



Communication Plan

for

California Project LEAN
Food on the Run Campaign
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Social Marketing Plan
California Project LEAN *Food on the Run* Campaign

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This plan recommends communication objectives and strategies for the *Food on the Run* campaign, as well as programmatic suggestions. The plan was written with Project LEAN's existing delivery mechanisms, past successes, and program resources in mind, and incorporates ideas for state and community-level implementation and partnership activities.

I. Situation Analysis

Background

California Project LEAN, a program of the California Department of Health Services, strives to increase the accessibility and visibility of healthful foods and physical activity options in communities across the State by working with 10 regional networks, industry, voluntary organizations and the media.

Nationwide, diet and physical activity patterns have resulted in crisis proportions of overweight and obese adolescents, and have placed these youth at risk for chronic illnesses such as coronary heart disease, diabetes, high blood pressure, and some cancers. A snapshot of American youth reveals that, for example:

- Obesity now affects one in five children in the United States.¹
- Only about one percent of youth are meeting all the national recommendations for food group intake, with 30 percent meeting the recommendations for fruit, grain, meat, and dairy intake and 36 percent meeting recommendations for vegetable consumption.²
- Almost half of young people ages 12-21 are not physically active on a regular basis.³

Adolescents from all ethnic groups have some dietary deficiencies, but minority groups, females and teens from low socioeconomic backgrounds are at a higher risk for chronic disease. To address these issues, Project LEAN created *Food on the Run*, a campaign designed to reach low income, multi-ethnic high school youth and their families as a way to build an environment to improve health and reduce the risk of major chronic diseases.

Food on the Run applied an audience segmentation strategy based on the Diffusion of Innovations model in targeting early adopters, those adolescents who serve as opinion leaders and informal leaders for their peers.⁴ This segmentation strategy has been used successfully by commercial marketers of many different products. It allows the marketer to, in addition to reaching the early adopters themselves, utilize the early adopter's interpersonal communication networks to diffuse ideas and behaviors to a wider audience (targeting early adopters allows a marketer to potentially reach 83% of the teen audience—early adopters, early majority, and late majority).

Competing Behaviors and Barriers

The challenges in promoting healthy eating and physical activity to adolescent opinion leaders include:

- **Media and peer influences.** Adolescents are inundated with advertisements for foods that are high in fat, sugar, and salt, and are influenced to some extent by what their friends eat and do with their free time. In addition, adolescents cited the use of television and other media (e.g., video games and movies) as contributing to a lack of motivation to be physically active.⁵
- **Behavior modeling by parents.** Despite their growing independence, adolescents are still influenced by the actions of their parents. If their parents do not purchase/eat/prepare healthy foods and engage in physical activity, adolescents are less likely themselves to engage in these behaviors.⁵

- **Taste.** Adolescents frequently mention taste as a barrier to eating healthy foods, and say that if healthy foods tasted better, they would be more likely to eat them.^{5, 6} Adolescent opinion leaders believe that healthy food tastes bad and does not provide as wide a range of acceptable choices as the foods they are currently eating.⁵ In some cases this belief is a result of experience, while in others it is based on perception.⁶
- **Access/availability.** Many adolescents perceive that they have limited access to healthy foods, that they are not available at school, in fast food restaurants, or at home.^{5,6}
- **Convenience.** There is a perception that healthy foods are difficult to prepare or transport,⁴ and that they are more expensive.⁶

In addition, neither healthy eating nor physical activity are top of mind for adolescents. Top concerns include AIDS, education, child abuse, drinking and driving, race relations, and abortion. More early adopters care about AIDS and unplanned pregnancy. Among Hispanic teens, racism has been elevated in importance, and drinking and driving has advanced on the list of concerns for teens overall.⁷

While adolescent opinion leaders have some idea of what healthy eating means, and may even mention specific foods (e.g., "not greasy," fruits and vegetables, low fat foods), their perceptions are limited and do not reflect the concept of a balanced and varied diet.⁵ Nor does their actual behavior, as demonstrated by most of the foods that are most popular among adolescents: pizza, french fries, cereal, hamburgers/cheeseburgers, chicken nuggets, pasta, tacos, deli-sub sandwich, and nachos.⁷

With regard to physical activity, more early adopters/opinion leaders than other adolescents are involved in team sports and other vigorous activities.⁷ This emphasis on competitive sports likely excludes other adolescents from imitating the behavior of early adopters, perhaps due to concerns about failing to make a team or not being good at sports. While opinion leaders also note some activities that are more moderate, such as walking, sit-ups, and biking,⁵ physical activity does not rank high on the list of the most popular activities among teens overall—coming behind watching television; listening to the radio; listening to CDs, tapes, etc.; hanging out with friends; talking on the telephone; doing chores or errands; and reading magazines and newspapers. Early adopters are significantly more likely than the other Teen Types to consider "hanging out at malls" and "going to teen clubs" to be "in," and the relative importance of socializing/dating and listening to music is higher for early adopters than for teens overall.⁷ This is of particular interest in light of the fact that in focus groups, audience members responded positively to the suggestion of dancing as a way to be more physically active.⁶ Dancing and other types of physical activity can be positioned as social opportunities.

Opinion leaders identify the barriers to physical activity as:

- Being lazy (most often attributed to television and other media use, 5 lack of time or being too busy, 5 6 spending time with friends).
- Not liking sports or being too embarrassed to try,^{5 6} or the belief that they are too out of shape or overweight to play sports well.⁶
- "Not having anyone to play with." ⁶
- Lack of transportation.⁶
- Parental barriers.⁶
- Not knowing the benefits.⁶
- Not being able to afford to participate.⁶

The barriers "being too lazy" and "being too busy" seem somewhat contradictory. They suggest that these youth are unmotivated/spend much of their time "hanging out" and doing not much of anything but at the same time are busy doing so many things that there is no time to be physically active. This might again point to the lack of priority placed on physical activity by the audience.

Environmental barriers also exist for both healthy eating and physical activity. They include the variety and perceived cost (healthier foods are perceived to be more expensive) of foods available at school, convenience stores, and grocery stores; lack of safe areas to engage in physical activity; shrinking opportunities to engage in physical activity, aside from team sports, at school; and widespread advertising for foods that are high in fat, salt and sugar.⁵

Perceived Benefits and Motivations

Adolescent opinion leaders identify the benefits of healthy eating and physical activity as being virtually the same: increased energy, improved health (both short- and long-term), feeling better about yourself, and improved image/looks.⁵ Some also mentioned the avoidance of clogged arteries as a benefit of healthy eating.⁶ The emphasis on improved physical and mental health is somewhat surprising, given that many experts caution that adolescents lack a future orientation and sense of mortality, and deserves further exploration (e.g., to determine if mentions of health reflect knowledge only or if the audience has actually internalized this perceived benefit).

The idea of increased energy may be appealing because adolescents perceive that they are extremely busy and under a fair amount of stress⁷—and these behaviors may effectively counter these concerns. In fact, early adopters are more likely than other teens to mention "playing sports" as a means of reducing stress.⁷ However, it should be noted that in focus groups, the audience identified weight loss/prevention of weight gain as the primary benefit of healthy eating.⁶ Energy was not spontaneously cited as a benefit, although the audience responded positively to a creative concept that promoted an energy benefit, and associated energy with playing sports, doing activities, "not falling behind," and "working right."⁶

The audience's motivations for healthy eating reflect both perceived barriers and benefits, with taste most frequently mentioned (i.e., if it tasted better, I would eat it).^{5 6} Weight issues were also mentioned as motivations for healthy eating^{5 6}, although market research data show dieting as a downward trend among all adolescents.⁷ At the same time, the percentage of overweight and obese adolescents is increasing and eating disorders remain a critical problem in this age group— suggesting that while the popularity of dieting, per se, may be waning, in many cases it has not been replaced with a more balanced approach to food. (To paraphrase one female focus group participant, she balanced her diet by drinking diet soda so that she could eat french fries.⁶) Opinion leaders also mention convenience and availability as motivations, as well as health benefits and athletic enhancement (e.g., to have a fit body or build up). In addition, advertising and peer influences are potential motivations (e.g., if a friend was eating something healthy).⁵ While it is not feasible, at this point, to consider conducting advertising campaigns that are comparable to those conducted by fast food and snack food vendors, this plan does include strategies that may address these motivations.

Challenges and Opportunities

The following assessment of challenges and opportunities in the immediate future will help to establish the best positioning for *Food on the Run* and its message, and will provide a guide to issues that need to be addressed in campaign development.

Challenges

- "Eating whatever you want" is mentioned more frequently than any other activity when adolescents are asked what they are able to successfully "sneak" (i.e., get away with) and is the third most frequent response when they are asked what their parents know about but let "slide." This sense of freedom associated with food selection must be acknowledged and incorporated into messages disseminated by *Food on the Run*—that is, adolescents must perceive that a decision to eat more healthy foods is theirs alone, that they are not being told what to eat by adults or outsiders.
- The saturation of the media market with advertisements for foods that are high in fat, salt and sugar presents a major challenge to promoting healthy eating and physical activity. The taste issue discussed above, be it experiential or perceived, is quite relevant here, as advertisers trade on the flavor of these foods. The list of adolescents' favorite foods illustrate the success of this advertising and outline one element of the "competition" in no uncertain terms.
- In some neighborhoods, low-income adolescents lack access to healthier food choices and safe places to engage in physical activity,^{5 6} or are not aware of existing programs and services.⁶ Many factors contribute to these environmental barriers—certainly more than can be addressed by a communications program alone.

- Shrinking budgets have resulted in the downsizing or elimination of many school-based physical education programs, as well as the influx of fast-food providers into the school cafeteria.
- Healthy eating and physical activity are not seen as pressing issues among the target audience, not even appearing on lists of most common concerns. Typical teenage issues such as dating and being popular; school concerns and getting into college; and health issues such as AIDS and drinking and driving are perceived as more personally relevant.' However, it is interesting to note that in focus groups, audience members did not cite lack of importance/concern as reasons for not eating healthy or engaging in physical activity.⁶

Opportunities

- However, audience interests can also be viewed as an opportunity. Healthy eating and physical activity can be related to things the audience ~s interested in, particularly dating and the opportunity to meet members of the opposite sex. For instance, food choices made on dates, selection of activities, etc. This idea is best put in the words of one male focus group participant, who, in response to the moderator's prompt about a particular type of activity asked, "would there be girls there?"⁶
- Eating healthy is considered "in" among a majority of the target audience and teens overall, and is, in fact, trending upward.⁷ This, combined with the finding that the audience is interested in knowing more about the benefits of healthy eating and physical activity,⁶ presents an opportunity to sell the audience on the benefits and showing them how to exercise their food and physical activity choices in a positive way.
- The importance of lifestyle factors in disease prevention is recognized now more than ever before, as is the concept that many lifelong behavior patterns are established during childhood and adolescence. Even adolescents, who for the most part are thought not to be oriented toward the future, have shown an awareness of the connection between healthy eating and physical activity and disease prevention (they mention health as a benefit).⁵ This may provide an opportunity to appeal to this interest in health.
- Enhanced athletic performance⁵ and being in shape⁶ are mentioned by the target as a benefit of healthy eating. As the audience is heavily involved in sports,^{5~6} this may provide an incentive for adoption of the behaviors that make up healthy eating.
- The benefits of targeting early adopters extend beyond changing the perceptions, attitudes and behaviors of that group alone. Their position in the school social system means that others will emulate their behavior and their advice sought.
- Project LEAN has already established Food or' the Run activities in 30 California high schools, and has a motivated group of adolescents interested in and willing to promote healthy eating and physical activity among their peers. This self-selected group can play an important role in the development of advocacy activities designed to reduce environmental barriers to healthy eating and physical activity.
- There are numerous organizations in California that share Project LEAN's goals. Partnering with these organizations can expand the reach of *Food on the Run* messages and facilitate access to segments of the target audience.
- Although the media influence on adolescents is apparent through their selection of foods, activities, clothing, etc., adolescents are also skeptical when it comes to advertising. This presents an opportunity to include media literacy/media advocacy activities in the program mix. These types of activities can have an impact on environmental barriers and build skills that will be useful throughout adolescents' lives.

II. Program Objectives

- To increase consumption, among the target audience, of:
 - fruits and vegetables
 - low-fat dairy products

- grains
- To increase physical activity levels among the target audience.

III. Communications Objective

To encourage the audience to take advantage of opportunities to eat healthy foods (adding fruits and vegetables⁸) and engage in physical activity.

IV. Message Points

Based on the objective, the following six behaviorally oriented consumer messages points are recommended. These behaviors focus on easy ways to get additional servings of fruits and vegetables and increase physical activity. The language used to express these ideas will be refined following pretesting with the audience.

- Choose fruit or juice at breakfast - drink fruit juice, add fresh fruit to cereal, or make a fruit smoothie.
- Go for a side salad or piece of fruit as part of your lunch purchased in the school cafeteria or elsewhere.
- Snack the healthy way - get an extra piece of fruit at lunch to eat later or bring fruits and vegetables from home to snack on.
- Choose vegetables as a side dish at dinner.
- Make sure you can reach for fruits and vegetables - ask the person in your family who shops to buy your favorites.
- Being active = being social - dance, walk, or play sports with a friend.

V. Target Audience

Adolescent early adopters in the State of California

- 14-18 years old
- lower-income
- multicultural (primarily white, Hispanic, and African American)⁶

VI. Strategies

- A. Promote existing opportunities for healthy eating and physical activity.
- B. Model and demonstrate healthy eating and physical activity.
- C. Create new opportunities for healthy eating and physical activity.
- D. Provide Project LEAN Regional Representatives with tools to aid them in their work at the school and community levels.
- E. Collaborate with intermediaries that support Food on the Run goals and reach the target audience.

VII. Tactics

Strategy A. *Promote existing opportunities for healthy eating and physical activity.*

1. Media/Promotion Campaign

Conduct a school-year long media/promotion campaign to interest adolescent early adopters in healthy eating and physical activity. The campaign may include the following tactical elements, all based on consumer-tested creative concepts:

- **Radio Public Service Announcements (PSAs):** Create live announcer or recorded radio public service announcements (depending upon resources) to capture the audience's attention and raise the perceived importance of healthy eating and physical activity. Live announcer PSAs have the benefit of being less

expensive to produce, and of lending the popularity of the specific disk jockey to the announcement. Implementation should consider radio format preferences among the target: more early adopters favor rap and R&B stations, alternative is more popular among Caucasians (42% male/47% female); rap and R&B are more popular among African Americans and Latinos (rap: 35% male/27% female; R&B: 23% male/32% female).⁷

- **Radio Live Remotes:** Work with radio stations to include *Food on the Run* messages and giveaways when conducting live broadcasts from remote locations such as concerts, parks, and other venues.
- **Television Public Service Announcements:** Pending the recruitment of a partner(s) to cover production costs, develop a television public service announcement for placement on cable and network outlets.⁹

2. Target Audience Involvement

Involve members of the target audience in the development of media products and strategies (beyond consumer testing). This could be facilitated in a number of ways, including:

- **PSA Development Workshop:** Convene a daylong workshop where members of the target audience work with creative staff to develop public service announcements and other advertising strategies. Benefits might include public service credits, being featured in voice-over of radio PSA, giveaways, etc.
- **Poster Contest:** Hold a contest in which students are invited to submit poster designs based on the winning creative concept. Winners would see their poster produced or receive some other types of incentives (e.g., movie tickets, sports tickets).

3. Media Relations

Conduct media relations highlighting youth involvement in the development of the media campaign.

- **Media Briefing:** Hold media briefing at a school or community/teen center to launch the campaign. Invite local television/ radio stations and youth-oriented magazines (early adopters have the widest variety of magazine tastes, reading everything from *Essence* and *Ebony*, to *Teen*, *Sports Illustrated*, and *Inside Sports* to *Marvel Comics*, *Electronic Gaming Monthly*, and *Game Pro* to *Vibe*. The most popular magazines among female teens overall are *Seventeen*, *YM*, and *Teen*. Overall, males prefer *Sports Illustrated*, *TV Guide*, *Scholastic*, *Cable Guide*, and *Game Pro*. African-American teens are likely to pick up household magazines such as *Jet*, *Ebony*, and *Essence*)⁶. Highlight youth involvement and feature youth participants as speakers. The event would provide a photo opportunity for State and regional officials to demonstrate their commitment to youth. Interesting or surprising new data could be released at the event or as a teaser for the campaign (i.e., here's the scope of the problem—look for our campaign in September...).
- **Media Relations:** Send press release/pitch stories about the campaign and youth involvement in *Food on the Run* (e.g., PSA development).
- **Regional Media Activities:** Coordinate media activities with Project LEAN's *Food on the Run* school sites, including development of locally adaptable media materials.

4. Point of Purchase Promotions

Develop point of purchase promotions based on the winning creative concept, to promote the benefits and the availability of healthy foods and physical activity opportunities.

- **Poster/Counter Card:** Promote the benefits of healthy eating and physical activity via a poster to be placed in schools (e.g., in cafeterias, near vending machines) and community sites (e.g., teen centers, malls). For the purpose of promoting school or community events (e.g., taste tests, physical activity clinics, dances), leave blank space on the poster to be filled in by local sponsor.
- **Healthy Food Icon:** Develop and promote a recognizable icon that can be used to identify healthy choices in vending machines, cafeterias, mall food courts, and other locations where the audience makes food purchases.

Strategy B. *Model and demonstrate healthy eating and physical activity.*

1. Taste Tests

Provide students with an opportunity to sample healthy, ethnically diverse foods. These activities might be done collaboratively by Project LEAN student advocates and school food service staff, members of the California Nutrition Network, other health voluntary organizations or local/regional dietitians associations.

- **Breakfast Foods:** Target breakfast by sampling healthy food items (particularly those featuring fruit) in an area that students pass upon entering school or on their way to the first class of the day.
- **Presentation of Cafeteria Foods:** Work with school food service to enhance the presentation of healthy meal and snack items, run special promotions, and incorporate the healthy food icon described above
- **Cafeteria Taste Tests:** Throughout the school year, hold cafeteria taste tests of healthy foods prepared by Project LEAN student advocates (in cooperation with school food service staff, Network member organizations, etc.).
- **Sporting Events, Assemblies, and Other Activities:** Invite Network member organizations and local partners (e.g., grocery stores, smoothie outlets, commodity groups) to give away samples of healthy snacks at school sporting events, assemblies and other activities.

2. Physical Activity

Demonstrations Project LEAN student advocates could work with partners to provide opportunities to engage in physical activity.

- **Sporting Events and Assemblies:** Work with announcer or booster club to conduct physically active half-time breaks during school sporting events and assemblies.
- **After School Clinics:** Partner with local park and recreation, public health, safety advocacy, etc. officials and interest groups to conduct after-school physical activity clinics that de-emphasize competitive sports (e.g., walking, dancing, cycling).

Strategy C. *Create new opportunities for healthy eating and physical activity.*

1. Youth Advocacy

Involve Project LEAN student advocates in efforts to address environmental barriers to healthy eating and physical activity. Activities might include:

- **School-level Advocacy:** Have Project LEAN student advocates create and implement a program to address environmental barriers to healthy eating and physical activity at school. Suggested advocacy activities include:
 - Working with school food service personnel to incorporate program materials (point of purchase) and the healthy food icon into the cafeteria system.
 - Requesting time on the agenda of Parent-Teacher Association and school board meetings to discuss cafeteria and vending machine selections, facilities for physical activities, bike racks, etc.
 - Conducting a letter writing/e-mail campaign or petition drive and presenting recommendations to principals, school food service staff or school board.
 - Meeting with vending machine companies to advocate for the inclusion of healthy snack options in school vending machines.
 - Engaging in media advocacy activities to gain positive coverage of the issue.
 - Leading media literacy workshops to educate other students about how food advertisers target adolescents.
- **Community-level Advocacy:** Have Project LEAN student advocates create and implement a program to address environmental barriers to healthy eating and physical activity in the community. Suggested advocacy activities include:

- Submitting letters to the editor of local newspapers commenting on access and safety issues.
 - Conducting a letter writing/e-mail campaign or petition drive and presenting recommendations to local officials.
 - Encouraging managers of mall food court outlets to display program materials and incorporate the healthy food icon into their menus.
- **At-home Advocacy:** Provide the target audience with tools to conduct home assessments of healthy eating opportunities and to influence the primary grocery shopper(s) in their households. Suggested components include:
 - Developing and disseminating a "rate your kitchen" home assessment tool to enable adolescents to determine if they have the ingredients of a healthy meal available to them at home. Sample menus and recipes should be included by way of example.
 - Developing and disseminating tips for taking a more active role in food purchasing decisions that will affect whether or not healthy foods are available in the home.

*All of these activities might be combined into one policy tool kit for use by Project LEAN Regional Representatives and others (see Strategy D, below).

Strategy D. *Provide Project LEAN Regional Representatives and others with tools to aid them in their work at the school and community levels.*

1. Train the Trainers Session

During a regularly scheduled regional meeting, provide an in-depth youth advocacy training session for Project LEAN regional representatives to educate them about youth advocacy models and provide tools for the training of youth advocates.

2. Tool Kit

Develop, package, and disseminate a community tool kit that includes turnkey collateral materials to help facilitate community-level implementation of the *Food on the Run* campaign. This kit might include:

- Background information on the campaign and a detailed description of the target audience.
- Master copies of PSAs (for duplication), sample media materials (e.g., press release, fact sheet, and story angles), and tips on how to work with the media.
- Reproducible versions of point of purchase and media literacy materials.
- Ideas for involving youth and training youth to advocate for change.
- Case studies including program ideas that have been successfully implemented in Project LEAN Regions and lessons learned.
- Policy tool kit (including advocacy support materials, mentioned above).
- Jump Start curriculum. - Evaluation tools.

Strategy E. *Collaborate with intermediaries that support Food on the Run goals and reach the target audience.*

Partnerships provide an opportunity to expand the reach of *Food on the Run* messages by increasing access to the audience, increasing available resources and providing other support for implementation.

1. Health and Fitness Organizations

Partner with health and fitness organizations to bring additional expertise and resources to the program. Organizations such as the American Heart Association, American Dietetics Association, American Lung Association, organizations in the fields of injury prevention/bicycle safety and others conduct ongoing community outreach efforts that naturally complement the mission and goals of *Food on the Run*. In addition to the partnering tactics already mentioned, Project LEAN might work with these organizations to conduct community events in malls, parks and teen centers.

2. Public Officials

Work with officials from state and local government, municipal parks and recreation, transportation (e.g., bicycle and pedestrian coordinators) and other departments to conduct community events and advocate for environmental

change. Work with the USDA TEAM Nutrition Schools Program to conduct joint programs.

3. Private Industry

Work with private industry interested in the *Food on the Run* audience to disseminate messages and increase resources for implementation.

- Organizations such as fruit, vegetable and dairy commodity groups and grocery store chains might co-sponsor taste tests, television PSA production and other school/community events. They might also incorporate the healthy food icon described above into their advertising and promotions.
- Restaurant chains popular with the audience might display program materials and incorporate the healthy food icon into their menus.
- Interactive game manufacturers might partner to incorporate Food on the Run' messages and activities into games on CD-ROM or develop a new game.
- Cable media organizations might partner with Project LEAN to develop and promote television PSAs.
- Managed care organizations and hospitals might co-sponsor physical activity demonstrations/clinics or other school/community events.

VII. Evaluation Plan

As part of an overall evaluation plan, process evaluation methods should be developed in conjunction with an implementation plan (i.e., once it is determined which/how strategies and tactics will be implemented). Process issues to be considered might include:

- Air play and reach of PSAs.
- Placement and reach of point of purchase materials.
- Use of healthy food icon.
- Implementation of youth advocacy program (e.g., number of student advocates trained, how they used what they learned, results of their efforts).
- Number and types of partners involved.

To evaluate program outcomes, the following strategies are recommended:

- Tracking responses to questions on the CalTEENS survey that address such items as ability to find healthy foods (at home, at restaurants, at the mall, in the cafeteria, in vending machines), select healthy foods from menus (at restaurants, in school cafeterias), identify healthy foods/desired numbers of servings, and understand the benefits of healthy eating and physical activity. This might include the incorporation of new questions designed to more specifically track the effects of the *Food on the Run* campaign. Responses would be most helpful if they could be tabulated by age and income levels.
- Revising the *Food on the Run* pre- and post-test, for delivery in selected schools or program wide, to measure for similar campaign-related effects. Again, these responses would be most helpful if they could be tabulated by age and income levels.

Appendix A: Demographic Profile of TRU Study Participants

Sample Size:	2,044	Gender Breakdown:	
		Males	1,047 (51.2%)
		Females	997 (48.8%)
Racial/Ethnic Breakdown:		Community Breakdown	
Alaskan Native or American Indian	8 (0.4%)	Urban	619 (30.3%)
Asian or Pacific Islander	24 (1.2%)	Suburban	607 (29.7%)
African American	314 (15.4%)	Rural	765 (37.4%)
Hispanic	273 (13.4%)		
Caucasian	1,398 (68.4%)		

¹ Deitz WH. Health consequences of obesity in youth: Childhood predictors of adult disease. *Pediatrics*, 101(3), Supplement: 518-525, 1998.

² Munoz KA, Krebs-Smith SM, Ballard-Barbash R, Cleveland LE. Food intakes of U. S. children and adolescents. *Pediatrics*, 100(3):323-329, 1997.

³ U. S. Department of Health and Human Services, *Physical Activity and Health: A Report of the Surgeon General*, 1997.

⁴ For accuracy, this report uses the term "opinion leaders" in referring to the audience in data gathered through Project LEAN's key informant interviews, which were conducted with adolescents identified as opinion leaders by their peers. The term "early adopters" is used in referring to the audience in data gathered by Teenage Research Unlimited, editorial comments, and recommendations.

⁵ California Project LEAN *Food on the Run* campaign, Key informant interviews, 1998.

⁶ California Project LEAN *Food on the Run* campaign, Adolescent Behaviors, Perceptions, Values & Attitudes on Health, Nutrition and Physical Activity: A Qualitative Exploration, 1998.

⁷ Teenage Research Unlimited (IRU), Teenage Marketing and Lifestyle Survey, Fall 1998. TRU data is nationally representative of the U.S. population. Refer to Appendix A for a demographic profile of study participants.

⁸ The available research (key informant interviews, focus groups, preliminary results of the CalTEENS survey) indicates that, at this time, the audience is more likely to add fruits and vegetables (particularly fruits) to their diets than they are to adopt other positive nutritional behaviors. They associate fruits (and vegetables, to a lesser extent) with healthy eating, like fruits, and are reasonably confident in their ability to eat fruits and vegetables.

⁹ Television is the advertising medium with which adolescents spend the most time, and early adopters identify television as one of their main sources of information about healthy eating and physical activity (TRU data). However, the cost of television production, given existing program resources, is prohibitive. Therefore, it is recommended that if Project LEAN opts to pursue the production of a television PSA, it does so in conjunction with a partner(s).