

Our Playbook For A Strong Brand



Branding Guidelines Manual

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TO: *Network for a Healthy California* Contractors

Healthy, active lifestyles were once part of the "brand" that drew millions to make our state their home. Over time, however, that California lifestyle eroded to little more than perception. The statistics for unhealthy eating, sedentary lifestyles, and obesity rates reveal why more than \$28 billion goes annually in California to related health care and lost productivity.

Our goal at the *Network* is to *reform the norm* which accepts the conditions that cause overweight, obesity, and sedentary lifestyles and replace it with a norm that expects fresh, healthy food and active living. We must focus on eliminating the disparities that place low-income California families at greater risk of so many chronic diseases, and empowering them to make healthy choices.

The task of reforming food and physical activity norms is huge! All segments of society must help. As a mosaic of diverse organizations working on multiple levels, the *Network* can be a focal point for change. We can stitch together the education, marketing, environmental and organizational shifts that together create the fabric of normative change.

In 2007, more than 40,000 individuals affiliated with the *Network* conducted interventions at nearly 10,000 sites. These are impressive numbers by any standard. And on the ground, each of us can see glimmers of the change that the *Network* is helping to create. But presented in a unified, single-minded movement under the umbrella of the *Network's* brand attributes of empowerment, champions, and change agents, the scenario transcends impressive to become powerful. At its core, this is what brand-building is all about. To take these changes to-scale, we must use the power of branding as a tool to unify our efforts, communicate our hope, overcome fragmentation, and magnify our impact.

I urge you to embrace this Branding Guidelines Manual to help us all build the *Network for a Healthy California* into a highly recognizable brand that stands for improving the health of low-income California families and reforming the prevailing toxic norms that lead to chronic diseases. Each of us has a role to play in making the brand successful. Collectively, we are Champions for Change. Take ownership of the brand in your own organization, represent it well, and continue to spread the power of the message of healthy change.

Sincerely,

Susan B. Foerster, MPH, RD, Chief
Network for a Healthy California

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WHO SHOULD USE THIS MANUAL

All Directors, Designers, Agency Heads, Web Masters – anyone who has supervisory, design, or production responsibilities over the materials being developed and supported by the *Network for a Healthy California*.

HOW TO USE THIS MANUAL

Please read the entire Manual before you start applying our new design to any specific program. This will help you develop your own intuition of “right” and “wrong.” Then depending on the specific application, you should be able to find an appropriate example in this Manual. Should an exact match not be found, contact state-level staff.

Overview

Introduction

Introducing *Network for a Healthy California*, Champions for Change – the culmination of a year-long review of our strategic purpose throughout the State of California and the people we serve every day. Our new name and brand design captures all that we represent – empowerment, agents for change, and champions.

Why Brands are Important

Brands are the sum of all the benefits – both tangible and intangible – associated with a specific product or service. And as well-supported brands age, they become much more than the benefits they deliver. They become a promise and a commitment that creates an expectation of excellence. Over time, that brand promise becomes the most valuable asset for that product or service.

Importantly, the simple use of a brand logo does not in itself create a brand. While hundreds of logos exist that are virtually inseparable from the product or service they represent, it is only through a thoughtful and concerted effort that these brands achieved the desired end result. A brand must be well designed, broadly supported, and used consistently to achieve success.

The Role of Design in Branding

Strong brands are the merger of strategy and art. Words alone are not enough. When branding design is done well, it not only communicates the brand's promise, but also captures its warmth, heart, and vision. Our new brand design captures what we're about, what we stand for, and the people we serve.

Why Consistency is Important

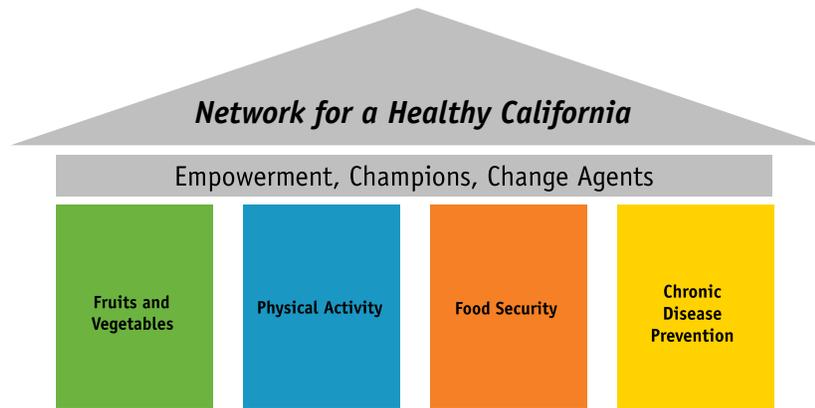
Well-designed and consistently delivered brands build equity and create value. Brands that are inconsistently applied or incorrectly used undermine their equity and erode their promise. But when brands are consistently applied, they reinvest in themselves and deposit value into their account. It is critical that any branding efforts we do be consistent and supportive of our growing brand equity.

People will come to know the *Network for a Healthy California (Network)*, Champions for Change through a range of contact and touch points: interactions between us and our colleagues; interactions between us and the populations we serve; advertising; direct mail; online; telephone; printed collateral; and through the media. The more we correctly and consistently support our brand across all touch points, the more it will grow in value and reinforce our commitment to excellence and our ongoing commitment to helping Californians live healthier lives.

Our Brand Architecture

A well-constructed brand is built upon a solid foundation, supported by pillars, and holds aloft an over-arching roof. Our brand is built the same way.

Ultimately, our foundation is the people we serve every day. We help them become their own champions for change to live healthier, more fulfilling lives.



Primary Targets: Internal Culture, Intermediaries, Consumers

Secondary: Policy Makers, Executive Branch, Advocates, Media, Government Partners

Tools & Disciplines: Community Development, Systems Change, Policy, Research and Evaluation, Environmental, Industry Practices, Communications

Our pillars represent the four essential goals the *Network* is striving toward. They are:

- Increasing Fruit and Vegetable Consumption
- Increasing Physical Activity Levels
- Increasing Food Security
- Preventing Diet-related Chronic Diseases

Our roof is in two parts – Our Name and our Brand Character.

Our Brand Architecture

Relevance of Our New Name

Our name, the *Network for a Healthy California*, is the realization of our passions and vision. It is about helping our fellow Californians. It is also about setting goals, and then achieving them.

Until May 2007, we were known as *California 5 a Day* and the *California Nutrition Network for Healthy, Active, Families (California Nutrition Network)*. For 19 years, *California 5 a Day* set the standard for encouraging people of all ages to increase consumption of fruits and vegetables, and we can proudly claim the brand was adopted nationally and globally as a model for success. The *California Nutrition Network* existed for 10 years, and grew to be a formidable influence in the fight for better nutrition.

But the *Network* collectively does so much more than fight for better nutrition. And so when the U.S. Department of Agriculture voided 5 a Day language following the 2005 Dietary Guidelines that recommended a near doubling of fruit and vegetable consumption, the opportunity emerged to “reinvent” the *Network* to better reflect all that we do.

We’re about nutrition (fruits and vegetables), physical activity, food security, and chronic disease prevention. By expanding our name to reflect all that we do, it provides us a larger canvas upon which we can create and do more than ever before.

Meaning of Our New Name

There is great equity in our being “a network.” A network is a series of connections, which we are making every day as individuals working with other individuals, and as groups working together to “reform the norm” that has replaced the image of healthy Californians with the growing acceptance of overweight, obesity, and sedentary lifestyles that can lead to chronic diseases.

Collectively, the *Network* is a powerful force in the lives of Californians, particularly those with low income, linked by a common desire to make a difference through the promotion of a healthier lifestyle.

Our Brand Architecture

Our Brand Character

Our brand character is fundamentally defined by:

- **Empowerment** – We embrace the process of increasing the capacity of individuals, organizations, and communities to make choices and then transforming those choices into assets that make increased fruit and vegetable consumption and increased physical activity easy choices.
- **Champions** – We work tirelessly on behalf of Californians, particularly those with low incomes, to make sure their voices are heard and needs are addressed. And, importantly, we are reciprocated by uncounted numbers of Champion Moms, Champion Dads, Champion Teachers, Champion Doctors, etc. joining the call for healthier lifestyles.
- **Change Agents** – We will always seek innovative means to create more desirable ends for the people we serve, the environment they live in, and the systems that support them.

Supporting Our Brand

Our new brand supports the entire brand architecture for the *Network for a Healthy California* through its simple-to-use graphical layout. By using the guidelines in this Manual for color, fonts, and imagery for all campaigns, programs, and initiatives, they will be distinguishable as part of our umbrella.

The language and tonality we use to communicate our messaging will also have a significant bearing on how our brand will come to life.

With consistent visual cues and tonality, the consumer and all those associated with the *Network* will easily associate our campaigns, programs, and initiatives, thus creating a unified brand presence for the *Network for a Healthy California*.

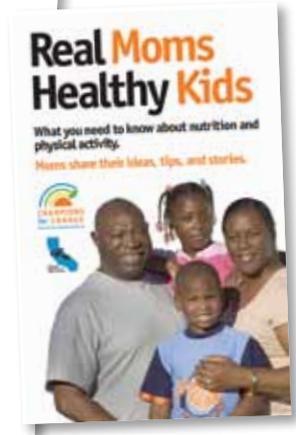
Our New Network Logo

Our new logo was designed to represent California, our *Network*, and growth. The sun represents us – all Californians. Radiating out is our multi-faceted *Network* with each ring representing one of our four commitments: Fruits and Vegetables, Physical Activity, Food Security, and Chronic Disease Prevention. The leaf represents all the wonderful growth and success we create.

Our new logo is an important element and expression of our new brand. So, prominently display our new logo in all that you do – as a reminder to ourselves and as a sign of commitment to those we serve.



Brand Examples



This Branding Guidelines Manual was created to provide our diverse organization with the tools and information necessary to create and promote materials that are unified and consistent, that build up our brand, and reinforce our message. The following examples illustrate the beginnings of what our brand represents. With consistent and continued use, the *Network for a Healthy California* will become a highly recognizable brand that stands for improving the health of California families.



Copy Personality

Our design will be applied to a variety of materials including collateral, posters, tee shirts, direct mail, cooperative advertising, Web sites, reinforcement items, you name it. That's why having all these elements accurately link back to the *Network for a Healthy California* is critical and why correctly applying our new brand is so important. It pulls everything together and creates a unified impression of who we are and what we do.

All *Network* materials — whether created at the state or local level — are a reflection of our organization and should embody the *Network's* Champions for Change brand. To help accomplish this task, the *Network* has developed a Writing Style Guide, found in the appendix of this document. The Writing Style Guide was designed to provide additional direction on conveying the Champions for Change brand through words, and to help anyone writing on behalf of the *Network* to make sure all materials are consistent — both in style and content. Please carefully review the section below as well as the expanded guidance found in the appendix.

Tonality

It's not just what we say, but how we say it. The *Network for a Healthy California* is not a passive organization. We are about empowerment. We actively create the change we want to see in the world. In order to communicate this passion, our tone must reflect it. Here are some guidelines to follow for consumer-directed messaging:

- When writing copy, letters or flyers for any initiative, lead with passion and vision. Support those statements with the facts. Do not lead with facts unless they are written in a style that showcases our Champions for Change point-of-view.
- Present the *Network for a Healthy California* as a “we” organization, not as an “I” organization. Be inclusive when writing materials. Avoid sounding exclusive, authoritative, or preferential.
- As many women in our focus groups tell us, “be real.” Emote confidence and a “you can do it” attitude without being preachy. Be inspirational, but leave off the sugar-coating.
- When writing for or about Champion Moms, think about the moms featured in the Ownership TV campaign. They would describe themselves and what they are doing in the following words:
 - It's not easy, but we want the best for our families
 - We're in control
 - I can do something to help the people I love
 - Together we can
 - If I can do it, so can you
- For low-income audiences, be mindful of the target's reading capability. *Network* materials should be written for a 5th grade literacy level.

Copy Personality

Appropriate copy personality example

Be a Champion for Change in Your Kitchen



You can become a Champion for Change for your family by making meals and snacks packed with plenty of fruits and vegetables and making sure your family is physically active every day.

Eating the right amount of fruits and vegetables as part of a lowfat, high fiber diet may lower your risk of serious problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer. The amount of fruits and vegetables that is right for you depends on your age, gender, and physical activity level. View the *Recommended Cups of Fruits and Vegetables* chart on pages 4 and 5 to find out how many cups of fruits and vegetables each person in your family needs.

Don't forget to be active, too! Being physically active gives you more energy. It helps lower stress. And, it helps you keep a healthy body weight. To take care of your health and lower the risk of serious health problems, you need at least 30 minutes of moderate-intensity physical activity every day (like dancing, walking, or doing yard work). Children need at least 60 minutes of physical activity every day.

Start using these low-cost, easy-to-make recipes today to keep your family healthy and happy!

For more information about the *Network for a Healthy California*, call 1-888-328-3483 or visit us at www.cachampionsforchange.net.

Copy Readability

Low-literacy Tips

Consumer-targeted *Network* materials should be written at a 5th grade reading level. To write copy at this level you must keep in mind the capacity of our low-income target audience to understand the information and make appropriate decisions related to their health. The following are quick tips for writing low-literacy materials.

- Use short, simple words and sentences.
- Use active voice and conversational style.
- Use correct grammar, punctuation, and spelling.
- Avoid jargon.
- Order main points in a logical manner.
- Make sub-points clearly correspond to the main point.
- Use bulleted lists and numbered steps to make information visually accessible.

Readability Test

There are many ways to assess the reading level of materials. The *Network* uses the Flesch-Kincaid Readability Test in Microsoft Word® (Word). To display readability statistics using Word follow these steps:

1. In the **Tools** menu, click **Options**, and then click the **Spelling & Grammar** tab.
2. Check the **Check Grammar with Spelling** and **Show Readability Statistics** check boxes.
3. Select **OK**.
4. When you are ready to check your document, click on the **Tools** menu and then click **Spelling & Grammar**. Word will then check your document and display the readability statistics.

Literacy specialists warn that Flesch-Kincaid scores tend to underestimate the actual reading grade level. The scores are often several grade levels below results obtained using other measures. You can achieve greater accuracy using Flesch-Kincaid by dividing your document into sections of about 30 sentences each. Otherwise, add 2-3 grade levels to the Flesch-Kincaid score received. If the result is higher than 5.0, refer to the tips above and modify the copy accordingly.

Basic Layout Elements

There are two main thematic elements that are universally applied to all *Network* publications that help punctuate the message and the imagery to the viewer — white space and an organic flow. White space means having roughly 20%-50% of the page not occupied by words or images. When possible, include at least one photo (or graphic element) per spread. White space allows the photo to be the hero. If the image is a knock-out photo, it creates an organic flow because of its shape. If the image is a square-edged photo (or a chart), consider having the photo bleed off the page, or go partially into a column, which causes the text to wrap around it creating a flow around a normally static shape.

White space example

Planning Your Fruit and Vegetable Store Tour

To be successful, effective planning is crucial. You will be responsible for securing a date, time, tour group, store tour activities, and confirming the final details of the store tour with your retail contact. To help you stay on track with your planning efforts, you may also use the *Fruit and Vegetable Store Tour Planning Checklist* provided in Appendix B.

SECURING A DATE AND TIME

Before selecting a date and time, you will have to arrange your tour group. The total number of people you can take on a tour may vary according to the size of the store. Confirm with the retailer that the size of your group is acceptable at the store location you've selected.

If you are planning a store tour for a group of adults:

- Select a time and date that is convenient for your group of adults. If this group meets regularly as part of a series of nutrition classes, it is best to hold the tour at the same time and day they normally meet. While slow times and days of the week are optimal times for a store tour, you'll need to find a compromise between the times that your adult group is available and when your retail partner will allow a tour.
- When securing a date, avoid major holiday shopping days, such as before Christmas or Thanksgiving, when customers may be in a hurry and your presence may be a burden to retail staff.

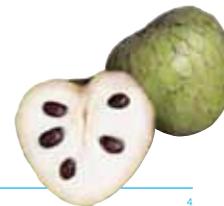
If you are planning a tour for a school group:

- Ideal times for a class tour tend to be from 10:00 am to 2:00 pm on Monday or Tuesday because these are usually the slowest times and days of the week for a grocery store. Always confirm if these general guidelines hold true for your retail partner.
- Check with the school you are working with to pick a day that does not interfere with other school activities or holidays.

If you are planning a store tour for your retail partner's customers:

- Talk with your retailer about who they are trying to serve (weekend shoppers, evening shoppers, etc.) and which times would be the best to host a tour without obstructing too much foot traffic.
- Arrange fruit and vegetable store tours during the prime dates to reach Food Stamp participating families (i.e., the first week of the month).

Once the dates are confirmed, follow-up in writing. This ensures both you and your retail contact understand what will be provided and when.



Organic flow example

ENJOYING MORE FRUITS AND VEGETABLES AT WORK

- Snack on raisins and other dried fruits for something sweet instead of candy.
- Put extra lettuce, tomato, and other vegetables in your sandwich.
- Add a piece of fruit to your lunch. Try a nectarine or grapes.
- Bring fruit and vegetable dishes to office parties and potlucks.

ORDERING MORE FRUITS AND VEGETABLES WHEN EATING OUT

- Choose pizza with three or more vegetable toppings like bell peppers, onions, and mushrooms.
- Order taco salads with lots of tomatoes, beans, avocado, and cabbage.
- Go for a crisp garden salad with a little lowfat salad dressing or fresh fruit instead of French fries.



Logo Usage

Correct Logo Usage

Our logo should be displayed prominently on the front cover of all printed material and on the face of all nutrition education reinforcement items (NERI) produced and/or distributed by the *Network for a Healthy California*. This treatment introduces the *Network* as the organization responsible for providing the message.

Whenever possible, the logo should appear in full color on a white background. When necessary, the logo can be produced in grayscale or 100% black. The full color logo can be placed on a 100% black background.



Prominent display of logo



If it is necessary to place the logo on top of a color background, the logo should be in black or reversed to white. Use discretion with the yellow background, as the logo is more difficult to read.



Logo Usage

Incorrect Logo Usage

The logo should not be used in a single tone or color.



Do not separate the elements of the logo in any way.



Do not stretch or alter the shape of the logo.



Do not place the logo on a photograph or busy background.



Do not change the colors of the logo elements.



Do not rotate the logo in any direction.



Do not use a drop shadow on the logo. If readability is an issue, use the full black or white logo.



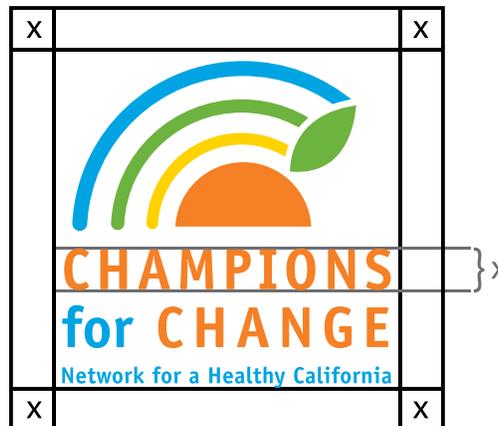
Do not use borders, lines, or boxes around the logo.



Logo Usage

Protected Area

The protected area of the logo is proportionate to the height of the word 'champions' in any given size. Surrounding elements must never be placed less than the distance of the height of the word 'champions.'



Maintaining Proportions

The logo proportions should be maintained in all instances. When resizing the logo using Microsoft Word® and any other Microsoft® program, click on the logo image so that the sizing handles are in view. Drag out one of the corner sizing handles to increase or decrease the size. Do NOT use the side or top and bottom handles as these will stretch the logo vertically or horizontally out of proportion.

Minimum Size

The minimum size of the logo is 0.75 inches for all printed materials. The logo must not be used smaller than this size as it impedes legibility of the logotype.

For NERI items that have very small imprint areas, the "Network for a Healthy California" can be removed from the logo. If there is room somewhere on the material to add the full Network name in text it is preferred. This option requires prior approval from a state-level Program Manager. This logo exception does NOT apply to print materials.



Usage Across Different Mediums

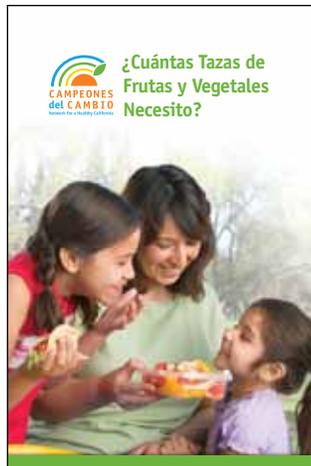
When converting the logo to be used in such mediums as Web, television and animation, the integrity of colors and shapes should be preserved. This is best achieved by using the source files (EPS or Illustrator) so that the logo can be scaled without loss of quality. The logo should be optimized for Web use in the format of .gif, .jpg or .png.

Logo Usage

Usage in Conjunction with Other Organization Logos and Designs

If the material is a publication of the *Network for a Healthy California*, the logo should appear prominently on the front cover to act as an introduction to the piece. All subsequent logos should be placed on the back cover, acting as the stamp of approval or co-branded partner in support. This allows for clarity in presenting which organization is responsible for delivering the message.

All co-branded and partner logos should appear equally in weight and have appropriate spacing.



Front cover with the *Network* logo prominent.



Acknowledgements page with co-branded partner logos.

When the logo is to be used side-by-side with other logos, it should appear in full color when possible. Equal weight and positioning should be maintained. Please see previous page for active logo area.



Network Color Palette

The *Network* color palette includes four primary colors which were selected because they represent California; healthy green, the blue sky, golden yellow, and the orange sun. In addition to the primary palette, the *Network* has five complementary colors that round out the full range of the palette. At least one primary color should be used in ALL *Network* materials. Consistent use of the primary color palette across all *Network* materials will help build equity and recognition of the brand.



Professional Printing

PMS colors can be used if applicable to budget; otherwise the appropriate CMYK equivalents should be utilized.

PMS stands for Pantone Matching System, which is an internationally standardized system for achieving consistent color in offset printing. The number on the chip corresponds to a recipe each printer has for that color.

CMYK stands for Cyan, Magenta, Yellow, and Black, also known as “4-color process.” These colors, used in varying densities (screens) and overlapping, are what create the color photos you see in printing.

RGB stands for Red, Blue, and Green, which apply to the light transmitted color of a monitor and is relevant to Internet-oriented materials.

The CMYK-4 color process system can create flat color areas which resemble the PMS colors. However, CMYK or RGB will not match the PMS exactly. When an exact match is needed, print your materials using PMS colors.

Network Color Palette

Consumer and Intermediary Materials

Choose one primary color as the dominant color (see note below) that will be used for cover titles and headlines for your project along with one to three complementary colors from the full palette for use in subheads and graphical elements such as color blocks, tables, and pull quote boxes. These complementary colors enhance and accent the primary color choice. The full palette can be used for other style accents as needed.

Non-Consumer Materials

Material that is targeted to administrators, employers, business leaders, and other non-consumer audiences require a more conservative and professional look that the vibrant colors from the primary color palette do not offer. For these materials, choose a dominant color that is not part of the primary color family. All other guidelines listed above apply.

Note: Yellow (PMS116) type should not be used as a dominant color on a white background because it may be hard to read.

Use of appropriate primary color

Use of appropriate complementary colors

How Many Cups Do I Need?

LEARNING OBJECTIVES
 At the end of the lesson, participants will be able to:

- Identify the recommended cups of fruits and vegetables they should eat each day for good health.
- Recognize how different quantities of fruits and vegetables add up to the recommended daily amount.
- Recognize the role that fruits and vegetables play in reducing their risk of certain chronic diseases.
- Recognize fruit and vegetable consumption as an important element of a healthy lifestyle.

Use the *Fruit and Vegetable Scoreboard* handout to track their progress toward meeting their recommended cups of fruits and vegetables.

MATERIALS

- The Recommended Cups of Fruits and Vegetables for Adults handout (p. H-1)
- The What's in a Cup? handout (p. H-2)
- The Health Benefits of Eating Fruits and Vegetables handout (p. H-3)
- The Fruit and Vegetable Scoreboard handout (p. H-4)
- The Energize Your Body with Fruits and Vegetables! poster (English and Spanish)

PREPARATION

- Become familiar with the content of each handout prior to implementing the lesson. Photocopy the Recommended Cups of Fruits and Vegetables for Adults, What's in a Cup?, Health Benefits of Eating Fruits and Vegetables, and Fruit and Vegetable Scoreboard handouts for each participant.
- Display the English and Spanish Energize Your Body with Fruits and Vegetables! poster.

INSTRUCTIONS

- Distribute the Recommended Cups of Fruits and Vegetables for Adults handout to each participant.
- Review the handout with the class, and explain that adults should eat 3½ to 6½ cups of fruits and vegetables every day for good health. Also explain that the number of cups of fruits and vegetables that they need depends upon their age, gender, and physical activity level. For example, a 30-year-old woman who is physically active for 30 to 60 minutes each day should eat 2 cups of fruits and 2½ cups of vegetables every day.

3. Based on the handout information, ask participants the following questions:

- How many cups of fruits should you eat every day?
- How many cups of vegetables should you eat every day?
- How many total cups of fruits and vegetables should you eat every day?
- Does eating the recommended cups of fruits and vegetables sound easy or hard? Why?

4. Distribute the What's in a Cup? handout to participants. Review the information in the handout and explain that different quantities and types of fruits and vegetables can add up to the recommended 3½ to 6½ cups that adults need every day for good health. Point out that dried, frozen, 100% juice, canned, and fresh fruits and vegetables all count.

5. Introduce the Energize Your Body with Fruits and Vegetables! poster to demonstrate different amounts of fruits and vegetables using cupped hands. Have participants use the poster to answer the following questions:

- What does ½ cup of fruit look like?
- What does 1 cup of vegetables look like?

6. Ask the participants:

Now that you know what amounts are equal to 1 cup, ½ cup, and ¼ cup, does eating the recommended amount of fruits and vegetables every day seem easier or harder? Why?

Tips

- Demonstrate how to measure a variety of fresh, frozen, canned, or dried fruits and vegetables using cups and cupped hands.
- Bring the produce samples, or ask your local grocery store or farmers' market to donate them.
- Remember to handle food safely. To learn more about food safety, visit www.foodsafety.gov.

Distribute the Health Benefits of Eating Fruits and Vegetables handout to each participant. Review the information with the class, and have participants share their impressions.

8. Conclude the lesson by distributing the Fruit and Vegetable Scoreboard handout. Talk with participants about using the handout to keep track of their progress toward meeting the recommended cups of fruits and vegetables for a week. Direct their attention to the weekly goals section of the handout, and discuss with participants some helpful tips for meeting their stated goals. Talk with them about teaming up with a friend or family member to eat more fruits and vegetables. Mention how social support can make living a healthy lifestyle much easier.

Expansion Ideas

Photocopy and distribute the My Meal Plan handout (p. H-5) to participants. Have participants plan a day's worth of meals, snacks, and desserts using their recommended amount of fruits and vegetables as a guide. Ask them to share their meal and snack ideas with the group.

SECTION 1 • ADULT RECOMMENDATION LESSONS

Imagery

The *Network* has developed an online resource called the *Communications Resource Library (Resource Library)*. This library includes images of empowering lifestyle photos, knock-out fruit, vegetable, and physical activity images, recipe photos, and line art, which can be used to punctuate and bring to life our message and reinforce our brand.

The *Resource Library* also includes other resources:

- *Network* related logos in all formats
- Graphic elements (wave and rainbow graphics)
- *Network* templates (letterhead, meeting agenda, news bulletins, press releases, flyers, recipe cards PowerPoint presentation, and a Web site template guide)

The *Resource Library* will be updated as new images, graphics, or templates become available. The *Resource Library* can be accessed at www.cachampionsforchange.net/Library (case sensitive).

Photography

Lifestyle photos are a signature element of our new brand. These images can be used in endless creative compositions and iterations, keeping the ideas of white space and organic flow in the forefront.

Whenever possible, use active lifestyle photos of everyday people that portray a sense of empowerment, healthy lifestyles, nutritious and affordable behaviors, as well as people engaging in physical activity. The photos used in *Network* materials should be ethnically diverse and culturally sensitive.

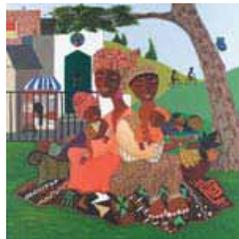
Take advantage of the full *Network* photography library and avoid overusing the same photos to ensure that your materials look fresh and new.



Imagery

Illustrations

The *Latino* and *African American Campaign* illustrations can be incorporated into *Campaign*-specific materials to continue to leverage the equity of these illustrations as well as to create tones of empowerment and pride within the community. These illustrations cannot be used as logos for the *Campaign*'s and should not be placed near the *Network* logo. Placement of these illustrations near the logo confuses the viewer, because they see the illustration as an additional logo.



African American Campaign
Afternoon in the Park



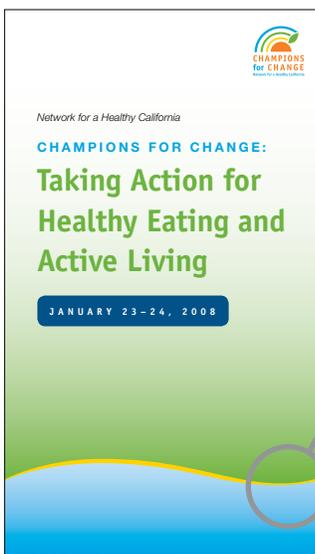
Latino Campaign Mural

Visual/Graphic Elements

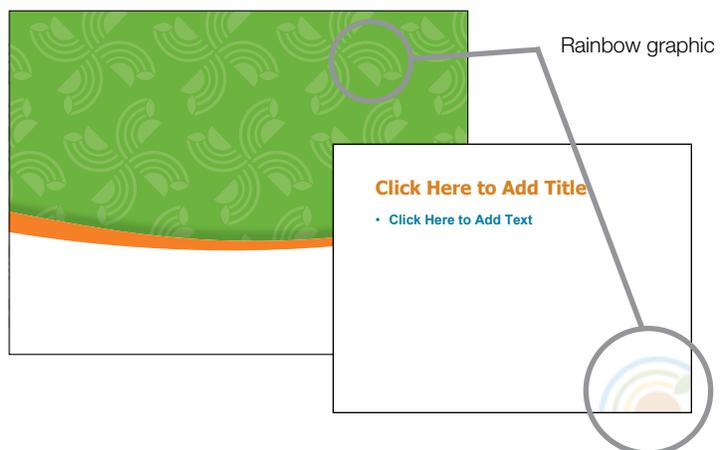
In addition to photography and illustrations, there are two other key visual elements which can be used to help build equity in our new brand as well as provide an opportunity for variety and visual interest from project to project.

The wave graphic represents movement, change, and energy. It symbolizes the healthy changes we are seeing everyday in our communities. Use this graphic element to bring an open organic feel to your materials. The graphical wave can bleed off the bottom of a page in any of the full palette colors.

The rainbow graphic can be used as a subtle backdrop in many types of material to add visual interest. Use the white transparent rainbow graphic on a solid color background to add dramatic appeal or use the color transparent rainbow graphic on a white background in projects such as PowerPoint slides. Do not use this graphic in place of the *Network* logo or place the *Network* logo near the rainbow graphic.



Wave graphic



Rainbow graphic

Electronic Formats

If you are producing a flyer, Web page, PowerPoint presentation, a printed publication, or any other document, you will find the appropriate electronic file format online in the *Resource Library* (www.cachampionsforchange.net/Library).

Use the chart below to help you choose the correct file format for logos, images, illustrations, and graphics.

Rainbow graphic indicates the recommended formats. 

USE	.EPS	.TIFF	.JPG	.GIF	.PNG
Print (by professional printer)					
Word Processing (Microsoft Word)					
PowerPoint					
Web					

File Format Notes:

.EPS is the most versatile graphic format available. You will not be able to open an .EPS file if you do not have a graphics program. A professional printer will have the appropriate software.

.TIFF files are generally used for high-resolution images (a high-resolution image is 300dpi or larger). It is possible for .TIFF files to be low-resolution and they can be black and white, gray-scale, or full color. Check the resolution of an image before you send it to get professionally printed.

.JPG files are not transparent. **Do not** place a .JPG file on a colored background or a box will appear around the logo.

.GIF files are transparent. Use a .GIF file to place a black or white logo on a colored background.

.PNG files are also transparent but are NOT recognized in Internet Explorer.

Typography

To simplify our efforts and provide strength to our message, we have selected the following fonts. Officina Sans lends credibility with a modern element to suggest growth and movement. Helvetica Neue is a classic font that is clean and easy to read. These typefaces bring a standard tone of professionalism and approachability.

Alternative Fonts

Officina Sans and Helvetica Neue are the official fonts that will appear in all materials produced by the *Network*. If you do not have access to these fonts, the use of the alternative fonts below is acceptable and encouraged.

Officina Sans ➔ Tahoma

Helvetica Neue ➔ Arial

Cover Titles & Headers

ITC Officina Sans Bold

Choose one primary color for cover titles and headers

Type size to be determined by project, but should not be smaller than 18pt

Sub-Headers

HELVETICA NEUE 75 BOLD

Use one complementary color from the 2-3 options picked

Minimum size: 10pt; All caps recommended

Sub-Sub Headers

Helvetica Neue 75 Bold

Use a different complementary color from the 2-3 options picked

Minimum size: 10pt

Body Copy

Helvetica Neue 45 Light

Minimum size: 10pt; Black

Table & Sidebar Body Copy

Helvetica Neue 45 Light

Minimum size: 9pt

Pull Quotes

ITC Officina Sans Book or Helvetica Neue 45 Light

Minimum size: 12pt

Funding Statement

Helvetica Neue 55 Roman

Minimum size: 7pt

Naming Structure

Naming

Our name is the *Network for a Healthy California*. The benefit we deliver is embodied in our rallying cry tagline, “Champions for Change.” We are advocates. We are experts. In order to reinvest in ourselves and create an even stronger brand, we must adhere to strict naming protocols.

The *Network for a Healthy California* should be italicized. For proper grammar, “the” should precede *Network for a Healthy California*. Do not capitalize “the” except when it begins a new sentence. After establishing the full name in text, the *Network* may be used as an abbreviated form for *Network for a Healthy California (Network)*.

Champions for Change can be used to describe us as a network, as well as acknowledging those Californians who are inspiring and creating healthy changes in their households and communities. Champions for Change should not be used as our organization name.

Correct Usage

Network for a Healthy California
the *Network for a Healthy California*
Network (may be used only after the entire name has first been referenced)

Correct Spanish Usage

In text, la *Red para una California Saludable* should be used, abiding by the same adjective rule as outlined.

Following are the proper names for the *Network’s* established *Campaigns* and *Programs*. These titles replace *California 5 a Day*:

- *Network for a Healthy California—Children’s Power Play! Campaign*
- *Network for a Healthy California—Latino Campaign*
- *Network for a Healthy California—African American Campaign*
- *Network for a Healthy California—Retail Program*
- *Network for a Healthy California—Worksite Program*
- *Harvest of the Month*

The abbreviated form of a *Campaign* or *Program* name (i.e, *Power Play!*) can be used only after their entire name has first been referenced. Do not use acronyms for *Campaign* or *Program* names in published materials.

Following is the proper naming pattern for the *Regional Networks* (formerly known as *Regional Nutrition Networks*) as well as those organizations that choose to use the *Network for a Healthy California* as part of their name.

Region

Network for a Healthy California—Bay Area Region

Region plus Campaign/Program

Network for a Healthy California—Bay Area Region Latino Campaign

Local Incentive Awardee

Network for a Healthy California—Hawthorne Unified School District

INCORRECT USAGE

(Published Materials)

NHC

California Nutrition Network

network for healthy california

the network for a healthy california

Champions for Change

C4C

CFC

AA Campaign

PP Campaign

HOTM

HOM

Naming Structure

Usage in Presentations and Interviews

In public interactions, presentations and media interviews, we speak with one voice. We are the *Network for a Healthy California*, a statewide movement to empower low-income Californians to live better. As a spokesperson for the *Network*, use the following protocol:

REGION

If you are with a *Regional Network*, identify yourself as a representative of the *Network for a Healthy California*. Do not reference your Region, Program, or Campaign. Instead, use their descriptions to further explain your role within the *Network*.

Example

“I am with the *Network for a Healthy California*, a statewide movement to empower low-income Californians to live better by eating more fruits and vegetables and being physically active every day. I help create partnerships with grocery stores throughout the Central Valley to educate customers about the availability and affordability of healthy foods, like fruits and vegetables, and how to make healthy choices every time they shop.”

LOCAL INCENTIVE AWARDEE

If you are a Local Incentive Awardee, identify yourself as a representative of the *Network for a Healthy California* and your organization.

Example

“I am with the *Network for a Healthy California—Los Angeles Unified School District*, part of the statewide movement to empower low-income Californians to live better. We work with more than 8,100 teachers, school nurses, and other school district personnel to teach low-income Los Angeles Unified School District students and their families about the importance of eating healthy and being physically active every day to help prevent obesity and other serious health problems.”

Acknowledgements/Funding Statements

Network/USDA **Acknowledgements**

Newly developed and reprinted materials must have the appropriate acknowledgements/funding statement. The most up-to-date acknowledgements/funding statements can be found in the *Network's* Communications Resource Library. The link below will take you directly to the appropriate location: http://www.cachampionsforchange.net/Library/download/Calfresh_Updated%20Acknowledgements_Nov2010_FINAL.doc.

The appropriate statements can be copied and pasted into your materials directly from the Word document.



Sub-Brand Guidelines

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Harvest of the Month

Guidelines Under Development

Children's Power Play! Campaign Logo Background

Introduction

The *Children's Power Play! Campaign (Power Play!)* brand and logo have been redesigned as part of the *Network for a Healthy California's (Network)* overall rebranding process. The logo has been redesigned to complement and better align with the *Network's* Champions for Change brand while maintaining the *Power Play!* brand equity and appeal to the 9- to 11-year-old target audience.

The new *Power Play!* logo design incorporates the term “Power Play,” which builds upon the equity that was established with the original *Children's 5 a Day—Power Play! Campaign*. In addition, the new logo incorporates the vibrant, primary colors from the *Network's* Champions for Change color palette and uses a complementary font to the *Network* logo with a kid-friendly twist.

The design of the new *Power Play!* logo was based on feedback from formal focus groups and subsequent informal testing with the target audience. This testing helped determine the logo's appropriateness for the age group, the “meaning” of the logo, and its overall appeal. The results of the field test yielded several additional refinements that have been incorporated into the final logo design.



Children's Power Play! Campaign

Logo Usage

Correct Logo Usage

The *Power Play!* logo should be used on materials when the state- or regional-level *Children's Power Play! Campaign* is involved in their creation. This identifies the *Children's Power Play! Campaign* as the program responsible for the creation of the piece or as a key partner in its creation. The logo and other brand elements combine to create a recognizable look and feel that will contribute to the equity of the brand among partners, community members, and the 9- to 11-year-old target audience.

The *Power Play!* logo must be displayed prominently on the front cover of all child-targeted print materials and on the front of nutrition education reinforcement items (NERI) produced and/or intended for children, ages 9- to 11-years-old as part of the *Children's Power Play! Campaign* activities. This treatment introduces *Power Play!* as the program responsible for providing the message. **In addition, the *Power Play!* logo must be presented in conjunction with fruit, vegetable, and physical activity images/line art, or used with a nutrition message to provide context to the term power play.**

For materials targeted to intermediaries or *Network* partners already familiar with *Power Play!*, the *Power Play!* logo may be used as a stand-alone program identifier without fruit, vegetable, and physical activity images. If you would like to use the logo as a program identifier, you must get prior approval from your state-level Program Manager.

Power Play! materials that are targeted to parents, teachers, and/or intermediaries must have the *Network* logo as the primary, prominent logo with the *Power Play!* logo being secondary. This treatment reinforces the connection between the *Network* as the umbrella organization, and *Power Play!* as the program under that umbrella. The guidelines found in the *Network's* Branding Guidelines Manual always apply whenever the *Network* logo is used.

Whenever possible, the *Power Play!* logo should appear in full color. When necessary, the black and white version of the logo shown below may be used.



Children's Power Play! Campaign Logo Usage

The full color *Power Play!* logo may be placed on top of any *Power Play!* primary color background as shown below. Do NOT place the *Power Play!* logo on top of any secondary color in the *Power Play!* color palette.



Spanish Logo

Spanish-language materials should use the English version of the *Power Play!* logo until further notice. A Spanish version of the *Power Play!* logo is under development and will be tested with the audience prior to its introduction.

Children's Power Play! Campaign Logo Usage

Incorrect Logo Usage

The logo should not be used in a single tone or color other than black or white.

Do not separate the elements of the logo in any way.



Do not stretch or alter the shape of the logo.

Do not place the logo on a photograph or busy background.



Do not change the colors of the logo elements.

Do not use borders, lines, or boxes around the logo.



Do not use a drop shadow on the logo. If readability is an issue, use the full black or white logo.



Children's Power Play! Campaign

Logo Usage

Protected Area

The protected area of the *Power Play!* logo is 1/8" around all sides of the logo. Surrounding elements must never be placed less than this distance.



Maintaining Proportions

The logo proportions must be maintained in all instances. When re-sizing the logo using Microsoft Word® and any other Microsoft® Program, click on the logo image so that the sizing handles are in view. Drag out one of the corner sizing handles to increase or decrease the size. Do NOT use the side or top and bottom handles as these will stretch the logo vertically or horizontally out of proportion.

Minimum Size

The minimum size of the *Power Play!* logo is 0.75 inches for printed materials. The logo must not be used smaller than this size in order to preserve the integrity of the logo.



For NERI items that have a very small imprint area, the *Power Play!* logo may be reduced smaller than 0.75 inches, but must always include the nutrition message, "Eat Healthy. Be Active. Have Fun!" or other approved nutrition education message. Reducing the size of the *Power Play!* logo for NERI items requires prior approval from a state-level Program Manager. This logo exception does NOT apply to print materials. For additional information regarding proper use of the "Eat Healthy. Be Active. Have Fun!" support message, please access the message guidance document found on the Communications Resource Library.

Usage Across Different Mediums

When converting the *Power Play!* logo to be used in such mediums as Web, television, and animation, the integrity of colors and shapes must be preserved. This is best achieved by using the source files (EPS or Illustrator) so that the logo can be scaled without loss of quality. The logo should be optimized for Web use in the format of .gif, .jpg, or .png.

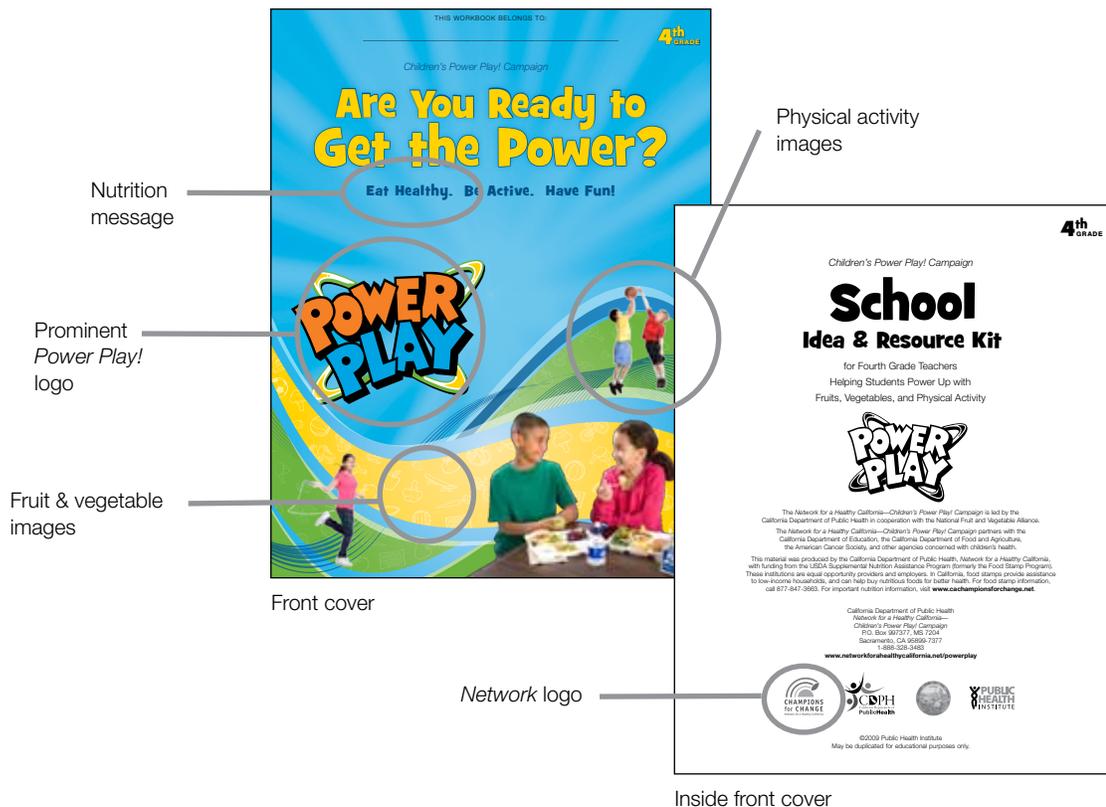
Children's Power Play! Campaign Logo Usage

Usage in Conjunction with Other Organization Logos and Designs

If the material is a publication from *Power Play!* and is targeted to children, the *Power Play!* logo must appear prominently on the front cover to act as an introduction to the piece, to build recognition in the program, and to appeal to the child audience. All subsequent logos, including the *Network* logo, must be placed on either the back cover, inside front cover, title page, or acknowledgements page, acting as a stamp of approval or co-branded partner in support. This allows for clarity in presenting which program or organization is responsible for delivering the message, while maintaining the interest and appeal of the intended audience.

All co-branded and partner logos must appear equally in weight and have appropriate spacing.

Example:
Child-targeted piece



Children's Power Play! Campaign Logo Usage

Power Play! materials targeting parents, teachers, and/or intermediaries must place the *Network* logo in a prominent position on the front cover, acting as the primary organization with the *Power Play!* logo also appearing on the front cover, but in a subordinate position. This treatment enables the adult audience to see the connection between the *Network* as the umbrella organization and the *Campaign* as the program under that umbrella. All other partner logos must be placed on the back cover, inside front cover, title page, or acknowledgements page.

All co-branded and partner logos should appear equally in weight and have appropriate spacing.

Example:

Parent-targeted piece

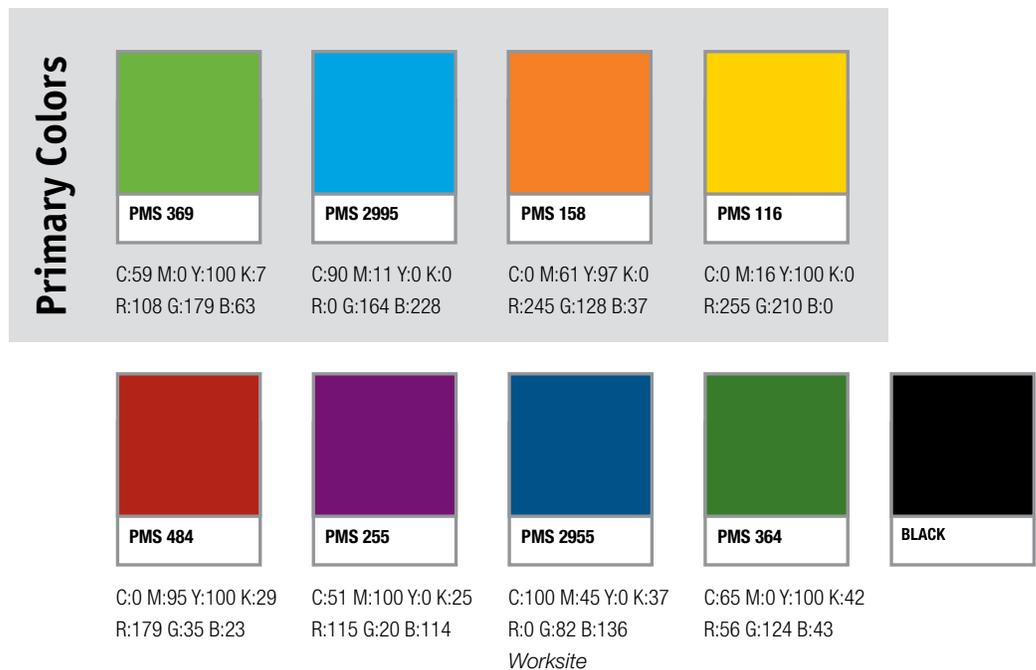


When the *Power Play!* logo is to be used side-by-side with other logos, it should appear equally weighted and position should be maintained. Please see previous page for active logo area.



Children's Power Play! Campaign Color Palette

The *Power Play!* color palette pulls from the vibrant, primary colors of the *Network's* color palette. Use of the primary colors complements the *Network's* Champions for Change brand while maintaining the appeal to the 9- to 11-year-old target audience. The remaining colors from the *Network* color palette are also available as support to the primary colors. At least one primary color should be used in ALL *Power Play!* materials. Consistent use of the primary color palette across all *Power Play!* materials will help build equity and recognition of the *Power Play!* brand as a distinguishable part of the *Network*.



Children's Power Play! Campaign Materials Targeted to Adults and Children

Choose one primary color as the dominant color (see note below) that will be used for cover titles and headlines for your project along with one to three complementary colors from the full palette for use in subheads and graphical elements such as color blocks, tables, and pull quote boxes. These complementary colors enhance and accent the primary color choice. The full palette can be used for other style accents as needed.

Note: Yellow (PMS116) type should not be used as a dominant color on a white background because it may be illegible.

Children's Power Play! Campaign Imagery

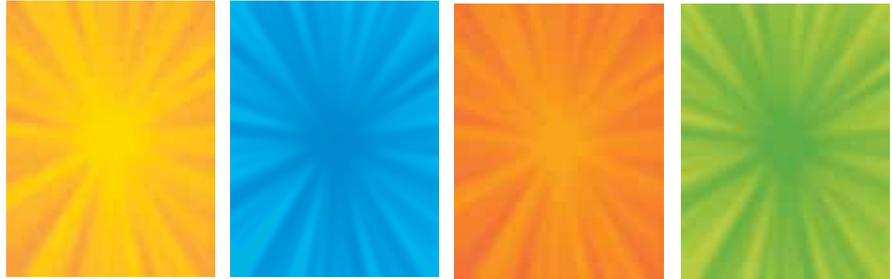
Imagery

Lifestyle photos, fruit and vegetable knock-out photos, line art, wave graphics, and “light beams” are five visual elements that help define the *Power Play!* look and feel. Each project may require a different combination of these elements, but not all elements are required to be used at once. The *Power Play!* logo, colors, fonts, and visual elements combined create the *Power Play!* look and feel, while maintaining the connection to the overarching *Network* umbrella.

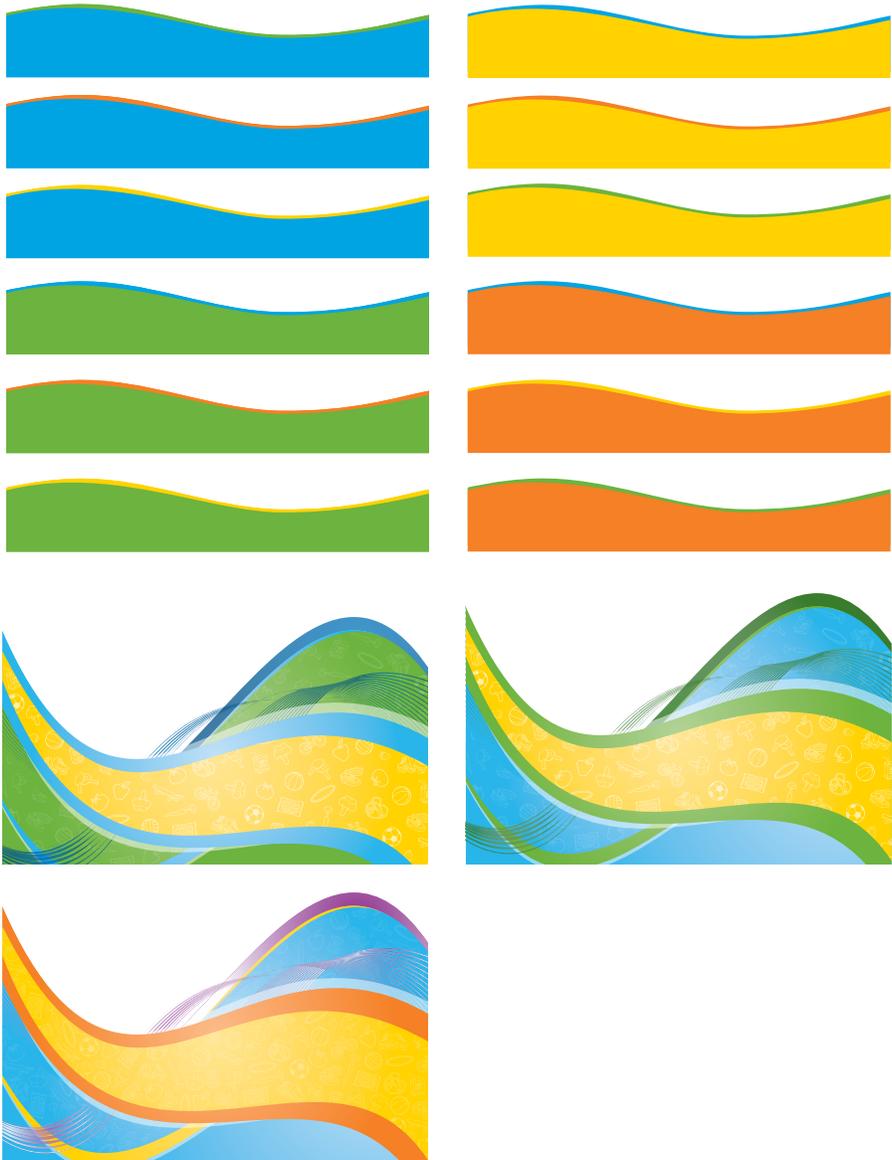


Children's Power Play! Campaign Imagery

Imagery "Light Beam"



Waves



Children's Power Play! Campaign Typography

Typography

The new *Power Play!* font is called Grilled Cheese. It was selected to complement the brand and enhance the message. Grilled Cheese is used as a fun, active, and kid-friendly font that aligns well with the *Network's* adult-targeted font (Officina). This typeface appeals to the 9- to 11-year-old target audience while maintaining legibility and approachability for the adult audience.

Alternative Fonts

Grilled Cheese and Helvetica Neue are the official fonts that will appear in all *Power Play!* materials produced by the *Network*. If you do not have access to these fonts, the use of the following alternative fonts is acceptable and encouraged.

Grilled Cheese ➡ **Comic Sans MS Bold**

Helvetica Neue ➡ Arial

Cover Title and Headers

Grilled Cheese

Choose one primary color for cover titles and headers

Type size to be determined by project, but should not be smaller than 18pt

Primary color choice

Sub-Headers

HELVETICA NEUE 75 BOLD

Use one complementary color from the 2-3 options picked

Minimum size: 10pt., All caps recommended

Sub-Sub Headers

Helvetica Neue 75 Bold

Use a different complementary color from the 2-3 options picked

Minimum size: 10pt

Body Copy

Helvetica Neue 45 Light

Minimum size: 10pt; Black

Table & Sidebar Body Copy

Helvetica Neue 45 Light

Minimum size: 9pt

Pull Quotes

Helvetica Neue 45 Light

Minimum size: 12pt

Funding Statement

Helvetica Neue 55 Roman

Minimum size: 7pt

Acknowledgements/Funding Statements

Newly developed and reprinted *Power Play!* materials must have the appropriate acknowledgements/funding statement. Please refer to the *Network's* Communications Resource Library for the most up-to-date acknowledgements/funding statements. The link below will take you directly to the appropriate location: http://www.cachampionsforchange.net/Library/download/Calfresh_Updated%20Acknowledgements_Nov2010_FINAL.doc.

The appropriate statements can be copied and pasted into your materials directly from the Word document.

Network for a Healthy California



The Network's

Writing Style Guide

Introduction

Welcome to the *Network for a Healthy California (Network)*, Champions for Change Writing Style Guide. All *Network* materials – whether created at the state or local level – are a reflection of our organization and should embody the Champions for Change brand. This guide is designed as a supplement to the *Network's* Branding Guidelines Manual, providing additional direction on conveying the Champions for Change brand through words. It is intended to help anyone writing on behalf of the *Network* to make sure all materials are consistent – both in style and content. To keep the guide current, periodic updates will be made.

Network materials should continue to follow existing review and approval processes. Consistent use of this guide in materials development will reduce review time required by state-level Program Managers and may also speed up the overall approval process.

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- iii Inspire Change
- v Capture the Tone
- viii Communicate a Consistent Message
- xv Other Online Resources to Help you Write (and Edit) Like a Pro



This material was produced by the California Department of Public Health's *Network for a Healthy California* with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.

Inspire Change

We Are About Change

The *Network* is a dynamic statewide public health campaign that empowers low-income Californians to improve the health of their family and community. At our core, we are about change and the understanding that with small steps, healthy changes can happen at home and in our neighborhoods.

It's important to understand that the *Network* is not just a government agency directing consumers to embrace fruits, vegetables, and physical activity. Rather, we're a unified statewide movement working at a grassroots level to create a new social norm in which healthy eating and physical activity are the accepted choice for all Californians – especially low-income adults and children, many of whom currently do not get the nutrition or physical activity they need to stay healthy.

Our Goal is to Reform the Norm

Our goal at the *Network* is to reform the norm which accepts the conditions that cause overweight, obesity, and sedentary lifestyles and replace it with a norm that expects fresh, healthy food and active living. We're making it happen with a powerful force of more than 40,000 individuals working together under a unified brand and set of messages. In the face of powerful opposing forces, the interventions are changing the way people think and act when it comes to their health and the health of their families and communities.

To continue our success, we must ensure we always speak from one voice and use our written words to continually reinforce our message of change and empowerment. We must make certain that we all communicate the same thing and express it the same way to achieve maximum impact. This writing style guide, which includes tips and examples, is designed to help unify our message, communicate the new social norms we are trying to establish, and empower our target consumers to embrace those social norms to live healthier, more active lives.

Here are some ways you can use your writing to help the *Network* create change and reform the norm:

- **Introduce our consumers to the new social norm we are trying to create** – the image of healthy Californians who make good nutrition and daily physical activity a priority for themselves and their families.
- **Be a model of change** – show by example how change can happen with achievable examples and realistic goals. And whenever possible, use role models like *Network* Champion Moms to talk to other moms, inspiring them to overcome challenges to make healthy changes in their families and communities.
- **Empower the consumer to become role models** who can spread the message of change to others. Help them become change agents who get involved and work to change the conditions that keep their neighborhoods and communities from being healthy.

Inspire Change

Here's another way to think about it: [Network for a Healthy California](#)

- Who:** A dynamic statewide public health movement empowering low-income Californians to improve the health of their families and communities.
- What:** Create a new social norm in which healthy eating and physical activity are the right choice for all Californians – especially low-income adults and children, many of whom currently do not get the nutrition or physical activity they need to stay healthy.
- Where:** From the North Coast to San Diego, the Bay Area, the Central Valley to the inland deserts and Northern Mountains, we create healthy change in every region of the state.
- When:** Every day.
- Why:** To increase fruit and vegetable consumption, physical activity, food security, and chronic disease prevention.
- How:** By empowering California families to take small steps toward healthy change.

Use the Pillars to Think Beyond Fruits, Vegetables, and Physical Activity

Empowering consumers to eat the daily recommended cups of **fruits and vegetables** and getting the recommended levels of **physical activity** every day are important goals the *Network* is striving toward. But, that's not all we're about. The *Network* does much more than promote better nutrition and physical activity. We're also about addressing **food security** and **chronic disease prevention**.

Remember, the mission of the *Network* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases.

It's important that your writing reflect all four pillars the *Network* represents. Here are some ways this can be done:

- Address food security issues, providing solutions for finding affordable fruits and vegetables in low-income neighborhoods and promoting the availability of food stamps to help put healthy food on the table.
- Provide ideas for ways families can be physically active together.
- Give tips on how low-income families can afford fruits and vegetables as part of a healthy diet.
- Empower the consumer to speak up for healthy change in their communities.
- Highlight the serious health problems that Californians can help prevent by eating healthy and being physically active every day.

Capture the Tone

We Are About Empowerment

The *Network* is about empowerment. We actively create the change we want to see in the world. We are not a passive organization. The following are some guidelines for keeping the empowerment tone in your written materials targeted to consumers, along with examples of what to say and what not to say.

Lead with passion and vision, always keeping a positive tone. As needed, use facts to support your statements.

DO SAY:	DON'T SAY:
The <i>Network for a Healthy California</i> is about change and the understanding that with small steps, healthy changes can happen at home and in our neighborhoods. The power is in our hands. Together, we can fight serious health problems like childhood obesity, which affects more than 40 percent of California children ages 9 to 11.	According to the California Department of Public Health, 41 percent of California children ages 9 to 11 are overweight or at risk of becoming overweight. Every California family should eat more fruits and vegetables to help prevent their children's risk for chronic diseases.

Use action-oriented words and phrases, not rhetorical, passive, or conceptual ones (avoid words like "should," "would" and "could").

Quick Tip 1:

To learn more about how to set the right tone in *Network* materials, please refer to pages 9-11 of the *Network's Branding Guidelines Manual*.

DO SAY:	DON'T SAY:
Serve fruits and vegetables with every meal or snack to help protect your family from serious health problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer.	By making small changes, you could make a big difference for your children.

Write in the present tense and avoid being passive or using the past tense.

DO SAY:	DON'T SAY:
Moms like us work hard to give our families a healthier, happier life.	Moms across the state have worked hard to keep their families healthy.



Capture the Tone

Capture the “we” in our organization. Be inclusive and speak from the first person.

DO SAY:	DON'T SAY:
We empower low-income Californians to live healthier lives by eating more fruits and vegetables and being physically active every day.	The <i>Network</i> wants every California family to eat the recommended amount of fruits and vegetables and to get daily physical activity.

Quick Tip 2:

*Your materials aren't final until they've been proofread. It's always good to get a fresh set of eyes to review your documents, so be sure to have your materials checked for Network tone and style, **and** grammatical accuracy. Be sure to follow your organization's internal approval process, and have your materials approved by your Network Program Manager before they are distributed.*

Create an empowering, motivating tone.

DO SAY:	DON'T SAY:
Moms just like you all over California work hard to keep their families healthy. Help protect your family from serious health problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer by serving more fruits and vegetables and being active every day.	If your children don't get enough physical activity and don't eat the right food, they will be at risk for obesity and other chronic diseases.

Be confident, but don't sound preachy.

DO SAY:	DON'T SAY:
Together, we can make positive changes in our own lives and change the lives of our children, one step at a time.	If you want your family to be healthy, you must make changes today.

Capture the Tone

Make sure our message is preventive, not prescriptive.

DO SAY:	DON'T SAY:
Serving lots of fruits and vegetables every day is one of the best things you can do to keep your family healthy.	Eating fruits and vegetables will keep your family healthy and will help your family members lose weight and give you back your energy.

Be inspirational without sugar coating.

DO SAY:	DON'T SAY:
Moms just like you are overcoming challenges to make healthy changes in their families and communities.	It's easy to incorporate fruits and vegetables into every meal – give it a try and you'll see.

Avoid “authority speak” – remember we are a movement for change, so our messages need to convey empowerment instead of authority.

DO SAY:	DON'T SAY:
You have the power to make healthy choices for your family, like being more active and eating healthy foods.	Increasing consumption of fruits and vegetables and physical activity levels are major strategies for preventing chronic diseases, including obesity, type 2 diabetes, and heart disease.

Capture the Tone

Plain Language

Consumer-targeted *Network* materials should be written for a 5th grade reading level. There are many tips for lowering the literacy level of materials. (Please refer to page 11 of the *Network's* Branding Guidelines Manual for additional tips). One of the easiest ways is to use short, simple words and phrases in place of longer, higher-literacy ones. Here are some examples:

Quick Tip 3:

Be sure to always assess the reading level of your materials. Refer to page 11 of the Network's Branding Guidelines Manual for more information regarding readability.

LONG, HIGH-LITERACY WORD/PHRASES	SHORT, SIMPLE, LOW-LITERACY ALTERNATIVES
A considerable amount	A lot of/lots of
Additional	More, another
Assess	Decide
Certain	Some
Choose/select	Pick
Chronic disease	Serious health problems
Consists of	Made up of
Contain	In, has
Continue	Keep going
Contract	Tighten
Convenient	Easy
Delicious	Tasty
Determine	Decide/pick
Derived from	Made from
Economical	Low-cost
Exchange/substitute	Switch
Food security/food access issues	(Access to) or (available) healthy foods
For information	To learn more
Household	Homes/families
Increase	Add/raise
Increase physical activity	Be more active
Introduce	Try
Maintain	Keep
Maintain a healthy lifestyle	Be healthy
Necessary	Need
Numerous	Many
Nutritious	Good for you/good for your family
Prefer	Like
Prepare	Make
Prevent	Avoid
Provides	Gives
Purchase	Buy
Repair	Fix
Requires	Needs
Suggestions	Tips/ways/ideas
Vibrant	Bright

Communicate a Consistent Message

We've all heard the phrase "consistency is key." It couldn't be more true for a program like ours. Our brand is supported by four pillars that represent the essential goals of the *Network* – increased fruit and vegetable consumption, increased physical activity, increased food security, and increased chronic disease prevention. How we communicate these four pillars must be consistent to show a unified campaign. Let's take a closer look at our four pillars and the language we use to describe each.

Fruits and Vegetables

KNOW WHAT TO RECOMMEND

In the 2005 *Dietary Guidelines for Americans*, servings was replaced by cups by gender for different ages and physical activity levels. The chart below shows a range of the recommended number of cups of fruits and vegetables people should eat each day (keep in mind, a cup is about the size of one medium apple). Reaching the higher amount is better. For more information, refer consumers to the USDA Web site, www.mypyramid.gov.

<i>If you belong to this group ...</i>	<i>You should eat this amount of fruits ...</i>	<i>... and this amount of vegetables every day.</i>
Kids 2 to 5 years old	1 – 1½ cups	1 – 2 cups
Kids 6 to 11 years old	1 – 2 cups	1½ – 3 cups
Kids 12 to 18 years old	1½ – 2½ cups	2 – 4 cups
Adults 19+	2 – 2½ cups	2½ – 4 cups

Quick Tip 4:

With the exception of the Retail Program's Fruit and Veggie Fest, the Network always uses the term "vegetable" or "vegetables" not "veggie" or "veggies."

Here is the approved way to talk about fruit and vegetable consumption recommendations in written materials:

Adults and teens need 3½ to 6½ cups of fruits and vegetables, and elementary-age children need 2½ to 5 cups of fruits and vegetables every day. To find out how many cups of colorful fruits and vegetables each member of your family needs, visit www.mypyramid.gov.

Communicate a Consistent Message

COMMUNICATE THE BENEFITS OF EATING FRUITS AND VEGETABLES

Fruits and vegetables not only taste great, they are good for the body and help prevent serious health problems. Here are ways to describe the health benefits of fruits and vegetables:

Eating lots of fruits and vegetables is a good way to keep your family healthy. Fruits and vegetables taste great, and they help fight serious health problems. These problems include obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer.

or

Fruits and vegetables have lots of vitamins, minerals and fiber, and they are low in fat. That means they help lower your risk of serious health problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer.

Offer suggestions for how consumers can achieve their recommendations.

In order to change social norms, we need to lead by positive example. Be sure to give suggestions for ways your readers can make fruits and vegetables a part of their everyday diets.

Provide easy serving suggestions:

Example 1: You can use fruits and vegetables to make great tasting, low-cost, fast, and healthy meals. Just add some chopped vegetables to a salad or fresh fruit to your kid's cereal.

Example 2: Eat crunchy baby carrots or celery sticks instead of chips.

Give reasons why fresh, frozen, or canned fruits and vegetables are all healthy options:

Example 1: Frozen fruits and vegetables are great time savers because they are already cleaned and ready to use. As-is, they keep the same nutrients as fresh, and they usually cost less.

Example 2: If you can't find fresh fruits or vegetables, buy canned or frozen ones. They taste great, cost less, keep longer, and are easy to make.

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Provide cost-saving ideas:

Example 1: Buy extra fruit in season when it costs less, and then freeze it for later.

Example 2: Frozen fruits and vegetables usually cost less, especially if you buy the store brands. Plus they usually last longer than fresh, which means they will be on hand when you need them for quick meals.

Physical Activity

KNOW WHAT TO RECOMMEND

The *Network* aims to make active living a normal behavior for consumers. Our materials emphasize the need to “be active.” If you include a specific quantifiable recommendation, the following is what the *Network* recommends:

Children and teens need at least 60 minutes of moderate to vigorous physical activity every day. Adults need at least 30 minutes of moderate to vigorous physical activity every day.

KNOW WHAT TO SAY

At the *Network*, we prefer to use the terms “be active” and “get daily physical activity” rather than talking about “exercise.” Exercise sounds like work – being active sounds like something we can all accomplish.

HELP READERS UNDERSTAND THE HEALTH BENEFITS OF PHYSICAL ACTIVITY

Along with eating more fruits and vegetables, daily physical activity helps prevent serious health problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer. When you talk about serious health problems, use the order referenced on page 14 (just like you did when talking about the benefits of eating more fruits and vegetables).

GIVE SUGGESTIONS

If space permits, give readers examples of ways they can be active. Make suggestions that are achievable and realistic for our consumer’s lifestyle and budget. Remember, we want physical activity to become a norm for families.

Example 1: We know it can be challenging to be active every day, but as a Champion for Change, you can do it! If it’s tough to find 30 minutes each day for physical activity, try 10 minutes of moderate-intensity activity three times a day, like taking a walk or playing a game of tag with your kids.

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Example 2: Turn up your favorite music and dance with your kids. It's fun and involves the whole family. (Note: This turns the chore of “working out” into a fun way to be active).

Example 3: Find fun ways to get active. Play with your kids, go to the park, or play a game of Frisbee. Check your local community centers for low-cost or free sports teams or fitness classes that you and your family can join.

Example 4: If you're taking the bus, get off one stop early and walk the rest of the way.

Food Security **WHAT IT IS**

Food security is defined as “access by all people at all times to enough food for an active, healthy life.” Food security includes at a minimum: 1) the ready availability of nutritious, safe foods; and 2) an assured ability to acquire acceptable foods in socially acceptable ways (e.g., without resorting to emergency food supplies, scavenging, stealing, or other coping strategies)” or in lay terms “knowing where your next meal will come from.”¹ For low-income California families, participation in the Food Stamp Program is a means to stretch the family budget to assure that the home is food secure. In the context of providing nutrition education, include information on the Food Stamp Program and tips on how and where consumers can purchase healthy foods. Here are some ways to talk about these issues in your written materials:

Give ideas about nutrition assistance programs and places consumers can find low-cost, healthy foods:

Example 1: Look for fruits and vegetables in season at your local farmers' market. When fruits and vegetables are out of season use frozen and canned, they cost less.

Example 2: Enroll your kids in free or reduced-price school meals for a healthy breakfast and lunch at school. You can sign them up any time during the school year by calling the school office.

Example 3: Food stamps are redeemed through Electronic Benefits Transfer (EBT) cards at almost all food stores. Call 1-877-847-3663 to see if your family might be eligible.

1 G. Bickel and coauthors, *Guide to Measuring Household Food Security*, Revised 2000.

Communicate a Consistent Message

Example 4: Plant a small garden at home with the kids. Try growing good container plants like tomatoes, peppers, and squash. For more information on how to start your own garden, visit www.garden.org.

Empower families to speak up for community change:

Example 1: Get more healthy foods into your neighborhood. Ask the stores in your area to offer more fresh fruits and vegetables.

Example 2: Find out if an empty lot in your neighborhood can be turned into a community garden. Work with your neighbors to get the community garden started. They will love growing their own food.

Example 3: Want to learn where the nearest farmers' markets are? Check out www.cafarmersmarkets.com. Want to get a farmers' market started in your neighborhood? Find out how at www.cachampionsforchange.net.

Example 4: If your kids don't have a salad bar at school, ask their principal or school child nutrition director to start one. Or, see if the PTA can put a salad bar in the cafeteria.

Quick Tip 5:

The federal name for the Food Stamp Program has changed to the Supplemental Nutrition Assistance Program (SNAP). Acknowledgements and funding statements must reference the federal name. However, California is developing its own name to replace the Food Stamp Program, which will be unveiled in 2010. Until then, California will continue to use the name "California Food Stamp Program" when referring to the state program or "food stamps" when referring to the instrument.

Promote participation in the California Food Stamp Program:

Participation in the California Food Stamp Program will help our consumers buy fruits, vegetables, and other healthy foods. The *Network* can and should **promote** participation in the California Food Stamp Program as a means to stretch the low-income consumers' food budget. Here are examples of ways to promote food stamps in your written materials:

Example 1: Learn more about how food stamps may increase your family's food budget. For more information, call 1-877-847-3663 or visit www.myfoodstamps.org.

Example 2: Times are tight, food stamps stretch the family food budget so you can keep healthier food on your table. Visit www.myfoodstamps.org/eligible.htm to see if you qualify.

Example 3: These days, food stamps can make healthy food more affordable for more families. For more information, call 1-877-847-3663.

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Note, in all examples the name “food stamps” is not capitalized. References to the program name, the “Food Stamp Program” should be capitalized.

Chronic Disease Prevention

BE CONSISTENT WHEN TALKING ABOUT OBESITY AND OTHER SERIOUS HEALTH PROBLEMS

When we talk about obesity and other serious health problems, it’s important that we are consistent in the language we use.

When creating consumer targeted materials, here is the way to list the serious health problems:

... serious health problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer.

If you’re short on space or when referencing children, simply remove “stroke” and “cancer.” The order for the other serious health problems, however, should remain the same.

Incorrect ways to talk about serious health problems:

Example 1:

... chronic diseases, including obesity and type two diabetes.

This is incorrect because common obesity is not usually considered a chronic disease. “Type two diabetes” should be “type 2 diabetes;” and with consumer pieces we use “serious health problems” rather than “chronic diseases.”

Example 2:

... serious health problems like obesity, type 2 diabetes, heart disease, stroke, and colon cancer.

This is incorrect because we don’t enumerate specific cancers. We simply say “certain types of cancer.”

Example 3:

...chronic illnesses such as obesity and diabetes.

This is incorrect because illness suggests infirmity rather than diseases people live with chronically, often with no symptoms – we say “serious health problems. We don’t use the general term “diabetes” – we associate with the preventable form, which is “type 2 diabetes.”

Quick Tip 6:

Not sure about proper naming structure for the Network’s established Programs and Campaigns, or any of the Network funded projects and partners? Take a refresher course on page 23 of the Network’s Branding Guidelines Manual.

Other Online Resources to Help you Write (and Edit) Like a Pro

Quick Tip 7:

Remember – all newly developed and reprinted materials must have the appropriate acknowledgements/funding statement. Refer to page 25 of the Network's Branding Guidelines Manual for more information about appropriate acknowledgements/funding statements.

Network Communications Resource Library

www.cachampionsforchange.net/Library – the place to find a wide variety of *Network* resources, including templates like press releases, brochures, and flyers.

Network Branding Guidelines Manual

<http://www.cachampionsforchange.net/Library/download/pdfs/CFC%20Brand%20Manual.pdf> – your step-by-step guide to help build the *Network* into a highly recognizable brand.

Associated Press (AP) Stylebook

www.apstylebook.com – a writing and reference resource used by news media, writers, and professional editors. Note: the *Network* follows most, but not all, formats noted in the AP Stylebook.

Online Thesaurus

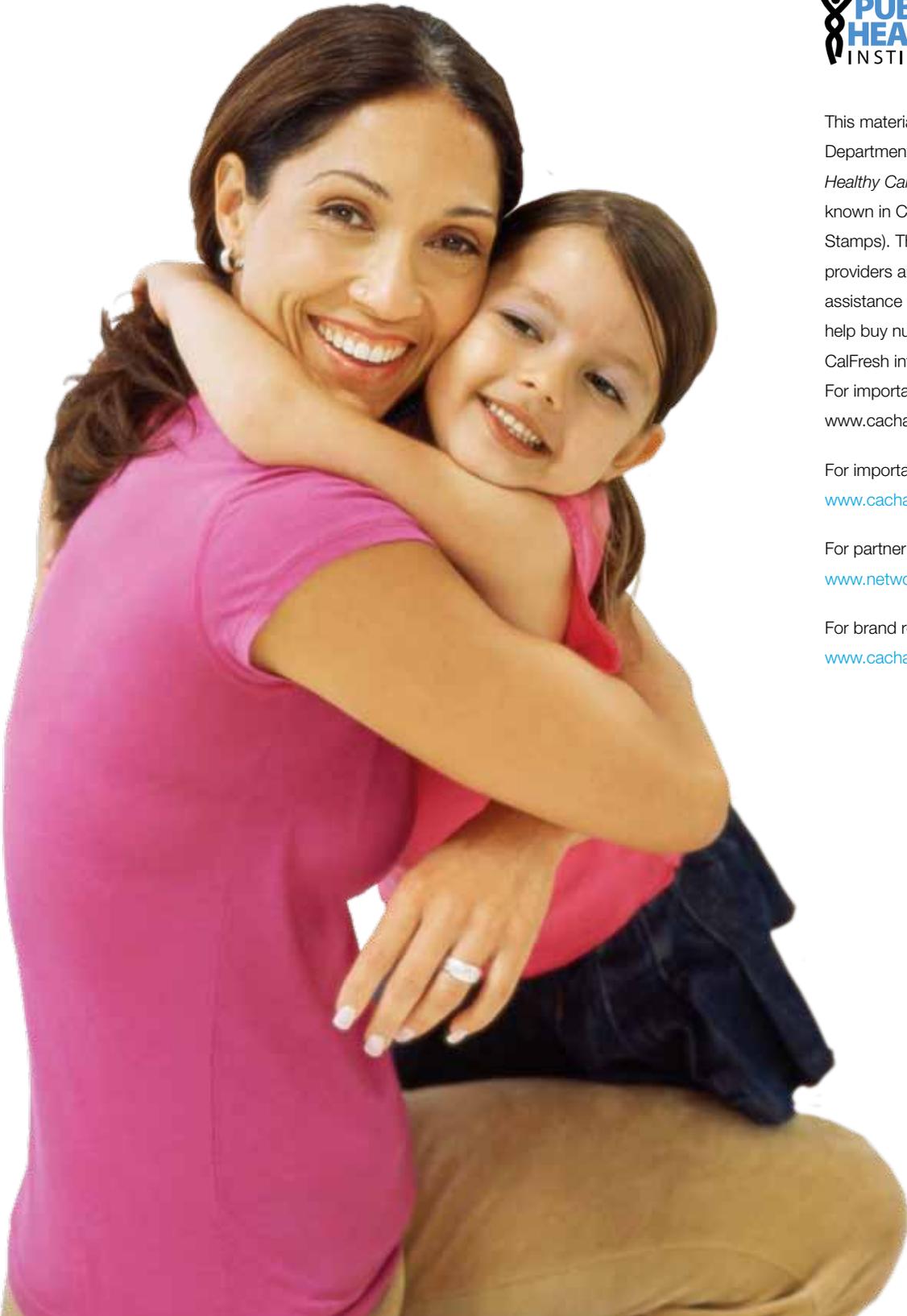
www.thesaurus.com – a tool to help you find lower-literacy alternatives to more difficult words.

Online Dictionary

www.merriam-webster.com – the preferred dictionary used by the AP.

Standard Boilerplate – an informational statement to include in every press release.

The California Department of Public Health's *Network for a Healthy California (Network)* is a public health effort working with hundreds of partners and organizations to empower low-income Californians to live healthier lives through good nutrition and physical activity. Funding is from USDA SNAP, known in California as CalFresh. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.



This material was produced by the California Department of Public Health's *Network for a Healthy California* with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.

For important nutrition information, visit www.cachampionsforchange.net.

For partner information, visit www.networkforahealthycalifornia.net.

For brand resources, visit www.cachampionsforchange.net/Library.