entails ensuring that campaign messages are not offensive to, or counter-productive with, members of these diverse audiences. For the sake of campaign efficiency, messages should be designed to be effective with the full range of audience segment members whenever possible.

## **RESEARCH ON PERSONALITY AND PERSUASION FACTORS**

As a means of displaying their personality, teenagers will wear clothing from particular stores or that “advertise” a particular brand. Teens also express themselves through the places they hang out with friends and the television programs they watch.

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How a teenager communicates with others also shows the type of personality a teenager possesses. One result of the popularity of instant messaging among teenagers is text messaging on cell phones that allows teenagers to express themselves in a mobile fashion.

## **EXTERNAL MOTIVATORS**

### ***The School***

Kids who aren't physically active have a higher likelihood of becoming overweight or obese. A generation ago schools fostered physical activity. Today many schools have de-emphasized it. A national study reports that only 8 percent of elementary schools, 6.4 percent of middle/ junior high schools, and 5.8 percent of senior high schools provide daily physical education or its equivalent (150 minutes per week for elementary schools, 225 minutes per week for middle/junior and senior high schools is advised) for the entire school year for students in all grades in the school. (Results from the School Health Policies and Programs Study 2000. Journal of School Health 2001;71.)

According to a national study, 92 percent of elementary schools do not provide daily physical education classes for all students throughout the entire school year. (School Health Policies and Programs Study. Journal of School Health)

An extensive review of research on adolescence emphasized the importance of a positive school environment in preventing problem behavior. The U.S. National Longitudinal Study of Adolescent Health (AddHealth) found that students who reported being more connected with school were less likely to use cigarettes, alcohol, or illegal drugs, engage in aggressive and violent behavior, and get pregnant. An analysis of AddHealth concluded that connectedness, the feeling that one belongs and is cared for at school, is a crucial requirement for student health and well-being. However, according to Blum et al., the potential of schools to promote positive health behavior is largely untapped.

The school setting is ideal for influencing healthy food choices. In school settings, continuous and concentrated contact with children can be maintained, interventions can be made more cost-effective, and they can occur within the context of the child's natural environment.

With that said, the school setting cannot be the sole source for elimination (or even reduction) of overweight for children. Changes at the school level often start with advocacy from 1 or more concerned citizens. Such a "citizen" may be a teacher or a student, or, a teacher inspired by a student.

### **Examples of Public School Initiatives**

#### **Partnership for Healthy Kids in Northern Virginia**

One compelling pilot study, Partnership for Healthy Kids, evaluated the impact of combining the following important aspects of health in 3 different Northern Virginia schools: (1) access to healthcare; (2) physical activity; and (3) healthier food choices. In this project, families were

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introduced to healthcare options through the school system, and the children were exposed to activity and healthy food choices within the school. The success of this program has been widely recognized.

In another interesting study, 2126 sixth grade students from 23 different schools in Virginia (15) and New York (8) attended 12 sessions about diet taught by well-trained high school peers. Although researchers observed changes in diet knowledge and self-efficacy even 2 years after the intervention, the differences were not statistically significant. Nonetheless, the findings are compelling for future research

Like the program in Northern Virginia, another type of interactive nutrition curriculum, called "Nutrition Jam" on CD-ROM, was designed for and tested on fourth grade students. Two hundred and twenty-two test students from 8 different classrooms at 6 different schools were offered an educational package that included subject matter from many disciplines, including math, social studies, and science. The students who participated enhanced their overall knowledge about diet and, more specifically, developed an intention to reduce soft-drink intake.



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## **PRIOR HEALTH CAMPAIGN INITIATIVES**

**WHAT HAS BEEN DONE ALREADY FOR ADOLESCENTS ON THE NUTRITION AND PHYSICAL ACTIVITY MESSAGE FRONT? WHAT INITIATIVES HAVE BEEN MOST SUCCESSFUL AND OFFER BEST CHOICES FOR USE OR MODIFICATION IN MISSOURI?**

*This task requires a review of health-based campaigns that target adolescents that could inform current development and implementation efforts.*

### **THE TRUTH CAMPAIGN**

Perhaps one of the most successful campaigns target to youth is the “truth anti-smoking campaign.” According to a study in the American Journal of Public Health (AJPH), the American Legacy Foundation’s “truth” campaign is not only responsible for a decline in youth smoking, but it accelerated the decline (Krisberg, 2005). Truth is a strong media campaign that employs the use of edgy television, radio, and print ads. The ads feature youth exposing the truth about the deceptive marketing practices of the tobacco industry. Examples of messages include one spot where a youth is seen piling body bags, while another spot informs viewers about how the tobacco industry purposely targets youth.

The truth campaign began in 2000 and is the only national campaign not directed by the tobacco industry (Krisberg, 2005). The campaign began as a result of the 1998 multi-state settlement among the tobacco industry. As part of the settlement four tobacco companies were required to give hundreds of millions of dollars to a Public Education Fund for five years.

According to the American Legacy Foundation, 80 percent of all smokers had their first cigarette before 18 and close to 50 percent of youth who try cigarettes become daily smokers (Krisberg, 2005). Due to these statistics, the truth campaign targets youth ages 12 to 17. The success of the campaign speaks for itself. In 2000, there were 300,000 fewer youth smokers, due to the campaign. In addition, a study conducted by RTI International and the American Legacy Foundation found that youth smoking declines accelerated after the campaign began (Krisberg, 2005).

The truth campaign is thought to be successful, due to the use of the same techniques the tobacco industry uses to attract children. According to the Campaign for Tobacco-Free Kids, truth takes advantage of the best of what is known about how to market to young people. It plays directly to youths’ rebellious nature and desire to take control of their own lives by providing them with the facts about how the tobacco industry has manipulated and deceived them (Krisberg, 2005).

In the past anti-smoking campaigns led by the tobacco industry have had the opposite effect on children. Instead, these campaigns have led youth to have favorable feelings toward the tobacco industry (Krisberg, 2005). Truth’s complete independence from the tobacco industry is thought to be central to its success.

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## **THE VERB CAMPAIGN**

Another recent campaign that has been successful is the VERB campaign targeted to youth ages 9 to 13. In June 2002, the Centers for Disease Control (CDC) launched this campaign to encourage physical activity among tweens. The campaign employed the use of paid advertising across the United States to ensure that the advertising spots aired at the times when tweens were most likely to see them ([www.cdc.gov](http://www.cdc.gov), 2004).

VERB is strategic in how it addresses both the general U.S. population and ethnic-specific audiences ([www.cdc.gov](http://www.cdc.gov), 2004). VERB's general media strategy delivers messages to tweens, parents, and adult influencers all of who can be reached through mainstream media, such as network television. The ethnic strategy reaches African-Americans, American Indians, Asian Americans/Pacific Islanders, and Hispanics/Latinos through various media outlets and in a variety of languages. VERB also has been present at various festivals presenting the concept of regular physical activity for youth in a family environment ([www.cdc.gov](http://www.cdc.gov), 2004).

In the summer of 2002 advertising introduced the new VERB brand and showed tweens a variety of physical activity options to explore. As awareness grew the messages shifted to show different ways to experience a single VERB, or action. In this phase, the focus was on how easily physical activity can be done.

VERB's media placement surrounds tweens at home, school, and in the community through television, radio, print, the Internet, and out-of-home outlets, such as movie theaters, billboards, and city transit. The result of this campaign is that VERB is perceived as multicultural, inspirational, motivational and a source of great ideas for physical activities to get tweens active ([www.cdc.gov](http://www.cdc.gov), 2004).

## **THE CANFIT CAMPAIGN**

The California Adolescent Nutrition and Fitness Program (CANFit) launched the Promoting Healthy Activities Together (P.H.A.T.) Campaign in 2002 to improve the nutrition and physical activity knowledge, attitudes, skills and behaviors of African-American 10-14 year olds participating in after school programs in the San Francisco Bay Area.

Using a community-based approach, the P.H.A.T. campaign embraced music, dance, emceeing, and other elements of hip-hop culture (in community centers, schools, after school programs and other organized settings) to deliver important messages about healthy eating and physical activity. Over a two month period, 80+ youth from Bay Area programs and schools worked two to three hours each week with local hip-hop talent to incorporate their own nutrition and fitness messages into raps, artwork, and hip-hop dance routines which were featured at the P.H.A.T. Community Health and Hip-Hop Showcase and featured in the P.H.A.T. video.

In addition to creating the P.H.A.T. campaign, CANFit provides nutrition and physical activity training and resources for youth service providers and has developed other ethnic specific

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campaigns such as the Latino-focused, Adelante Con Leche Semi-Descremada 1% (1998) and the Asian American and Pacific Islander R.E.A.L. (Redefining Excellence Activity and Leadership) campaign (2003).

The goal of the P.H.A.T. campaign was to promote good nutrition and physical activity among African American youth ages 10-14 and facilitate the incorporation of nutrition and physical activity into organizations serving African American youth.

Objectives for participating youth included increasing overall awareness and knowledge of nutrition and fitness issues that impact African American youth, increasing positive attitudes towards eating and physical activity, and improving behaviors (i.e., increasing water consumption, decreasing soda and fast food consumption, and increasing physical activity).

Objectives for participating programs included increasing staff awareness of nutrition and physical activity issues and increasing resources available to programs to implement nutrition and physical activity at their sites.

Evaluations were conducted before the implementation of P.H.A.T., at the beginning, end, and one year post. Youth completed surveys that assessed their nutrition and physical activity knowledge, attitudes, and behaviors. Programs completed surveys that assessed the nutrition and physical activity conditions at their site including snacks served, access to unhealthy foods, time spent on activities that support nutrition and physical activity, their program experience during P.H.A.T., changes their program has made, and how their youth have responded. Results at the completion of the P.H.A.T. campaign show that participating youth did increase their water consumption and improved their attitudes. Programs also improved the nutrition and physical activity environments of their sites.

67% of the participating organizations/programs reported that they noticed changes (snack choices, topics of conversation, and activity patterns) in their youth since participating in P.H.A.T.

When asked how each program will continue to incorporate nutrition and physical activity, responses included:

- Serving healthy snacks.
- Informing youth about unhealthy food and exercise choices.
- Continuing to incorporate nutrition into curriculum.
- Implementing more activities that require youth to get up and be active.
- Continuing to offer hip-hop dance classes.

Results from the surveys taken one year after the completion of the P.H.A.T. campaign show that many of the youth maintained knowledge and positive attitudes, but the decreases in the percentage of youth drinking less soda and more water show that in order to maintain positive behaviors, healthy messages must be reinforced on a regular basis

#### Program Results

Presently, 67% programs reported long-term results that show changes in attitudes and

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behaviors toward health and fitness (drinking more water, positive attitude towards physical activity and eating fruit, less fast food, more students buying water, and bringing fruit snack choices, topics of conversation, and activity patterns) are still evident in their youth one year after participating in P.H.A.T.

## **TIPS FOR ORGANIZING A P.H.A.T. CAMPAIGN**

Organizing a campaign like P.H.A.T. will take time, money, and resources. However, if successful, it can lead to increased awareness and knowledge of important nutrition and fitness issues, and improved attitudes and behaviors amongst youth, youth providers, parents and community members. Here are some tips and examples from the P.H.A.T. campaign to get you started.

### **BE SPECIFIC, KEEP IT REAL, AND STAY FOCUSED**

- Remember less is more. When determining what you want to focus on with your campaign, don't try to include every single nutrition and physical activity issue that impacts young people.
- Determine specific behaviors, attitudes, or knowledge that participants are expected to adopt and make sure that they are reinforced in all aspects of your campaign. Make sure that messages aimed at the audience are presented to youth in an appealing fashion and that message resonates, is relevant, and relates with the audience.
- Most importantly, evidence from the P.H.A.T. campaign suggests that incorporating hip-hop culture should receive equal priority to your health messages.
- To make the title of the campaign appealing to youth, a term coined by the hip-hop community was used and turned it into an acronym - Promoting Healthy Activities Together. ("Phat" is commonly used as an adjective to describe something that is cool or hip.) P.H.A.T. was catchy and familiar to youth and healthy activities was clearly defined as increasing water consumption, decreasing consumption of fast foods and sodas, and increasing physical activity. Through scheduled activities, role-modeling, and informal conversations, the strategy centered on sharing information with participants about the consequences of not drinking enough water, eating too much fast food and not exercising as well as the benefits of drinking water and being physically active.

### **INVOLVE YOUTH IN THE PLANNING**

- Since hip-hop culture has historically been about representing the needs and values of young people, it is important that you seek input from your youth to keep things authentic.
- Youth should be involved in the decision making of everything from the title, to promotional materials, prizes and incentives, and even what activities you do. Remember your goal is to make things as appealing to them as possible. This is important for generating interest in your campaign and maintaining it.

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### **ESTABLISH A NETWORK**

- Talk to youth to see if they know people in their neighborhood that rhyme, dance or even draw. Look out for events (open mics, hip-hop dance performances, concerts) happening in the area.
- Contact community centers or smaller venues in your area that hold and support hip-hop events.
- Contact college radio stations, record stores, record pools, dance companies and studios to find out about local talent.

### **MAINTAIN VARIETY, STRUCTURE AND ACCOUNTABILITY**

- It is important to offer opportunities that appeal to a variety of interests and skill levels. Make sure youth are aware of what they will be doing if they choose to participate, what is expected of them, and how long they will have to do it.
- P.H.A.T. planned a Hip-Hop and Health Showcase where the youth presented their creations in front of an audience of their peers, family, and community members. Naturally all the youth wanted to make sure that their performances were on point because their peers and family were in the audience and they also had the opportunity to win a first place prize.
- Young people need to know what's in it for them before they commit to participate in something. And the idea that it is something that is good for your health just isn't going to cut it. Incorporating elements of hip-hop culture that they enjoy and exposing them to positive role models is a good start but to really seal the deal you need incentives and prizes.
- Offer cool prizes - pens, water bottle lanyards, t-shirts, backpacks, music CDs, clothing, and gift certificates to a sporting goods store. Allow youth to choose the colors for the t-shirts and backpacks and the style of backpack. Keep parents informed and involved parents can help reinforce your positives messages at home.
- Make sure that parents are kept in the loop during the entire campaign. Initially they had to give parental consent. Invite them to the showcase, the video shoot and the wrap party/video premiere. The showcase was a great way to reach parents as they love to see their children perform. Parents that attended the showcase shared how glad they were that their child had the opportunity to participate and what a wonderful experience it was for them. They also shared how they had learned new information about nutrition and physical activity and how their kids now keep them in check about the food they serve.

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## **HEALTHY OR UNHEALTHY SLOGANS: THAT'S THE QUESTION,**

Journal of Health Communication, Volume 12, Number 2 March 2007 Authors: Leen Adams a; Maggie Geuens

An experiment was conducted to examine the effect on adolescents of different health appeals (healthy versus unhealthy) in ads for healthy and unhealthy perceived foods. The results did not reveal a main effect of product or slogan, but indicated a significant interaction effect between slogan and product. The healthy slogan only led to significantly more positive attitudes and purchase intentions when it promoted a healthy food product. An unhealthy food product received better results in combination with an unhealthy slogan than with a healthy one. This indicates that adolescents react better to ads in which the health appeal is congruent with the health perception of the product.

## **OTHER RESEARCH ON SUCCESSFUL CAMPAIGNS**

Some researchers have shown that media-based health promotion campaigns do little to change exercise behavior (Cavill, 1998; Hillsdon, Cavill, Nanchahal, Diamond, & White, 2001). Similarly, it has been reported that although most health promotion campaigns result in a high recall of messages (on average 70% recall), significant improvements in knowledge are rare and actual changes in behavior seldom occur (Marcus et al., 1998).

Although there is little similar research examining the effects of appearance-based exercise advertising, there is evidence that appearance-based advertising in general can negatively influence body image. The results of a meta-analysis by Groesz, Levine, and Murnen (2002) provided evidence to support the hypothesis that media representations of thin women can negatively influence body image. Further, although body image has been cited as a factor in exercise motivation (Cash, Novy, & Grant, 1994), the link has not yet been made between media representations of exercisers, body image, and subsequent exercise behavior. It may be that such images result in negative feelings regarding exercise, but it is also possible that individuals will be motivated to exercise because appearance is an expected and desired outcome of exercise (Bandura, 1997).

Research that specifically examines the effects of appearance-based exercise advertising, either alone or in comparison to health-based exercise advertising, is sparse. Some researchers using written persuasive exercise messages, either health-based or appearance-based, showed that there was a positive effect on exercise attitudes for people who read the health message, but only for people who were low self-monitors (Rhodes & Courneya, 2001). No research has looked specifically at television exercise advertising.

Self-presentation refers to how people attempt to control the impressions they make on others (Leary & Kowalski, 1995). It is possible that self-presentation can play a role in exercise behavior either through social physique anxiety, the fear that one's body will be negatively evaluated (Hart, Leary, & Rejeski, 1989), or because of concerns that one does not have the skills or strength required and so will be unable to make a desired impression (Leary, 1992). Individuals holding such beliefs might choose not to participate in a group sport but might exercise alone rather than risk appearing incompetent (Leary, 1992). Indeed, they may choose not to exercise at all. In a descriptive study of the health behaviors of Irish adolescents, researchers found a positive relationship between teens' concern about others' evaluations and their avoidance of exercise because of concerns about appearance, strength, and coordination (Martin, Leary, & O'Brien, 2001).

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## **CONCERN ABOUT UNINTENDED NEGATIVE EFFECTS OF CAMPAIGNS AGAINST OBESITY**

There is growing concern that the new "campaign against obesity" may have some unintended negative effects. These would include amplifying the self-consciousness and embarrassment experienced by children and youth about their body size; possible increases in the harassment by peers; increased pressures to reach an "ideal" despite genetic predispositions.

Those expressing this concern, suggest there is an alternative to campaigns that stigmatize those who are viewed by others as obese. They call for an emphasis on a healthy approach to fitness that includes all children and youth. With this in mind, the research they point to is that which highlights a positive relationship between exercise and academics.

## **"EXERCISE IS POSITIVELY RELATED TO ADOLESCENTS' RELATIONSHIPS AND ACADEMICS."**

Adolescence, Spring, 2001, by Tiffany Field, Miguel Diego, Christopher E. Sanders

Eighty-nine high school seniors were administered a questionnaire that gathered information on their exercise habits (ranging from rarely to daily), relationships with parents and peers, depressive tendencies, sports involvement, drug use, and academic performance. Students with a high level of exercise had better relationships with their parents (including greater intimacy and more frequent touching), were less depressed, spent more time involved in sports, used drugs less frequently, and had higher grade point averages than did students with a low level of exercise.

Students who are enrolled in physical education classes are spending more time performing physical activities, and they are engaging in strengthening and stretching activities at increasing rates. However, despite regular exercise by some, participation in daily school physical education has shown a decline, and the percentage of time spent in sedentary activities has not decreased (Francis, 1999).

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## **OTHER HEALTH INITIATIVES**

### Children ages 0 – 11 years of age

#### **Defeating Diabetes with Food and Fitness**

Rocky Boy School  
Box Elder, Montana

This program will serve 130, third through fifth grade, Native American-Chippewa Cree students in the Rocky Boy School. Using the C.A.T.C.H. curriculum, medical staff will initially check each student's height and weight and collect other data. The students will track their activities in a daily log and there will be a monthly nutrition screening. After the project students height and weight will be rechecked. Students will have daily opportunities for physical activity and they will do taste tests of new fruits and vegetables, demonstrate the amount of sugar in Soda, learn about the media's influence on food choice and learn how to order healthfully at a restaurant.

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#### **Berry Berry Good Childhood Overweight Prevention Project**

Russell Child Development Center  
Garden City, Kansas

This program will be offered in several childcare and Head Start programs throughout Kansas. To interest the young children, picture books are linked to nutrition and physical activity. Parents become an integral part of the project as they take home activity supplies that demonstrate the lessons and encourage trying new foods, involving the child in preparing food and playing with the child. This 10-lesson program will serve 800 children, ages three to five.

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#### **Mission: Possible**

San Jose Unified School District  
San Jose, California

This project, involving 240 fourth grade students the majority of whom are Hispanic, will enhance an already existing curriculum that includes learning about the California Missions by walking from Mission San Diego to Alcala to Mission San Francisco Solano (over 500 miles). By walking daily, using pedometers and charting their progress on a map, students can accomplish this goal. In addition, the students will increase their consumption of fruits and vegetables to help fuel their walk. With the help of the community they will offer a weekly food sampling.

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#### **Triple F: Food and Fitness Frenzy**



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**South Panola School District  
Batesville, Mississippi**

This program, serving 300 third graders of various races, focuses on educating students to make healthy food choices on their own and to make physical activity fun. Food and Fitness Frenzy will be incorporated into the school physical education program that will involve activities such as walking with pedometers and folk dancing. The community and families will be involved through Family Walk Night and nutritious food samplings.

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**Mighty Bites**

Lakewood Legacy Foundation  
Lakewood, Colorado

Mighty Bites is a 27-week curriculum designed for Head Start program. This will be a standardized program for 200, three to five year olds of various ethnicities, in 12 different preschools. This program emphasizes that parents need to be educated about good nutrition because they purchase the food for the family. The participants eat breakfast, lunch and a snack during the program; so many new healthy foods will be introduced to the children.

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**Walking on Sunshine**

Lockhart Elementary Magnet  
Tampa, Florida

This program involves all 500 students and staff at Lockhart Elementary. Every morning everyone will be encouraged to start their day with 10 to 20 minutes of exercise and a healthy breakfast. As children enter the campus they will be directed to the walking track. Each class will have a fitness goal. The children will then be allowed to choose from a variety of healthy breakfasts. Walking on Sunshine will help develop a lifelong habit of good nutrition and exercise as well as improving attendance and achievement in school.

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**Fit for Life**

Lockhart Independent School District  
Lockhart, Texas

As an extension of the CATCH program that has already been initiated on the elementary school level, Fit for Life will serve 500, sixth and seventh grade students, the majority of whom are Hispanic or Caucasian. The expansion of the CATCH program will include implementing a walking program using pedometers and a five-a-day vegetables and fruits nutrition initiative. Additionally, local expert nutrition and physical education professionals will volunteer as guest speakers and presenters for the students.

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**Promoting Lifetime Activity for Youth (P.L.A.Y.)**

Maricopa County Department of Public Health  
Phoenix, Arizona

P.L.A.Y. is a program for elementary and middle school students and will reach about 1,500 African-American and Hispanic youth. Teachers will receive training in the program and will implement the 3-step program with their class. Students will have 15-minute activity breaks throughout the day. Parents will be informed about the program through newsletter. The second step of the program includes organized 15-minute activity breaks with the teacher or health educator. Step three involves visits from the health educator to teach the food guide pyramid, food labels, serving size and the importance of exercise.

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**Filer Elementary Walkers**

Filer Elementary School  
Filer, Idaho

Filer Elementary fourth graders will prepare for their annual 50 Mile Big Walk across Southern Idaho by learning about good nutrition and the importance of consistent exercise. In six mini-workshops the students will learn about nutritional snacks that will help them have maximum physical performance. With the help of the registered dietitian, the students will demonstrate their nutritional knowledge by helping to plan the meals and snacks for the five-day walk. Additionally, students will be encouraged to participate in an after-school walking program to help them prepare for the Big Walk.

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**180 Days to a Healthier School**

Florence School District Three - Scranton Elementary School  
Scranton, South Carolina

180 Days to a Healthier School will focus on eating right and exercising daily. This program will keep fitness and nutrition on the minds of the 300 Caucasian and African-American students, ages four to twelve, and 50 staff members every day. Students will routinely be served healthy snacks and devote the day to staying healthy. The students and staff will be enrolled in the President's Challenge Program. Staff and parents will be educated about nutrition by the registered dietitian, and a health fair, PTO meetings, Family Nights, Picnic in the Park and other activities will keep everyone involved and aware.

**Project Health**

Community Action Project of Tulsa County, Inc.  
Tulsa, Oklahoma

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Project Health will serve 1,216, three to five year olds, Head Start students who are enrolled in CAP's Early Childhood Education Program. The majority of these children are African-American or Hispanic. Project Health will supplement the current program by adding additional physical activity equipment and more time for activity. Parents will become involved through a parent-child snack event and nutrition and fitness tools and activities that can be taken home. To further develop the students' knowledge of good foods they take a field trip to the local grocery store. A dietitian and nutrition coordinator will work with each child to be sure his nutritional needs are being met. Since Project Health is built on existing programs, the health and fitness initiatives will be able to continue beyond the grant period.

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**Wellness is Cool**

Columbia Valley Community Health  
Wenatchee, Washington

This program works primarily with Hispanic and Caucasian WIC families and their two to four year-old children. Several community locations such as the library, YMCA, gymnastic center, school gym and city pool will be utilized to conduct several evening family programs. Age appropriate games will be offered for the children while the parents learn to cook healthy snacks. Parents and older children will be encouraged to exercise at home through a pedometer walking contest. Each program will count as a nutritional contact for each WIC family that attends, and WIC vouchers will be distributed. Wellness is Cool will illustrate that physical activity is not expensive or difficult. In all, 1,300 youth will be involved in the program.

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**Splash! Kids Aquatic Program**

Arthritis Foundation, Eastern Pennsylvania Chapter  
Philadelphia, Pennsylvania

Splash! Kids Aquatic Program serves 200 third to sixth graders from low-income African-American families. Through this program the children will learn sustainable skills for managing their diet, improving their decision-making ability, increasing their aerobic capacity, strength and flexibility and decreasing their body fat composition. This six-week program offers moderate to vigorous water exercise that's safe, fun and appropriate for children and adolescents, including those with functional limitations such as juvenile diabetes, asthma and arthritis. A network of community resources will contribute this program's continued success.

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**Fitness Counts: 1, 2, 3!**

Be Active North Carolina, Inc.  
Durham, North Carolina

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Fitness Counts will be conducted through 20 Wake County Elementary schools serving a total of 15,000 kindergarten through fifth graders. Based on a smaller pilot project, this 10-week program will encourage the children to drink 1% milk daily, spend less than two hours watching television or using the computer and be physically active for at least 30 minutes daily. Through this project the children will increase their fitness levels, academic performance, and self-esteem while reducing health risks and the risk of social-emotional problems related to overweight.

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**Rural Alaska Program**

Camp Fire U.S.A. Alaska Council  
Anchorage, Alaska

Camp Fire U.S.A. will provide a program that addresses two distinct needs in rural Alaska. The program will serve 700 Native Alaskans, ages five to twelve, in 23 villages across the state. Two staff members will visit each village for two weeks where they will teach swimming in cold water as a fitness and safety program, and they will teach the Alaska Marine Safety Education Association's Surviving Outdoor Adventures. As the nutrition component, the staff will teach Pathways curriculum that's modified to match the traditional Alaskan Native diet.

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**Train the Trainers**

Children's Hunger Alliance  
Columbus, Ohio

This program will offer three-day C.A.T.C.H. (Coordinated Approach to Child Health) curriculum training sessions to representatives of ten areas in Ohio. This training will qualify the teacher or school leader to train others to teach C.A.T.C.H. and how to implement C.A.T.C.H. activities with children ages six to twelve. Train the Trainers will educate 375 initially and 1,875 in a second wave of training. This program will increase the capacity of organizations and schools throughout Ohio to establish and sustain healthy environments for children.

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**Child Life and Education**

Church Health Center  
Memphis, Tennessee

Child Life Education is just one of the health programs offered by CHC. The focus of the program is to impact the root causes of poor health including inactivity, poor diet, low self-esteem and violence. Five hundred African-American and Caucasian children, ages four to eleven, will learn how to choose nutritious foods and how to reduce health risks through two weeknight programs: Nutrition Night and Physical Activity Night. Through a variety of venues such as structured lessons, nutrition games, cooking classes and structured physical activities, the children will learn lessons that will help them improve their quality of life through nutrition and exercise.

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**Program E.N.E.R.G.Y. (Education, Nutrition and Exercise for Growing Youth)**

Colorado State University Foundation  
Fort Collins, Colorado

Program E.N.E.R.G.Y. reaches out to 175, seven to twelve year olds, to provide strong role models and increase exposure to science and health related careers. The program runs through the school year and emphasizes bring professionals, such as research scientists; chefs; dietitians; nurses; medical technologists; physicians; exercise physiologists; health science professions and college students, into the classroom. Through field trips to the science museum the students will learn about science careers, origins of food, the science of food, and the role of healthy eating and active living in personal health. Parents will be involved through a newsletter, evening activities and family fitness challenges.

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**A Healthy You**

Girl Scouts of Metro Detroit  
Detroit, Michigan

This program is designed to encourage health and fitness for girls ages five to eleven. Twenty-one different activity boxes will be available for troops to checkout; each box contains age appropriate activities that troops complete in order to earn a health and fitness badge. Each box will have activity outlines, materials, equipment and other resources. Examples of box contents: food songs and role play activities, games to get kids moving, healthy snack ideas, information about calcium intake and calcium rich foods, information about being fit and stretching, pedometers, food labels and food record charts.

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**Reading, Running and Celery Sticks**

Grace Hill Settlement House  
St. Louis, Missouri

This program is an eight-week recyclable physical activity and nutrition curriculum for three to five year olds. The majority of participants are African-American. The program focuses on several developmentally appropriate physical activity themes like Stretch, Move & Balance; Gallup, Run & Skip; Jump, Hop & Kick and Cycle, Scoot & Skate. In the Gallup, Run & Skip theme, for example, children participate in literary activities through books like The Pumpkin Runner by Marsha Diane Arnold or The Runaway Tortilla by Eric A. Kimmel. Daily physical activities with this theme focus on running, galloping and skipping and the hands on healthy snack activities include tortilla wrap-ups and pumpkin pudding parfaits. Also, a newsletter will be distributed to parents that describes easy ways to incorporate the weekly theme at home.

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**Calcium Girls (CAL-Girls)**

Greater Minneapolis Girl Scout Council

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Minneapolis, Minnesota

Calcium Girls, involving 500-2,000 fifth graders of various ethnicities, enrolled in the Girl Scouts, will use the 20-session curriculum developed by the University of Minnesota in their osteoporosis prevention study. This curriculum focuses on increasing dietary calcium intake and increasing weight-bearing physical activities. The curriculum incorporates many of the unique aspects of the Girl Scouts program such as the GirlSports initiative, building self-esteem, girl/adult partnership and the awards system.

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**Windham Southeast Supervisory Union's Nutrition and Fitness Challenge**  
Green Mountain Training Center for Healthy Schools and Communities  
Brattleboro, Vermont

This program, for fourth to sixth graders in all eight elementary schools in the area, includes educational components on eating a balanced diet, serving sizes, reading nutrition labels, the food pyramid, farms to families and physical education. The students will participate in fitness challenges, yoga, dance, and body image classes. A local coop will provide snacks to encourage the children to try new and healthy foods. Additionally, the program will include a theatre piece and participate in the "Strolling of the Heifers," an annual community celebration that highlights the importance of dairy in Vermont.

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**Girls Jumping in Memphis (G.J.I.M.)**

Memphis and Shelby County Health Department—Community Development Section  
Memphis, Tennessee

This program involves five different Boys and Girls Clubs for a total of 150 seven to twelve year-old African-American girls participating. All five clubs will receive Ready, Set, Jump curriculum and equipment for jump rope activities. Two of the clubs will also get mentoring from older girls (mentors) who are proficient in jump rope. They will teach both single and Double Dutch techniques. In addition, a local registered dietitian will teach the program participants about the importance of eating five servings of fruit and vegetables daily and of drinking eight servings of water daily.

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***Children ages 11 - 14 years of age***

**Atlanta After-School All-Stars Program**

Georgia State University Research Foundation, Inc.  
Atlanta, Georgia

This program serves 150, sixth to eighth graders from low-income African-American families in inner city Atlanta. The diet and physical activity behavior intervention program (BIP) will be

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incorporated into the existing after-school program. The BIP will focus on making healthy food choices based on the principles of the Food Guide Pyramid and the Dietary Guidelines of Americans. The students will also participate in a daily structured fitness activity.

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**Get Up, Get Moving!**

Yakima Valley Memorial Hospital Charitable Foundation  
Yakima, Washington

This program is designed to teach adolescents how to build and maintain a healthy body in today's world. Get Up, Get Moving will reach 5,000, 12 to 15 year olds of various ethnicities, in three different schools. The program includes a lunchtime activity component which features radio disc jockeys and other local celebrities visiting the school and participating with kids in physical activities during school lunch breaks. The quarter-long program will culminate in a Family Fun and Fitness Night. Students will prepare and serve a nutritionally balanced meal as well as organize a fitness activity for the guests.

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**Learn and Earn**

Cincinnati Recreation Commission Foundation  
Cincinnati, Ohio

The Learn and Earn program was developed from the American Red Cross Guard Start program and was restructured to increase the number of youth eligible and stress the importance of a healthy diet and a physically active lifestyle. Learn and Earn will serve 250 low-income youth of various races, ages 11 to 14. The six-week, 96-hour course will teach lifeguarding skills, aquatic safety, basic job skills, and healthy life habits while motivating the youth in a friendly and enjoyable atmosphere.

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**Lifelong Wellness for Kids**

Conemaugh Health Care Systems  
Johnstown, Pennsylvania

All fifth and sixth grade public and private school students from Cambria County will take part in the S.P.A.R.K. (Sports, Play and Active Recreation for Kids) Life Long Wellness Program as part of their school day. The program will run for 10 weeks, and each session will incorporate a physical activity review, a class discussion of nutrition and a time to set activity and nutrition goals for the

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coming week. Parents are encouraged to do activities with their children and help them reach their weekly goals. After the project, there will be monthly check-ups to monitor success and reinforce the message.

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**T.E.E.N. (Teen Education in Exercise and Nutrition)**

Boys & Girls Club of Truckee Meadows Clinical Services Department  
Reno, Nevada

T.E.E.N. is designed to engage at-risk youth of all races, ages 12 to 17, who are involved in the Juvenile Justice System. Through the eight-week program motivational interviewing and goal setting will help develop the incorporation of physical activity and healthy eating for each teen while focusing on changing behaviors. A group format will encourage the teens to learn from each other and to view physical activity and healthy eating as normal. By using the existing Federal Food Program, T.E.E.N. will provide a daily nutritious meal and healthy snack choices.

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**Highway to Health**

Girl Scouts Peacepipe Council  
Redwood Falls, Minnesota

This after-school program is designed to prepare pre-teen girls (ages 10-13) in the Redwood Falls area of southwestern Minnesota for a lifelong journey of eating healthy and exercising. Using the journey theme, the eight-week program (Sept.-Dec. 2004) will emphasize the daily process of choosing nutritious foods and maintaining an active lifestyle. The girls will receive "Road Kits" that include a USDA Food Pyramid, pedometer, jump rope and a "Travel Journal" to record their nutritional intake and fitness activities. They will also plan menus and be encouraged to try a variety of new foods and new fitness activities like kickboxing or Salsa dancing.

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**"It's My Body!"**

East Bay Asian Youth Center  
Oakland, California

In cooperation with Roosevelt Health Center, 860 middle school youth will take part in "It's My Body," a comprehensive nutrition education and physical activity program. The majority of the students are Asian, Pacific Islander or Latino. The program accomplishes five main components. Peer youth education—training for peer educators who will educate about nutrition, exercise and positive body image. School lunch incentive—motivates students to eat the nutritionally balanced school lunch. Intramural lunchtime tournament program—competitions intended to increase



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physical activity and make it fun. Parent and community involvement—volunteers will form a council to improve the school's "a la carte" menu. Teacher in-service training—all teachers will be trained in nutrition education.

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**Project L.I.F.E. (Learning the Importance of Fitness Early)**

East Islip Union Free School District  
Islip Terrace, New York

Islip Terrace Middle School will develop and construct an outdoor fitness trail around the perimeter of the school building. Workstations will be added along that trail that will encourage and teach aerobic and anaerobic activities. Students, their parents and the community will receive literature that guides them to develop a personalized fitness program which utilizes the walking trail.

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**Choose F.U.N.! (Fitness Understanding Nutrition)**

High Country Counseling and Resource Centers  
Afton, Wyoming

Choose F.U.N. is a program for nine to fourteen year olds. This program will serve 100 youth this year, but will continue for many years. The program is based on understanding the relationship between caloric intake and what it takes to burn off what you eat. Initially, the youth will keep journals to track what they eat and how physically active they are. The students will study calories, saturated fat and sugar and will use pedometers while hiking, cross-country skiing and snowshoeing. Community members and school staff have volunteered to help teach and mentor the participants.

**Children ages 14 - 18**

**Project: H.E.L.L.O. (Healthier Eating Life Line Options)**

Beatrice Caffrey Youth Service, Inc.  
Chicago, Illinois

Project: H.E.L.L.O. is designed to serve 400, 14 to 19 year-old pregnant or parenting teen girls, the majority of whom are African-American, in two of Chicago's alternative schools. In health classes the girls will be taught about food and the effects of good nutrition and physical activity for

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themselves and their young children. Specifically, the young women will learn nutritious recipes and physical activities they can do with their children. Project: H.E.L.L.O. will work to improve the nutrition of infants as well as their young mothers who are role models for their children. The project will span at least four hours of classroom time as well as a personal follow-up session for each participant.

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### **The C.H.A.S.E. Program (Creating Healthy & Active School Environments)**

Benicia Unified School District

Benicia, California

The C.H.A.S.E. Program will involve 1,830 students, ages 14 to 18. Recognizing that students are more likely to succeed if they are physically fit and well nourished, Benicia Unified School District will create a healthier nutrition and fitness environment for two of its main high schools. The CHASE Program will revamp the cafeteria selections to offer fresh, healthy and nutritious foods. Students will learn to make healthier food choices through a marketing campaign created by their peers. To encourage good physical fitness the Presidential Active Lifestyle Award will be promoted, and the schools will offer several "high school nights" at local sports and fitness locations. In addition, students will have the opportunity to serve as mentors for the elementary school track meet.

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### **Health Programs aimed at Children ages 2 – 18 years of age**

#### **Fitness Fusion**

Boys & Girls Club of Allentown

Allentown, Pennsylvania

This program will involve 100 Latino and African-American inner city youth, ages six to eighteen, in a 20-week project to fuse fitness, sports, health and nutrition. A goal of Fitness Fusion is to engage children in fitness and nutrition both at the facility and at home with their families. Fitness opportunities will include aerobics, dance, basketball, volleyball, golf, swimming, and a weeklong Olympic completion. The youth will learn about nutrition through health and cooking classes and by writing articles for a published newsletter. Participants will keep track of their water, fruit and vegetable intake, as well as learn how to purchase food, read labels, cook, and handle food safely. Throughout the project there will be two Family Fun Nights to encourage family involvement.

#### **Dancing for Fitness**

Buffalo Inner City Ballet

Buffalo, New York

Buffalo Inner City Ballet is partnering with Cornell Cooperative Extension- Erie County's Eat Smart New York to provide 100 children and teens, the majority of whom are African-American, with a dance training and nutrition education programming. Eat Smart New York will teach age

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appropriate classes on food safety, grocery shopping, healthy cooking, meal planning, nutrition and the importance of weight control and physical activity. All participants will also participate in weekly ballet classes and a summer ballet workshop.

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**Choctaw Nation "I Have the Power"**

Choctaw Nation of Oklahoma—Choctaw Nation Health Services Authority  
Talihina, Oklahoma

This program is designed for Native American youth, ages five to nineteen, who attend the boarding school, Jones Academy. The 200 students will learn healthy eating habits as well as how to avoid obesity and type 2 diabetes mellitus. The students will work together to educate the community in ways to avoid developing diabetes. Working with the Walk this Weigh program, the students will participate in a virtual "Tail of Tears Walk" and learn about their culture and history.

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**Healthy Start Program - Nutrition and Fitness Services**

Easter Seals Oregon  
Portland, Oregon

Healthy Start will serve 200 first-time mothers between the ages of 16 and 20. The majority of participants are Caucasian, Hispanic or Russian. Staff members will make house calls to families to help them provide a healthy start for their first newborn child. Participants will learn that proper nutrition and exercise is part of being the best parent they can be by modeling healthy behaviors to their child. The program will help young mothers eat a balanced diet, cook healthy meals, shop for nutritious foods, exercise on a regular basis, understand why proper nutrition and regular exercise is important and participate in regular Healthy Start play groups with their children.

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**Uniquely Me! Inside and Out, Loving the Skin You're In and the Busy Girls' Guide to Exercise**

Girl Scouts of Conifer Council  
Texarkana, Arkansas

Two special events, a mother/daughter day spa and a girl sports day, will show 900, 11 to 19 year olds how to exercise and eat healthfully. Mothers are encouraged to support their daughter in trying different exercises, monitoring what food they eat and learning to prepare healthy food. The sports day will give the opportunity to participate in a wide variety of activities and to learn about good

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nutrition. These programs will be modified to present as in school lessons for 5th grade girls.

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**Food & Fitness Craze**

Iowa 4-H Foundation  
Ames, Iowa

This program will reach 2000 youth, ages nine to eighteen, by training teen leaders and adult volunteers to teach the Team Nutrition and SPARK programs and to encourage young people to make healthy food choices, to provide opportunities for physical activity, and to create a public awareness campaign for the program. The Teen leaders will teach the program to other 4-H leaders, therefore broadening the scope of the program.

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**Family Nutrition Education Project**

La Rabida Children's Hospital  
Chicago, Illinois

This program aims to reach 800, three to eighteen year-old African-American youth, by using the curriculum Reach Out for a 14-week program about physical fitness and nutrition. The curriculum covers the food guide pyramid, serving size, endurance, healthy foods, muscles, goals and more. The program teaches gradual behavior changes that will last a lifetime. Fitness sessions will include basketball, swimming, karate and step counting. Family members will be encouraged to participate in the program by using pedometers with their children. After the 14-week program, monthly progress meetings will be scheduled with each participating family to encourage the lifestyle change.

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**Native Youth Posse**

Ho-Chunk Community Development Corporation  
Walthill, Nebraska

Ho-Chunk Community Development Corporation received a grant for the Active Living by Design program which creates, enhances and promotes environments that make it easy for people to be physically active in their daily lives. Native Youth Posse will become the youth component of this program. Groups of 12 to 18 year-old Native American-Winnebago youth will meet weekly. Each meeting will include calisthenics, a healthy snack and instruction on how to include a balanced diet and exercise into daily life.

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**E.F.F.E.C.T. (Establishing Fit Families through Education, Communication and Training)**

Miami Valley Health Improvement Council, Inc.  
Fairborn, Ohio

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This program targets all third graders, and their parents, in Miami County schools. Based on the belief that youth serve as powerful messengers to their peers, manuals written by youth for youth and training by peers will be integral to teaching the benefits of making healthy lifestyle choices. The program will consist of classroom presentations by peer educators, parents and teachers, as well as an evening Family Activity Night to wrap-up the program. The students will be encouraged to choose healthy snacks and participate physical activities over "screen time" activities. Over 1,400 third graders will be involved in the program this year, and the program will continue to serve other age groups in coming years.

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**Campeones De Salud (Healthy Champions)**

Northside Inter-Church Agency, Inc.  
Fort Worth, Texas

This program will work with 250 Hispanic children from five to twelve years old, and their families. Using the total diet approach from the American Dietetic Association, children will be taught about nutrition. Nutritious food, with an emphasis on fruit and vegetables, will be provided during the summer. Both parents and their children will work together to build a community garden. The program will involve groups from the community to assist with the physical activities and the program will use trained high school honor students to teach the younger children about nutrition.

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Ohio University  
Athens, Ohio

This program will be implemented in all five Athens County schools, serving 5,769 primarily Caucasian students from kindergarten to eighth grade. Parents, school staff and the community will use the C.A.T.C.H. program to teach healthy lifestyle choices. The program will kick off at an annual Bike Rodeo and will then be implemented through the schools. The three main goals of this program are to reduce the fat content of school lunches, increase physical activity levels during physical education classes and to improve students self reported eating and physical activity behaviors.

**Give Me Five**

Paul Elementary School  
Paul, Idaho

Give Me Five will incorporate a walking program developed by F.I.T. (Families in Training) into a Walk Across Idaho. This program will serve 450 Caucasian and Hispanic students, ages five to twelve, in an after school program where healthy snacks will be served and 20 minutes will be devoted to physical activities. A registered dietitian will present a weekly nutrition activity for the

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students. Adventure based learning will be introduced through a climbing wall. Three family health and fitness nights will be offered during the year.

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**Good to Go**

The Children's Village  
Dobbs Ferry, New York

Good to Go is a ten-week pilot program targeting 150 African-American and Hispanic boys, ages five to seventeen, residing at The Children's Village. This will be the kick-off for a long-term campaign addressing nutrition and activity levels. The program will offer education, a support club for less active kids and increased opportunities for activity during peak hours for sedentary activities. Residents and staff will receive nutrition education using Strive for Five. This program will take advantage of campus-wide technology to become a model for other child welfare agencies.

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**Mind Body Connection: An Adolescent Nutrition and Fitness Program**

Visiting Nurse Association of Fox Valley  
Aurora, Illinois

Aurora East School Based Health Care Center will be offering this age-appropriate, holistic nutrition education and fitness program to 2,400 high school students, the majority of whom are Hispanic. The program's goal is to have a long-term impact on adolescents' health and well-being through out their lifetime. Mind Body Connection will utilize the Dietary Guidelines for America, the Total Diet approach, the President's Challenge and Guidelines for Adolescent Preventive Services. Pregnant and postpartum adolescents will receive special attention.

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**On Target for Healthy Children**

Waldo County Preschool & Family Services  
Belfast, Maine

This program will benefit 200 children, two to five years-olds, and their families through seven preschool and WIC programs. On Target will use activities such as gardening, food preparation and tasting, music and movement classes, nutrition education, monthly family newsletters and monthly parent workshops to improve attitudes, knowledge, skills and behaviors of enrolled children and their families. Additionally, this project will integrate early literacy themes into nutrition and

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movement activities.

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**"Y" Be Healthy**

YMCA of Greater Miami  
Miami, Florida

This program will be implemented in five YMCA After-School Programs and will serve over 400, five to eleven year olds of various ethnicities. The three-month curriculum is structured with monthly themes for three fitness and nutrition components. The youth will have structured activity time as well as rewards for being active at home. At least 30 minutes will be spent on nutrition learning about the food guide pyramid, the function of the heart, body weight and eating colorful foods. Healthful Living Field Day will involve the community and families, as well as an opportunity for the children to display what they've learned.

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## **OTHER TARGET GROUPS**

**WHAT WOULD BE OTHER LOGICAL TARGET GROUPS TO FOLLOW THE ADOLESCENT MESSAGE CAMPAIGN IN ORDER TO COMPLEMENT AND REINFORCE THE FIRST ROUND OF CAMPAIGN EFFORTS FOR ADOLESCENTS?**

### ***Parents and Other Primary Caregivers***

Parents or other primary caregivers of middle school-aged adolescents are the primary parent/caregiver audience for the “Fittin In” Campaign. The campaign has two secondary parent/caregiver target audiences: parents or other primary caregivers of late elementary school-aged and of high school-aged adolescents. Within each of these target audiences, considerations must be made, as appropriate, of gender differences, racial and ethnic differences, and geographic differences as related to region and population density. Special consideration may also be required for parents who are obese.

#### Rationale

The campaign should target both youth and parent/caregiver audiences with complementary and synergistic messages. Parents or other primary caregivers of middle school-aged youth are identified as the primary parent/caregiver target audience for the same reasons that middle school-aged youth were selected as the primary youth audience -- middle school is a critical age for the development of habits, attitudes, beliefs, values, and opinions.

The reasons given for considering ethnic and cultural differences among youth audiences also apply to their parents. Ethnic membership has implications for determining message content, message design, and delivery channels. To reach these audiences effectively, messages must be consistent with their customs and values, and must recognize the special challenges of parenting kids in high-risk environments. Moreover, to the extent that members of ethnic minority groups give less credence to mainstream media, other credible channels may be needed to reach them effectively.

### **OTHER YOUTH-INFLUENTIAL ADULTS**

Many different types of people can positively influence members of the youth target audiences in a number of different ways. As a consequence, the definition of this audience is intentionally broad, and includes any person who, by virtue of what he or she does or does not do, has potential to educate, motivate, and enable young people to reject the use of drugs. This includes family members, school personnel, mentors, religious leaders, youth activity leaders, health care providers, celebrities, and any other member of the community who is willing to get involved in a positive manner.



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## Rationale

Although somewhat at odds with the precepts of effective communication planning, this broad target audience definition will allow campaign planners and partners considerable latitude to pursue a variety of youth influential audiences, as appropriate and consistent with the communication strategy. Mentoring relationships, for example, are known to help prevent drug use but there is currently a major shortage of adult volunteers for mentoring programs (Tiernay, Grossman, & Resch, 1995).

Not all schools have effective fitness and nutrition programs in place, and key school personnel and interested members of the community may be unaware of their options or the types of activities that adolescents may be most interested in. Celebrities who so dramatically influence the lives of our young people may be willing to speak out against childhood obesity, but may never have been asked to do so.

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# THE “FITIN IN” CAMPAIGN

## BACKGROUND

Incentives foster motivation for all participants. Marketing and advertising experts firmly believe in incentives to motivate consumers' behavior. Further, some stress the importance of incentives to motivate not only the individual targets for change but also potential supporters.

The success of a public health program often hinges on whether potential consumers have the skills and experience to use it. A related precept of marketing is to accept full responsibility for the customer's satisfaction with the product and not to take for granted that the customer will have the ability, knowledge, and skills to put the product to effective use.

**Target:** Middle-school adolescents--the most susceptible group, will be the focus of this health initiative. We selected this audience based upon research evidence which shows that adolescence is the stage when children are beginning and establishing beliefs of their own. Middle-school aged children, studies show, are more focused on inclusion in groups and on forming peer relationships. As a result of this need for peer acceptance, teenagers are receptive to certain characteristics (personality, attitude, behavior) from particular social groups.

**The Big Idea/The Concept:** Rely on a slogan or health campaign that centers on and relies on the middle-school adolescent's need for acceptance and affiliation with social groups.

## TARGET PROFILES

### Profile # 1:

This is Troy, a typical 13-year old boy from St. Louis, MO. Troy lives in a dual-income household



with one older brother. A usual day for Troy when he gets home from school consists of having an afternoon snack and doing his homework. Following his homework Troy and his brother then watch T.V. until their parents arrive home from work. The family eats dinner together. Because both parents work, dinner typically consists of pre-made meals that are quick and easy. Troy's favorite dinner is Frozen pepperoni pizza. After dinner Troy goes to his room for a few hours to play on his X-Box before it's time to go to bed. Troy's family has a history of high blood pressure and his grandfather, who was also obese, recently died from heart failure. Troy is an obese young African-American male who has asthma, which prevents him from doing many physical activities and is leading him down the path of a very unhealthy lifestyle.

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## Profile # 2:

Angie is a 13 year old Caucasian girl. She comes from a single parent household and wants to be a ballerina when she grows up. Unfortunately her obesity is an obstacle which stands in the way of her dream. When Angie gets off the bus from school she rushes home to fix her afternoon snack and then proceeds to do her homework as quickly as she can so that she can go outside and play. Angie's mother works two jobs. The neighborhood where Angie and her mom live is known for its crime and is not very safe. She is only allowed to play outside if the neighbors are home and even then, her time outside is limited. For dinner, Angie and her mom usually eats the left-overs from the restaurant where Angie's mom works at. They eat dinner, watch T.V. and read before it's bedtime. Her favorite T.V. show is "So You Think You Can Dance" and dreams of one day being on that show. Angie's BMI is over the 95<sup>th</sup> percentile and puts her at obese. Angie's obesity, her environment, and financial means are all obstacles standing in the way of her dream to becoming a famous ballerina.



## Profile # 3:



Javier is an 11-year old Mexican boy who lives in Jefferson City, MO along with his younger sister, and his mother and father. Javier's father is overweight with high blood pressure. Javier's medical history includes a history of heart failure related diseases on his Fathers side of the family. When Javier and his younger sister get home from school they immediately begin working on their homework. After homework it's playtime. Javier spends a lot of time on his play station game, playing soccer and football and also watching T.V. Javier would love to play sports, but his obesity and fear of being teased keeps him from participating in such activities. Javier's obesity can be credited to his lack of physical activity, but largely to poor eating habits. Although they have home cooked meals most nights of the week these meals are often high in cholesterol, calories, and fat. Many of their meals are prepared with large amounts of fried food, cheeses, and vegetable oil. With a change in eating habits and some physical activity Javier could have a great chance at correcting his obesity and be on his way to a healthy lifestyle before he's an adult.

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## Profile # 4:

LaShonda is a 16-year old African-American teenage girl in high-school. LaShonda has many health risks, along with her obesity she has asthma and has been on anti-depressants since the age



of 14. Both of her parents are obese with high blood pressure and a history of diabetes runs strong in the family. She has two sisters and one brother of whom all are overweight or obese. LaShonda is in high school and deals with lots of the peer that go along with it. However she loves basketball and is very good at it, but is too self-conscious go out for the team. Her weight also puts a lot of strain on her knees, which also keeps her from playing basketball or doing much physical activity at all. Her favorite activities are watching basketball games, reading, and playing on the

computer. She loves “My Space” and spends at least three hours a night on the computer.

LaShonda is a very private person and has a hard time making friends due to her low self-esteem.

LaShonda would really just love to “Fit In” with her peers the way she did.

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# **MEDIA STRATEGY AND PLANNING**

## Adolescent Internet Use

- Practically all (96%) respondents used the Internet; 26% used the Internet less than 1 day a week; 39% 2 to 5 days a week; and 35% 6 to 7 days a week.
- 72% of respondents said they used the Internet in their own home, 17% in school, 4% at a friend's, and 6% at other locations.

## Where Teens Get Information

- Respondents were asked which of 15 possible sources they used for health information. They could name more than one source. Among responses:
- 63% of respondents obtained information on birth control and safer sex from friends; 32% from siblings or cousins; 31% from the Internet; 31% from magazines; 29% from parents; 29% from health care providers or clinics; 21% from health class; 17% from teachers or coaches; 9.5% from public health campaigns; and 3.6% from clergy.
- 45% of respondents obtained information about diet, nutrition and exercise from their parents; 44% from magazines; 39% from friends; 35% from health class; 34% from the Internet; 33% from health care providers or clinics; 22% from siblings or cousins; 22% from teachers or coaches; 12% from public health campaigns; and 1.7% from clergy.
- 53% of respondents obtained information about dating and family violence from their friends; 38% from parents; 30% from siblings or cousins; 28% from magazines; 25% from the Internet; 25% from teachers or coaches; 12% from health care providers and clinics; 11% from health class; and 7% from clergy.

## VALUABLE SOURCES OF INFORMATION

Respondents were asked to name the "most valuable" source of information on these topics.

- For birth control and safer sex, the 4 most valuable sources of information were friends, parents, siblings and cousins, and health care providers or clinics.
- For diet, nutrition, and exercise, the most valuable sources were parents, health care providers or clinics, friends, and magazines.
- For dating and family violence, the most valuable sources were parents, friends, teachers or coaches, and siblings or cousins.
- Of the 15 different sources, the Internet ranked as the sixth or seventh most valuable for each

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topic area.

### Health Topics Accessed Through the Internet

- 49% of respondents had tried to obtain some type of health information from the Internet.
- Those respondents who used the Internet to find health information, reported seeking information on the following topics: 42% sex (sexual activity, contraception, pregnancy); 42% fitness and exercise; 37% sexually transmitted diseases; 37% diet and nutrition; 25% alcohol and other drug use; 23% dating violence or rape; 23% other illness; 21% cancer; 21% tobacco or smoking; 18% violence among peers or gangs; 17% heart disease; 17% sexual or physical abuse; 15% mental health issues; 9% parenting or children's health; 6% illness support groups.
- Using a composite measure to assess respondents' perception of the worth, trustworthiness, usefulness, and relevance of general health information on the Internet, the authors found that adolescents value this medium with no significant differences related to sex or ethnicity.
- The authors conclude that most adolescents not only use the Internet for health information but also consider this medium valuable. They suggest that the Internet can serve as a useful supplement to existing health care services and that more research on this topic is necessary to help educators determine how to present Internet health information.

For more information: D. Borzekowski, Ed.D. and V. Rickert, Psy.D., "Adolescent Cybersurfing for Health Information," *Archives of Pediatric and Adolescent Medicine*, vol. 155, July 2001.

This article was provided by Sexuality Information and Education Council of the United States. It is a part of the publication *SHOP Talk: School Health Opportunities and Progress Bulletin*.

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## **OTHER MEDIA/PROMOTION IDEAS**

The "Fittin In" campaign aims to extend healthy lessons - along with encouraging more physical activity - to all 10 - 14 year-olds. The main goals of this health campaign are to increase physical activity; improve nutritional choices; and reduce screen time, whether television, computers or video games.

### **Clothing and Branded Logos**

- Tee-shirts
- Bracelets
- Money

**Rationale:** Use logo and other ad images on clothing. Clothing can communicate personal worth, values, religious beliefs, and group association. In all cultures through the ages, people have decorated their bodies to signify status or beliefs. Hood (1984) notes that the character of an individual is often the symbolic interpretation of physical appearance and dress. Consciously or unconsciously, an individual chooses clothing with a particular meaning.

Most people dress according to their tastes and pocketbooks without deliberate concern for what their clothing communicates, while others intentionally make a "statement" with their attire as is apparent in the dress of status and brand conscious consumers, rebellious teenagers, and nuns and monks of certain religious orders. The language of clothing is symbolic. Clothing, more than any other artifact, symbolizes the relationship between people and their sociocultural environment (Cordwell and Schwarz, 1979). Symbols, however, are not as exact in meaning as language and are only recognizable to those who share their meaning. Therefore, clothing can be worn to communicate to a subgroup (Cunningham and Lab, 1991). Examples are Masonic symbols and the attire of gang members. The valid interpretation of these symbols requires understanding the sociocultural context within which the image appears (Cunningham and Lab, 1991).

Sociologist Erving Goffman (1959) posited that clothing is used to define individuality, create associations, reflect group affiliations, and reflect our beliefs. Clothing may be used to provide information about a desired or existing social identity such as group identity, social status, or occupational role (Cunningham and Lab, 1991). Examples are the readily identifiable clothing of the Hell's Angels, the wearing of expensive brand labels, and military uniforms. Clothing is an expression of support or association with a particular idea or cause (Goffman, 1959). Examples today would be the X on Spike Lee's cap which serves to associate him with Malcolm X or exhibiting red AIDS or pink Breast Cancer Awareness ribbons on one's lapel.

Symbols and their adoption as a means of self-association and self-expression are personal choices. Clothing symbols can also be used to validate the personal identity of a person or to promote an internal sense of belonging or well being (Cunningham and Lab, 1991). Clothing also serves a major role in gang affiliation and clothing also brings unity and encourages excitement and spirit during election campaigns and sporting events.

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## **SPONSORHIPS**

- Parks and Recreation Centers
- Non profit youth organizations
- Fast-food chains (i.e., McDonalds, Subway, Burger King, etc)

**Rationale:** We hope to rely on partnerships with health providers, school officials, youth recreation programs and social service agencies. The campaign will get its start through participation with the local city recreation and parks departments, which will include up to 60 minutes of activity each week and nutritional education information. The campaign will also continue in fun after-school programs and activities for the kids to participate in and receive incentives.

Each participating organization will receive educational materials to help adults, role models and other influential opinion leaders to teach their children about the importance of health, fitness, and nutrition.

Just as attitudes about tobacco use and child car seats have changed in the past 20 years, this new “fittin in” campaign, focused on making children feel a part of a group, can change the way adolescents think about exercise and nutrition. By incorporating hip and trendy images, using celebrity role models, clothing, and music, this campaign is sure to influence attitudes and change behaviors.

### **Other suggestions**

- **Rely on the Hip/hop Rap Culture**
  - Dance contests
- **Interactive Web site**
- **Instant Messaging/Text Messages (with Tag line “R U N?”)**
- **Television Spots/shows (Show kids being part of the “N” Crowd)**
- **Concerts and Radio (again focus on hip hop and the “N” Crowd)**
- **Contest/sweepstakes (i.e., Biggest loser)**
- **Public School Initiatives (i.e., focus on teachers and other influential opinion leaders, rely on incentives)**



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## **FUTURE DIRECTIONS AND RECOMMENDATIONS**

For a campaign to be effective, messages must incorporate three dimensions of great advertising; strategically sound, creativity, and execution. For an ad to be strategically sound, it must:

- Be carefully directed to a certain audience
- Be driven by specific objectives
- Contain a message is crafted to speak to the audience's most specific concerns
- Run in media that most effectively reach that audience.

The creative dimension speaks to an ad that has a:

- Strong Concept
- central idea that gets your attention and sticks in your memory

Execution is the craftsmanship of the ad and focuses on the details, the techniques, and production values. It's "how you say it."

We believe or "fittin in" campaign message not only speaks to these three dimensions, but will also be accountable. Not only will our campaign and the media plan reach our audience at the right time and will run in the right media, but it will increase interest, desire and ultimate change behaviors toward health and physical in an audience that is typically hard to reach.

## **MEDIA EXECUTIONS**

To effectively reach today's middle-school adolescent, media buys should incorporate radio or television ads. The Department and Health and Senior Services should seek professional advice and assistance when developing ads for these media formats.

Other recommendations include:

- Purchase "fittin in" web site domain. Create television spots, print ads, and produce clothing.
- Maintain relationship with Missouri School of Journalism
- Establish relationship with MoJo Advertising to develop effective campaign aimed at parents and other influential opinion leaders
- Continue establishing a branded logo and image for campaign
- Establish network in community. Identify community opinion leaders. Meet with fast-food restaurant owners/chains, local recreation centers, youth organizations, and other groups to begin planning various activities and ways to get children excited about the campaign.
- Set-up/create youth advisory groups in various communities to start planning events/activities
- Create hip/hop jingle, working with local talent

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- Establish relationship with government officials to create initiatives for middle-schools and a
  - physical education curriculum

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