



NUTRITION EDUCATION AND OBESITY PREVENTION COMMUNICATIONS AND MEDIA UPDATE

The Nutrition Education and Obesity Prevention Branch's (NEOPB) Media and Communications Team would like to announce NEW and UPDATED materials as well as other communications-related activities.

GENERAL UPDATES

Online Ordering System Allotments:

As of November 1, 2013, all NEOPB-funded projects have access to the Online Ordering System where they can order NEOPB materials to support nutrition education interventions/activities. A notice was sent to each contractor with access/login information at the end of October. The allotment of materials currently in your account is meant to support your scope of work activities for a 6-month period from November 2013 through April 2014. After such time, a re-allotment of inventory will take place to cover the remainder of the fiscal year. Please contact networkcustomerservice@cdph.ca.gov if you have any questions regarding access or allotments.

Nutrition Education Reinforcement Items:

NEOPB has purchased additional aprons, caps, and t-shirts which are in the final stages of production and testing. We expect to add these materials to your allotments sometime in late December 2013 or January 2014. Keep an eye out for an email with details on appropriate distribution of these items. Please note that NERI items are a one-time allotment and requests for additional quantities cannot be accommodated due to limited inventory availability.

ADVERTISING

In FFY13, NEOPB produced and aired two comprehensive, ethnically tailored mass media campaigns. The campaigns are designed to address the disparities in populations that have higher instances of obesity and diet-related chronic diseases than the general population. The media campaigns are targeted to California's low-income African American (AA) and Latino communities. The AA campaign, titled "Legacy of Health," is created in an effort to increase self-efficacy and family change behaviors for AA mothers and fathers by encouraging them to start new, healthier traditions for their families. The other campaign, titled "Not My Kids/A Mis Hijos No," is designed to create a broader and more frequent reach among English and Spanish-speaking Latino families by inspiring parents to protect their children from obesity and other diet-related chronic diseases. Both campaigns feature Champion Moms, Dads, and Grandparents who are not actors, but are everyday low-income families recruited to serve as role models for healthy change where they live, work, go to school, shop, and play.

Legacy of Health:

The goal of this campaign is to increase consumption of healthy foods and increase physical activity among low-income AAs. "Legacy of Health" consists of TV and radio commercials, billboards, and digital (web) ads. The campaign features AA families making healthy changes, including cooking traditional foods in a healthy way. As the radio ad says... *Passing down traditions has always been important to African-American families, especially when it comes to the tradition of food. But for too long, many of those traditions of rich foods have also led to a legacy of health problems, which have become too big to ignore. Obesity, high blood pressure, and type 2 diabetes are far too common and represent a legacy in need of serious change.*

A Mis Hijos No/Not My Kids:

This campaign (both Spanish and English-language TV, radio, and outdoor ads) is designed to reach low-income Latino families in California. It encourages families to protect their children from chronic diseases—like type 2 diabetes—that result from childhood obesity. In focus group testing, this campaign elicited strong emotional response from parents who do not want their kids to be obese and are determined to make healthy changes for their families. For example, one focus group participant said, “*Our parents didn’t know, they didn’t give us healthy food, and now that we do know...we have to do something to change that.*”

Added Value:

As part of an added value package that included radio remotes and vignettes, digital advertising, and event promotion and training opportunities, NEOPB worked with our media contractors to host a promotion designed to support state, regional, and local events and activities. Participants in this promotion pledge to make half their plate fruits and vegetables, making them eligible to win free groceries for a year. The promotion (in both English and Spanish) will run through December 31st.

There are few days left, so please visit: <http://halfmyplatepromotion.com/> or <http://www.retomitademiplate.com/>

PUBLIC RELATIONS

Champion Summit:

The second Champion Summit was held on July 26th in Los Angeles, CA, and brought together more than 40 moms to empower and inspire one another. The Summit consisted of peer-to-peer knowledge sharing, storytelling, and the opportunity to help moms prepare to serve as NEOPB spokespeople. We are excited to share that reporter Lolita Lopez from KNBC-TV in Los Angeles served as the guest speaker and brought along her camera crew. They interviewed some of the Champion Moms and ran a great piece that was featured on the evening news!

PUBLICATIONS/NEW MEDIA

Social media:

Facebook emerged out of its pilot year with over 2,400 likes. We have expanded our reach promoting the online community at in-person events, on advertising, and publications.

Social Media strategy in FFY14 will focus on revamping the Champions for Change website to better support content sharing on social media and bolstering the Facebook albums to be used as channels for distributing NEOPB content. The strategy will also focus on tying in social media efforts to NEOPB Public Relations and events throughout the year.

Publications:

Publications continues to refresh and update NEOPB materials as well as help develop new communication pieces that serve as tools for delivering the NEOPB message through LHDs.

We are currently developing materials that will be used by LHDs to support the statewide ad campaign which launched in the second half of FFY13.

The following nutrition education materials were produced in FFY13 and are available through the Online Ordering System (some available in PDF only):

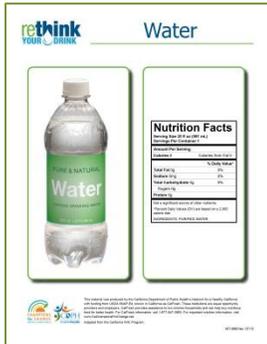
Kid's Get Cookin' Cookbook – ENG/SPN



The Kid's Get Cookin' Cookbook is used in nutrition education Interventions as a resource for parents to find healthy recipes for their kids and families. The cookbook features kid friendly recipes and images and encourages consumption of fruits and vegetables and making healthy food choices.



Rethink Your Drink (RYD) Bottle Label Cards



These bottle label cards show an image of a drink bottle with a nutrition label. These cards can be used in interventions to teach skills for making healthy beverage choices inclusive of fast food restaurants.

AA/Latino Campaign Mini-Flyers



These flyers were developed to support the statewide ad campaigns: Legacy of Health and Not My Kids/A Mis Hijos No. They will be distributed to NEOPB's target audience, encouraging people to go to NEOPB's new ad campaign web pages for more healthy tips and recipes.

Worksite Posters



These posters promote MyPlate and encourage adults to make half their plate fruits and vegetables. They can be used in worksite cafeterias, break rooms and other settings where low-wage workers gather.



Produce Nutrition Signs

These signs are for use in qualified retail stores to reinforce the message to add fruits and vegetables into meals and to promote fresh produce.



Beauty Salon: Faux Magazine (Stylin' for Life)



These magazines will be used in pilot tests at African American beauty salons throughout California. Testing will include questions regarding the content of the magazine and will help shape effective intervention materials.

Good Food TV DVD



This video was developed to give tips about nutrition, physical activity, and healthy shopping with CalFresh, and CalFresh benefits. They will be sent to the State CalFresh Offices for use in lobbies and to the NEOPB's CalFresh Outreach contractors for distribution. Copies will also be distributed to Local County Health Departments for their nutrition education purposes.



This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.