

Putting it into practice

Physical Activity and Nutrition
Communications Key Messages

Physical Activity and Nutrition
Communications Key Messages:
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Take home #1:

**Being right is not
enough**

YOU
ARE TOO
STOP

...to make your own food choices. At least according to the food police and government bureaucrats who have proposed "fat taxes" on foods they don't want you to eat. Now the trial lawyers are threatening class-action lawsuits against restaurants for serving America's favorite foods and drinks.

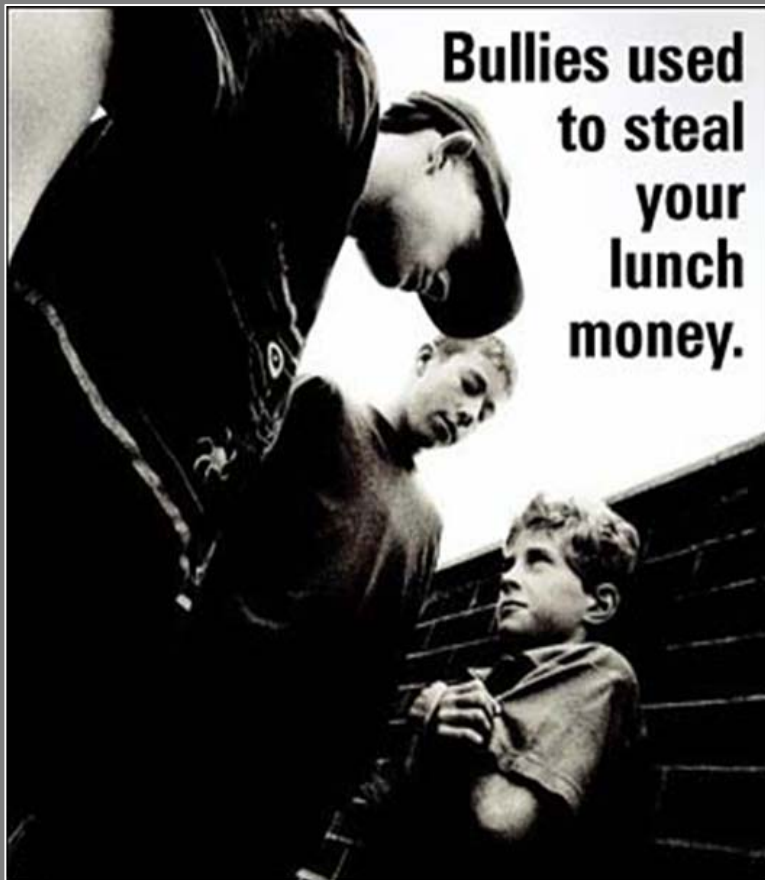
We think they're going too far.



It's your food. It's your drink. It's your freedom.

Find out more about attacks on your favorite foods and drinks at

ConsumerFreedom.com



**Bullies used
to steal
your
lunch
money.**

Now they scare you out of eating.

Food cops at the Center for Science in the Public Interest are seeking government control of everything you eat. For a review of their phony food scares, junk "science," and demands for new taxes, visit:

www.CSPIscam.com

This ad is a service of the Center for Consumer Freedom, a nonprofit organization dedicated to protecting consumer choices. Help us place more ads like this one by donating online at www.ConsumerFreedom.com.

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Take home #2:

**Know who your
audience is**



Eat Smart, Move More Health Tip



Right-Size Your Portions

For tips on how to right-size your portions where you live, learn, earn, play and pray, visit



www.EatSmartMoveMoreNC.com

Take home #2:

Know who your audience is

School decision makers

- Value:
- Graduates
 - Test scores
 - Enrollment

- Barrier:
- Over committed on other requirements
 - Seen as not their job
 - Desire for autonomy

- Themes:**
- **Healthy students are better learners and are absent less often**

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Take home #3:

**We were born to
remember stories**



Patrol reconstructing accident that killed mother pushing infant in stroller

By KEVIN GILES and GREGORY A. PATTERSON, Star Tribune staff writers

September 18, 2009

She was a new mother, pushing her baby in a stroller on a bright morning in Oakdale. He was a new driver, heading to Tartan High School. Their lives collided in unspeakable tragedy Thursday, leaving a baby without a mom and a boy torn by guilt.

As police continued Friday to investigate how and why the 16-year-old's vehicle ran over Stacey Jane Morgan while somehow sparing her 3-month-old daughter, family members talked about their loved one and helped piece together the moments leading to the tragedy.

The State Patrol joined the investigation Friday, probing among other things whether the boy was texting or talking on a phone. But authorities said they'd already determined he

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Take home #4:

Speak to be heard

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Bad 😞:

- “Interventions”
- “Program”
- “Social factors”
- “Social determinants of health”
- “Policy, Systems and Environmental Change”

Take home #4:
Speak to be heard

Good 😊:

- “Health begins where we live, learn, work and play.”
- “All Americans should have the opportunity to make the choices that allow them to live a long, healthy life.”
- “We are working to make the healthy choice the easy choice.”

Take home #4:
Speak to be heard

Frames:

Frames are mental structures we use to integrate new information into our brains in a coherent way.

Take home #4:
Speak to be heard

Existing frames:

- Health individualism
- Negative outcomes as inevitable
- Confusion of health determinants with lifestyle choices

Take home #4:
Speak to be heard

New, better frames:

- Empowered communities to promote quality of life
- Government already affects health outcomes
- Protect kids

Take home #4:
Speak to be heard

Delivering Key Messages:

- Frame, key message, story, facts
- Key message, story, facts
- Key message, facts

Take home #4:
Speak to be heard

Obesity is epidemic in the U.S.

- More than two-thirds of U.S. adults and almost one-third of children and adolescents are overweight or obese.
- Since 1980 obesity have doubled for adults and for children tripled.
- The rise in obesity is a result of the twin problems of less physical activity and more unhealthy eating.

Putting it all together

Example:

I'm asked to give some remarks and take questions at a neighborhood organization in St Paul.

Putting it all together

Key message

We are in the midst of an obesity epidemic.

Obesity has doubled over the past twenty years.

Facts

That is not a cosmetic problem, it is a major health crisis.

Sort of a key message—just made it up

Putting it all together

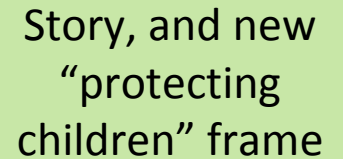
While certainly it is up to individuals to be in charge of their own lives, when it comes to health, it's important that people have healthy choices available.

Using existing frame

Key message

Putting it all together

For example, we can tell kids to eat more fruits and vegetables, but kids have no control over what they are served for lunch in school.



Story, and new
“protecting
children” frame

Putting it all together

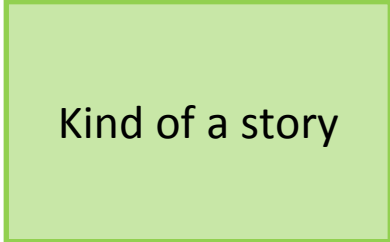


story

On Dowling Avenue in South Minneapolis, in front of Dowling Elementary, there are no sidewalks. How can kids walk to school safely in the city without sidewalks?

Putting it all together

And we're not just talking about our kids. Look in the vending machine at your workplace or at a highway rest stop. Is there a healthy choice to make?



Kind of a story

Putting it all together


It doesn't have to be this way.
This is our community. It's a
good community, we built it
and we can make it so that
people can live healthier.




New,
“empowered
communities”
frame

Putting it all together

That's what we are working on. Instead of telling people to walk 30-minutes a day, we are working to make it easier to takes walks when we want to.



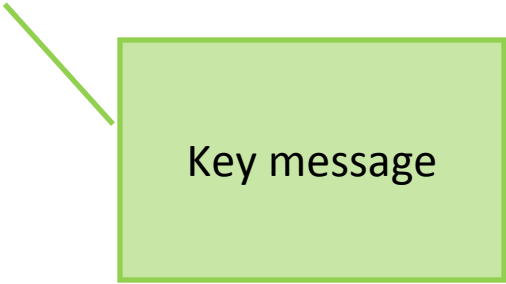
Key message



Health
individualism
frame

Putting it all together

Instead of telling people to eat more fruits and vegetables, we are working to make sure there are fruits and vegetables available to eat.



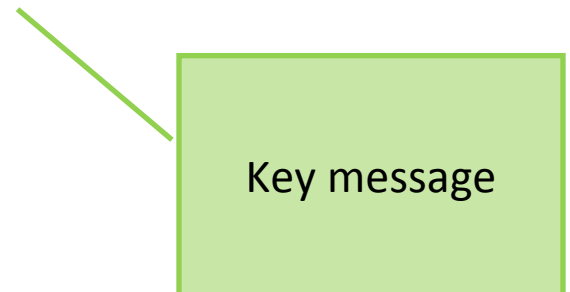
Key message

Putting it all together



Next to tobacco use, obesity is the leading cause of chronic disease and premature death.

That has a real and serious human cost, both in medical terms and in quality of life.



Putting it all together



But it also has a huge pricetag, driving the cost of healthcare sky high. One study found that over a quarter of health care costs for those over 40 are associated with people being physically inactive, overweight and/or obese.

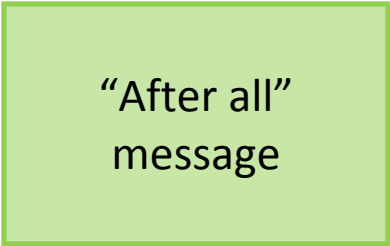
Putting it all together



Key messages

If we are going to be serious about health care costs, we need address this issue now.

We cannot afford not to.



“After all”
message

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Take home #1: **Being right is not enough**

Take home #2: **Know who your audience is**

Take home #3: **We were born to remember stories**

Take home #4: **Speak to be heard**

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Take home #5:

**Limit your take-
homes to one or two**



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