



COMMUNITY ENGAGEMENT TEMPLATE

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A Vitality City is a city of strength, energy and vigor where it all seems to work because its leaders and citizens share a bond of great purpose. It's a city with measurably lower healthcare costs and a quantifiably higher quality of life. It's a city that gains national recognition and positive media because of its game changing commitment to the vitality of its people. It's a city that becomes a "best place to live," which in turns generates deep-seeded pride and drives overall economic and social progress.

A Vitality City is your city.

The Healthways | Blue Zones partnership was created to ignite and lead a broad scale city-by-city movement improving the overall well-being of the community by creating healthier, happier and more productive citizens all living and working together in a vibrant community. Becoming a Vitality City is a game-changing journey for cities, leaders and citizens committed to transforming lives and nurturing greater vitality in their communities.

Our plan is to work with you to help create greater vibrancy and vitality in your community by embedding core principles from Dan Buettner's best selling book "*Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest*" along with Healthways' 30 years of proven experience implementing large-scale well-being improvement solutions.

The Vitality City work will not supplant initiatives currently happening in your community. It will work with, supplement and increase participation in them. We know every community has great things going for it, and the Healthways | Blue Zones team seeks to drive support for those programs and initiatives under a comprehensive, unified campaign.

The following plan serves as a framework to reach our target goal of 25%-30% community participation in Vitality City activities. This framework can be applied to any community that seeks to become a Vitality City, with the understanding that specific elements of the plan will be customized to suit local circumstances.

We begin by identifying several target audiences and then outline recommended strategies and tactics for reaching and mobilizing each audience. To promote campaign consistency, we discuss the importance of branding and messaging. An endeavor of this magnitude requires a comprehensive and integrated approach – blending community education and outreach, public and media relations, advertising and social media strategies – to generate the requisite community awareness and engagement goal. We then conclude with staffing recommendations as well as an initial timeline illustrating the scope and sequencing of events.

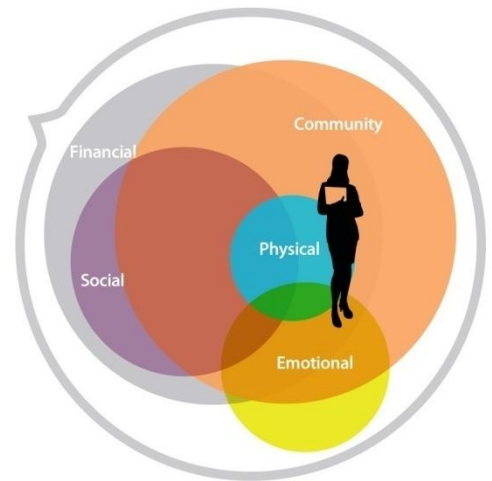
We look forward to collaborating with you as we transform your community into a Vitality City.

Target Audiences

Well-being is not just about health management. Social, emotional, financial, physical and community elements all play vital roles in a person's overall well-being.

To successfully improve each resident's overall well-being and transform your city into a Vitality City, together we must improve the daily environments that make up an individual's "home radius of daily life" (i.e. restaurants, retailers, grocery stores, businesses, schools), while at the same time addressing the social, emotional and physical health of the community.

To achieve successful and sustainable results, the Healthways/Blue Zones team will work closely with the Lead City to identify and collaborate with target audiences within the community. These target audiences include:



Public Officials

- *City:* Mayor, city/county officials, sheriff/police departments
- *State:* Governor, State legislators
- *Federal:* Members of Congress



Employers/Business Leaders

- All certified Vitality Employers, major city and regional employers, small businesses, Chambers of Commerce, industry business groups and professional associations



Schools

- Public/Private elementary, middle/junior high, high school, community and junior colleges, as well as private and public colleges and universities



Restaurants/Retailers

- Chain and franchise restaurants, fast casual dining options, local “mom and pop” restaurants, grocery stores, local markets and food distributors



Healthcare Community

- Health departments, hospitals, general practice groups, community clinics, associations, local trade groups, and local chapters of health-related patient groups (e.g., American Heart Association, American Cancer Society, American Diabetes Association)



Faith-Based Organizations

- Churches, temples, synagogues, faith-based charity groups, local PICO members



Seniors

- Area Agencies on Aging, private and public senior centers, retirement communities



Civic Groups/Volunteers

- Major foundations, local chapters of civic groups (e.g., United Way, Rotary International, Kiwanis Club, Boys and Girls Club of America, Big Brothers Big Sisters), local youth sports groups



Sponsors

- Businesses, employers, individuals and organizations who have already committed financially (or are looking to commit) to the Vitality City project



Media

- Traditional media such as television, radio and print and their online counterparts

We will develop brand guidelines so that the entire campaign has a consistent look and feel. Brand consistency will also promote community awareness and civic pride.



HEALTHWAYS | BLUE ZONES
VITALITY QUEST

Healthways | Blue Zones Vitality Quest is an exclusive, strategic partnership between Healthways, a Tennessee-based well-being improvement company, and Blue Zones, LLC, a Minnesota-based company that is a leading authority in the area of human longevity and health principles that lead to improve well-being. The partnership is designed to create, support and sustain a national movement to improve community health and well-being, initially for cities in the U.S.



HEALTHWAYS | BLUE ZONES
BLUE ZONES

“Blue Zones” are communities where people share common elements of lifestyle, diet and outlook that lead to a better quantity and quality of life. The term was coined by world-renowned explorer and best-selling author Dan Buettner. We are applying **Blue Zones** principles along with **Healthways** well-being interventions and benchmark metrics to enable communities to earn a designation as a **Vitality City**.



HEALTHWAYS | BLUE ZONES
VITALITY CITY

Healthways | Blue Zones Vitality City is a designation earned by a community that has successfully adopted permanent and semi-permanent solutions that improve well-being.



HEALTHWAYS | BLUE ZONES
VITALITY EMPLOYER

Employers who contribute financial or in-kind resources



HEALTHWAYS | BLUE ZONES
VITALITY UNIVERSITY

Educational institutions that adopt permanent/semi-permanent solutions to improve well-being

Messaging

Key Messages/Internal Talking Points

- **HEALTHWAYS | BLUE ZONES representatives** will work closely with Vitality City Community Leaders to develop key messages that will be consistently communicated through the entire campaign (e.g., interviews, collateral materials, the City website and other relevant areas).
- The goal is to create a comprehensive messaging and positioning platform that will serve as the basis for all communications by:
 - Aiding in the creation of consistent and streamlined collateral materials
 - Developing talking points for individual programs and initiatives
 - Preparing key spokespeople to convey key message points into interviews with media, public speeches and any other situations
- The following are sample key messages to describe the Vitality City campaign:
 - WE [INSERT CITY] TO INSPIRE A CITY-BY-CITY MOVEMENT TO LIVE WELL, LONGER
 - BY CHANGING OUR ENVIRONMENT -- WITH PERMANENT AND SEMI-PERMANENT SOLUTIONS -- WE CAN CHANGE BEHAVIOR
 - WELL-BEING IS MORE THAN PHYSICAL HEALTH. IT'S ABOUT IMPROVING OUR SOCIAL, EMOTIONAL AND FINANCIAL HEALTH TOO
 - WE NEED TO MAKE THE HEALTHY CHOICES, THE EASY CHOICES
 - WHEN EVERYONE PARTICIPATES, EVERYONE BENEFITS. AND BY ENGAGING PEOPLE WHERE THEY LIVE, WORK AND PLAY, WE CAN TRULY IMPROVE OUR SOCIAL, EMOTIONAL AND PHYSICAL VITALITY.

In addition to key messages used to describe the overall Vitality City campaign, tailored messages will be developed that will speak directly to target audiences. The following are samples of these messages:

- Government can help develop and implement proven-healthy policies and infrastructure planning that can permanently improve the well-being of citizens.

Public Officials



- Improving well-being will improve your bottom line.
- The Vitality Quest initiative will provide roadmaps to advance the Well-Being and productivity of employees, resulting in improved performance.

Employers/Business Leaders



- As an educational institution, it is within your power to help educate and integrate effective programs into curriculum to promote proper nutrition and encourage physical activity.

Schools



TARGET AUDIENCES

- Your participation is critical to ensuring nutritious meals are available outside the home.

Restaurants/
Retailers



- You are the health experts and your community needs your full support to help guide them down the path to a healthier, longer and more vital life.

Healthcare
Community



- Use your positive influence to help your communities improve their Well-Being and increase their happiness level.

Faith-Based
Organizations



- You're never too old to improve your Well-Being.
- Seniors and especially retirees can play a key role in this initiative by serving as volunteers and active participants.

Seniors



- The success of the Vitality City campaign requires involvement from committed citizens such as yourself to provide leadership, energy and support to make your city a Vitality City.

Civic Groups/
Volunteers



- You want to support your own health and Well-Being and that of your community so you're stepping up to be a leader in the Vitality Quest mission.

Sponsors



- We need your support and cooperation to help reach all residents of the community, generate awareness and drive participation.

Media



COMMUNITY OUTREACH OPTIONS

Possible Strategies and Tactics for Community Outreach

Throughout the duration of the Vitality City campaign, a variety of strategies and tactics can be implemented to engage target audiences by creating awareness and participation through community engagement, media relations, social media and paid advertising. The following are possible strategies and tactics that the city can use to achieve this:



Community/Stakeholder Engagement to Drive Participation

Direct citizen contact will engage audiences in both group and individual settings. We will drive participation among target audiences through a mix of the following tactics:

- **Community Events** serve as a great vehicle to generate awareness, encourage initial involvement, rally support for specific initiatives and promote ongoing participation.
 - Vitality City can take part in local festivals, fairs or farmers' markets by sponsoring a booth or participating in existing events. In addition, we will organize our own events and invite public participation. These events will increase visibility for the project and encourage participation from those already involved and others that have not yet signed on.
- **Town Hall Meetings** provide great opportunities to share information straight from the source and promotes interaction with other Vitality City participants.
 - Vitality City staff and volunteers can coordinate with city/county officials to be a part of regularly scheduled meetings.
 - Vitality City staff and volunteers can coordinate their own town hall meetings share information, encourage new participants and organize activities.
 - Open Houses and coffee klatches can be effective venues as well, providing a more intimate/small group setting for interaction, education and planning. For example, Vitality City staff and volunteers may meet at a local establishment to catch up on upcoming activities the first Thursday of each month.
- **Canvassing** neighborhoods allows for engaging in face-to-face personal interaction, primarily by volunteers walking in neighborhoods and knocking on doors to speak with their neighbors.
 - Vitality City staff and volunteers may organize specific weekends to canvass their own neighborhoods and share information about getting involved with the project and/or their own experiences.

- **Phone Banking** provides personal interaction through organized telephoning of neighbors to inform them of new Vitality City information or to ask them to participate in upcoming events.
 - Vitality City staff and volunteers may gather to telephone neighbors about an upcoming community event and encourage participation.
 - Phone banking has the added value of convenience for some volunteers who may be unable to canvass, but still wish to encourage neighbors to participate.
- **Direct mail** allows citizens, especially those who lack online access, to learn about the Vitality City activities and pledge to participate. Direct mail can be targeted to various populations within the city. A community database of pledges/participation encourages others to become engaged, while continuing to cheer on existing participants.
 - Direct mail pieces may be used to announce the Vitality City project, ask for participation with pledge cards that can be returned free of charge and announce key milestones throughout the project.
- **Toll-free hotline** allows citizens to stay up-to-date on Vitality City events and, for those without Internet access, is an essential source for campaign information.
 - The hotline number should be easy for spokespersons to cite/residents to remember
 - The hotline should be printed on Vitality City materials (i.e. direct mail, fliers, brochures)

Engaging Target Audiences

Our ability to implement lifestyle improvement programs that impact the greatest number of people will depend heavily on the work we do with the target audiences outlined above. From the announcement of the Lead City to the launch of the first community program and beyond, engaging and collaborating with community partners will play a vital role in the success of the Vitality City project. With each of the target audiences set forth below, we will implement the following:

Write letters, place calls and schedule visits to secure engagement

Secure pledges, participation statements and endorsements

Identify internal representatives to serve as Vitality City Project Ambassadors

Provide project leadership training and management coaching

Publish and link to information about Vitality City initiatives on host websites

Public Officials



Public Officials are a critical piece to implementing the Vitality City campaign. Vitality Quest representatives will work with Public Officials to engage the community and inform them of Vitality City campaign and resources. Vitality City staff and volunteers may coordinate with public officials to create and issue a proclamation declaring a Vitality City Day or Month in the city to highlight the project's importance to citizens. To effectively work with Public Officials, Vitality Quest representatives will:

- Extend invitations to tour programs and attend community events
- Invite key public officials to take active, public role in announcement of selected Vitality City in August 2010
- Invite key public officials to facilitate ribbon cutting ceremonies for each of the community initiative launches (e.g. Community Gardens Implementation – April 2011)



Employers/Business Leaders

The average employee spends a minimum of one-third of their weekday at work. The benefits afforded through employers and the resources available to an individual while at work play a large role in choices on diet, exercise, health and wellness. To educate employers and encourage them to become a certified Vitality Employer, Vitality City representatives will:

- Give presentations at Chamber of Commerce and other key business groups (i.e., small business, women and minority business associations)
- Attend regular meetings and functions to educate key business leaders on the Blue Zones principles and requirements for becoming a Vitality Employer
- Host a general forum for local business owners and leaders to share information about the project, informing them about requirements for becoming a Vitality Employer
- Schedule individual meetings with CEOs/COOs of major businesses within the community to educate them about the project and ask for support
- Work in collaboration with new Vitality Employers to disseminate information about project participation to employees through meetings (corporation, department or individual), written communication and emails
- Work with Vitality City employers to develop promotions and contests to engage employees in mission and goals of project
- Develop an event and/or materials template for employers to use for the launch of the Smoking and Tobacco Implementation initiative in May 2011

****For Employers with facilities and staff in locations beyond the Vitality City, Vitality Quest representatives will help them implement strategies and tactics throughout the organization such as:**

- Disseminating campaign information company-wide through meetings (corporation, department or individual), written communications, emails and corporate videos
- Conduct site visits, tours and meetings with executives in desired locations to discuss the campaign and how they can implement similar tactics to benefit their employees
- Create contests or challenges among locations to promote Well-Being



Restaurants/ Retailers

What we eat is largely determined by our access to food through grocery stores, farmers markets and dining establishments available in our community. The support and participation of local grocers and food-based businesses is essential to ensuring that a healthy variety of food choices and nutritional information are a mainstay in the selected Vitality City. To gain their support, Vitality Quest representatives will:

- Set up an educational forum for service industry leaders to educate them about Blue Zones principles and the Vitality City project
- Coordinate special event(s) surrounding new menu items in conjunction with Restaurant Initiative launch in October 2011
- Coordinate with restaurant owners and chefs to create and market special Vitality City menu items which can be promoted with the campaign and with the restaurant.
 - Work with restaurants to implement simple changes in menus that can reap big benefits for citizens who are seeking healthier options (examples include smaller portions, revamped menus and using fresh and low-calorie items)



Schools

Positive lifestyle behaviors can be learned at an early age, even as young as grade school. Collaborating with schools is essential to our effort of providing children and young adults a healthy learning environment and educating them on the importance of good nutrition and regular activity. The following are ways to collaborate with local schools:

- Schedule meetings with key school board officials to generate interest and garner support for project
- Work with school district to hold forums and/or “lunch and learn” sessions with school health officials, administrators and teachers to educate them on Vitality City initiatives and goals for school participation
- Work in collaboration with participating schools to host health fairs and nutrition clinics as a way to introduce Vitality City project concept to students and faculty
- Attend PTA meetings and sponsored events to secure support of teacher, parents and parent groups
- Invite schools to take part in events to promote the new walking and biking paths unveiled with Walkability/Bikeability Implementation in August 2011
- Provide strategic counsel to schools to help with implementation of new school policy changes leading up to start of school year in August 2011
- Collaborate with the schools to create Vitality City events – special competitions between schools to encourage healthy eating and moving naturally.
- Teachers and Vitality City staff can coordinate special lesson plans to implement the Vitality City initiatives into their teaching, and can encourage students and staff to take those lessons home.



Healthcare Community

Established community healthcare leaders bring specific expertise and program knowledge to the table, which is essential to the Vitality City project. The project, in turn, helps further healthcare leaders' mission of improving the health and lives of those in the community. Therefore, the healthcare community provides not only expertise and knowledge, but an opportunity to reach a wide audience – employees, patients and partners. Vitality City may collaborate with the community to produce targeted events and literature as well as:

- Schedule meetings with hospital and clinic administrators to educate them about Blue Zones principles and Vitality City campaign
- Assist Vitality City healthcare partners in relaying project information to healthcare practitioners, administrators, staff and patients
- Work in collaboration with healthcare partners, patient groups and existing coalitions to participate in community events and health fairs, utilize organization mailing lists and host on-site informational sessions to educate community on Vitality City concept, programs (e.g. Smoking and Tobacco Implementation – May 2011) and official project launch (January 2011)
- Hold a Vitality City Check-Up Month may be created in partnership with local healthcare leaders to encourage healthy living



Faith-based Organizations

Faith-based organizations maintain large, active and engaged communities within their respective religious institutions and offer their members opportunities to take part in social, health and charitable activities within the broader community. These organizations are often looked to as trusted sources for information and guidance. To gain their support, Healthways | Blue Zones representatives will:

- Attend church council and other religious institution board meetings to share project overview and the important role faith-based organizations can play
- Work with faith-based partners to send information about project via email or mail to members, as well as in print bulletins
- Invite leaders of faith-based organizations to host mini kick-off events at their respective worship homes to coincide with the Community Participation Kick-Off in January 2011
- Vitality City staff and volunteers will work with the faith-based community to provide information for church bulletins and collaborate on Vitality City Sundays that will focus on incorporating improved well-being into Sunday teachings and activities.



Seniors

The vast majority of a city's senior population has resided in their community for years and developed deep ties and a strong attachment to the city and its services. Seniors are also looked upon from younger generations for their wisdom and experience and many seniors or retirees have time to spend on civic activities. To engage the senior community and encourage support, the following tactics are suggested:

- Write letters, place calls and schedule visits with area agency on aging administration to educate them about Blue Zones principles and the Vitality City project and ask for support from their organization
- Attend local seniors centers and retirement communities to offer project overview and the important role senior community leaders can play
- Work in collaboration with senior partners to send information about project via email or mail to members
- Publish information about Vitality City project and participating centers on county agency on aging website
- Provide project leadership training and management coaching leading up to and through official Vitality City launch
- Invite senior-focused organizations and residence facilities to host mini kick-off events to coincide with the Community Participation Kick-Off in January 2011
- Engage senior volunteerism to aid in local schools' participation in the Walkability/Bikeability Initiative in August 2011
- Vitality City staff may work with older adults to volunteer with walkability initiatives with young children



Civic Groups/Volunteer Organizations

Civic groups and volunteer organizations are comprised of motivated individuals who donate their time, resources and services to protecting, maintaining and improving the quality of life for those in their community. As participants in the Vitality City project, these groups will engage their membership in project initiatives and use their recognition in the community as a way to spread the message of the importance of transforming into a Vitality City. The following are ways to reach these groups:

- Set up an educational forum for nonprofit and civic group executive directors and leaders to educate them about Blue Zones principles and the Vitality City project
- Write letters, place calls and schedule visits to follow up with individual executive directors from local groups who have expressed interest in participating in Vitality City project
- Secure participation statement/endorsement from civic groups and volunteers organizations
- Work in collaboration with civic/volunteer partners to send information about project via email or mail to members
- Invite key civic group leaders and executives to participate in Community Participation Kick-Off in January 2011 and ribbon cutting ceremony for Community Gardens Implementation in April 2011
- Vitality City staff and volunteers will coordinate with these organizations to assist with creating the moais throughout the city



Sponsors

Vitality City sponsors are already invested in the mission and goals of Healthways | Blue Zones Vitality Quest. A deeper dive into the project beyond just the financial commitment allows sponsors to take their involvement a step further and engage those around them and within their reach. The following are examples of how that can be accomplished:

- Provide sponsor companies with presentations, email templates and materials they can use to inform employees of the company’s participation in the Vitality City project
- Provide regular updates to sponsors regarding outreach and completed participation statements
- Publish information about Vitality City project and participating centers on sponsor website
- Invite sponsor’s Ambassador or key leadership to participate in presentations to the other target audiences
- Provide project leadership training and management coaching leading up to and through official Vitality City launch
- Invite sponsor’s Ambassador or key executive to take active, public role in announcement of selected Vitality City in August 2010
- Invite sponsor’s Ambassador or key executive to participate in ribbon cutting ceremonies for each of the community initiative launches (e.g. Community Gardens Implementation – April 2011)



Media

The media is the voice to the community, providing information on a range of issues they deem to be most important for their audience. The media's support in this project as a trusted community partner is just as pivotal as their spreading our message through broadcast, print and online channels. To gain their support, Vitality City representatives will:

- Schedule meetings with editors of daily and community papers and station managers from broadcast (television and radio) stations to generate interest and garner support for project
- Work with broadcast stations to secure media partnership that includes coverage of Vitality City initiatives in the form of:
 - Event coverage
 - Weekly health reports
 - Vitality City PSA’s
- Work with print and broadcast outlets to secure media partnerships that include coverage and support for Vitality City initiatives in the form of:
 - Vitality City events calendar
 - Well-Being Index status
 - Ads and Vitality City logos in print and online
- Volunteers will coordinate with media to enhance the Vitality City’s message and create partnerships for community events and town hall meetings

Earned Media

Throughout the duration of the Vitality City project, there will be multiple opportunities to effectively engage all forms of media. From the launch of the first Vitality City to the start of the first programs to the announcement of the first milestone, we will engage the media at every step of the way. The following is a series of public relations strategies and tactics to help build awareness and drive participation for the Vitality City initiative through earned media.

Strategy: Engage Community Through Activities and Events

Participating in and promoting local events is essential for reaching large and diverse audiences. There are several ways to engage the community through events, including creating Vitality City events to promote program launches and activities, and partnering with and sponsoring existing community events (e.g., county fairs, farmers' markets, organized youth sports).

Spokesperson/Media Training

Media training sessions for local government officials and Vitality City Community Leaders will ensure that key spokespersons can consistently deliver the key messages in a clear and concise manner during each interview.

- Media training includes:
 - Techniques to bolster strengths in communications style
 - Understanding how to control an interview using key messages and blocking and bridging techniques
 - Practice interviews for print and broadcast to apply key messages
 - Video role-playing to identify presentation challenges
 - Critique of strengths, weaknesses, and areas that need attention

Media Briefing and Partnership Tour – July 2010

The Lead City will be chosen in approximately mid-July. We request that the winning city maintain a 4-6 week “quiet period” before making any public announcement to enable Vitality Quest representatives to secure national and media partnerships and coordinate with local officials on launch event planning and logistics.

During the quiet period, we will conduct a series of desk side briefings with national media outlets to generate interest in and secure commitments to cover the Vitality City campaign. The tour will include meetings with all forms of media, including broadcast, daily and weekly print, long-lead magazines, radio and online outlets.

We will also use the quiet period to secure local media partnerships. While national media coverage will help position the Vitality City campaign as an innovative model to be followed, local media partnerships will be crucial to the day-to-day success of the campaign, generating vital community awareness and participation.

Lead Vitality City Announcement – August 2010

The first opportunity to generate impactful media coverage occurs when the lead Vitality City is selected and the winner is announced in August 2010, which is an opportune time to announce the leader as August is known to have a slower news cycle. Vitality Quest representatives will work with the Vitality City Community Leaders to develop national and local media outreach strategies around the event, such as:

- Scheduling and implementing a local and national media tour with Vitality Quest representatives and Vitality City Leaders
 - Target outlets such as:
 - Today Show, CNN Headline News, The Dr. Oz Show, USA Today, LA Times, etc.
- Hold local press conference announcing Vitality City initiative to generate media placements
 - Target local outlets such as:
 - Broadcast – lifestyle, morning, news and health related shows
 - Print – daily papers, weekly and monthly magazines
 - Radio – news, talk, community, etc.

Local media partnership are vital to creating community awareness and participation to make this endeavor successful. The following are tactics that can be implemented to generate positive media coverage and community support after the local press event:

- Vitality Quest “Dream Team” counsels business leaders and employers on programs that can benefit their staff
- Visit Vitality City University to see what changes will be implemented
- Vitality Quest Chef works with local chefs to improve menu items and promote healthy eating



Community Participation Kick-off -- January 2011

The first set of community participation activities will roll out in January 2011.

- To celebrate this occasion, the Vitality City should conduct an event or series of events near a popular location (e.g., large park, city landmark or retail complex) to generate press and consumer interest in the Vitality City initiative . An example is a Vitality City Pep Rally to introduce Vitality City Community Leaders and Ambassadors, featuring local high school/college bands, sports teams (professional and local), celebrities and notable residents
 - Vitality City 5k run/walk
 - Vitality City Farmers Market
 - Vitality City Healthy Food Festival
- Invite local media to cover events for special segments

Community Gardens Implementation – April 2011

Create Community Garden space where community members can hold outdoor activities (e.g., yoga classes, plant vegetables, servicing as a relaxing environment

- Invite press to groundbreaking and to tour garden site
- Shoot photos/video of Vitality City leaders and members of the community digging ground to post on website, YouTube, Facebook and share with media
- Organize a mural painting event where members of the community gather together to paint a mural representing vitality in their city

Smoking and Tobacco Implementation – May 2011

- National World No Tobacco Day

Walkability/Bikeability Implementation – August 2011

Use Back-to-School to promote new walking/bike paths

- Invite members of the media to join the Walking School Bus
- Sponsor local charity walks, bike rides, etc.

School Year Policy Changes – August 2011

Use Back-to-School to promote news and policies; interview students, teachers, faculty and parents

- Establish relationships between media and schools/school districts to profile throughout implementation of new policies
- Develop and promote contests/competitions for schools
 - Classes/schools compete to see who can get the most students/teachers to walk/bike to school during a given day or week
 - Classes/schools compete to see who can do the most sit-ups, push-ups, etc.
 - Classes/schools compete to see who can create the healthiest lunch menu recipes with chefs from local restaurants serving as judges

Restaurant and Retail Programs – October 2011

Partner with local restaurants to offer Vitality City cooking classes, wine-tasting events, etc.

- Organize a “Taste of Vitality” event where local restaurants feature healthy menu options for the community to sample
- Promote programs sponsored by local retailers that encourage patrons and customers to participate by offering discounts and incentives in exchange for pledges

Employer Participation and Programs

Develop and promote contests/competitions for employees

- Who can gather the most pledges from colleagues?
- Who has experienced the most significant decrease in their cholesterol/blood pressure in a given time period since the Vitality City programs began?

Strategy: Maintain Ongoing, Proactive Media Relations

Proactive media outreach will ensure that the key messages are communicated accurately and appropriately. Building relationships and support from key media outlets can make a huge difference in the ability to garner coverage. In addition to stand-alone events which can be used to generate media coverage, it will be imperative that media outreach efforts remain ongoing throughout the life of the program, further engaging the community and maintaining the momentum built from the program launch. Tactics for maintaining open communication with the media include:

- Develop a News Bureau
- Schedule Deskside Briefings and Editorial Board Meetings
- Draft Letters to the Editor and Op-eds

Develop a News Bureau

To maintain consistent coverage, a Vitality City News Bureau will be established by the Vitality Quest representatives and will serve as the cornerstone of an ongoing public relations campaign throughout the duration of the campaign. Vitality Quest representatives will assist with the drafting all media materials (press release, media alert, talking points, tailored pitches), pitching national and local media outlets, conducting media training and preparing media briefing sheets. In addition, the Vitality Quest team will help Vitality City Community Leaders identify key spokespersons and coordinate logistics for media tours, national and local launch events.

- News Bureau activities will include:
 - Creating a target media list
 - newspapers, broadcast, radio, online read/viewed by target audiences
 - Developing a Vitality City Press Kit
 - Handling all incoming media requests
 - Sourcing Vitality City executives to media for commentary based on current breaking news and health trends
 - Promoting the launch of new programs and initiatives
 - Telling the stories of community participants and spotlighting their success
- *Schedule Deskside Briefings and Editorial Board Meetings*
 - Establishing credible and open relationships between Vitality City Community Leaders and key reporters will be a critical component of the public relations phase of the Vitality City campaign. It's important to continuously create opportunities for Vitality City Leaders to meet with members of the media and explain the project's mission and goals to help secure ongoing coverage for the Vitality City campaign. To accomplish this, desk side briefings and editorial board meetings will occur throughout the duration of the project, keeping media informed of the project's progress, new developments and milestones, thus resulting in continuous and cohesive media coverage.

Draft Letters to the Editor and Op-eds

Letters to the editor and op-eds will be impactful ways in which the community can help promote the Vitality City campaign and encourage others in the community to become involved.

- Vitality City leaders and members of the community will be encouraged to submit letters and opinion articles to local newspapers, write blogs and partake in call-in radio shows to talk about the Vitality City campaign and solicit community participation.

Strategy: Leverage Milestones, Calendar, New Data

Develop a monthly Well-Being check-up for media outlets. Each month a reporter/broadcaster reports on the status of the community's well-being using the Well-Being Index.

- Create news releases and pitch letters highlighting milestones and new data
 - i.e. 10,000 residents have signed the Vitality City Pledge, since becoming a Vitality City, 42% of employers have reported an increase in productivity
- Use the calendar to promote activities (e.g., May is Physical Fitness and Sports Month and Older Americans Month)

Media Relations Tools

A variety of tools will be needed to supplement the media outreach activities, such as:

- Comprehensive Media List
- Press Kit
- Press Releases

Media List

- The Vitality City team will build and maintain relationships with editors and reporters from newspapers, television and radio stations. Building a comprehensive media list that will serve as the backbone for all media activities.

Press Kit

- Successful media relations are based in part on a compelling media kit, which provides reporters with much of the information they need to compile a story. These materials will incorporate the Vitality City key messages and will feature the following elements:
 - Vitality City backgrounder – two-page document providing reporters with background information on the City, its history and how its residents will benefit from becoming a Vitality City
 - Vitality City fact sheet – will provide media with a “snap shot” of the City, highlighting the City government, demographics, etc.
 - Leadership bios
 - FAQs
 - Campaign one sheets – a short overview of the Vitality City campaign and accompanying initiatives that support it (e.g. Community Gardens, Walkability/Bikeability/Smoking and Tobacco cessation)
 - Recent press releases, news articles

Press Releases

- Press releases should be issued routinely throughout the project’s duration to communicate news, events, milestones or other relevant issues to the media.



Social and digital media strategies can augment public and media relations strategies and are cost-effective ways to reach large, diverse groups of people. More and more people are communicating through social media platforms, and applications like Facebook, Twitter and YouTube will be integral for increasing awareness, driving participation and influencing pledges. One of the most natural ways to measure this effect is by traffic to the website.

- A Vitality City website will be created to serve as the “hub” for all digital and social media strategies and applications. The website will be the content library housing information for all residents and stakeholders to learn about Vitality City campaign and initiatives.
- The hub, the Vitality City website, will not only contain the wealth of information but should also include a blog to serve as a “social snapshot.” The social snapshot would provide a look at what is happening on the various social media platforms – the spokes – as shown below:





tool: Facebook

How to use it:

With an incredibly large user base, Facebook could be used as an additional means of communicating with the residents of the Vitality City. By claiming and populating a Facebook Fan page (and/or building off an existing city's fan page), the Vitality City leaders and residents can interact through the Fan page. This could include providing progress updates, new initiatives, tips for healthy living as well as updates from the Vitality Quest team.



tool: Twitter

How to use it:

Twitter could be used as a primary spoke that communicates not only to the Vitality City residents, but to media and other interested parties. The Vitality City Twitter account should tweet approximately 8-15 times per day, with content including anything from updates on video diaries, statistics and information about what is happening with residents, links to news articles about healthy living, well-being or related topics, or announcements about the city itself. Additionally, it can be connected with any digital platform currently being used by city government as an extension of their existing outreach and communications plans.



How to use it:

Experts and laypersons alike should be encouraged to blog about their experiences, creating a social snapshot of the Vitality City campaign. The "official" Vitality City blog will include content and commentary from Vitality Quest representatives, including Dan Buettner and Healthways CEO Ben Leedle, guest bloggers (well respected health/lifestyle experts, green living/building representatives) and local officials. The blog will promote community discussion and can also link to other well-being resources.



Broadcast Yourself
tool: YouTube

How to use it:

Residents of a Vitality City could volunteer to provide video diaries of their experiences, starting from the moment their city is chosen, and then periodically (i.e. minimum of 1x / month) share updates on what changes they are seeing in themselves, friends and family, and the community as a whole. Video diaries could be made available for the web at large, or kept within the Vitality City community, based on preferences. These videos can be added to the Vitality City website, shared on social networks, and provided to media outlets covering stories related to the city and Vitality City.



tool: Location Based Services

How to use it:

Vitality Cities can use location-based services, primarily driven by GPS-enabled mobile phones, such as [Gowalla](#) or [Foursquare](#), to:

- Direct residents to local businesses participating in healthy initiatives
- Create trackable day and weekend trips or fitness routines
- Feature “hot” spots where others are checking-in and participating in events or other activities
- Promote residents’ activities via social networking tie-ins (e.g., posting locations, photos, or other items to Twitter or Facebook)
- Develop additional metrics to find specific places, activities or events that residents are most interested in, and use those learnings in future plans and assessments
- Offer local establishments and landmarks real-world stickers reminding people to check-in and track their healthy activities

Additionally, event-listing tools such as [Eventbrite](#) or [Upcoming](#) can be used to disseminate upcoming events and activities, offer sharing to social networks for attendees and potential attendees and even provide ticket sales/delivery at little or no cost.

Paid Media

- Paid media can be an expensive proposition, especially in large media markets such as Los Angeles. While the majority of community engagement and mobilization through other means, we recommend investing in a base level of paid media to provide “air support” for the “ground campaign” that will be conducted at the grassroots level. Paid media can play an important role, particularly at the outset of the campaign, in raising community awareness and building momentum. Potential paid media opportunities include:
 - Local TV
 - Broadcast PSAs featuring local experts, celebrities or public figures.
 - Work with health reporters to create a weekly or bi-weekly segment that delivers Vitality City key messages, nutrition tips, exercise tips, etc.
 - Print
 - Partner with local newspapers to publish Gallup-Healthways Well-Being Index community metrics on an ongoing basis.
 - Create features in the Health or Lifestyle sections that chronicle selected individual/organizational journeys to improve overall well-being.
 - Radio
 - Work with Station Managers to organize on-air giveaways of Vitality City branded products or special gift packages from Vitality Employers. Accompany give-aways with weekly on-air interview with Vitality Quest representatives
 - Outdoor advertising
 - Place still and/or digital outdoor advertisements throughout the city to increase exposure and interest in the campaign (e.g. billboards, bus wraps)

Collateral Materials

Information and education is crucial for achieving the goal of 20-30% community participation. In order to reach the various target audiences and drive participation, a variety of tools and resources are necessary including:

- E-Newsletter
- Website
- General Information Materials
- Promotional Items
- Tool Kit
- Sponsor Kit

E-Newsletter

The lead Vitality City will establish a website (www.vitality-city.com/LEADCITY), the “hub” for all information related to Vitality City campaign and initiatives. The website will serve as a source of information, share ways to get involved and list events and activities.

Website

The website will feature interactive and user-friendly tools, including, but not limited to, social media applications such as links to the Vitality City Facebook page, twitter feed and YouTube channel.

General Information Materials

All general information materials will have a consistent look and feel, complete with the Vitality City logo, key messages and Vitality City website link. Key materials include:

- Vitality City campaign brochures
- Customized fact sheets for target audiences
- Individual program/initiative one-pagers
- Newsletters (print and digital)
- Event fliers
- Posters
- Banners
- Yard signs
- Postcards

Promotional Items

Promotional items can help raise visibility and drive members of the community to the website where they can take their pledge and engage in Vitality City activities. A variety of promotional materials can be created and distributed through events, community and civic organizations, schools, businesses and retailers. All promotional materials should include the Vitality City logo, website link and be branded appropriately. Examples of promotional items include:

- Branded marketing materials such as t-shirts, water bottles, pedometers, hand sanitizer, etc.

Tool Kit

Tool kits for press, sponsors and volunteers will enable all stakeholders to actively participate in effectively promoting the Vitality City campaign.

Sponsor Kit

The support of sponsors is essential in order for the Vitality City campaign to thrive. The Sponsor Kit will be sent out to businesses who have shown an interest in becoming an official Vitality City sponsor. Kits will include:

Descriptions of ways in which local businesses and retailers can sponsor Vitality City initiatives and assist in driving community participation. The Sponsor Kit will also include tools and templates for sponsors to aid in communicating Vitality City messages, promoting local programs and initiatives and leveraging their partnerships.

Materials in the Sponsor Kit may include:

- Press kit items (i.e., backgrounder, leadership bios, program one sheets)
- Key messages for business community
- Sample templates of press releases, letters to the editor, op-eds
- Guidelines/suggestions for events, media opportunities
- Images, logos, copy approved for use on marketing materials
- Contact information for Vitality Quest Team
- Development of a standard design/insignia certifying businesses as Vitality Business (etc.) and a written strategy for integration and use city-wide

2010

	July				August					September				October				November				December				
Tactics	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	7	14	21	28	5	12	19	26	
July																										
National and Local Media Tour			Jul 13-16																							
Leadership Retreat																										
August																										
Planning for Walking/Biking Programs																										
Lead City Announced with Press Conference/Media Tour																										
CHT Leadership Training																										
Define Well-being Index Baseline																										
ER Certification Kick-off and Expectation Setting																										
Begin ER Blueprint Assessment																										
Planning for Official/Public Launch of Vitality City																										
September																										
Media Relations Efforts Around Vitality City Experts Working with Community Members																										
Walking, Biking Audit																										
Kick-off for Community Gardens Audit																										
Begin School Audit																										
Audit/Assess Feasability for Walking School Bus																										
Official/Public Launch of Vitality City (post Labor Day)																										
Auditing and Planning of Vitality City Programs																										
October																										
Walking, Biking Report Completed																										
Participating ER Assessment & One-time WBA Report																										
Auditing and Planning of Vitality City Programs																										
November																										
Smoking/Tobacco Audit																										
Auditing and Planning of Vitality City Programs																										
All Audits Complete for City and Schools																										
Kick-off Community Gardens																										
December																										
Tobacco Policies Socialized and Audit Recommendations Made																										
Audit/Assessment for Cooking Classes																										
School Audit Analysis and Report Complete																										
ER Multi-Year Implementation Strategy Defined & Approved																										
Planning of Vitality City Pledge/Participation Drive Kick-off																										
Auditing and Planning of Vitality City Programs																										

2011 Q1

Tactics	January					February				March			
	2	9	16	23	30	6	13	20	27	6	13	20	27
January													
Vitality City Pledge/Participation Drive Kick-off													
Walking Media Kick-off With Community													
Kick-off Restaurant Initiative													
Planning of Vitality City Programs													
February													
Pledge Promotion													
Planning of Vitality City Programs													
March													
Pledge Promotion													
Planning of Vitality City Programs Kick-off													
Media Coverage and Implementation of Changes in Grocery Stores													
Pledge Packets Mailed													
Planning of Vitality City Programs													

2011 Q2

Tactics	April				May					June			
	3	10	17	24	1	8	15	22	29	5	12	19	26
April													
Vitality City Programs Kick-off Events													
Ribbon Cutting and Media Event for Community Gardens													
Media Event & Promotion of Cooking Classes													
Cooking Classes Begin													
May													
Media Event for New Tobacco Policies													
Hold Press Conference for Certified Vitality Restaurants													
Hold Purpose Workshops													
June													
Walking Moai Program Starts													

2011 Q2

Tactics	July					August				September			
	3	10	17	24	31	7	14	21	28	4	11	18	25
July													
Sustainability													
August													
Walking/Biking Ribbon Cutting Event and Media Outreach													
All City Planning Complete							8/15						
Media Outreach for Upcoming School Year Policy Changes													
September													
Back to School Health Fair													

2011 Q4

Tactics	October					November				December			
	2	9	16	23	30	6	13	20	27	4	11	18	25
October													
Execute Policy Changes with the new School Year													
No-Candy Halloween Campaign													
Halloween Costume Bike ride													
November													
Thanksgiving themed Farmers Market - Healthy Dinner Cooking Demos													
Holiday Event - tbd													
December													
Employer 1-Year Certification Review													
Begin Transisiton to Vitality City													
Holiday Event - tbd													