



# SHAPE YOUR FUTURE

A statewide health campaign launched in 2011 that encourages Oklahomans to eat better, move more and be tobacco free.

## HEALTHY HABITS

### CAMPAIGN

Animated nutrition and physical activity characters encourage parents to make sure their kids get 60 minutes of physical activity each day and fill half their plates with fruits and veggies. The characters offer support and tips to parents in a fun and simple way and remind them that the “healthy habits” they form today will follow kids for life.

### OBJECTIVES

- Encouraging parents to help their kids get 60 minutes of physical activity each day
- Encouraging parents to help their kids fill half their plates with fruits and vegetables

### RESEARCH

All research conducted in the first phase of Shape Your Future was considered when developing the healthy habits campaign. Research included qualitative online digital research among Oklahomans 18-54 years old, as well as six focus groups. This research uncovered barriers to living a healthy lifestyle, including costs.

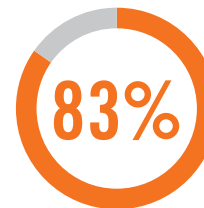
### POST-TESTING OF TV SPOTS

Online research was conducted to uncover the impact of the commercials on behavior change and ultimately understand if Oklahomans got ideas on how to lead more healthy lifestyles from the spots.

### EVALUATION

Cross-sectional survey – June 2014 & June 2015

Quantitative research among  
**500 OKLAHOMANS**  
testing 4 commercials.



**83% of respondents** say the ads give them ideas on how to encourage kids to lead **healthier lifestyles**.

- ▶ There was a positive response to the ads – **especially among parents**.
- ▶ They do well at **educating** and giving ideas on both **physical activity** and **nutrition**.



**TV Spots** were tested, approved and began airing February 2, 2014.

### AWARDS

- 2015 AMA OKC Marketini Award of Excellence
- 2015 OKC Ad Club Addy Awards - Best of Show, 14 gold awards and 6 silver awards for campaign executions
- 2015 District Addy Awards - 1 silver, 1 bronze
- 2014 OKC PRSA Uppercase Honorable Mention - Public Service Campaign



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## CREATIVE INCLUDED:

Campaign includes print, digital, radio liners, :60 radio spots, television, outdoor, mall marketing, SEO, PPC (paid search), sponsorships, social media, website and public relations.

## HEALTHY HABITS CHARACTERS - 15607

Over 60 unique characters created.

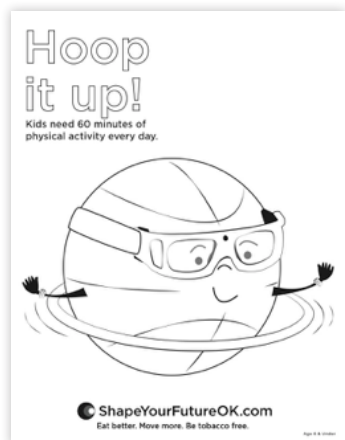
## FACEBOOK ADS - 14802, 14826

## FLYERS (3)

ABC's Of Good Health Flyer -18012  
Back-to-school Flyer - 15820  
Classroom Activity Flyer - 15821  
Add More Steps Flyer - 16369

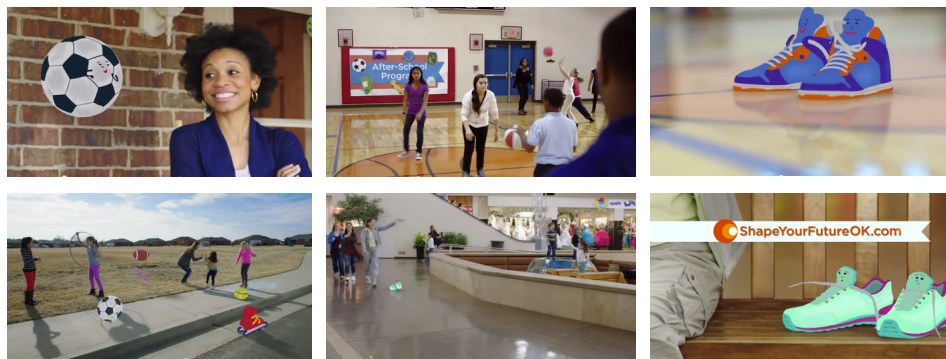
## POSTER - (4) 14819

## COLORING PAGES - (4) 15179



## TV - 13815, 15259

T16-14-OTSET "Shape Your Future-Soccer Ball-With Logo"



## TV - 13815, 15259

T15-14-OTSET "Shape Your Future-Basketball-With Logo"  
T14-14-OTSET "Shape Your Future-Picnic-With Logo"  
T14-14-OTSET "Shape Your Future-Milk-With Logo"



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**RADIO - 16842 - :60 (2)**

**RADIO LINERS - 16396 (4)**

### Nutrition A:

15: Whether they're fresh, canned or frozen, filling half your plate with fruits and veggies is a sure fire way to power up! How does your plate measure up? Learn more at ShapeYourFutureOK.com.

### Physical Activity A:

15: Adults, here's a quick tip to get your 30 minutes of physical activity each day ... get your heart rate up three times a day by walking or jump-roping for just 10 minutes at a time. How do you get your 30 minutes? Visit ShapeYourFutureOK.com for ideas.

**CHARACTER STICKERS - (50) 15178**

Examples:



**OUTDOOR - (10) 16059**

**Frozen fruit? Brrravo.**  
 Fill half your plate with fruits and veggies.

ShapeYourFutureOK.com

**Get your kicks, kids!**  
 Set goals to move 60 minutes every day.

ShapeYourFutureOK.com

**Peas and love.**  
 Fill half your plate with fruits and veggies.

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## MALL SIGNAGE

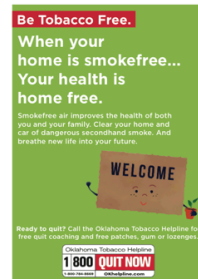
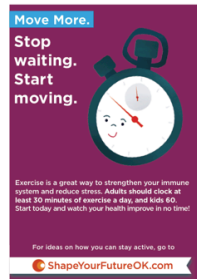
Wall Graphics- 14155

Escalator Wrap - 14178

Mall Bathroom Signage - (4) 14177

Mall Table Tents - (3 English, 3 Spanish) 14180

Mall Floor Graphics - (50) 14176







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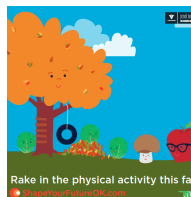
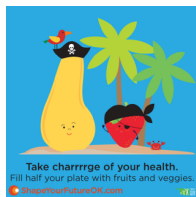
A statewide health campaign launched in 2011 that encourages Oklahomans to eat better, move more and be tobacco free.

## CREATIVE INCLUDED:

Parts of the campaign correlate with national holidays to help carry the message. These holidays include Walk or Bike to School Day, Fresh Fruits and Veggies Month and Physical Activity Month.

## HOLIDAY EXAMPLES

- Fruits and Veggies More Matters Month
- Farmers Market (customizable by community)
- Social Media Examples
- Valentines Day Cards
- Digital: 14213, 16319, 17906





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## PRESS RELEASE EXAMPLE



FOR IMMEDIATE RELEASE

For more information contact:  
Sjonna "sauna" Paulson, APR  
(405) 525-8738 or after hours: 596-9399

### ***Shape Your Future* Encourages Oklahomans to Visit Local Farmers Markets During National Fresh Fruits and Vegetables Month**

**OKLAHOMA CITY— June 11, 2014**—June is National Fresh Fruits and Vegetables Month and is the perfect time to enjoy the season's bounty. From fresh peaches to homegrown tomatoes, fresh fruits and vegetables are plentiful throughout the summer months. During Fresh Fruits and Vegetables Month, *Shape Your Future*, a statewide health initiative funded by the Tobacco Settlement Endowment Trust (TSET) and the Oklahoma State Department of Health (OSDH), is encouraging Oklahomans to visit local farmers markets to not only support local farmers, but to also enjoy the taste and benefits of homegrown fruits and vegetables.

"Shopping at a local farmers market allows you to provide your family with wholesome, healthy food while supporting your local community at the same time," said Tracey Strader, TSET executive director. "In addition, bringing children to farmers markets will allow them to talk with real farmers to better understand how their food is grown and why homegrown fruits and vegetables are more nutritious."

Benefits of shopping at farmers markets include:

- Enjoying nutritious produce that is packed with vitamins and antioxidants.
- Keeping money local.
- Reducing mileage produce travels which helps decrease energy consumption.
- Interacting with farmers to understand how fruits and vegetables are grown and harvested.
- Connecting rural and urban communities.
- Using less packaging for a greener shopping experience.

There are many farmers markets across the state of Oklahoma that offer a vast selection of fresh fruits and vegetables. For more information on National Fresh Fruits and Vegetables Month and to find a farmers market near you, visit [www.ShapeYourFutureOK.com](http://www.ShapeYourFutureOK.com).

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*The Oklahoma Tobacco Settlement Endowment Trust (TSET) serves as a partner and bridge builder for organizations working towards shaping a healthier future for all Oklahomans. TSET provides leadership at the intersections of health by working with local coalitions and initiatives across the state, by cultivating innovative and life-changing research, and by working across public and private sectors to develop, support, implement and evaluate creative strategies to take advantage of emerging opportunities to improve the public's health. TSET – Better Lives Through Better Health. To learn more go to: [www.tset.ok.gov](http://www.tset.ok.gov).*

## COMMUNITY EVENTS

