Let's SOCIALCISE

Using National Messaging Resources to Help Develop Local Campaigns
Working With

• Limited Funds
Working with Limited Funds

- Leverage partnerships (National, State, Local)
- Utilize Technical Assistance Partners
  - Safe Routes To School (SRTS) National TA Partner for Partners Improving Community Health (PICH) Grant
  - SRTS developed a message research summary for us on the topics of:
    - Biking
    - Walking
    - Active living and design
    - Complete Streets
Reviewing Materials
Reviewing Materials

- Review Messaging Research and Messaging Guides
  - Make a List
    - Summarize possible messages you want to use
    - List of key words to both use and not use
    - Note graphics and images that might best fit your message and look like your community
  - Choose what is best for your audience
    - We found people knew they needed to be physically active
    - Focused our message more on the connections they can make when being active
SocialCISE

Campaign
SocailCISE Campaign

- Campaign Development
  - Worked with contracted media firm
  - Campaign message
    - Being social with friends and family
    - Connecting with the community
- Campaign imagery
  - Family and friends focus
  - Local backgrounds
SocialCISE Campaign

- Print
- Online Banners
- Facebook Ads
- Local Newspaper Website Takeover
25 years after the Rodney King riot, west Las Vegas 'stuck in time'
State and Community Health Media Center

- A collection of free and low-cost, audience-tested advertising and support materials
- Ad topics include:
  - Physical activity
  - Nutrition
  - Obesity
  - Chronic disease-related materials
- State and local health departments, nonprofit organizations, and federal agencies produced these materials
State and Community Health Media Center

- Ad Types Include:
  - Television and radio commercials
  - Print
  - Outdoor
  - Web ads
  - And More

- Make finding, reviewing, choosing, and placing advertisements/materials in a wide variety of individual media markets both easy and cost-effective.
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