



# **Multnomah County Health Department Community Wellness & Prevention Program**

A Healthy Active Multnomah County: It Starts Here Media Campaign

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# Why a media campaign?

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In 2007, top three carbonated soft drink companies spent more than \$1 million a day to market their products in the United States alone.

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# Campaign for a Healthy Active Multnomah County

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# Hidden Sugar





# Healthy Kids



# Partnerships: KGW Channel 8



KGW **Live Well**  
\*IT STARTS HERE







# KUNP/Univision Partnership

## *Aqui Empieza*





# Evaluation

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- Determine awareness of the “It Starts Here” campaign
- Examine knowledge and attitudes about sugar, sugary drinks, and childhood obesity
- Assess behavioral intentions and behaviors about drinking soda and sugary drinks

# What did we learn: reach

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- **70%** of people surveyed could recall an element of the “It Starts Here” campaign



# What did we learn: **impact**

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Attitude	Childhood obesity is a problem in my community (% agree)	<b>77%</b>
Knowledge	Too much sugar can cause health problems	<b>97%</b>
Behavioral Intention	Reduce amount of soda or sugary drinks you serve a child as a result of the ads	<b>78%</b>
	Reduce amount of soda or sugary drinks you consume as a result of the ads	<b>51%</b>



# Impact: increased public discourse

## County's sugar fight not a blockbuster

*Don't look for healthy eating ad on movie screens this summer*

By STEVE LAW  
The Tribune

With the new Harry Potter movie coming out soon, Multnomah County figured it should take its anti-obesity campaign to where young people are hanging out this summer — movie theaters.

But the county's attempt to buy space for a 60-second ad in that jumble of advertising shown before movies are

screened was flatly rejected by the company that handles ad sales for Regal and other Portland-area cinemas.

The ad, adapted from one produced by New York City, shows a man at a lunch counter chowing down on several little packets of sugar used to sweeten coffee or tea.

Text for the ad appears on the screen while the obviously happy man stuffs his



Scan this code with your mobile device for link to county's video.

See SUGAR / Page 5



Multnomah County purchased billboard space around town for its anti-obesity campaign, hoping to encourage young people to pick up healthier drink options this summer.

TRIBUNE PHOTO:  
CHRISTOPHER ONSTOTT

## PortlandTribune

GUEST OPINION

### County's anti-sugar ad has a big dose of truth

MYVIEW • Grown-ups obligated to help kids make better, healthier choices

By NANCY BECKER  
July 7, 2011

A recent Tribune story, "County's sugar fight not a blockbuster" (June 23), reported that Regal Cinemas refused to run a paid advertisement revealing the amount of sugar in soda pop. The Multnomah County Health Department had tried to purchase screen time for the ad as part of its effort to encourage healthier beverage options.

The ad shows that drinking a 20-ounce regular soda is equivalent to eating 16 packets of sugar (the packets of sugar you find in restaurants). It appears that Regal does not want you to know this information.

Maybe Regal rejected the ad because they don't sell 20-ounce sodas. At our local Regal theater, the smallest soda you can buy is 32 ounces.

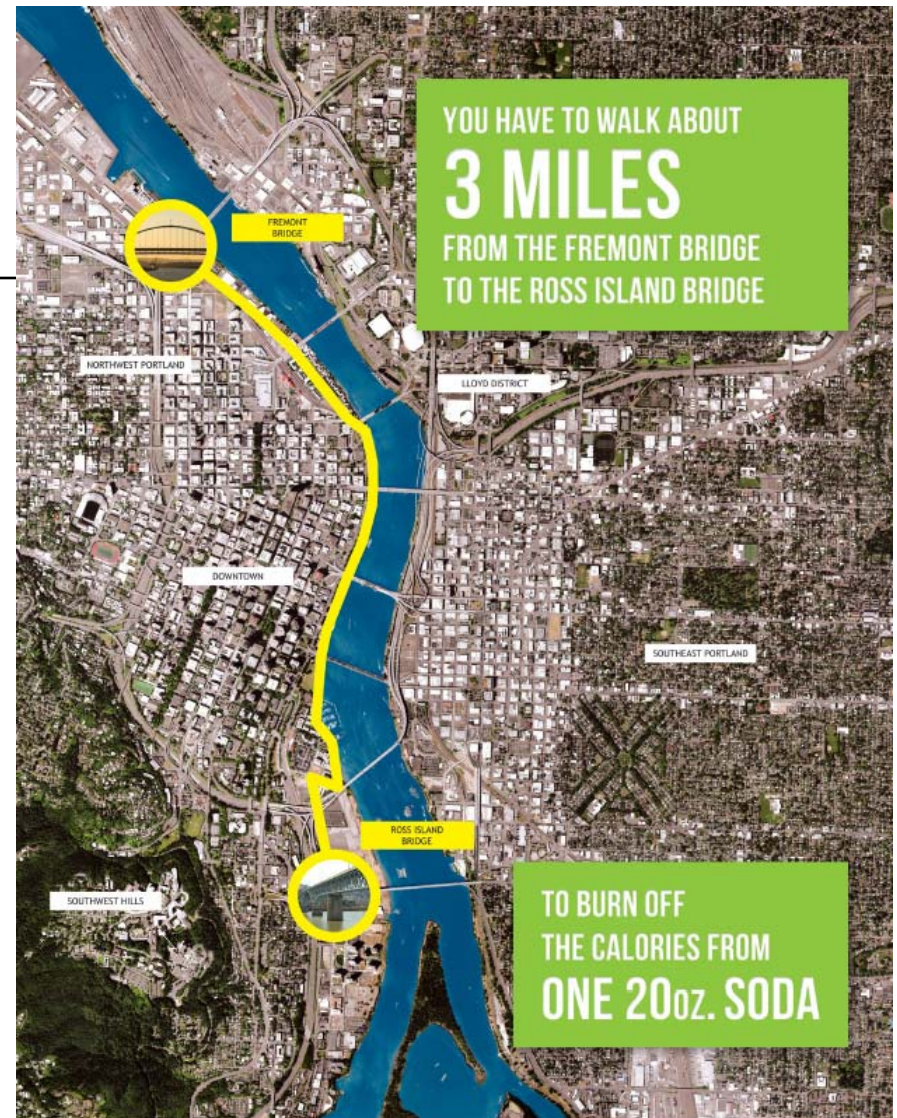
For the record, this "small" soda has 26 packets of sugar. The large soda comes in at 54 ounces, or 43 packets of sugar.

Really, it is no surprise that movie theaters do not want you to know the nutrition content of the foods and beverages they sell.



COURTESY OF NYC HEALTH DEPARTMENT  
The county attempted to buy space for a 60-second anti-obesity ad (above) to be screened before movies this summer. The ad was produced by the New York City Health Department. Local cinemas have rejected the county's ad.

# What's Next?



## HOW MUCH SUGAR IS HIDING IN YOUR DRINK?

ALL THOSE EXTRA CALORIES CAN BRING ON OBESITY, TYPE 2 DIABETES AND HEART DISEASE.

[MULTCO-ITSTARTSHERE.ORG](http://MULTCO-ITSTARTSHERE.ORG)



According to the Mayo Health Clinic, a 140 lb. person will burn 288 calories in four walking 30 min. This will take walking approximately 3 miles to burn off the 288 to 375 calories of a 20 oz. soda. Adapted with permission from the New York City Department of Health. Funded by the Centers for Disease Control and Prevention (CDC).





# What's Next: Healthy Worksites

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Burn Calories,  
Not Electricity



Take the Stairs!

Walking up the stairs just 2 minutes a day helps prevent weight gain. It also helps the environment.

Learn more at [www.multco-itstartshere.org](http://www.multco-itstartshere.org)

Adapted with permission from the New York City Department of Health and Mental Hygiene.

