



MULTNOMAH COUNTY AGENDA PLACEMENT REQUEST

(Revised: 8/18/11)

Board Clerk Use Only

Meeting Date: 9-4-12
Agenda Item #: B.2
Est. Start Time: 10:40 am
Date Submitted: 8-28-12

Agenda Title: Update on the Health Department Campaign: *A Healthy Active Multnomah County: It Starts Here* Community Education Campaign

Note: If Ordinance, Resolution, Order or Proclamation, provide exact title. For all other submissions, provide a clearly written title sufficient to describe the action requested.

Requested Meeting Date: September 4, 2012
Time Needed: 25 minutes
Department: Commissioner Kafoury
Division: District 1
Contact(s): Beckie Lee
Phone: 503-988-6796 **Ext.** 86796 **I/O Address:** 503/6
Presenter Name(s) & Title(s): Health Department Staff: Sonia Manhas, Manager; Adelle Adams, Communications & Policy Lead Coordinator; Myde Boles, Principal Investigator / Senior Research Scientist

General Information

1. What action are you requesting from the Board?

The Health Department will report back to the Board on the progress and activities of the campaign, launched by direction of the Board in January 2011, entitled "A Healthy Active Multnomah County: It Starts Here"

2. Please provide sufficient background information for the Board and the public to understand this issue. Please note which Program Offer this action affects and how it impacts the results.

In January 2011, the Board passed Resolution 2011-005 directing the health department to implement a community education campaign to improve the health of its residents and local workforce in order to decrease chronic diseases and health care costs. The *It Starts Here* campaign is working to raise community awareness about obesity and its many consequences, including poor health and learning outcomes.

Since 2011, the campaign developed and launched two message series: 1) *Hidden Sugar*: intended to raise awareness about the amount of sugar hiding in soda and other sugary drinks, and the role the extra calories from sugary drinks play in driving the obesity epidemic and 2) *Healthy Kids*: intended to call attention to the need for physical activity throughout children's days, and the need for safe places to play in our neighborhoods. Each campaign includes web and social media sites; outdoor, transit, mall, and community

publication advertising; and community tool kits. Moving forward, the campaign will launch a worksite wellness message series this fall.

The campaign includes two primary media partners, KGW, the local NBC television network affiliate, and KUNP, the local Univision, Spanish-language affiliate. KGW has worked with the health department to produce and air 10 English and Spanish language public service announcements. The television spots were aired in a variety of community venues, including the City of Portland's Movies in the Park. KUNP collaborated with the campaign to develop messages that build on the cultural values and identities of local Latino communities. These innovative partnerships have led to the development of five Spanish-language commercials that promote healthy beverages and increased physical activity for kids.

The health department is evaluating the campaign to assess its reach, impact, and effectiveness. The results of the evaluation are promising, with 70% of individuals reporting that they saw, heard, or read an "It Starts Here" campaign element. The briefing will include an overview of the evaluation results.

3. Explain the fiscal impact (current year and ongoing).

The campaign was launched as a part of the health department's federally funded Communities Putting Prevention to Work Initiative. The implementation, including staffing to develop the creative concepts and the media buys, will continue to be funded through the no-cost extension period of the grant (March 2013).

4. Explain any legal and/or policy issues involved.

None

5. Explain any citizen and/or other government participation that has or will take place.

The campaign has included community participation, such as seeking community input to test creative concepts and surveying community members to assess reach and impact of campaign messages. The campaign has also included coordination and collaboration with governmental partners, such as Portland Parks & Recreation who played *It Starts Here* vignettes during its Movies in the Park series.

Required Signature

Elected
Official or
Department
Director:



Date: 8/28/12