



California Department of Public Health  
*Nutrition Education Obesity Prevention Branch*  
1616 Capitol Avenue  
Suite 74.516, MS 7204  
Mail: P.O. BOX 997377, MS 7204  
Sacramento, CA 95899-7377

[www.CaChampionsForChange.net](http://www.CaChampionsForChange.net)  
Phone: (916) 449-5400  
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## **Communications and Media**

### **Advertising - Frequently Asked Questions**

The Communication & Media Team is responsible for stewarding the Champions for Change brand, and developing and channeling both internal and external communications for the California Department of Public Health's Nutrition Education Obesity Prevention Branch (NEOPB). NEOPB's comprehensive mass communication campaign includes public relations, publications and social media – working together to support NEOPB's efforts to reach low-income Californians.

#### **Q: What type of advertising campaigns do you run?**

A: We run social marketing campaigns, which is the use of traditional marketing principles and techniques to influence voluntary behavior change for the benefit of individuals, groups, and society as a whole. We run a variety of ad campaigns, which typically include 30-second television commercials in English and Spanish, outdoor advertising in English and Spanish (includes billboards, transit TVs on buses, catering trucks), English and Spanish-language radio spots, and digital advertising.

#### **Q: Where do the ads run?**

A: The ads run in the following California Designated Market Areas (DMA) including Bakersfield, Chico, Eureka, Fresno, Imperial County, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco and Santa Barbara.

#### **Q: How much money do you spend on advertising campaigns?**

A: The advertising budget varies from year to year, typically from \$6-\$10 million. For example, for Federal Fiscal Year (FFY) 2013, the media buy was \$9.1 million. Our ads typically run from April through September of the fiscal year.

#### **Q: Why do you use real moms instead of actors in your ad campaigns?**

A: The real-life, low-income moms (and their families) featured in our ad campaigns are credible spokesperson that provide inspiration to other moms in similar situations and encourage them to adopt healthier lifestyles. Many barriers exist to healthy eating and physical activity for low-income Californians, including limited access to nutritious foods and safe environments. Our campaigns provide inspiration from real-life, low-income Moms, Dads, Kids, and Grandparents whose actions hold the ideals of family health and nutrition above any and all obstacles. Response from the FFY 2011 media tracking survey indicated that such role modeling is an effective way to convey the skills and knowledge required to build self-efficacy. Respondents reported that "Change is a role modeling process among near-peers." This modeling helps Mom believe that they can do it (self-efficacy), and that many mothers are doing it as well (emerging social norm).



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**Q: Is your ad campaign too focused on moms? What about dads or couples?**

A: Our primary target audience is low-income women with children in keeping with the SNAP-Ed funding guidelines. Moms are traditionally the decision-makers when it comes to their families' nutrition and food choices. However, it's important for the entire family and community to work together to produce change and maintain a healthier lifestyle, which is why our campaigns feature the whole family. All of us, including dads, grandparents, community leaders, etc. can be Champions for Change and make a difference.

**Q: How do you decide where the ads will run?**

A: In keeping with SNAP-Ed funding guidance, NEOPB media buys must be placed in media markets where the audience is comprised of at least 51% of people living at or below 185% of the Federal Poverty Level (FPL). For example, outdoor billboards must be placed in low-income qualifying census tracts, and commercials need to be placed on qualifying TV stations.

**Q. What does “reach” mean?**

A: “Reach” refers to the total number of different people or households exposed, at least once, to a medium (i.e., TV commercial, outdoor billboard, etc.) during a given period.

**Q: I have advertising in my Scope of Work and money in my budget for “media.” What advertising can I run in my market?**

A: There are pre-approved, state-level ads (TV, radio, and outdoor ads) that can be placed at the local level. However, contractors must work with the Communications and Media team to ensure that the ads are being placed on qualified stations and/or census tract, and talent fees are covered in the appropriate media market(s). Approved ads can be found on our Communications Resource Library:

<http://cdph.ca.gov/programs/cpns/RL/Pages/default.aspx>

**Q. What is the difference between an ad and a PSA?**

A: An “ad” is any TV, radio, outdoor, or digital spot that is pre-recorded/reserved/placed and paid for monetarily. A Public Service Announcement (PSA) is an ad that is placed for free. Media outlets run these ads for free like a charitable donation (or as value added) and they are usually not scheduled in advance. Our TV and radio ads can be submitted for PSA placement as long as they run free of charge.



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**Q. What if we want to produce our own ad for our market/ campaign/ program?**

A: The short answer is that it is best to run pre-approved ads because all mass media must go through a lengthy approval process.

Ultimately, all mass media require review and approval by the CDPH Office of Public Affairs through a Secretary Action Request (SAR). This process takes between 14-20 weeks. Therefore, please work with the Communications Unit staff prior to spending any funds to ensure that approvals are secured. This will help avoid any media disallowances and disappointments for contractors. All Contracts that have media; radio, TV, outdoor, transit TV, bus wraps, bus queens, bus backs, and development of PSAs in their budgets are required to secure prior approval before the contractor develops or pays for development and/or media placement. Videos for use with the public also require NEOPB, CDSS and USDA prior approval even if they were submitted in detail as part of the USDA plan. This is especially applicable to last minute amendments in efforts to spend down contracts.

**Q. I have advertising in my Scope of Work. How can I localize the state-level advertising to support my activities? Can I add my own logo?**

A: Please contact the Communications and Media team to learn how to localize state-level advertising. It is possible to add your logo and a local attribution statement/acknowledgment, but the process can be lengthy. So please work with NEOPB Communications staff well in advance of the scheduled placement to ensure there is adequate time for approvals.

**Q. Can I use my budget to run ads from other foundations with missions that align with NEOPB?**

A: Before placing any ads with NEOPB funds, please work with the Communications Unit staff to ensure that approvals are secured. It may be possible to run ads from other foundations, but it is imperative that you work with the Communication Unit Staff to avoid disallowances. Along with the approval outlined above, you will also need to provide a justification that will be forwarded to the USDA detailing how the campaign targets and resonates with our target audience.

**Q: Who do I contact with questions regarding what ads I can run, and what approvals I need?**

A: Please refer to our NEOPB Communications and Media team Technical Assistance Services chart, available on the Communications Resource Library at [www.ChampionsForChange.net/Library](http://www.ChampionsForChange.net/Library) for contact information.

Otherwise, please feel free to contact the Communications and Media team at [networkcustomerservice@cdph.ca.gov](mailto:networkcustomerservice@cdph.ca.gov).



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](http://www.CaChampionsForChange.net)



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## Champions for Change Program Advertising Glossary of Terms

**Aided Recall:** A research technique used in measuring the level of advertisement perception, in which the interviewer gives respondents a clue to refocus attention on the original exposure situation.

**Added Value:** **Additional** services offered (bonus advertising, radio remotes, online promotions, etc.) at no extra cost to increase the value of a media buy.

**Acknowledgement/Attribution Statement:** This is a statement that must appear on all advertising material created by the *Network*, and/or any materials that have the Champions for Change logo. It acknowledges the “owner” and funder of a particular ad or promotion, and/or gives permission for the information to be used/ shared.

**Audience:** The people reached by a particular medium. Persons who receive (view/hear) an advertisement; individuals who read a newspaper or magazine, listen to a radio broadcast, view a television broadcast, and so on.

**Audience Reach:** The total number of different people or households exposed, at least once, to a medium (i.e., TV commercial, outdoor billboard, etc.) during a given period.

**Billboard:** An outdoor advertisement display/poster.

**Bonus Spot:** A spot given free as a consideration or incentive for buying other spots or to bring in the bottom line of a given schedule or package.

**Bus Shelter/Bus Bench Advertising:** Advertising posters positioned as an integral part of a freestanding covered structure or bench, often located at a bus stop. The shelters are most often backlit.

**Call to Action:** This is what an ad or promotion is asking the audience to *do* (e.g. “call now!”)

**Campaign:** A specific coordinated advertising effort on behalf of a particular product or service that extends for a specified period of time.

**Click-Through Rate (CTR):** the rate at which visitors click an online advertisement, usually calculated as a percentage of ad impressions.



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**Cost Per Thousand (CPM):** The M is from the Roman numeral for thousand, which was derived from the Latin "mille". The CPM is the price an advertiser pays for each 1000 displays of an ad. This term is most commonly used when describing web advertising.

**Daypart:** Any of the time segments into which a broadcast day is divided – by audience composition and/or broadcast time (e.g., for TV: early morning, early fringe, early news, prime access, prime time, late news, late fringe)

**Demographics:** A group of people that have a particular set of qualities. Common characteristics include age, sex, income, occupation, education, and presence of children.

**Designated Market Area (DMA):** Geographic area defined by Nielsen Media Research company as a group of counties that make up a particular television market. These counties comprise the major viewing audience for the television stations located in their particular metropolitan area.

**Digital Ads:** Internet or online advertising.

**End Card (End Slate):** The last frame of a TV commercial that shows the call to action, company logo, attribution statements, and contact information.

**Ethnic Groups:** Groups other than the general population, i.e., Blacks, Latinos, Asians, etc.

**Focus Groups:** a qualitative research method where eight to ten people who are “typical” of the target market are invited to discuss the product/service/message with a trained moderator in a free-wheeling discussion lasting for an hour or more.

**Frequency:** The number of times an individual or household is exposed to a given ad message during a given period of time – usually expressed as an average. Also in broadcast and in print, the number of spots or insertions scheduled over a period of time. In outdoor, the average number of times an individual has the opportunity to be exposed to an ad message during a defined period of time, usually a calendar month.

**Funding Statement:** see Acknowledgement/ attribution statement

**Gross Rating Points (GRPs):** The sum of all individual rating of all elements in a broadcast advertising schedule. One rating point equals 1% of the total potential audience for a given medium. Also refers to the product of reach and exposure frequency ( $R \times F = GRPs$ ). Persons or households estimate expressed as a percentage of the appropriate estimated population.



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**Impressions:** The total of all the audiences delivered by a medium. It is calculated by multiplying the number of people who receive a message by the number of times they receive it.

**Insertion Order:** A statement from an advertising agency to a media vehicle that accompanies the advertisement copy and indicates specifications for the advertisement.

**Landing Page:** The advertiser's dedicated webpage to which a user is directed after clicking an ad.

**Local Advertising:** Advertising placed by organizations within their home area, the geography where they do business. Rates for local advertising are generally cheaper than rates for national or regional advertising.

**Make-Good:** When the advertising purchased is pre-empted, omitted in error, or run in an unfit condition, the medium offers, at no additional charge, comparable or better air time at a later date. The equivalent in print is called a rerun.

**Media Buy:** The actual research, evaluation, analysis of data, negotiations, placement and follow up with the media. Scrutinization of the media invoice, or in the case of broadcast, a "post analysis" is also a proof of performance.

**Media Flowchart:** A detailed spreadsheet that shows when (dayparts) and where (DMAs) ads will run.

**Media Mix:** The use of two or more media forms (i.e., TV and radio, or outdoor and digital)

**Out of Home (OOH) ads:** An outdoor advertisement display/poster (also see billboard)

**Public Service Announcement (PSA):** An ad that a television or radio station airs for a cause or a charity. Public service announcements are *not* paid advertising. A broadcaster donates the ad time as part of its commitment to serve the public interest.

**Radio remote:** An added value service provided by radio stations. Based on the media buy, approved radio stations will promote events on-site

**Reach:** The number or percent of a potential audience exposed to an advertisement, commercial, or specific vehicle one or more times within a given period. GRPs divided by the average frequency = Reach.



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**Rating Point:** The percentage of a given population group consuming a medium at a particular moment. Generally used for broadcast media, but can be used for any medium. One rating point equals one percent of a universe.

**Rich Media:** Web ads which are constructed using dynamic tools that increase the appearance and/or functionality of the ad beyond that which can be achieved with a static or animated image. For example, a rich media ad may include sound or other more sophisticated media.

**Return on investment (ROI):** A calculation used to determine the relative efficacy of an ad campaign in financial terms, in particular whether or not an ad campaign has generated more or less new revenue than it cost. Generally a measure of changes in sales, revenues, units sold, brand awareness, etc. in response to advertising deployed in a specific medium.

**Rough Cut:** The draft version of a TV commercial (before final editing and approval).

**Social Marketing:** The use of traditional marketing principles and techniques to influence voluntary behavior change for the benefit of individuals, groups, and society as a whole.

**Social Media:** Forms of electronic communication (such as websites for social networking) through which users create online communities to share information, ideas, personal messages, and other content (as videos).

**Targeting, Ad Targeting, Targeted, Targeted Ads:** Targeting refers to the means by which advertisers attempt to reach a desired group or area.

**Target Demo:** The age and characteristic make-up of the group deemed to be targeted for reach by a media campaign.

**Target Market:** The geographic area or areas to which a campaign is directed.

**Traffic:** The process of delivering final artwork from the advertising agency to media vendors.

**Voice-Over:** in television advertising, the spoken copy or dialogue delivered by an announcer who is not seen but whose voice is heard.

**Webisodes:** Episodes of a television program aired on a website.



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# California Designated Market Areas (DMAs) by County

This map depicts DMAs by county. DMA's are geographic areas defined by Nielsen Media research company as a group of counties that make up a particular television market. These counties comprise the major viewing audience for the television stations located in their particular metropolitan area.



For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net) for healthy tips.

\*These counties do not qualify for media placement per SNAP-Ed guidance.



## Champions for Change Program

### Billboard Sizing Options

(Please note, exact sizes vary by vendor)

#### 8-Sheets (also called Junior Posters)

- Approximately 5' h x 11' w



#### 30-Sheets (also called Posters or Ecos)

- Approximately 10' 5" h x 22' 8" w



#### Transit Shelters

- Approximately 5' 8" h x 4' w



#### Bus Stop Benches

- Approximately 2' h x 7' w





Caminen juntos  
hacia un futuro  
más saludable.



Para información sobre CalFresh, llame al 1-888-9-COMIDA. Financiado por SNAP-Ed del USDA, un proveedor y empleador que ofrece oportunidades equitativas. Para consejos saludables, visite [www.CampeonesDelCambio.net](http://www.CampeonesDelCambio.net). •Departamento de Salud Pública de California

Aprenda más en [www.AMisHijosNo.net](http://www.AMisHijosNo.net)  
**1-888-328-3483**





Move them to  
a healthier life.



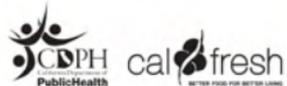
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Learn more at [www.NotMyKids.net](http://www.NotMyKids.net)  
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Plant the seeds for  
a healthier future.



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**CAMPEONES  
del CAMBIO**  
Red para una California Saludable



My new legacy is a healthier family.



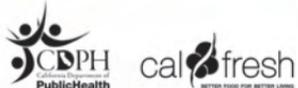
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A legacy of play is  
a legacy of health.



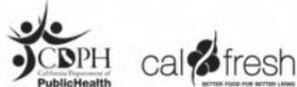
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