Campaign to Combat Childhood Obesity

Nutrition Label Education Program

Campaign At-a-Glance

Program Summary

In accordance with FDA's efforts to address the epidemic of obesity in the United States via healthful dietary management, an educational outreach campaign was created to reach the tween market (ages 9 to 13, specifically) and their parents.

- The program offers **simple, actionable information for tweens**, encouraging them to seek out the Nutrition Facts on the food label, understand the information it provides, and use it for making healthful choices related to their own dietary management.
- **Parents are a secondary target** of the program. Parents of tweens serve as influential role models for their children, and are in the key position to reinforce the messages of the outreach campaign in the home.

Objective

To combat childhood obesity by empowering "tweens" to look for and use the Nutrition Facts on the food label.

Key Messages

1. Check out the serving size. Remember that one package isn't necessarily one serving!

Action: *Use the serving size to discover the total number of calories and nutrients per package.*

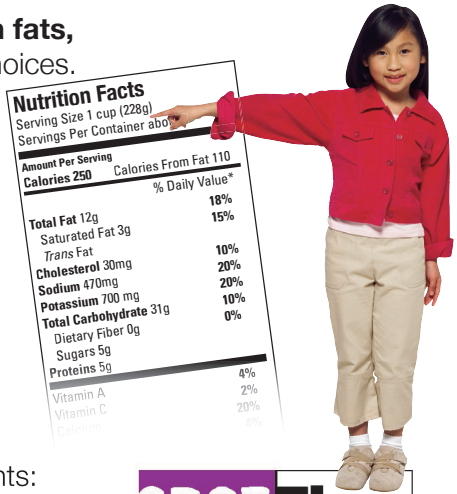
2. Consider the calories. When looking at a food's calories, remember: 40 is low, 100 is moderate, 400 is high.

Action: *Pay attention to the calories you eat throughout the day. The Nutrition Facts label is based on a 2,000 calorie diet — but your calorie needs might be different. To find out what your "target" calories per day are, visit* <**www.mypyramid.gov**>. *Go to My Pyramid Plan.*

3. Choose nutrients wisely. Pick foods that are **lower in certain fats, cholesterol, sodium, and sugars,** when making daily food choices.

Actions:

- *Nutrients to **get less** of (trans fat, saturated fat, cholesterol, sodium, sugars): 5% Daily Value (DV) is low.*
- *Nutrients to **get more** of (potassium, fiber, vitamins A & C, iron, calcium): 20% Daily Value (DV) is high.*



Messaging Approach:

The messaging strategy for the FDA Label Program is to:

- Focus on 3 key "action-based nutrition messages" for tweens
- Provide additional background information in program components:
  - — For tweens (via media partners and other venues)
  - — For parents (via a custom FDA web sitelet, supermarkets, and media)

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The Two-Tiered Campaign

Primary Campaign: Reaching "Tweens" ("in betweens" ages 9 – 13)

Overall Program Strategy: Engage tweens in reading the Nutrition Facts label and using its information in their dietary management choices.

Strategy: Engage tweens in reading the Nutrition Facts Label

- Creative Approach/Strategy: Brand the Program and Make it Actionable
  - FDA has created a dynamic brand concept for the Nutrition Facts program that will get tweens to not only read the Nutrition Facts, but to make decisions and choices based on the information they discover there.
  - The brand is entitled Spot the Block: Get Your Food Facts First
- Outreach Strategy: Deliver the Brand to Tweens Nationwide
  - Using Spot the Block as a springboard, we are partnering with Time-Warner's Cartoon Network to broadly deliver the brand to tweens across the U.S.
  - Cartoon Network is delivering the messages via broadcast on-air spots, integration with existing Cartoon Network characters, and the Cartoon Network's web site.

Secondary Campaign: Reaching the Parents

As a companion effort to the Tween program, FDA developed a complementary Parent Outreach Campaign.

- Parent Outreach Objective: Help parents help their children as they learn to use the Nutrition Facts label.
  - The project positions FDA and **Spot the Block** as the parents' partner in helping them help their tweens make wise nutrition choices — promoting the fact that "we're in this together to help your child."
  - Outreach Strategy: "Parent venues" (via a custom FDA/CFSAN web sitelet, supermarkets, and media)

The New Tween Program

Tween Brand

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Q: What is "The Block"?

A: It's the Nutrition Facts label on the Food Label!

Brand Rationale:

- Urge tweens to look for the Nutrition Facts label on the Food Label
- Encourage tweens to read and think about the Nutrition Facts ("food facts") before making food choices

Complementary Parent Positioning

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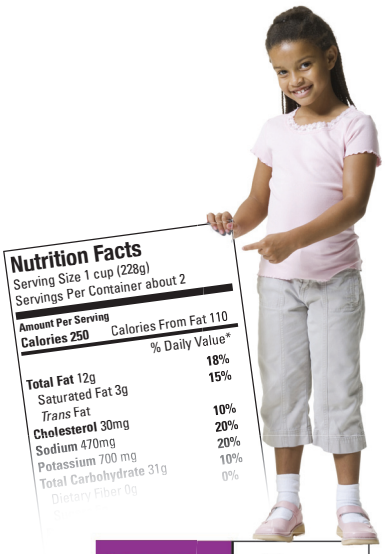
Sub-Brand Rationale:

- Urge their tweens to look for the Nutrition Facts Label on the Food Label
- Encourage tweens to read and think about the Nutrition Facts ("food facts") before making food choices
- Provide in-depth nutrition information about the key messages to give solid background
- Provide tips for talking to their tweens about healthy eating

The parent brand includes a variety of "style sheet" design options for use in a variety of brochures and materials.



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Spot The Block: Involving Parents

Overview:

The **Spot the Block** campaign includes a secondary component — the Community Outreach Campaign — targeted at parents.

- Parents of tweens serve as **influential role models** for their children, and are in the key position to engage their children in a dialogue about nutrition and dietary management.
- The parent outreach portion of the campaign **uses the Spot the Block** campaign as a **springboard** for talking to their kids about the Nutrition Facts and how using it can impact their overall health and well-being.

Through the Community Outreach Campaign, FDA is working with supermarkets and other partners to get the word out to parents, giving them **easy, realistic ideas** and inviting them to:

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Community Outreach Campaign: Key Elements

1. Hands-on, Practical Advice for Parents

Targeted, "user friendly" Parent Tips were created for the four key "teachable moment" settings. These include idea-starters that make it easy and seamless for parents to approach the topic of nutrition labels with their kids, in a way that is natural and not "forced" or "preachy."

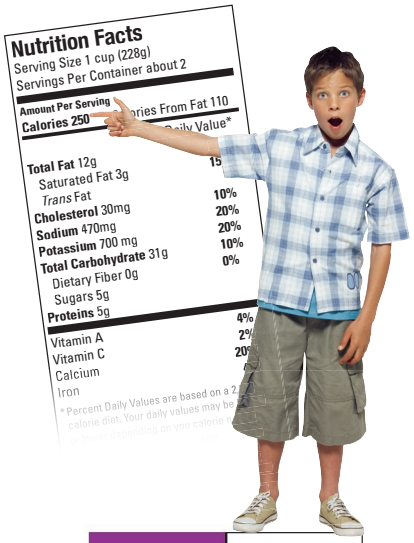
Tips are connected to the following "Family Dialogue" areas:

- In the Home
- For the Lunchbox/Cafeteria
- At the Supermarket
- At Fast Food Restaurants

2. Community Outreach Kit

Supermarkets and other community partners will be supplied with a Community Outreach Kit, designed to walk them through their Spot the Block programming. The Kit will include:

- Idea starters for creating in-store "buzz" and engaging the customer
- Event planning guidelines
- Tips for securing media involvement
- Camera-ready artwork for printing/customization



3. National PR Campaign

Spot the Block includes a national PR Campaign launching FDA's grassroots **Spot the Block** efforts; the national PR Partner will be selected in early 2007. The Campaign includes such elements as:

- Satellite media tour
- Outreach to the adult press

Supermarkets and other partners will have the opportunity to customize local press efforts and serve as a local venue for the combined national effort.

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Program Background

The U.S. Food and Drug Administration (FDA) created **Spot the Block** to educate children to use the Nutrition Facts label to better manage their diets.

- The program is a part of the Department of Health and Human Services' (DHHS) commitment to help Americans live longer, better, healthier lives by reducing overweight and obesity, poor nutrition and inactivity.
- Preventing overweight and obesity in the early years can help young people stay healthy and can help prevent health problems in adulthood.

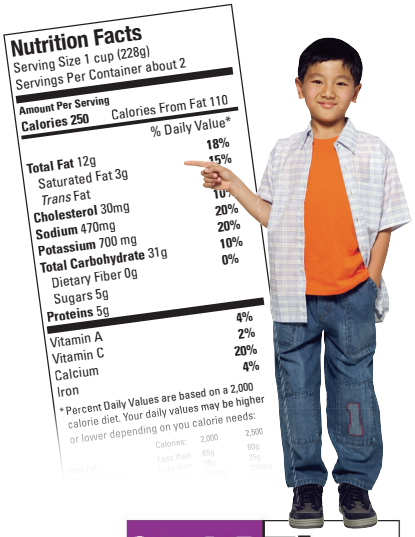
Since the late 1980s, adult obesity has steadily increased to the point at which more than **65 percent of all Americans are now overweight** and over 30 percent are obese. Also, 15 percent of children and adolescents ages 6 to 19 are overweight – nearly double the rate of two decades ago.

- Overweight and obesity increase the risk of coronary heart disease, type 2 diabetes, and certain cancers.
- According to some estimates, obesity results in thousands of deaths a year and accounts for $117 billion in U.S. health care expenses annually.

FDA is working in concert with DHHS to combat the obesity problem.

- In 2004 FDA's Obesity Working Group (OWG) developed an action plan to address the overweight and obesity problem **within the scope of FDA's regulatory authority**.
- The OWG recommendations centered on the scientific fact that **weight control is primarily a function of caloric balance** and therefore "calories count" when combating overweight/obesity.
- One recommendation was that FDA establish **educational strategies and partnerships** to support appropriate messages and teach people, particularly children, how to lead healthier lives through better nutrition.

Spot the Block is one "small step" tweens (and their parents) can take, in accordance with the Small Steps initiative from the U.S. Department of Health and Human Services.



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Media Partner: Time Warner's Cartoon Network

FDA is getting the word out to millions of tweens about **Spot the Block** by tapping into the resources of **Time Warner's Cartoon Network** – the exclusive partner for the program.

Partnering with **Cartoon Network** will help us reach kids across the country through a blend of rich, integrated media.

Cartoon Network: Reaching the Market

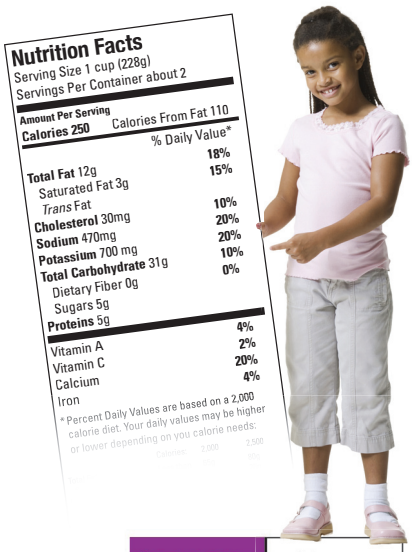
Cartoon Network provides a unique outreach mix and will launch an online and on-air media campaign the week of February 12, 2007.

The integrated elements will include:

- **On-Air Public Education Campaign** featuring **Spot the Block** messaging and Cartoon Network characters
- **Custom designed mini site** — **www.spottheblock.com** — with streaming Public Education Spots, an interactive nutrition block, and a downloadable desktop "widget" designed to get kids excited about "block spotting"
- A 30-week, **drive-to-site campaign** located at **www.CartoonNetwork.com** that encourages kids to link to the **Spot the Block** mini site
- **Spot the Block** presence at 'Get Animated' community events
  Get Animated is Cartoon Network's pro-social initiative designed to motivate, energize, and educate kids. The *Get Animated* mission empowers kids to positively impact their own life and the lives of other kids.
- Estimated Media Impressions for **Spot the Block**: 85,000,000

About Cartoon Network:

Cartoon Network (CartoonNetwork.com), currently seen in more than 91 million U.S. homes and 160 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service offering the best in original, acquired and classic animated entertainment for kids and families.



CARTOON NETWORK

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The Primary Target: Tween Ages 9 - 13

About the Audience: 9 – 13 Year Olds

The 9-13 year old is in transition, from grade school to high school; childhood to adulthood.

- Their peers and social experiences are big influences, but
- Their parents are still the primary, trusted source of guidance.

They are dreaming about the future and aspire to grow up and be "who they are going to be." They are exploring and discovering new things, open to new ideas that help them shape their individuality and empower them to make their own "little choices" and decisions and define who they are.

Tweens: General Characteristics

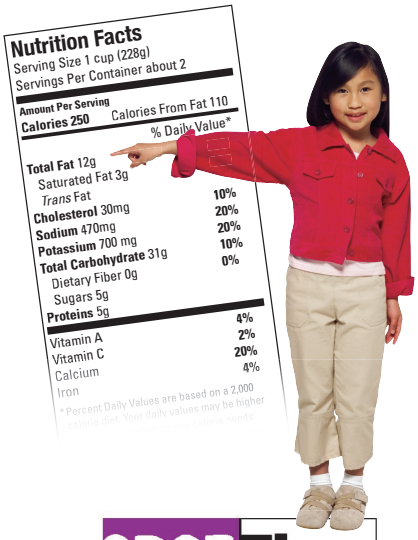
- Struggling with **self confidence** and **peer acceptance** in terms of appearance, performance; intense self consciousness and self absorption.
- Beginning to **assert independence** by taking increased care of themselves and making independent choices. Yet while they are establishing individuality, they don't want to stray too far from the **comfort zone**. According to Gallup, more than **90 percent of tweens report being very close to their parents today**; in 1974, more than 40 percent said they'd be better off without their parents.

Tweens: Eating Behavior

- **"Individual eating" is increasing** as families aren't home to eat together, parents are working late, and children are involved in more extracurricular activities cutting into dinner time.

Tween: Media Usage and Exposure

- Tween years mark the beginning of **unregulated exposure to and use of media**. Tweens consume 6.75 hrs of media / day (TV, internet, radio, video games, music, newspapers, and magazines). They have watched about 15,000 hours of TV.
- Tweens are the **most informed and media-aware group** in history. In fact, they're extremely tech savvy and viewed as CTOs (Chief Technology Officers) of their households.
- They're the first generation of **true multi-taskers**, easily balancing e-mail, chat, and other communications simultaneously.



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About the Target Parent: The Generation X Mom

About the Audience: Moms of 9– 13 Year Olds

Parents of tweens see their children growing up and exerting their independence. Their kids are trying new things, have new friends and are looking towards the future, but they still have a very important and influential relationship with their parents.

Parents want to and should help and guide their tweens in many life decisions that will help shape who they are as adults.

Moms: Unique Core Values

- Today's moms were kids during politically **turbulent times**. Growing up in the 1970's through the 1980's, they were the **first generation to grow up in non-traditional families**. **Still distrustful of institutions**, Xers believe they must count on themselves.

Family is the Priority

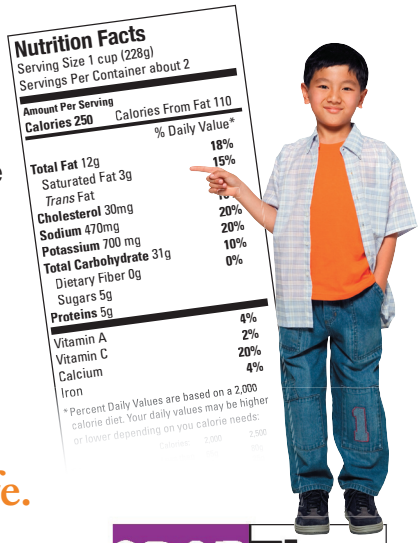
- **Gen-Xers are very child-centered.** Today's parents are intent on giving their children the attention, energy and advantages many feel they didn't receive while growing up. They want more time with their kids.

Moms: Control and Connections with Kids

- For moms, **safety and information overload are key anxieties.** Gen-X moms believe that they have a lot more to worry about than their moms did when they were kids. They feel a **lack of control** over how kids access the outside world.
- Gen-Xers **connect with their kids** through shared interests in pop culture. The days of the generation gap are behind us — parents are well-liked by their kids and pop culture offers a lot of opportunities for common ground.

"Success" is re-examined and redefined.

- **Perfection isn't a realistic expectation.** While competent and pragmatic, moms feel a certain amount of guilt no matter what role they choose in life. Success means many things:
  - — Balancing demands of career, home and children, maintaining individuality
  - — Working on their own terms and raising kids with a more balanced view of life
  - — Maintaining individuality and identity.



Technology plays an expanded role in daily life.

- **Gen-X women are tech-involved.** They use their time on-line for communication, social connection, research, shopping and fun. Radio, magazines, community sites on the Internet, opt-in email, and peer advice are all key in reaching these moms.

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Spot The Block Partnership Opportunities

Through **Spot the Block**, *you* can become part a **nationwide program** to stop childhood obesity!

Sponsored by **FDA**, this innovative initiative offers partners the chance to align with a nationally-branded program supported by **Time Warner's Cartoon Network**, while helping **reach tweens and parents** and promote your own brand within your community.

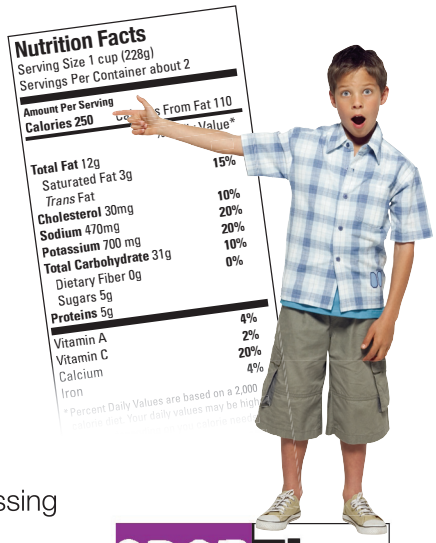
What It Means For YOU

This national initiative will:

- Reach tweens nationwide through **Spot the Block**
- Reach parents at the supermarket and online
- Put you and your organization front-and-center with your customer

Benefits of Partnership:

- **National Media**
  As **Spot the Block** gathers momentum, you'll be tied into national media promoting the program and its partners.
- **One Uniform Message**
  With the national **Spot the Block** campaign, you'll be getting the word out about "reading the label" in a clear, concise manner. Plus, you can customize the message for your own audiences.
- ***Spot the Block* Merchandising Efforts**
  Spot the Block brings a new "twist" to your ongoing PR and advertising efforts: from store circulars . . . to radio spots . . . to grocery bags, shelf-talkers and grocery receipts . . . to point-of-purchase displays.
- **In-Store Events**
  Bring the buzz into your store with special events that bring attention to your support of FDA's program to increase label reading for dietary management!
  — Local government proclamation — invite the mayor!
  — Label-reading Q & A Display with a local nutritionist
  — Nutritional cooking demonstrations by local chefs
  — Live on-the-air coverage from local TV or radio
- **Local Media**
  Preventing childhood obesity is a hot topic! Use the media to build customer loyalty as you announce your support of FDA's **Spot the Block** initiative to local newspapers and community television, local community calendar, and/or "town happenings" web site.
- **Doing Well by Doing Good**
  Promoting usage of the Nutrition Facts label is a key step in addressing the childhood obesity epidemic in the United States. By joining the FDA initiative, you'll be part of a national movement while enjoying brand-building opportunities for your organization. Don't miss out on this extraordinary partnership!



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