OUR APPROACH
By understanding a person’s culture, you can appreciate how their values and beliefs influence their behavior.
COMMUNICATION MUST SHIFT FROM PUSHING MESSAGES INTO THE MARKET TO REACH PEOPLE ...

...TO ENGAGING PEOPLE IN A COLLECTIVE EXPERIENCE THEY HELP DESIGN
LEARNING FROM VERB
If you are to have a positive impact on the future health of the American population, we must change the behaviors of our children and young adults...we must reach them at an early age with important health messages.”

House Appropriations Report, 2000

80% of obese children become obese adults.
Dialing In Your Approach

PROBLEM
LACK OF PHYSICAL ACTIVITY

AUDIENCE
TWEENS & THEIR MOMS

IMPACT
KEY AUDIENCES KEY MARKETS
Providing a better future for my kids

**Value:**

**Belief:**

- Being well fed & lack of illness are indicators of health

**Behavior:**

- Physical activity not a consideration

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**Current**

**Desired**

- Pledge to keep my kids physically active
- Physical activity helps keep kids healthy
DESIGN CHALLENGE

HWM: help kids learn about and choose an activity to keep active 1 hour a day

HMW: support parents to learn about and pledge to keeping their kids active
A BRAND FOR KIDS

PROMOTING ACTIVITY AS PLAY

ALL ABOUT FUN & BELONGING

FOCUSED ON TWEENS (9-13 YEAR OLDS)

DELIVERED IN SCHOOLS, MEDIA, PARTNER BRANDS, COMMUNITY
SOLUTION

Media campaign to generate awareness

Pick your action word and play
SOLUTION

Hands-on events for kids to sample activities and for parents to learn and pledge support for their kids.
ITERATION

A program to connect kids in the movement
ITERATIONS

Ownable media in schools – physical material that encourages interactions between kids and parents.
A MOVEMENT FOR PARENTS

EDUCATING PARENTS ABOUT ACTIVE KIDS

ALL ABOUT PARENTS PROVIDING A BETTER FUTURE FOR KIDS

FOCUSED ON MOMS

DELIVERED IN MEDIA, COMMUNITY EVENTS, INFLUENCERS
Partnerships and media integration
PROCLAMATION

WHEREAS, Obesity among kids has increased by over 200% in the last twenty years; and

WHEREAS, an overweight child has an 80% risk of being an overweight adult. Annual cost of obesity-related diseases is estimated to be at least $117 billion; and

WHEREAS, only 6% of middle schools provide daily physical education to their students; and

WHEREAS, children who adopt physical activity by the time they are 3- years old are more likely to participate in physical activity into adulthood; and

WHEREAS, children who are physically active on a regular basis are less likely to encounter health problems such as type 2 diabetes, obesity and heart disease; and

WHEREAS, “Niños Activos, Familias Sanas” campaign created by the U.S. Centers for Disease and Control Prevention, encourages parents to get their children involved in physical activity for at least one hour everyday.

NOW, THEREFORE, I, Dora G. Alcalá, Mayor of Del Rio, Texas do hereby proclaim October 23rd, 2004 as:

“ACTIVE KIDS - HEALTHY FAMILIES DAY”

“NINOS ACTIVOS-FAMILIAS SANA”

in Del Rio, Texas and urge all parents to join in the day’s activities and to work all year long to encourage their children’s participation in daily physical activities.

IN TESTIMONY WHEREOF, I witness my hand and the seal of the City of Del Rio, on this the 23rd day of October 2004.

Dora G. Alcalá, Mayor

ATTEST:

Jeannita Douglas, City Secretary

 ITERATION

Communities joining the movement to create sustainability
Bienvenidos a Niños Activos. Familias Sanas.

Cuestionario
Averigüe cuál es el nivel de actividad de su hijo, resolviendo este cuestionario.
Haga click aquí.

Encuesta de Actividad
Tome nuestra encuesta de actividades y aprenda cómo mantener sus hijos activos.
Haga click aquí.

Consejos
Vea esta acción para saber cómo mantener a sus hijos activos.
Haga click aquí.

Consejos de una Experta
Es fundamental informar a los padres que participan en actividades físicas, junto con una buena nutrición, es absolutamente necesario para prevenir la obesidad y otras enfermedades en nuestros niños. Aníme a sus niños a que prueben nuevas actividades y apóyelos en esta búsqueda. Haga click aquí para tener más datos de salud.
SOLUTION

Parent communication to educate, remind and help support their kids
Parent pledge to keep their kids active

Activity Level Scorecard
RESULTS

- **74% brand awareness** nationally year 1
- Kids 9 to 10 years old aware of VERB did 34% more free-time physical activity*.
- Girls aware of VERB did 27% more free-time physical activity.
- 25% of lower- to lower-middle-income kids aware of VERB (about 6 million kids primarily of African American and Latino heritage) increased their free-time physical activity.
- 51% of Hispanic parents were aware of VERB.

*free-time physical activity (activity not mandated by school or as a result of being part of an organized team. CDC/Westat data.
LEARNING

FOCUS: DEFINE AUDIENCE & IMPACT

CULTURE-INSPIRED STORIES

STRATEGIC BRAND MARKETING (4Ps)

LEARNING THROUGH ITERATION

SUSTAINED IMPACT THROUGH PARTNERSHIP
WAY FORWARD
THE WORLD HAS CHANGED

HEALTH
• PEOPLE ARE MORE HEALTH CONSCIOUS
• BETTER FOOD OPTIONS
• IMPROVED ACCESS

IMMEDIACY
• DEMAND – DELIVER
• “NOW” MENTALITY

DIGITAL
• DISRUPTION
• DECENTRALIZATION
• PERSONALIZATION
Prevalence of Self-Reported Obesity Among Non-Hispanic White, Hispanic, and Non-Hispanic Black Adults, by State and Territory, BRFSS, 2016-2018

*Sample size <50 or the relative standard error (dividing the standard error by the prevalence) ≥ 30%.
MOTIVATION:

SETTING FUTURE GENERATIONS UP TO SUCCEED
FRAME IT AS A GAIN
IN A WORLD OF IMMEDIACY –
CONTEXTUAL NUDGE

GAMIFICATION - WINNING
COLLABORATING IN A DECENTRALIZED WORLD
Exponential Growth of Technology

- IoT
- AR/VR
- Sensors
- Big Data
- Blockchain DLT
- Deep Learning
- Machine Learning
- Decentralization

1. Creativity
2. Productivity
3. Responsibility

“Hackernoon by Erik Vermuelen; https://hackernoon.com/living-working-in-the-decentralized-world-of-tomorrow-23ac3e8e345
Can Swarm Intelligence Solve Humanity's Biggest Problems?

February 20, 2018
Written by Cody Gough
IDEA: CROSS-FUNCTIONAL COLLABORATION USING DESIGN THINKING TO CREATE & ITERATE SOLUTIONS ACROSS A CONNECTED BUT DECENTRALIZED SYSTEM – SWARM INTELLIGENCE
Percent of Adults and Youth with Obesity by Race/Ethnicity, 2015–2016

- Asian Adults: 12.7%
- Black Adults: 46.8%
- Latino Adults: 47%
- White Adults: 37.9%
- Asian Children: 11%
- Black Children: 22%
- Latino Children: 25.8%
- White Children: 14.1%

Source: NHANES
Notes from the organizers

- **Accelerating Progress toward Equity.** The Roundtable has a strong focus on applying effective equity strategies to address obesity-related disparities.
  - **Using “people-first” language:** The Roundtable is committed to help reduce bias and stigma associated with obesity through the use of people-first language and inclusion of the lived experience of individuals with obesity and their caregivers. We encourage you to use “people-first” language during your presentations/discussion. See more on people-first language here: [https://www.obesityaction.org/action-through-advocacy/weight-bias/people-first-language/](https://www.obesityaction.org/action-through-advocacy/weight-bias/people-first-language/)
  - **Health equity:** In line with the interests of the Roundtable, we encourage discussion around inequity and disparities as they relate to the topic you are covering. Where the data allows, we ask that you include this in your talks/discussion---in terms of highlighting important disparities; and changes needed in policies, laws, systems, environments, and practices. In addition, it is just as important to note where data gaps exist in regard to this issue. We subscribe to the Robert Wood Johnson Foundation’s definition: “health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.” Their complete report on defining health equity can be found here: [https://www.rwjf.org/en/library/research/2017/05/what-is-health-equity-.html](https://www.rwjf.org/en/library/research/2017/05/what-is-health-equity-.html).
DESIGN CHALLENGE

HMW: Promote physical activity to displace sedentary behavior and reduce the rising rates of obesity among youth
CONSUMER CENTRIC

CULTURE INSPIRED

BEHAVIOR DRIVEN