

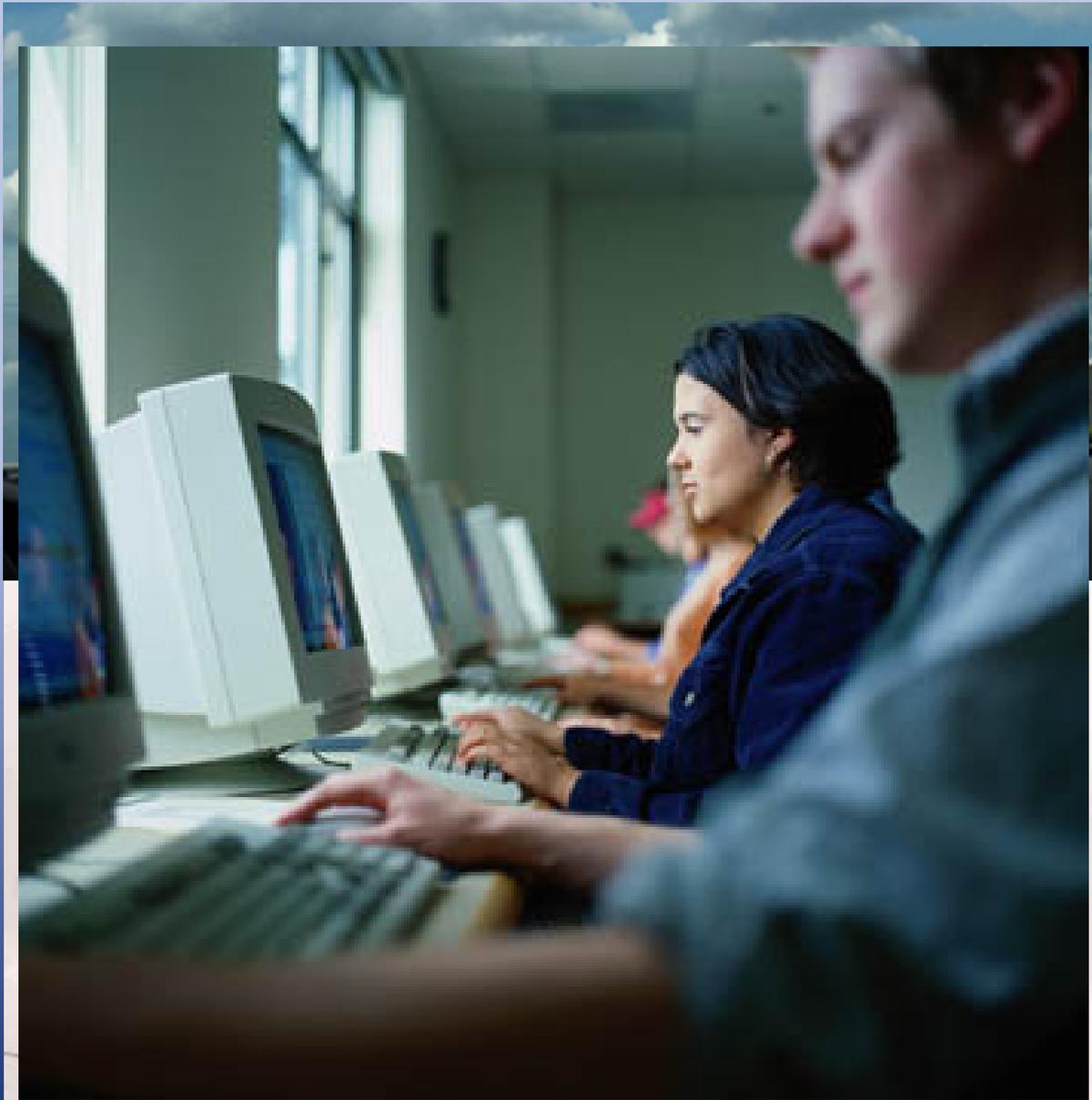
The Medium and the Message in Public Health



The Changing Role of Public Health

CCLHO Spring Semiannual Meeting, May 3, 2013

S. Todd Stolp MD



How can Public Health better engage the public with our messages?



America's Favorite



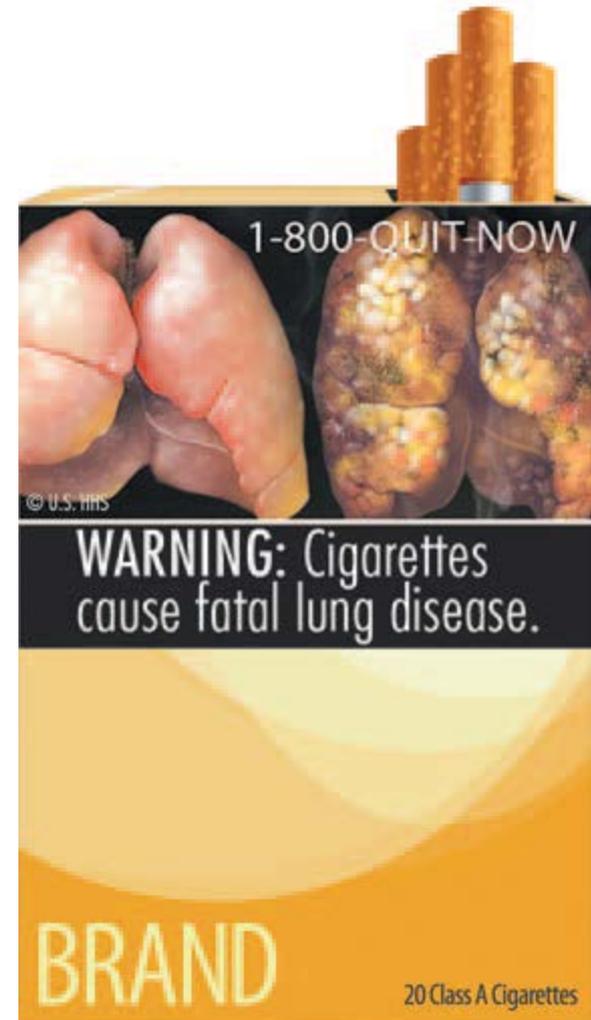
PEPSI-COLA STORE

WELCOME to the Pepsi-Cola Store! Your official site for Pepsi and Mountain Dew merchandise. Come on in and check out our great deals on real Pepsi and Mountain Dew. Grow.



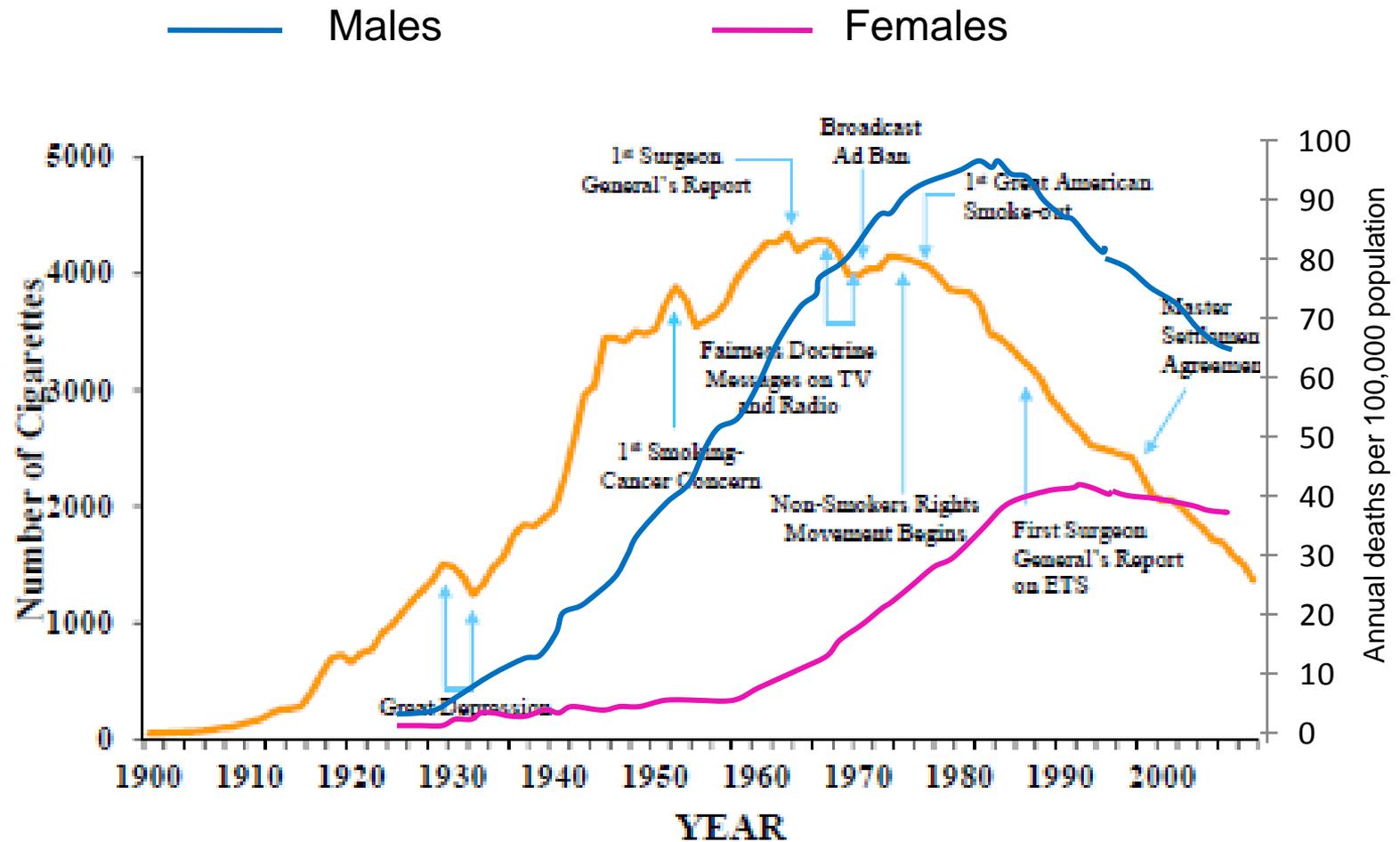


The Tobacco Control Campaign:
the classic example of a successful
Public Health campaign



Repackaging Cigarettes, NEJM,; Nov 29, 2012

Adult Per Capita Cigarette Consumption and Major Smoking and Health Events – United States, 1900-2010



Source: United States Department of Agriculture; Centers for Disease Control and Prevention; Alcohol and Tobacco Tax and Trade Bureau.

What **Makes** Us Healthy



What We **Spend** On Being Healthy



THE PROBLEM: DIABETES IS SPIKING IN MINORITY YOUTH

- Almost 25% of youth ages 12 – 19 have pre-diabetes and 50% of these youth are at greater risk of developing full-blown diabetes within five years. Ten years ago, only 9% of youth had pre-diabetes.
- 50% of African-American, 33% of Latino youth and 25% of White youth will get diabetes over his/her lifetime. On average, one in three children born in the year 2000 will get diabetes.

THE SOLUTION: HOW TBP IS MAKING A DIFFERENCE

By showcasing the very talented voices of minority youth poets, TBP is changing the diabetes conversation, raising awareness, and instigating social action regarding the environmental and socioeconomic inequities that drive the epidemic.

Unlike other diabetes-prevention efforts, TBP shifts the focus from encouraging individual behavior change to the societal forces that perpetuate obesity and diabetes, and urges youth to transform their environment and take charge of improving their own lives.

By training youth peer mentors and partnering with educators, TBP has successfully worked to educate youth about what societal changes need to be made to improve health, reduce health disparities and curb the diabetes crisis.

PROGRAM MODEL

1. Health-curated **writing workshops** for Youth Speaks poets;
2. well-produced, hard-hitting, spoken-word (poetry) **video Public Service Announcements**;
3. **school visits** including assembly productions and workshops at public high schools;
4. **online competition** to encourage viewing and participation;
5. **live performances** at community and health outreach events;
6. **online and social media platforms** to inspire broad dissemination and participation;
7. educator's diabetes-prevention **toolkit and workshop book**.

What especially sets us apart is our **youth to youth pedagogy**, which is carried out by trained professionals and empowers and inspires participants.

IMPACT

- 1,200 **high school students** have learned about Type 2 diabetes, its social causes and how to take action.
- 160 **health and community stakeholders** have received training and experienced the program.
- 6 **public Bay Area high schools** have received TPB instruction, and 9 more (15 total) will by May, 2013.
- 25 **Youth Speaks poet mentors** have participated in the intensive TBP workshop program.
- 9 **powerful videos** (with over 60,000 views) based on workshop participants' poems have been completed.
- 3 **new videos** focusing on physical inactivity and diabetes risk are in production.
- 1 "behind the The Bigger Picture" video chronicling the inception and urgency for TBP has been created.
- 20 **spoken-word Type 2 diabetes poems** have been generated.

PARTNERSHIP OPPORTUNITIES & FUTURE PLANS

- Continue and extend TBP program in Bay Area;
- Broaden social media, marketing and media strategy efforts;
- Expand to other chronic diseases and languages (particularly Spanish);
- Execute focus groups and incorporate enhanced evaluation strategies to gauge effectiveness;
- Scale-up TBP to a statewide and/or national program and campaign.

The Bigger Picture's (TBP) comprehensive approach impacts high school students, youth poets and health and community stakeholders.

Students

The % of students that understood that Type 2 diabetes is preventable rose from 71% to 83%.

82% of students said that environmental causes impact diabetes risk compared to only 27% prior.

73% said they "cared" or "cared a lot" about preventing diabetes after the presentation whereas only 50% said they did before.

Stakeholders

Almost all stakeholders surveyed said they would use TBP to promote community change and health improvements.

Learning about TBP made many stakeholders change their minds about youth, who went from thinking they couldn't to believing they could be agents of social change.

Youth Poets

60% of poets changed from not discussing diabetes with their friends prior to the workshop to talking about it by the end.

By the end of the workshop, almost all cared more about preventing and confronting diabetes.

Raise your voice and change the conversation about diabetes. Take a look at The Bigger Picture.

To watch our short films [click here](http://www.thebiggerpicture.org) www.thebiggerpicture.org



“82% of students said that environmental causes impact diabetes risk compared to only 27% prior”

“73% said they ‘cared’ or ‘cared a lot’ about preventing diabetes after the presentation whereas only 50% said they did before.”

www.thebiggerpicture.org

health happens here



The Health Happens Here exhibition, sponsored by The California Endowment, challenges assumptions about what makes a healthy community through a range of interactive games. Visitors have fun learning about topics like healthcare, city planning, community involvement, and healthy food choices.

American Institute of Graphic Arts website, downloaded December 21, 2012



Coca-Cola has launched “Coming Together”, an integrated advertising campaign in the USA extending the “Live Positively” project, focusing on the company’s efforts to tackle the issue of obesity. A two minute commercial, “Coming Together”, outlines the company’s attempts to reduce the calories consumed by users of Coca Cola products, in collaboration with schools and other organizations.

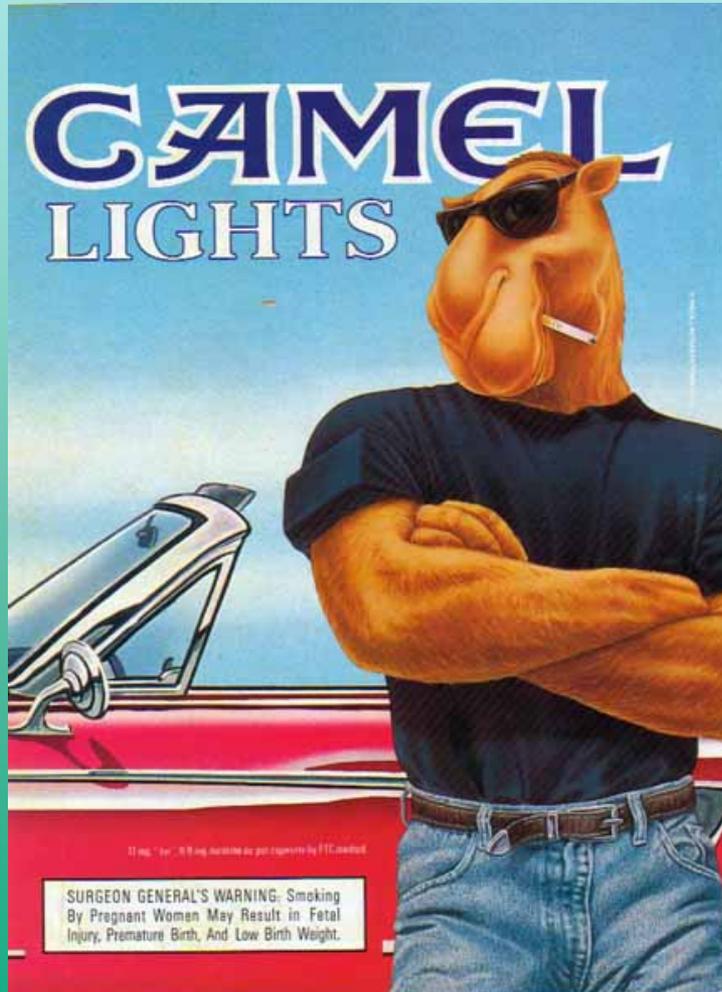
The Inspiration Room, an advertising media monitoring website



“Companies know that marketing is effective or they wouldn’t spend \$2 billion a year marketing their products to children.”

Margo Wootan D.Sc., Director of nutrition policy at the Center for Science in the Public Interest

“Humorous” iconography has been wielded as a tool in the social marketing campaign for both the tobacco industry and tobacco control... sometimes unintentionally...

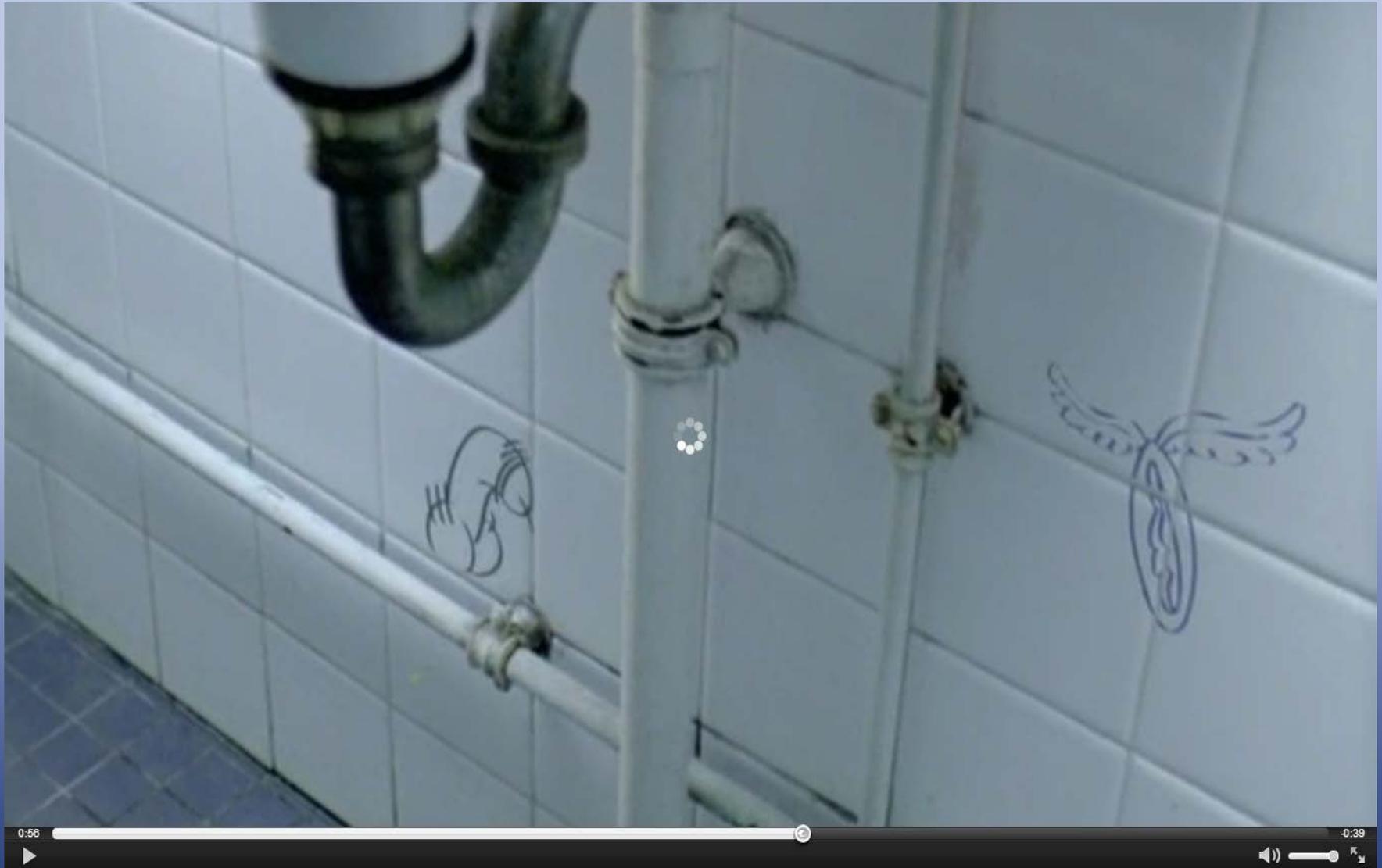




The Polar Bears, 2012, by Ridley Scott and Tony Scott,
Directed by John Stevenson (Kung Fu Panda), awarded by
Creativity as one of 2012s most creative advertisers



The Real Bears, 2012, by Lucas Zanotto for the Center for
Science in the Public Interest



Title: "Graffiti" Producer: TBWA\Paris, France Campaign: Protect Yourself - AIDES



Let's move on to the Films...!