Make A Good Choice: ReThink Your Drink

Social Marketing Plan

I. Marketing Messages

The Alabama Obesity Task Force (OTF) is promoting the slogan Make a Good Choice: ReThink Your Drink with health messages to address overweight/obesity issues. The health messages within the “ReThink Your Drink” slogan will be shared with the people of Alabama over the 12 month period from August 2013 - July 2014. The messages encourage making wise beverage choices.

A. “ReThink Your Drink” health messages:
   1. Choose Water- This message encourages citizens to consume water in place of beverages with added sugar. Fact sheets and other materials will explain the importance for water in body functions.
   2. Watch calories- Hidden calories in sugar sweetened beverages and in alcoholic beverages add up quickly. These calories are often overlooked or not considered when someone is trying to lose weight. The emphasis will be to consume fluids that will improve nutrition intake.
   3. Lower sugar intake- Colas are often targeted for high sugar beverages; however, sweet tea, juice flavored drinks, punches, sports drinks, and flavored coffee beverages also provide large amounts of sugar. This message will encourage consumers to drink sugar beverages in moderation, if at all. In addition, consuming fruit juices in small amounts is recommended.
   4. Drink skim or fat free milk- Food recalls consistently reflect low consumption of milk. Increasing consumption of 1% or low fat milk provides nutrients such as calcium, Vitamin D, and protein and will be encouraged.

B. Each OTF member will utilize the “ReThink Your Drink” messages in their sphere of influence. Spheres of influence can include places of work, worship, play, shop, and residence. Examples include, but are not limited to:
   - Increasing water served at meetings or functions
   - Discussing a message topic at staff meetings, group meetings, etc.
   - Providing lunch and learn type meetings for peers, organizations, etc.
   - Reviewing policies for vending machine beverage choices
   - Reviewing operating plans/policies for food policies- food purchased, served, or sold
   - Incorporating the message in speeches or presentations given
   - Incorporating messages in classroom settings
   - Displaying posters or flyers on bulletin boards
   - Utilizing messages on company and private web, face book, and twitter pages
   - Writing articles for newspapers, newsletters, magazines, etc
• Completing television and radio interviews
• Organizing fund raisers using water
• Student projects for message (college, secondary and elementary schools, clubs, scouts, etc)

II. Marketing Tools to Support the :ReThink Your Drink” Message
   A. Posters- An adult and a child level poster will be housed on the OTF web site. OTF Members may copy the posters from the web site.
      1. Adult level posters- Suggestions for utilizing posters include, but are not limited to office settings, academia/schools, worksites, libraries, Scale Back Alabama sites, hospitals and other health care facilities, and local government offices.
      2. Children level poster available- Suggestions for utilizing the child level poster include, but are not limited to day care settings, elementary schools, WIC offices, pediatrician offices and other medical sites treating children, and libraries.
   B. Position Statement- The Advocacy Committee of the OTF will craft a position statement supporting healthy beverages. The position statement will be utilized in various settings. It will be:
      1. Posted on the OTF web page
      2. Provided to professional newsletters and websites, such as:
         a. Alabama Chapter of the American Pediatric Association
         b. Alabama Dietetic Association (ALDA)
         c. Alabama Hospital Association (AlaHA)
         d. Alabama Medical Association (AMA)
         e. Alabama Pharmacy Association (APA)
         f. Alabama Society for Human Resource Management (SHRM)
         g. Alabama State Association for Health Physical Education Recreation and Dance (ASAHPERD)
         h. Alabama State Nursing Association (ASNA)
         i. American Heart Association, Greater Southeast Affiliate
         j. Southeast Chapter of the American College of Sports Medicine (SEACSM)
   C. Press Releases- A press release will be sent to newspapers across Alabama announcing the campaign. A second press release will be sent for the position statement.
   D. Newspaper Editorial Articles- A standard editorial will be drafted and sent to OTF members who are willing to submit it to local papers. The OTF member will tailor the editorial to include local facts.
E. Newsletter Articles – A form newsletter article will be written. The article will be tailored and mailed to organizational newsletters associated with:

- schools, including the state afterschool newsletter (Healthy Weigh), notices from Child Nutrition Directors, Alabama Parent Network, state Parent Teacher Association and Parent Teacher Organization
- professional associations, including dietitians, nurses, pharmacists, doctors, physical therapist, and health educators
- community organizations, such as YMCA,
- marketing groups
- employee organizations, such as State Employee Association, UAB staff newsletters, Human Resource Association

OTF members are encouraged to contact the Board to request sending the article to additional newsletters.

F. Magazine Interview Article- A form article will be drafted for local magazines. Examples are: River Regions, local AARP, etc. OTF members will tailor the article as needed.

G. Television and Radio Spots- A format of questions and answers will be available to OTF members who are willing to appear on TV and radio programs. OTF members will be assisted in obtaining air time if needed.

H. Speeches- PowerPoint presentations will be posted on the OTF web site for member use.

I. Internet visibility- A voice message will be posted on the OTF website. The message can be linked to messages posted on Face Book and Twitter. OTF members received a copy of the five (5) PSAs on a CD at the August 21, 2013 meeting. Additional ways to utilize the messages will be determined.

J. Policy support- The messages have the potential to effect policies, environmental changes, and programs that support lifestyle changes. Copies and technical assistance for policies and guidelines are available from the Alabama Department of Public Health, Nutrition and Physical Activity Division. Current policy guidelines include:

a. Healthy Vending Guide (beverages in vending machines)
b. Healthy Meeting Guide (beverages purchased and served at meetings)

K. Lesson Plans- Lesson plans will be provided to OTF members employed through educational locations. Efforts to have lesson plans on the Alabama Department of Education’s web site for sharing lesson plans, ALEX.state.al.us, have been initiated.
L. Student Projects- Learning experiences are often enhanced through projects. Projects, research, or papers to share can be at various levels:

1. University
   a. Doctorate student research
   c. Student Government Association, Student led organizations
   d. Fraternity/Sorority, Office of Greek Life, Panhellenic Council
   e. Other: ______________________

2. High school
   a. Family and consumer science class projects
   b. Science projects, Art class, English papers
   c. Fund raisers

3. Junior High and elementary schools
   a. Fund raisers
   b. PTA projects
   c. Science Fair projects

When funds are available, additional marketing strategies to incorporate include:

M. Paid television and radio commercials
N. Billboards
O. Movie theatre commercials
P. Educational reinforcement items
   1. Water bottles, cups
   2. Pens, pencils
   3. Writing pads, folder covers,
   4. T-shirts, visors, hats,
   5. etc