

Campaign Requirements – Student Handout

Your team is a marketing company with an opportunity to gain funding from the U.S Department of Health and Human Services (HSS) for public service advertising. They require the development of a 3-month campaign to warn people of the risks of an unhealthy lifestyle and promote healthy eating in Oregon. The *Healthy Living Factsheet* is available for background information on the topic. Your company is to produce a campaign plan and an example of the public service advertising you would use to present to the HSS in order gain this funding.

As a professional marketing company, your team must:

1. Have a company name
2. Focus your campaign on a specific target audience
3. Develop a campaign slogan
4. Detail all campaign activities, including costs
5. Produce an example of advertising to be used in the campaign, taking into account your target audience. Be sure to mark your advertisement with your company name and/or logo.

Note: The HSS will only accept a campaign that can effectively promote healthy living whilst remaining positive and respectful toward its target audience.

Complete your *Campaign Plan Worksheet* to assist you with your task.

Use this space to draft your sample advertisement

Healthy Eating – Student Factsheet

Overall, 62% of adults in the United States never engage in any periods of vigorous leisure-time physical activity lasting 10 minutes or more per week. More than 50% of American adults do not get enough physical activity to provide health benefits

Only 32% of adults in the U.S consume fruit and vegetables twice per day, highlighting the need for continued government intervention to encourage greater fruit and vegetable consumption on a national level.

17% of U.S youth ages 12 to 19 are overweight. Poor eating habits and inactivity are the root causes of weight problems and obesity as many children and adolescents have a diet too low in fruit and vegetables and too high in saturated fat

Parents are role models and can set good examples for children by eating healthy foods themselves. By buying and trying new fruits and vegetables, drinking water between meals and setting an eating routine at home, they can encourage their children to learn by good example.

The *2005 Dietary Guidelines for Americans*, produced by the U.S. Department of Agriculture and the U.S. Department of Health and Human Services, gives the following advice:

- Eat a variety of foods.
- Balance the food you eat with physical activity.
- Eat plenty of fruit and vegetables (At least five portions each day, examples of a portion include: 1 banana or apple; 3 tablespoons of peas or corn; or a small bowl of green salad).
- Eat plenty of fiber, such as cereals, grains and wheat bread
- Limit your intake of red and processed meats (e.g. ham, bacon)
- Choose a diet that is low in fat, saturated fat, and cholesterol and moderate in sugars, salt, and sodium.

A diet high in fruits and vegetables is associated with decreased risk for chronic diseases.

With a little creativity and planning, even the busiest schedule can make room for physical activity. It is easy to find simple opportunities to be more active, such as cycling instead of driving or walking a dog. Every little bit helps

Campaign Costs – Student Factsheet

Below are some example costs for running a health campaign. They will help you to plan your campaign and budget. Don't forget your total budget is **\$200,000**.

If you have an idea that isn't listed here, ask your teacher to help you estimate the costs.

ACTIVITY	COST
TV advertising using 400 commercials across 4 different national channels over a 3-month period	\$200, 000
Radio advertising over a 2-week period	\$ 20, 500
Advertising in 30 Oregon papers and magazines over a 4-week period	\$ 30, 000
Advertising in 10 national papers and magazines over a 4-week period	\$ 60, 000
Outdoor advertising – 450 billboards around Oregon	\$ 70, 000
Advertising on various websites over a 4-week period	\$ 8, 000
Sending out emails to 10,000 people on email lists	\$ 2, 000
Designing and setting up a website	\$ 5, 000
Printing 1 million leaflets	\$ 16, 000
Printing 50,000 posters	\$ 2, 500
Printing 15, 000 large information brochures	\$ 3, 500
Mailing 15,000 leaflets and posters to medical centers/hospitals in Oregon	\$ 15, 000
Mailing 2,000 leaflets and posters to sports centers and swimming pools in Oregon	\$ 3, 000
Mailing 5, 000 posters to high schools in Oregon	\$ 2, 000
Mailing 5, 000 posters to Colleges in Oregon (Go Beavers)	\$ 1, 000
Arranging a 2-day event or conference in Portland, Oregon	\$ 25, 000