



EAT SMART, MOVE MORE NORTH CAROLINA:

*Create a Buzz—
Mobilize Your
Community*



CREATE A BUZZ—Mobilize Your

A TALE OF TWO TOWNS



Picket Fence, North Carolina is a community with a lot of resources for healthy living. There is a local farmers' market right in the town square every Saturday. There are sidewalks that lead to the many parks where kids can play safely. The churches and schools offer classes that teach families how to cook vegetables. But nobody has bothered to tell the residents of Picket Fence that these great resources exist. So the farmers don't have customers to buy their produce, the parks sit empty and no one attends the classes that are available to them.

Pine Needle, North Carolina has a well-funded advertising campaign that tells all of their residents how important it is to eat fruits and vegetables. Community partners have spent a lot of money on ads and sent out a lot of press releases to tell people to get outside and play. But Pine Needle has few sidewalks, only one park—which is in a remote section of town—and there is no access to locally-grown produce.



Each town has pieces of a community-wide campaign, but something is missing. To be effective in creating community change, you must both have supportive environments *and* you must tell people about the programs and resources available to them.

This step-by-step guide outlines how to develop communications strategies that will create a buzz and mobilize your community into action around healthy eating and active living.

The Task Force on Community Preventive Services¹ defines community-wide campaigns as “large-scale efforts that promote positive behavior change throughout all areas of a community.” These campaigns often target individuals’ behaviors as well as the policies and practices of organizations that support healthy behaviors. Successful campaigns combine communications, policy and environmental change, and community support. These elements are essential for your campaign to create and sustain change. Campaigns should include messaging and strategies for schools, businesses, places of worship, neighborhoods—even the media and public policy.

1. The Task Force is an independent, non-governmental, volunteer body of public health and prevention experts, whose members are appointed by the Director of CDC. The role of the Task Force is to: • Oversee systematic reviews led by CDC scientists • Carefully consider and summarize review results • Make recommendations for interventions that promote population health • Identify areas within the reviewed topics that need more research.

Community

North Carolina's Community-Wide Campaign: Eat Smart, Move More North Carolina

Eat Smart, Move More North Carolina is a statewide movement that encourages people to eat healthy and be physically active wherever they live, learn, earn, play and pray. The movement promotes seven key behavioral messages targeting individuals. These individually-focused messages are complemented by policy and environmental change resources that communities can use to create a culture supportive of healthier lifestyles. These seven messages are: drink more water; eat at home more; move more; watch less TV; breastfeed your baby; eat right-sized portions; and eat more fruits and veggies.

The **Eat Smart, Move More NC** campaign's visibility is growing in communities across the state. The campaign organizers want local public health organizations, coalitions and state-level partners to use the **Eat Smart, Move More NC** campaign materials and strategies. Using these existing materials reduces the time and money partners need to spend developing their own materials. More importantly, using these branded materials helps us all communicate a clear, consistent message statewide.



The Eat Smart, Move More NC campaign's goal is to make active living and healthy eating the social norm.



Drink more water.



Eat at home more.



Move more.



Watch less TV.



Breastfeed your baby.



Eat right-sized portions.



Enjoy more fruits and veggies.

Developing a Successful Community-Wide Campaign

Planning

Thoughtful planning is the most critical component of any successful campaign. When you begin to plan a campaign, consider the following:

1. What do you hope to accomplish with your campaign?
2. Who is the audience you are trying to reach?
3. What strategies are you going to use to reach your audience and achieve your goals?
4. What methods are you going to use to measure your success?

These questions are a good starting point for your planning process. There are many resources available for planning successful communications and social marketing campaigns. One resource is the Center for Disease Control and Prevention's *CDCynergy*, an interactive training and decision-support tool. **Eat Smart, Move More North Carolina** organizers used *CDCynergy* to develop the **Eat Smart, Move More NC** campaign.

You can access this tool online at www.ora.gov/cdcynergy/soc2web/default.htm.

TARGET AUDIENCE

The **Eat Smart, Move More NC** campaign is designed to reach a target audience called “Seeking but Struggling Moms.” Women in this group are unhappy with their weight. They recognize the threat to their health and try to eat a healthy diet, but often eat when they are stressed or upset. They don’t like to exercise but are pleased with themselves when they do. Motivated to eat well and exercise more, they are confident in their ability to be physically active, but struggle to eat right.

The **Eat Smart, Move More NC** campaign organizers encourage you to also target Seeking but Struggling Moms. Market research shows this audience is more likely than others to make behavior change.

BRANDING

One of the most important aspects of any campaign is branding. Your brand distinguishes your product or service from others. Branding consists of a combination of a name, slogan, look, design, tone or other feature. Branding creates an “experience” for customers or clients. It provides a common thread throughout your campaign.

Elements of a brand include:

- Graphics—Visual appearance such as logo, color, font, images, etc.
- Content—Messages, ideas and philosophy of the campaign
- Style—Tone and personality of the campaign; style should carry through all the elements of a campaign, making them distinctive and identifiable

Eat Smart, Move More NC created a brand image for state and local partners to use. The **Eat Smart, Move More NC** brand elements include:

- Color—Full color
- Logo—Use and placement
- Tone—Friendly, uplifting, simple
- Images—Colorful photographs
- Messaging—Connects the “big seven” health behaviors into one brand
- Layout—Layout of each ad is the same, creating a distinctive visual cue for the audience

The screenshot shows a web browser displaying the Eat Smart, Move More NC website. At the top, there is a banner image split into two parts: on the left, a woman in a blue tank top and black shorts is running on a path; on the right, an elderly man and woman are smiling together. Below the banner is a navigation menu with links for Home, About Us, News, Success Stories, NC's Plan, Obesity Burden, Key Behaviors, Programs & Tools, and Contacts. The main content area features a heading "Eat Smart, Move More NC's Seven Target Behaviors" followed by a paragraph explaining the campaign's goal. Below this, there are two featured behavior cards: "I WILL BREASTFEED MY BABY!" with a photo of a woman and text about the benefits of breastfeeding, and "I WILL MOVE MORE!" with a photo of a woman and text about the benefits of physical activity.

Remember: Think about how you will measure success as you plan your campaign.

The steps for developing a successful community-wide campaign include:
 • **PLANNING** • **IMPLEMENTATION** • **EVALUATION**

Implementation

The goal of a community-wide campaign is to saturate the community with messages and resources. Some common strategies include:

- Advertising
- Public relations
- Social support and educational resources
- Policy and environmental changes

ADVERTISING

Advertising includes paid announcements in media outlets such as newspapers, magazines, radio, television and billboards. Advertising brings attention to a product, service or need. It is an effective way to deliver messages to broader audiences. To be most effective, ads must consistently integrate the brand elements of your campaign. In addition to paid advertising, public service announcements are a form of free advertising. Any of the **Eat Smart, Move More NC** ads can be used as paid ads or public service announcements and can be accessed at www.EatSmartMoveMoreNC.com.

Samples of Branding in Advertising

The ads featured here focus on “the big seven” recommended behaviors. These science-based behaviors will help North Carolinians manage their weight and reduce their risk for chronic disease. These ads have been tested with **Eat Smart, Move More North Carolina’s** target audience. Local and state partners should use these ads. You can tag the ads with your agency’s name and/or logo.



◀ Billboards

Radio ads ▶



▼ Internet ads



TV ads ▶



Key elements of the **Eat Smart, Move More North Carolina** campaign brand include full color photography and use of the logo.

USING THE EAT SMART, MOVE MORE NORTH CAROLINA LOGO AND BRANDING STRATEGIES

A brand is a distinct name, term, design, symbol or other feature that distinguishes one seller's goods or service from those of other sellers. A product's brand is its identity or personality, which allows people to recognize and remember it. Branding is used by businesses as a way to form positive associations between consumers and a product in order to make the product more appealing. Branding intentionally creates an "experience" for consumers by using elements such as graphics, content and style. A logo is a symbol that represents a business or organization.



Eat Smart, Move More NC Logo

is aligned with the mission of Eat Smart, Move More North Carolina. To submit your request to join or use the logo, visit the web site at www.EatSmartMoveMoreNC.com.

How a local community used public relations to spread their message:



Pitt County enjoys a strong heritage of community collaboration. With the unveiling of Eat Smart, Move More North Carolina, community partners made a collective decision to join the movement. For us, it provided a concise message which we felt embodied the core behaviors that would help our citizens across the life span move toward a healthier lifestyle. Eat Smart, Move More North Carolina is the thread that binds our multi-disciplinary work, and the symbol that is recognized for increasing physical activity and good nutrition in our community.

Using the logo and branding guide allows the many partner organizations of Eat Smart, Move More North Carolina to convey a consistent message. To review the complete Eat Smart, Move More Branding, Logo Usage and Style Guide, visit www.EatSmartMoveMoreNC.com.

SOCIAL SUPPORT AND EDUCATIONAL RESOURCES

Social and peer relationships can influence health behaviors even more than media messages. In fact, it has been shown that new ideas are not widely accepted until people start talking about them. With this in mind, it is critical to include a social network and support system in your campaign.

Social support encourages people to enlist family and friends to help them stick to their goals. For example, if a woman knows her friend is counting on her to walk every evening after work, she is far more likely to keep her commitment and walk. These two friends are even more likely to walk if there are designated routes, sidewalks and street lights. With every additional sign of support, the rate of follow-through increases.

Educational resources include Web sites, classes, newsletters, guides and other resources that teach people how to adopt healthier lifestyles.

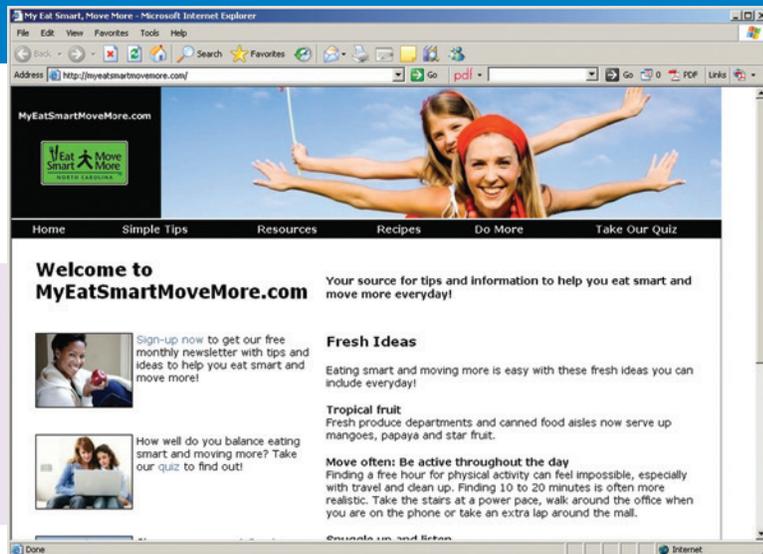
Social Media: Any online media that allows people to interact with each other. Examples include:

- Social networking
 - Social bookmarking
 - Blogging
 - Video sharing
 - Photo sharing
 - Wikis
-



Eat Smart, Move More North Carolina's Social Support and Educational Resources

www.MyEatSmartMoveMore.com is designed for the Seeking but Struggling audience. This site offers tips, resources and interactive tools for eating smart and moving more. Each is designed to provide knowledge and social support to individuals seeking better health for themselves, their families and their communities.



Eat Smart, Move More... Maintain, don't gain! Holiday Challenge is a free, six-week e-mail-based program that provides practical tips and information to help individuals successfully navigate their way past triggers to holiday weight gain. Each week, participants receive tips on fitting activity into an already full schedule, recipes for quick and easy meals and ways to manage the additional stress that comes with the holidays. By recording activity, meals, snacks and weight, participants are able to track their progress.

Online November–December at www.MyEatSmartMoveMore.com



Eat Smart, Move More, Weigh Less is a weight-management program consisting of 15 lessons that inform, empower and motivate participants to live mindfully as they make choices about eating and activity. This program helps participants track their progress by keeping a journal of healthy eating and physical activity behaviors. The program is offered to worksites and other groups interested in eating smart, moving more and achieving a healthy weight.

www.ESMMWeighLess.com



Aisle by Aisle is a video series helping grocery shoppers with simple tips on making better choices when buying food for themselves and their families. Each video covers tips on how to shop, read nutrition labels and understand ingredient lists. Video hosts provide a range of choices to help consumers feel confident when buying and eating healthier food items.

www.MyEatSmartMoveMore.com

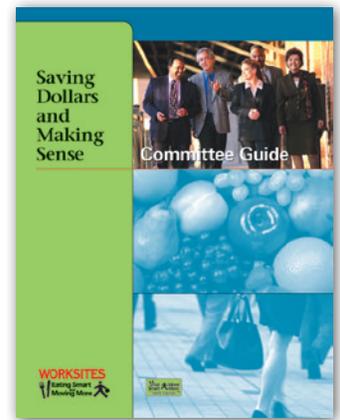
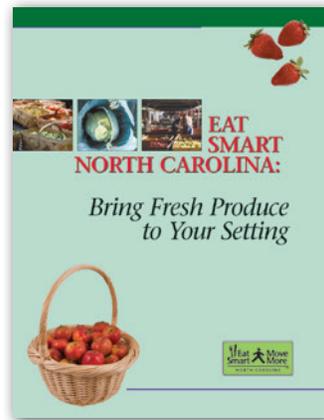
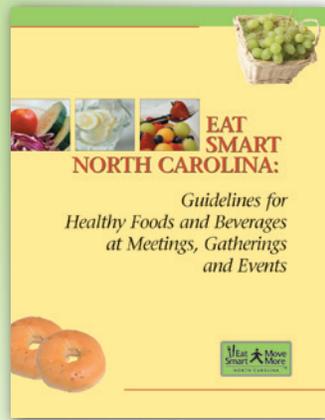
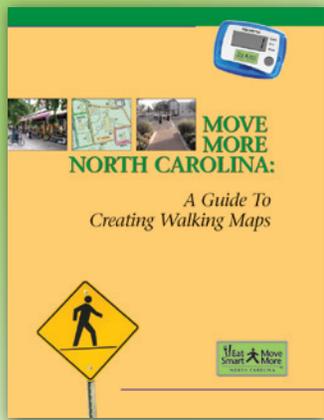
NORTH CAROLINA'S PLAN TO ADDRESS OBESITY: HEALTHY WEIGHT AND HEALTHY COMMUNITIES 2013-2020

North Carolina's Obesity Prevention Plan is a seven-year plan (2013-2020) offering overarching goals and measurable objectives for anyone working in the area of overweight and obesity prevention. The Plan is designed to guide the efforts of those working as part of the Eat Smart,

Move More NC movement to make healthy eating and physical activity the easy choice for all North Carolinians.

North Carolina's Obesity Prevention Plan guides the work of the Eat Smart, Move More NC movement and be used a tool to mobilize your community.

For a complete version of North Carolina's Plan, visit www.EatSmartMoveMoreNC.com.



POLICY AND ENVIRONMENTAL CHANGES

Understanding the laws, policies and regulations that affect people in your target audience where they live and work is an important piece of developing your community-wide campaign. Policies and physical environments can either help or hinder healthy lifestyles. Policy and environmental changes make it easier for people to adopt healthier behaviors by changing the physical environment, organizational norms, and policies and laws. Policy changes don't just happen in government. Businesses, communities and schools can make policy changes too.

The following are some of the many resources you can use to create policy and environmental change in your communities and worksites.

Eat Smart, Move More North Carolina Policy and Environmental Change Resources

A Guide to Creating Walking Maps provides step-by-step guidelines for mapping walking routes in and around communities, schools, worksites and faith-based organizations.
www.EatSmartMoveMoreNC.com/WalkingMapGuide/WalkingMapGuide.html

Guidelines for Healthy Foods and Beverages at Meetings, Gatherings and Events provides guidelines for serving healthy options at any event where food is being served. It includes menu suggestions for a variety of event types, a fat and calorie counter for popular food and drinks, and alternatives for common unhealthy food selections.
www.EatSmartMoveMoreNC.com/HealthyMeetingGuide/HealthyMeetingGuide.html

Bring Fresh Produce to Your Setting is a planning and resource tool for anyone who would like to have fruits and vegetables—especially locally-grown—available to buy at their worksite, place of worship, neighborhood or at any gathering place. This guide includes information on the benefits of locally-grown fruits and vegetables, options for bringing fresh produce to your setting, creating partnerships, a planning guide, success stories and other resources.
www.EatSmartMoveMoreNC.com/FreshProduce/FreshProduce.html

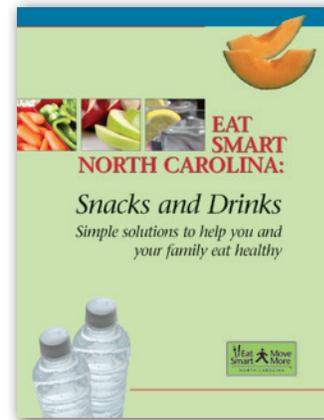
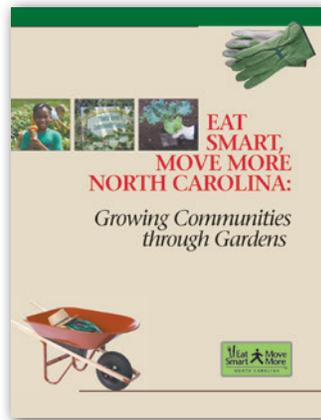
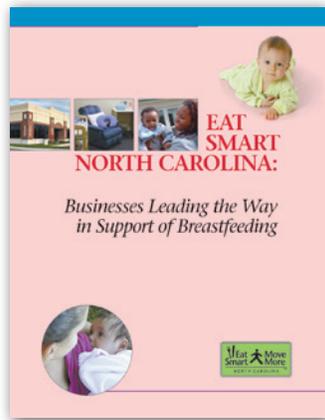
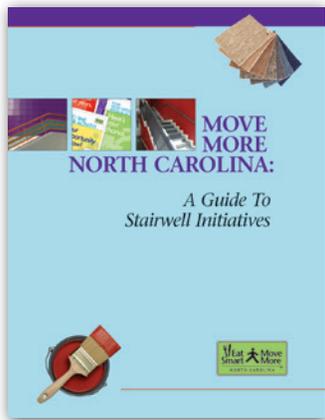
Saving Dollars and Making Sense: Committee Guide is a tool to assist in establishing and maintaining a worksite wellness committee that will encourage an organization's employees to eat healthy, increase physical activity, stop tobacco use and manage stress. This user-friendly guide provides sample meeting agendas, worksite surveys and other tools to make the entire process easy and fun.
[www.EatSmartMoveMoreNC.com/CommitteeGuide/Committee Guide.html](http://www.EatSmartMoveMoreNC.com/CommitteeGuide/CommitteeGuide.html)

A Guide to Stairwell Initiatives is a useful planning tool that provides step-by-step guidelines for anyone interested in encouraging stairwell use. The guide also provides links to downloadable promotional signs and examples of stairwell initiatives in place across North Carolina.

www.EatSmartMoveMoreNC.com/StairwellGuide/StairwellGuide.html

Businesses Leading the Way in Support of Breastfeeding is a planning and resource guide for employers who want to support their breastfeeding employees and customers. It includes information on why businesses should support breastfeeding, a policy writing template, a checklist for creating a breastfeeding room, examples of supportive breastfeeding measures and other resources.

www.EatSmartMoveMoreNC.com/Breastfeeding/Breastfeeding.html



Growing Communities through Gardens is a planning and resource guide for communities wanting to start their own garden. Highlights include benefits of building a community garden, a step-by-step guide to developing a garden, how to design and build a garden, tips on marketing and sustaining a garden, and a list of resources to provide additional information.

www.EatSmartMoveMoreNC.com/Gardens/Gardens.html

The **Snacks and Drinks** guide provides information and tips on when to snack and choosing healthy snack options. It is designed as a stand-alone piece for consumers, but can be used in a group setting as well.

www.EatSmartMoveMoreNC.com/SnacksNDrinks/SnacksNDrinks.html

Eat Smart, Move More and Go Green guide provides easy suggestions for adopting healthy behaviors that will help the environment. The guide includes 21 simple tips to help consumers eat healthier, be more physically active and be environmentally friendly at the same time.

www.EatSmartMoveMoreNC.com/ESMMGoGreen/ESMMGoGreen.html

The Eat Smart North Carolina: Healthy Celebrations and Event Guide provides tips on serving healthier, kid-friendly options during any food-related event or celebration. Sample checklists are provided to assist individuals as they shop for food items or order catered meals from restaurants. Tips for approaching your local grocery store or restaurant manager about donating healthier food items, are also included.

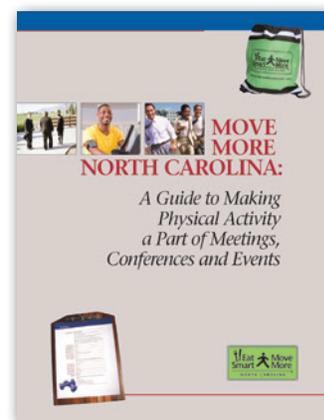
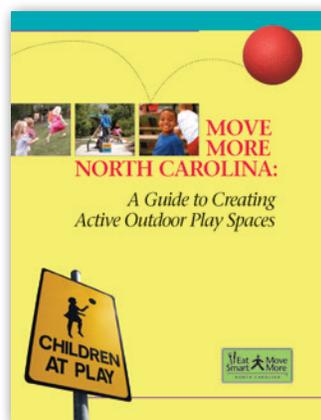
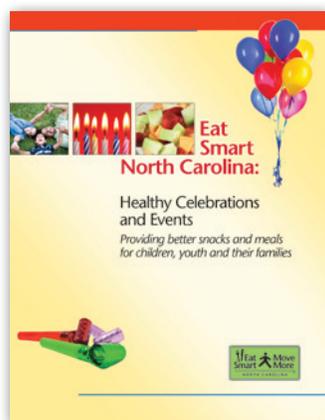
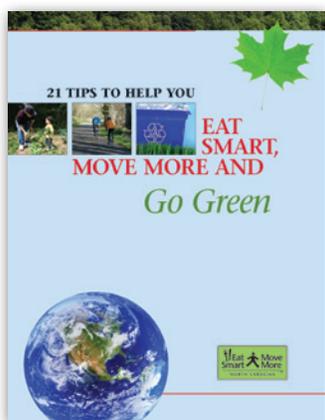
www.EatSmartMoveMoreNC.com/HealthyCelebrations/HealthyCelebrations.html

A Guide to Creating Active Outdoor Play Spaces provides examples of active outdoor play spaces and best-practice tips for designing them. Use this guide to learn more about creating outdoor spaces that encourage more active play.

www.EatSmartMoveMoreNC.com/ActivePlaySpaces/ActivePlaySpaces.html

The Move More North Carolina: A Guide to Making Physical Activity a Part of Meetings, Conferences and Events provides tips and resources for including physical activity in meetings, conferences and other events.

www.EatSmartMoveMoreNC.com/PABreak/PABreak.html



Evaluation

You can evaluate the success of a campaign by looking at your process and the impact of the campaign. How and what you measure depends on your goals, your resources, the target populations and the length of your campaign. There are a number of evaluation tools available to help you measure success. These tools include surveys, focus groups and interviews. You can also count usage of a facility, such as use of a trail, or behavior changes, such as purchases of certain foods. Determine the most appropriate method for your campaign structure. Remember, you don't have to measure everything, and you don't have to do this alone.



Barriers to the Success of Your Community-Wide Campaign

Many factors can play into whether or not a campaign is successful. After completing the evaluation, if you determine the campaign was not successful in meeting its goals, it is time to explore the reasons why. Common factors in the breakdown of community-wide campaigns include:

- Failure to use appropriate channels for the campaign messaging
- Insufficient resources to implement a campaign
- Lack of communication among partners
- Lack of market research to adequately understand the target audience
- Poor planning and/or coordination
- Untrained staff
- Unexpected external factors

The best way to have a successful campaign is to learn lessons from previous ones. Those strategies and lessons learned will guide your next campaign, making each one more successful than the last.

IMPACTS YOU MIGHT MEASURE INCLUDE:

- Change in awareness, attitudes, knowledge
- Change in behavior
- Community involvement and support
- Policy change
- Change in the way the media portrays your issue

PROCESSES TO MEASURE MIGHT INCLUDE:

- Coalitions and partnerships created
- Number of campaign materials developed
- Media coverage—articles and/or letters published and stories aired
- Public events held
- Web site hits and statistics

Conclusion

When done correctly, community-wide campaigns are proven to be effective in creating behavior change. Using this guide and the many other **Eat Smart, Move More North Carolina** resources will help you construct a campaign that improves the wellbeing and quality of life of North Carolinians.



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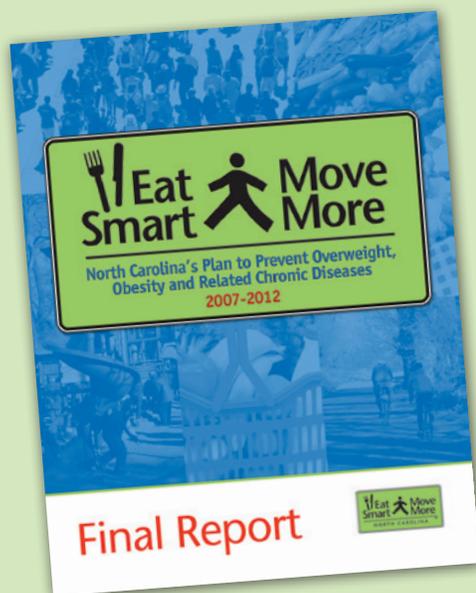
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Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases, 2007–2012



The Final Report on *Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases, 2007–2012*, can be used as a valuable resource to positively impact audiences in your community. The Final Report highlights key data points through a brief discussion of each objective in the 2007–2012 Plan. It also features the stories of individuals and organizations across the state who found success in making healthy eating and physical activity the easy choice. The *2012 Final Report* can be found on the Eat Smart, Move More NC website at www.EatSmartMoveMoreNC.com.

Eat Smart, Move More North Carolina Community-Wide Campaign Resources

Resources are listed as they appear in the Guide

PLANNING RESOURCES

CDCynergy

www.orau.gov/cdcynergy/soc2web/default.htm

IMPLEMENTATION RESOURCES

Web sites

www.EatSmartMoveMoreNC.com

www.MyEatSmartMoveMore.com

Advertisements

www.EatSmartMoveMoreNC.com/Media/Media.html

Eat Smart, Move More, Weigh Less

www.ESMMWeighLess.com

Families Eating Smart and Moving More

www.EatSmartMoveMoreNC.com/FamiliesESMM/

FamiliesESMM.html

A Guide to Creating Walking Maps

www.EatSmartMoveMoreNC.com/WalkingMapGuide/

WalkingMapGuide.html

Guidelines for Healthy Foods and Beverages at Meetings, Gatherings and Events

www.EatSmartMoveMoreNC.com/

HealthyMeetingGuide/HealthyMeetingGuide.html

Bring Fresh Produce to Your Setting

www.EatSmartMoveMorenc.com/FreshProduce/

FreshProduce.html

Saving Dollars and Making Sense:

Committee Guide

www.EatSmartMoveMoreNC.com/CommitteeGuide/

CommitteeGuide.html

A Guide to Stairwell Initiatives

www.EatSmartMoveMoreNC.com/StairwellGuide/

StairwellGuide.html

Businesses Leading the Way in Support of Breastfeeding

www.EatSmartMoveMoreNC.com/Breastfeeding/

Breastfeeding.html

Growing Communities through Gardens

www.EatSmartMoveMoreNC.com/Gardens/

Gardens.html

Snacks and Drinks: Simple Solutions to help you and your family eat healthy

www.EatSmartMoveMoreNC.com/SnacksNDrinks/

SnacksNDrinks.html

Eat Smart, Move More and Go Green

www.EatSmartMoveMoreNC.com/ESMMGoGreen/

ESMMGoGreen.html

The Eat Smart North Carolina: Healthy Celebrations and Event Guide

www.EatSmartMoveMoreNC.com/HealthyCelebrations/

HealthyCelebrations.html

A Guide to Creating Active Outdoor Play

www.EatSmartMoveMoreNC.com/ActivePlaySpaces/

ActivePlaySpaces.html

The Move More North Carolina: A Guide to Making Physical Activity a Part of Meetings, Conferences and Events

www.EatSmartMoveMoreNC.com/PABreak/

PABreak.html

www.EatSmartMoveMoreNC.com



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