Using Communication to Further Policy and Environmental Change

Suzanne (Suzi) Gates

CTG Kick Off, October 26, 2011

Media= Communication = Marketing

- Communication Planning
- Audience Research
- Evaluation

  - New media/social media
  - News media (spokesperson training)
  - Earned media/PR, media advocacy
  - Media planning/buying
  - Creative development and management
  - Website design
  - Media literacy
  - Health literacy

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What Communication Can Do to Support Program Objectives

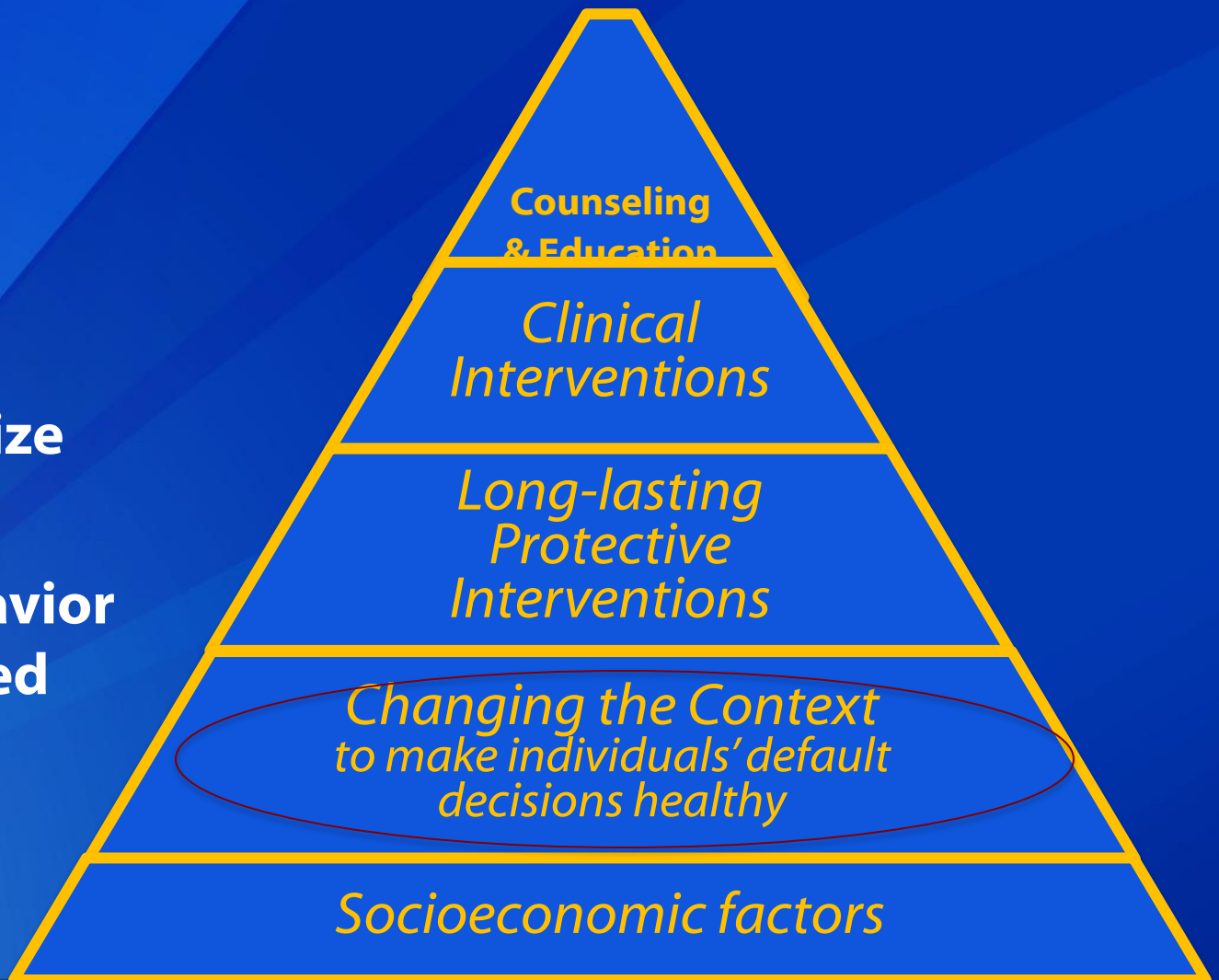
- *Raise awareness*
- *Increase knowledge*
- *Influence attitudes and norms*
- *Show benefit of behavior change*
- *Demonstrate skills*
- *Suggest or prompt action*
- *Increase demand for services*
- *Refute myths or misconceptions*

Source: CSAP's Prevention Works project

Media Supports Environmental & Policy Change

- Normalize
- Glamorize
- Denormalize
- Deglamorize
- Institutionalize

- Change behavior with sustained effort



What Can "Earned" Media Do?

- *Drive policy change – and even behavior*
- *Keep issues salient by stoking public debate*
- *Extend budget*
- *Convey messages beyond advertising……..*

CTG Includes Media/Communication

- Promoting quality of life, healthy development and healthy behaviors across all life stages
  - Educating the public and stakeholders to improve population health and foster healthy behaviors
    - Using media to educate and encourage individuals to live tobacco-free
      - Supporting…. Improving linkages… Facilitating… Providing information… Empowering…Helping…. Strengthening…. Encouraging…. Increasing….. Reducing

Objective: Strategic use of communication to advance programmatic objectives

- Tailored to time& place
- Low-to-no cost (& up)
- Primary and/or supportive activity
- Proactive & reactive
- Nimble and fast
- Allow early "wins"
- Increase visibility

- Reach/Jurisdiction-wide

- Targets specific audiences with evidence-based mediums, messages, & messengers
- Shift attitudes and norms to make healthy living easier

COMPETITIVE ENVIRONMENT

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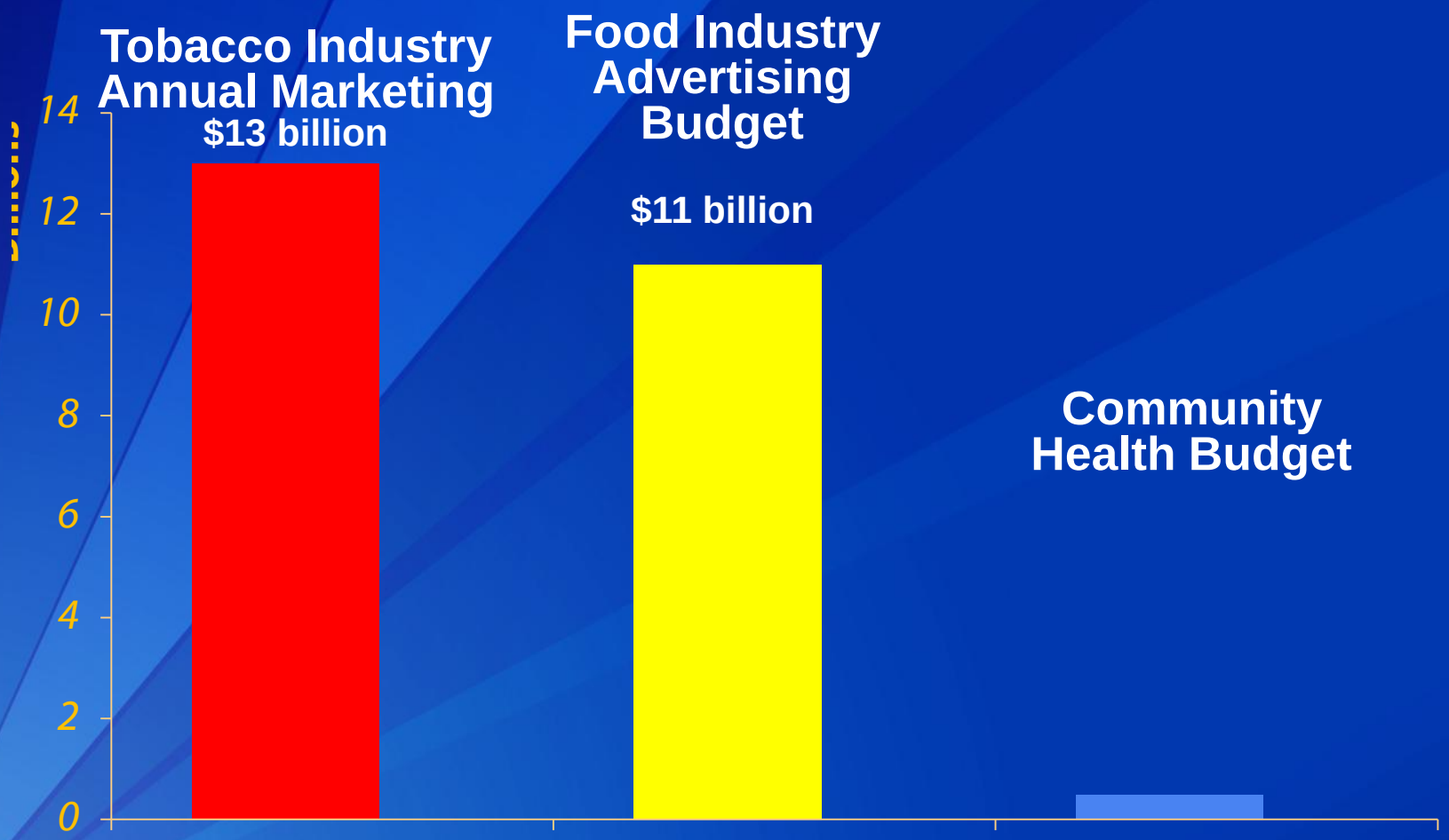
Tobacco and Food Industries are Outspending CPPW Efforts 75:1



Sources: Campaign for Tobacco Free Kids; Federal Trade Commission; CDC Office on Smoking and Health

Within an Arm's Reach of Desire….

Pushback

- Nanny state
- # jobs created
- Personal responsibility
- Cost of campaigns
- Individual rights
- Value of initiatives (smoke-free parks, etc)
- Bigger issues to handle, especially schools

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Pushback

The New York Times

Business Day

Media & Advertising

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ADVERTISING

Companies Promote Health and Brands, Maki Playgrounds

By ELIZABETH OLSON
Published: December 27, 2010

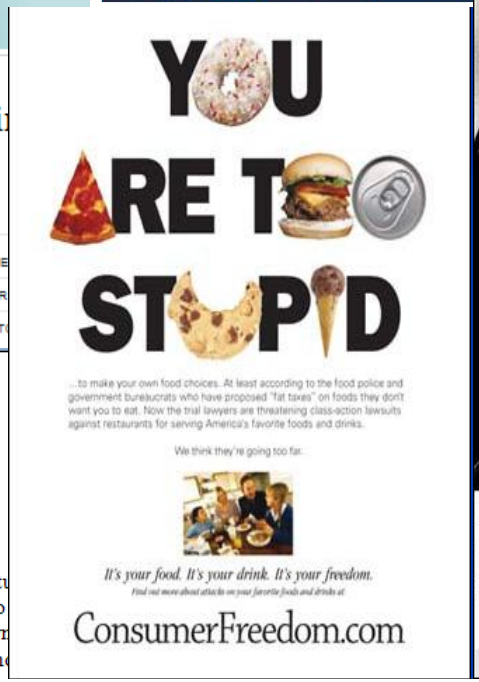
MARKETERS like Kraft Foods, MetLife, CVS and Dr Pepper/Snapple Group are steering millions in charitable dollars to a new and somewhat unlikely

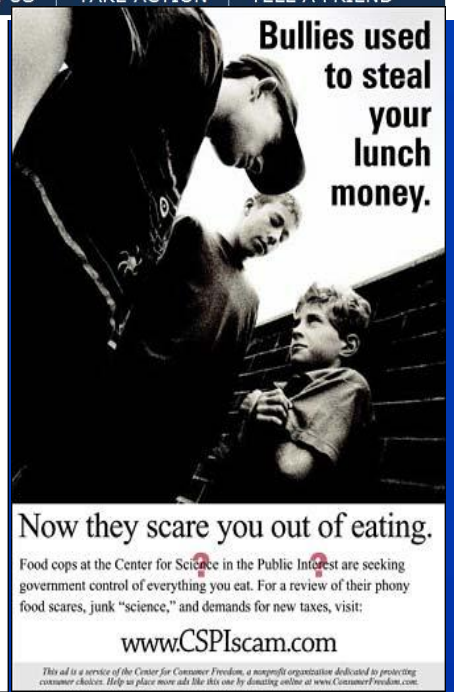
RECOMME
TWITTER
SIGN IN T MAIL

FOR IMMEDIATE RELEASE: November 12, 2010
CONTACTS: Joel Spivak/Marie Cocco, 202-296-5469

R.J. Reynolds Uses Names and Images of Cool U.S. Cities To Market Camel Cigarettes to Kids
Statement of Matthew L. Myers
President, Campaign for Tobacco-Free Kids

WASHINGTON, DC (Nov. 12, 2010) – Joe Camel may have been put out to pastu spirit lives on in R.J. Reynolds' latest marketing campaign that once again tries to cigarettes cool, fun and rebellious – and appealing to kids. The new campaign cy names and images of trendy U.S. destinations, including Seattle, Austin, San Fran Vegas, New Orleans, and Brooklyn's Williamsburg n cigarettes cool again. RJR has unveiled cigarette pack its Camel web site and has told the media that it will s city names in December and January (images from th www.tobaccofreekids.org/pressoffice/camelpromotion





Cookie Protest: Sarah Palin Calls Pennsylvania a 'Nanny State Run Amok'

Ex-Alaska Governor Dishes on Cookies and People Magazine Interview

Planning

"Achieving Sufficient Dose is Mission Critical"

(Dr. Loel Solomon, 5/26/2010)

1. *Use "disruptive" **advertising** to break through message clutter*
2. *Leverage **earned media** to sustain public debate*
3. *Use **social media** to engage people and spread messages virally social media*

CTG Community Support
Communication Prevention Team
Contractor: FHI360

- Plan review & advice
- TA-- assigned to community--resources, advice, connections
- Profiles, brochures, video/audio "stories”
- Training--bi-monthly-- based on need and requests from CTG communities, includes communication evaluation & spokesperson training
- Evaluate ads for inclusion in online media center to share ads across locations
- New/social media tools
- Community marketing maps

Communication Planning Checklist

Excerpt

- **Focus is key - Settle on target audience(s)**
  - *Ex. 1 consumer audience; 1 decision maker audience; 1 partner audience*
- **Evergreen materials (use season to season and/or year to year, long shelf life)**
  - *Live read radio spots*
  - *Produced TV and radio ads and PSAs*
  - *Print ads to be run in partner format*
  - *Fact sheets*
  - *Web site banner ads etc*
  - *Usability testing of web site*
- **Partner-ready materials**
  - *Swiss cheese articles – long and short form that partners can customize*
  - *Partner listserv*
  - *Content syndication*
  - *Cross linking with ads, logos etc*
  - *Disperse the work among partners (PIOs, media, hospital PR department, etc.)*

Communication Staff Competencies

- **Introductory Competencies**
  - *Communication planning*
  - *Media relations—proactive (earned) and reactive media relations*
  - *Media production—print, broadcast, web*

- **Intermediate Competencies**
  - *Spokesperson training*
  - *Social media use and production*
  - *Partnership cultivation and management*
  - *Crisis communication*
  - *Social Marketing*

- **Advanced Competencies**
  - *Contract writing, management & budgeting*
  - *Staff management*
  - *Risk Communication*
  - *Audience research—focus groups, intercept, polling etc*
  - *Communication evaluation—including logic models, quantitative evaluation, process measures, intermediate and long-term outcome evaluation*

Health Equity Considerations

Actively engaging population subgroups experiencing health disparities

Requires targeted messages & channels

Consider

- *Health literacy*
- *Appropriateness of language*
- *Message resonance with each audience*
- *Channel selection (include ethnic media)*

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Messaging Framework

1. Problem– succinctly
   - Sound the alarm with fact or real example; Pick the one that leads to your solution

2. Impact on Health/Economy/Life– Why it matters– VALUE
   - Personalize/humanize (children, families, Atlantans)

3. Solution
   - Supports the important work you & partners are doing; Provides a sense of hope; Achievable (*Funding source*)

4. Provide a call to action

Make healthy living easier.

Message Considerations

- **About CTG**
  - *Response to High Burden, High Need for Resources, Something Can be Done, Time is Now*

- **Polling data: Resonance**
  - *Children*
  - *Economy*
  - *Prevention (cost saving, big changes for little investment)*

- **Framing language (*draft*):** *act, do best that research tells us works, makes sense, real issues, focus on what matters/will make the biggest difference, improve lives and save money, open eyes, personal/family, benefit all, example of local government /business working well, supporting local business, local work to benefit community, community directed, the truth is…….*

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Media Messaging Opportunities

- Improved quality of life appeals to business
- Economic & health benefits of prevention
- Lower-cost solutions to high health care costs
- Improved infrastructure
- Successes/launched initiatives
- Local food/access
- Smoke-free campuses
- Healthier kids
- Targeting of youth

Your Story in the NEWS

LA PRENSA DE SAN ANTONIO 13 de octubre de 2010

Alcalde Julián Castro propone combatir obesidad en San Antonio

Por Ana Cristina González

Con la finalidad de una mejor integración de la comunidad, el gobierno ha propuesto nuevas iniciativas para un mejoramiento en la salud de la población.

Reunimado a los socios y recursos de toda la comunidad, el alcalde Julián Castro y el Mayor's Fitness Council darán inicio a una serie de iniciativas acerca de la salud y el estado físico. Este sábado 16 de octubre se darán cita en Woodlawn Lake Park de 9 a.m. a 12 del mediodía.

Habrá mucho que discutir, se hablará sobre los resultados de la encuesta realizada en la ciudad, en la cual dos tercios de los encuestados tienen sobrepeso o problemas de obesidad.

Es por esta razón que San Antonio está convocando a todos los ciudadanos interesados o bien, a aquellos que deseen perder peso a que participen en el reto contra la obesidad.

Por su lado, la primera dama Michelle Obama, dio gran reconocimiento a San Antonio por sus esfuerzos como líder en el tratamiento de esta crisis y también como un gran ejemplo a seguir para otras ciudades

Esta reunión incluirá la creación de una nueva imagen del consejo gubernamental, así como también la implementación de una campaña en la ciudad sobre la salud metropolitana contra la obesidad.

La iniciativa CPPW, (Communities Putting Prevention to Work) financiada por una beca de 15.6 millones de dólares, incluye la creación tanto de la vida activa, como de la alimentación, cuya misión es regular las actividades de la vida cotidiana de todos aquellos que padecen enfermedades relacionadas con la obesidad.

Para poder mantener y finder estos cambios positivamente, San Antonio requerirá comenzar desde cero, y es ahí donde el gimnasio Mayor's Fitness Council jugará un papel muy importante para combatir la obesidad.

San Antonio no llegó a este punto de la noche a la mañana", consentó el Alcalde Castro. "Podemos cambiar esto, pero tenemos que hacerlo uniendo a la comunidad y proporcionando a las personas los recursos necesarios, oportunidades y herramientas que se necesitan para hacer ejercicio y comer saludable y que de esta manera lo hagan como parte de su vida cotidiana".

Por otro lado, El San Antonio Metropolitan Health District ha creado e implementado políticas como por ejemplo "Complete Streets" que ha ayudado a cambiar el entorno construido especialmente para que el ejercicio sea más accesible y seguro.

A través de programas como estos se planea mejorar las calles para andar en bicicleta al aire libre con mayor seguridad, instalar estaciones

El alcalde Julián Castro propone nuevas iniciativas para unir a la comunidad y combatir problemas de salud e implementar nuevas técnicas para hacer ejercicio. *(Foto cortesía)*

Created: Monday, October 25, 2010 2:13 p.m. CST
Updated: Monday, October 25, 2010 2:21 p.m. CST

FONT SIZE:

Babies left unattended on Mount Ayr Square

By CECELIA FULLER CNA staff reporter cfuller@crestonnews.com

MOUNT AYR — Unattended babies in strollers have been sighted at various locations in Ringgold County.

Do not be alarmed, Ringgold Standing to Oppose Pressure (R-STOP) is placing the babies in high traffic areas, wearing gas masks and bibs, stating they represent the 2,900 children in the United States who die every year from exposure to secondhand smoke.

The babies should not cause panic, as they are only

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FIT DAY FOR FAMILIES

FOOD BANK TEAMS UP WITH DESERT VIEW HIGH, EL RIO CENTER

Farmers market adds exercise and health info

Story (5) Comments Image (2) Font Size:

Andrea Rivera Arizona Daily Star | Posted: Sunday, January 23, 2011 12:00 am | Comments

16 retweet Recommend 16 recommendations. Sign Up to see what your friends recommend.

The fresh produce sold at El Pueblo Farmers Market already promotes nutrition. But on Saturday exercise was added to the mix as part of Fit Day.

After shoppers at the Community Food Bank's south-side farmers market loaded their reusable shopping bags with everything from lettuce to pecans, they jumped rope, stretched and tossed around flying discs.

BIGGEST DONATION EVER FROM SINGLE FAMILY WILL ASSIST HEALTHY EATIN

Food Bank gets $250K toward kids' programs

Story (9) Comments Font Size:

Kimberly Matas Arizona Daily Star | Posted: Friday, February 11, 2011 12:00 am | Comments

10 retweet Recommend 21 recommendations. Sign Up to see what your friends recommend.

Did you know

As part of the Communities Putting Prevention to Work, a national initiative to fight obesity, Pima County's Health Department allocated $900,000 to Tucson's Community Food Bank — a portion of which was used for the Farm-to-Child program.

A $250,000 donation to Tucson's Community Fo... Bank - the largest it's ever received from an individual family - will keep children's plates piled high with fresh, locally grown fruits and vegetables for years to come.

The money, given by a local couple on behalf of their family, was announced Thursday and will be used to support the food bank's Farm-to-Child program.

Letters: Phila. cannot afford the costs of smoking

September 23, 2010

Re: "Let's clear the air," editorial, Sept. 11:

Of the 10 largest cities in the country, Philadelphia has th adults and high school students. Nearly three in 10 adult smoke regularly. That's enough smokers to fill more than

Smoking in Philadelphia is both a public-health and econo every year from smoking-related diseases. Of existing sm -related disease. Moreover, smoking in Philadelphia leads losses.

Recommend 0 0

LESSONS OF HEALTH

SUNNYSIDE EFFORT TARGETS FITNESS, BETTER NUTRITION

School kids step up activity

Story (6) Comments Font Size:

Carmen Duarte Arizona Daily Star | Posted: Monday, December 27, 2010 12:00 am | Comments

29 retweet Recommend 42 recommendations. Sign Up to see what your friends recommend.

More than 100 kindergartners at Elvira Elementary School moved to the groove of disco music as a large screen flashed dance moves from the 1970s and '80s.

Students from Challenger Middle School and physical education teacher Judy Gonzalez led the youngsters to Kool and the Gang's "Jungle Boogie" and "Funkytown" by Lipps Inc.

Six-year-old Aaliyah Linn was swinging her body from side to side, and she nodded when asked if she liked to exercise.

Five-year-old Devin Rodriguez said his dance partner

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Opportunities

Align with child advocacy groups and others to speak out on the need for practical, low-cost solutions to surround kids early to promote healthy living.

Make the economic case for prevention and demonstrate how solutions have minimal cost that can yield big results.

Align with employer & health care groups to make the case that changing work & community environments makes good business sense.

Provide concrete examples of where this is working.

Sample Response to Pushback

- *CTG funding is a smart investment that will pay off by building health and preventing people from getting sick in the first place. Prevention funding is one of the most significant cost controls in health care we can make. For every dollar we spend on prevention, we see a five-to-one return on investment in just five years. We simply can't fix our economy without it.*

- *Workplace wellness programs build a healthier workforce and a better bottom line: For every dollar a workplace spends on wellness programs like ours, medical costs fall by about $3.27. In hard economic times, when our businesses are struggling, we can't afford not to invest in prevention.*

- *Many of the leading causes of illness, injury, and death are preventable. Every dollar invested in building healthy communities will reduce the burden and demand on our health care system and ensure that more people will be healthier for longer periods of their life. We owe it to our families; we owe it to our kids.*

Source: Prevention Institute

Succinct Media Messaging

- **Policy & Environmental messaging**
  - *Without aggressive efforts to prevent and control chronic diseases the rise in U.S. health care costs will continue to be uncontrolled. Community-based work targeting policy, systems, and environmental changes that prevent chronic diseases and promote health is a best buy for our community.*

VS.

  - *The more opportunity you give for people to make the healthy choice and to make it the easy choice, the better off we are as a community.*

Media Messaging

- **Personal Responsibility and Counter-messaging**
  - *Of course parents are responsible for their children's health and well-being, but children's health is also determined by forces outside the family. After all…*
  - *We have a responsibility to protect the children in our communities. Despite this important responsibility, we are simply not able to match (tobacco/food)companies in terms of dollars spent to influence consumers opinions. In fact, for every dollar spent on (tobacco) control and prevention programs, (cigarette/food) manufacturers spend $20 to market their products*
  - *Despite the well-known health risks, (tobacco/food) companies continue everyday, through tactics such as advertising, to recruit their next generation of lifelong customers.*

Personal responsibility
vs.
Societal Responsibility

- Nothing we're doing is absolving people of responsibility, but we also need to hold society responsible— communities are surrounded by influences that counter what people want for their health. This is enabling personal responsibility. This is not either/or, it is both an individual and societal responsibility.

-Dr. Thomas Frieden

CDC Director

Sample Objectives

- *Media Milestone*
  - *By October 2011, 40% of those exposed to campaign messages will express intention to be physical activity within the next seven days. (2112, intention 60%' behavior 25%.*

- *Media Milestone*
  - *By June 2011, hard hitting media messages promoting access to healthy foods will reach 60% of students, teachers, and administrators in 40 school districts in XX County. (Baseline: 30%; 0 schools, 2010)*

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Objective: Implement a multi-faceted social marketing campaign to promote healthier food & beverage choices and increased physical activity, as well as combat negative messaging. TARGET AUDIENCE: UNDERSERVED, HIGH RISK, MOTHERS AND GRANDMOTHERS, FAMILIES, INFLUENCERS

B. **Policy, Systems, Environmental change strategy** to achieve this objective:

Build critical mass of county-wide community engagement and advocacy for food and physical activity social norms change through targeted messaging and dissemination (focused on greatest need populations) for policy, systems, and environmental change, as well as communicating options to make healthy living easier.

C. **Milestone Activities:**

a. Message Strategy & Mapping
b. Creative Development, Production and Identification of Key Performance Indicators
c. Phased, Layered Media Approach to Achieve KPIs
d. Phased Analysis of Outcomes

Action Steps – Message Strategy & Mapping	Specific Person(s) Responsible	Timeframe	Notes/Progress/Results	Completion Date
Review Target Market Data, Baseline Research and Health Data				
Identify Roles, Profiles and Ambassadors for campaign in County Target Area				
Map Roles and Ambassadors to each CAP Objective (who specifically is the target for each initiative).				
Develop a Strategic Marketing Plan that integrates message strategies and tactical applications necessary for each Objective and overall awareness. Include specific strategies for identified target communities.				
Develop PR and Social Media Marketing Strategy for Social and Environmental Change; fold into overall SMP				
Develop Web Site Architecture to support Plan and community building (movement)				

D. Overall Strategy Measurement:

Strategy *Build critical mass of county-wide community engagement and advocacy for food and physical activity social norms change through messaging for policy, systems, and environmental change, as well as options for healthy choice as the easy choice*	**Direction of Change** (increase/decrease/maintain)	**Unit of Measurement** (#, %, rate)	**What will be Measured/Observed**	**Baseline**	**Target**	**Actual**	**Data Source**
Effective Media Buy Goal of 1:2 paid : Earned/Free Media	Increase	# # #	Placements Frequency Media Exposures				
		% of survey respondents in cross-community survey who express:					
Unaided Campaign Awareness of Campaign Activities and Plan initiatives	Increase	%	unaided awareness of the campaign				
Aided Campaign Awareness of Campaign Activities and Plan initiatives	Increase	%	aided awareness of the campaign				
Attitudes toward environmental and policy changes	Increase	%	support of environmental and policy changes				
Attitudes toward behavioral change intention	Increase	%	intentions to improve nutrition and increase physical activity				

Evaluation Measures

- **Process:** *Gross Rating Points, distribution, unique visitors, pass-along audience, audience reach/frequency ("impressions") of news coverage, value of news coverage ….*
- **Outcome:** *Maintain/positive change in knowledge, attitudes, intentions; environment, policy change (desired result)*
- **Impact:** *Impact behavior & health*

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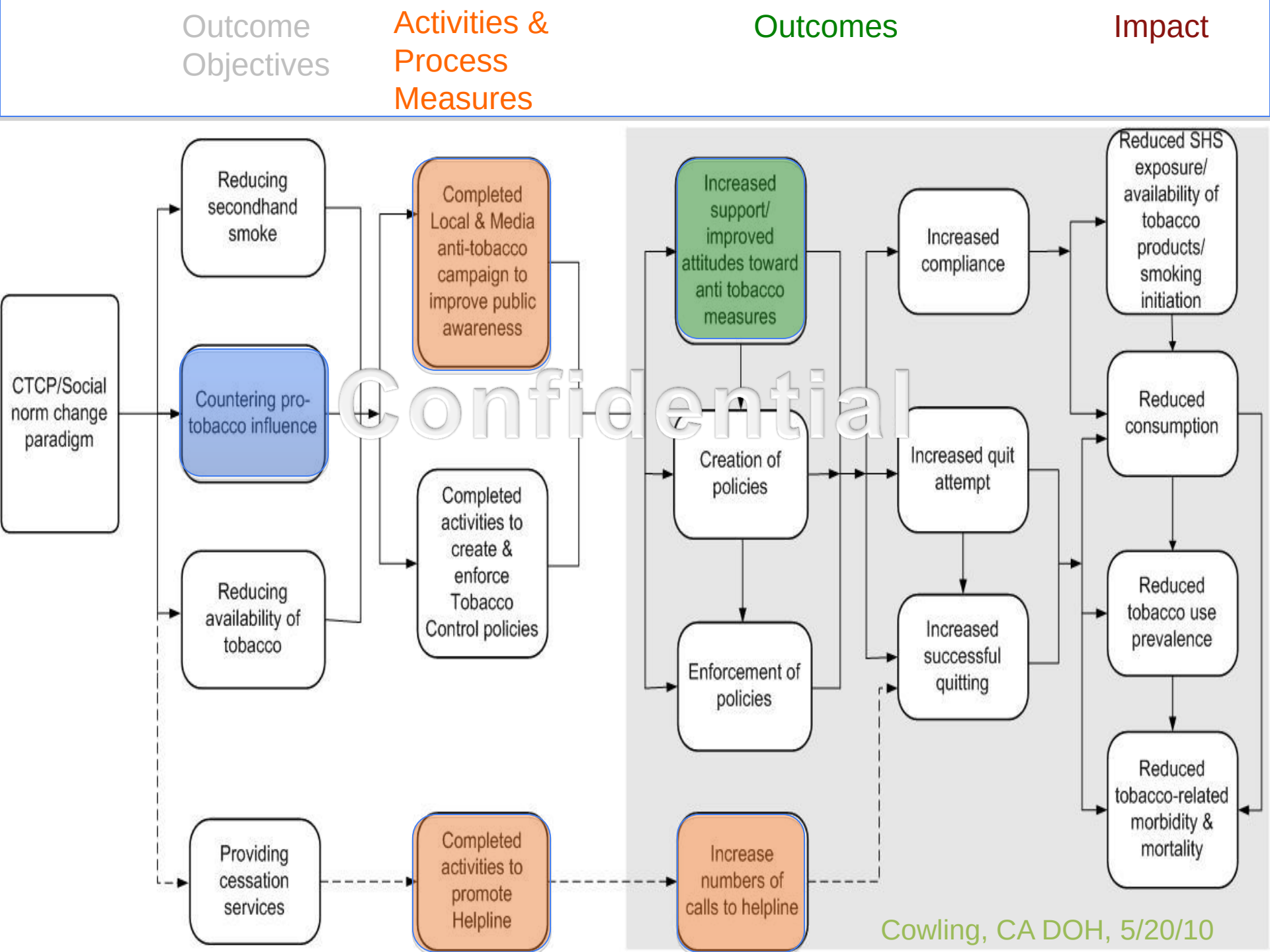
Expanding the evidence base

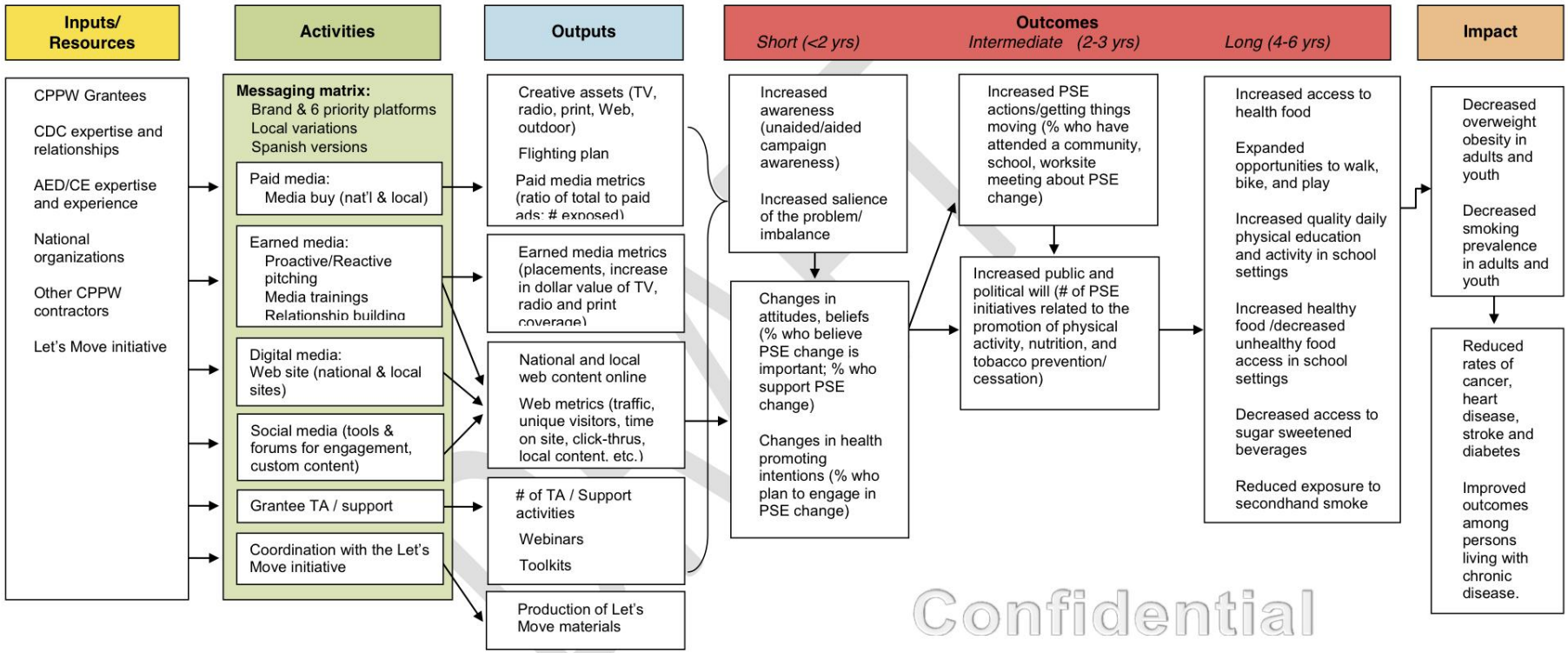
What is the contribution to the overall obesity media research? *Extension from tobacco.*

- Is media effective in increasing support for environments that encourage active living & healthy eating as part of comprehensive programs?
- What resources and infrastructure are needed at state and local levels to implement obesity prevention media efforts as part of comprehensive programs?

Reference *http://cancercontrol.cancer.gov/tcrb/monographs/19/docs/M19DecisionMakersFactSheet.pdf*

LOGIC MODELS


Outcome Objectives
Activities & Process Measures
Outcomes
Impact
CTCP/Social norm change paradigm
Reducing secondhand smoke
Countering pro-tobacco influence
Reducing availability of tobacco
Providing cessation services
Completed Local & Media anti-tobacco campaign to improve public awareness
Completed activities to create & enforce Tobacco Control policies
Completed activities to promote Helpline
Increased support/ improved attitudes toward anti tobacco measures
Creation of policies
Enforcement of policies
Increase numbers of calls to helpline
Increased compliance
Increased quit attempt
Increased successful quitting
Reduced SHS exposure/ availability of tobacco products/ smoking initiation
Reduced consumption
Reduced tobacco use prevalence
Reduced tobacco-related morbidity & mortality
Confidential
Cowling, CA DOH, 5/20/10



Context

Obesity and tobacco contribute to 70% of chronic disease
Gross imbalance in availability, cost and appeal (marketing) between healthy/unhealthy foods
Prevailing mindset (norms) of personal responsibility for eating, activity and smoking choices
Crowded marketplace: RWJF, USDA, other Federal agencies, *Let's Move,* industry
Formidable (potential) opponents: Food, beverage, tobacco, sugar, and agriculture industries & lobbies

Assumptions

Priority audiences: Community leaders, activists/advocates, concerned parents/caregivers, influencers, general public
Overall strategy is to disrupt the status quo; change attitudes and beliefs about imbalance and injustice; then provide opportunities for local engagement and support; rebuff industry counter-attacks
Most CPPW community grants end in March 2012; expect mostly short-term outcomes

*** The underpinnings of this logic model are derived from the following theories and fields of practice: the Social Ecological Model, Social Cognitive Theory, the Theory of Planned Behavior, Social Movement Theories, Social Marketing, and Media Advocacy.**

NEXT STEPS & RESOURCES

Ask Yourself

- *Do we have dedicated, experienced staff (and contractors) for strategic media work?*
- *Who are our audiences?*
- *What opportunities can we leverage?*
- *How can we extend coverage and reach to stretch media dollars?*
- *How can we include media in existing evaluation plans?*

Discussion Questions

- *How could CTG core principles be communicated to your communities and stakeholders? (impact, equity, evidence base)*
- *How can communication support your program?*
- *What channels can you use for different audiences?*
- *Where is the overlap between your communication plan and evaluation?*
- *What kind of tools for communication would be helpful?*

Resources

- *CDC Tobacco Control Media Campaign Resource Center*
  http://www.cdc.gov/tobacco/media_communications/countermarketing/index.htm
- *CDC TobaccoControl Counter-marketing manual*
  http://www.cdc.gov/tobacco/media_communications/countermarketing/campaign/index.htm
- *CDC's Tobacco Control Best Practices*
  http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm
- *CDC Social Marketing Course for Nutrition & PA*
  http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/

Resources

- Webinar on industry tactics that can apply to tobacco and obesity. Public Health Advocacy Institute: http://www.phaionline.org/2010/06/29/phai-addresses-tobacco-industrys-use-of-corporate-social-responsibility-tactics-and-personal-responsibility-rhetoric/

- Center for Consumer Freedom website:
  obesity: http://www.consumerfreedom.com/issuepage.cfm/topic/26 and ads: http://www.consumerfreedom.com/advertisements_print.cfm

- Berkeley Media Studies Group, Tools for Advocates
  http://www.bmsg.org/tools.php

- *Tobacco Control* http://tobaccocontrol.bmj.com/

- "Linking Values to Policy and Environmental Change," Lori Dorfman, http://www.convergencepartnership.org/atf/cf/%7B245A9B44-6DED-4ABD-A392-AE583809E350%7D/Lori%20Dorfman.pdf

General Calls-to-Action

- Start conversations
- Protect
- Invest
- Achieve something amazing together
- Take action online
- Share news and actions on Facebook
- Tell your friends and family
- Make a difference
- Sign a letter
- Join XXX event in
- Make voices heard
- Rally
- Give time
- Spread the word (on Facebook and Twitter)
- Tell personal stories about how XXX changed/s lives
- Stand up for
- Steadfast support
- Make a phone call

Q & A

What kind of resources should be spent on (or leveraged for) media at the local level?

- *Based on tobacco prevention best practices, the recommended level of funding for health communication interventions is $2.36 per capita, with upper and lower recommendations of $1.30 and $3.90 .*
- *Media budgets should be scaled to reflect local efforts and objectives.*

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Evidence Base for Media Interventions in Health Promotion: Tobacco Control

- **Guide to Community Preventive Services (2001)**
  - *Media "strongly recommended" to reduce initiation and increase cessation*
- **Cochran Review (2008)**
  - *Campaigns can reduce prevalence and consumption.*
- **NCI Monograph (2008)**
  - *Greatest evidence in support of strong negative messages about health*
- **National truth® Campaign (2009)**
  - *450,000 fewer 15-24-year-olds started smoking*
- **Statewide Campaigns (California, Massachusetts, Florida, New York State/City)**
  - *Significant declines in youth and adult smoking rates*

Evidence Base for Media Interventions in Health Promotion: Physical Activity

- **Guide to Community Preventive Services (2001)**
  - *Strongly recommends community-wide campaigns (mass media along with other program components)*
- **VERB™ Campaign (2010)**
  - *Physical activity in children 10-13 increased significantly as exposure to campaign increased*
- **Wheeling (WV) Walks**
  - *Included paid media, PR, focus on policy/environmental changes*
  - *14% increase in older adults becoming active walkers*
- **BC (New York) Walks**
  - *47% adults increased total weekly walking time versus 36% in comparison county*

Evidence Base for Media Interventions in Health Promotion: Nutrition

- **5 A Day for Better Health (U.S.)**
  - *Awareness of need to eat 5 F/V servings increased five-fold, from 8% to 40%*
  - *Small consumption changes in two groups: men 18-24 and women 25-44*
- **Community-level fruit and vegetable campaigns**
  - *Average effect size of 8% (n = 37 media campaigns)*
  - *Targeting of smaller focused communities (e.g., African American church members) had larger effects—0.7 to 1.4 more servings per day—than general-population interventions.*