

CalFresh Healthy Living

2024 Social Marketing Campaign
Champion Provider Fellowship Preview

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Welcome

Agenda

CalFresh Healthy Living Overview

New “Not So Sweet Side” Campaign

Campaign Engagement Opportunities

Campaign Messaging

Key Dates

Conclusion

CalFresh Healthy Living Overview

Campaign Goals

Overarching Goal

Empower Californians with low incomes to make healthy choices with the goal of reducing and preventing obesity and related chronic diseases.

Primary Goal

Decrease consumption of SSBs

Secondary Goals



Increase consumption of water



Increase consumption of fruits and vegetables



Increase physical activity

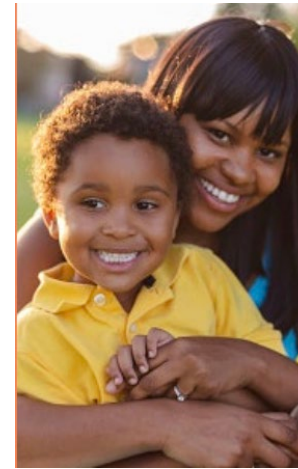


Intended Audiences

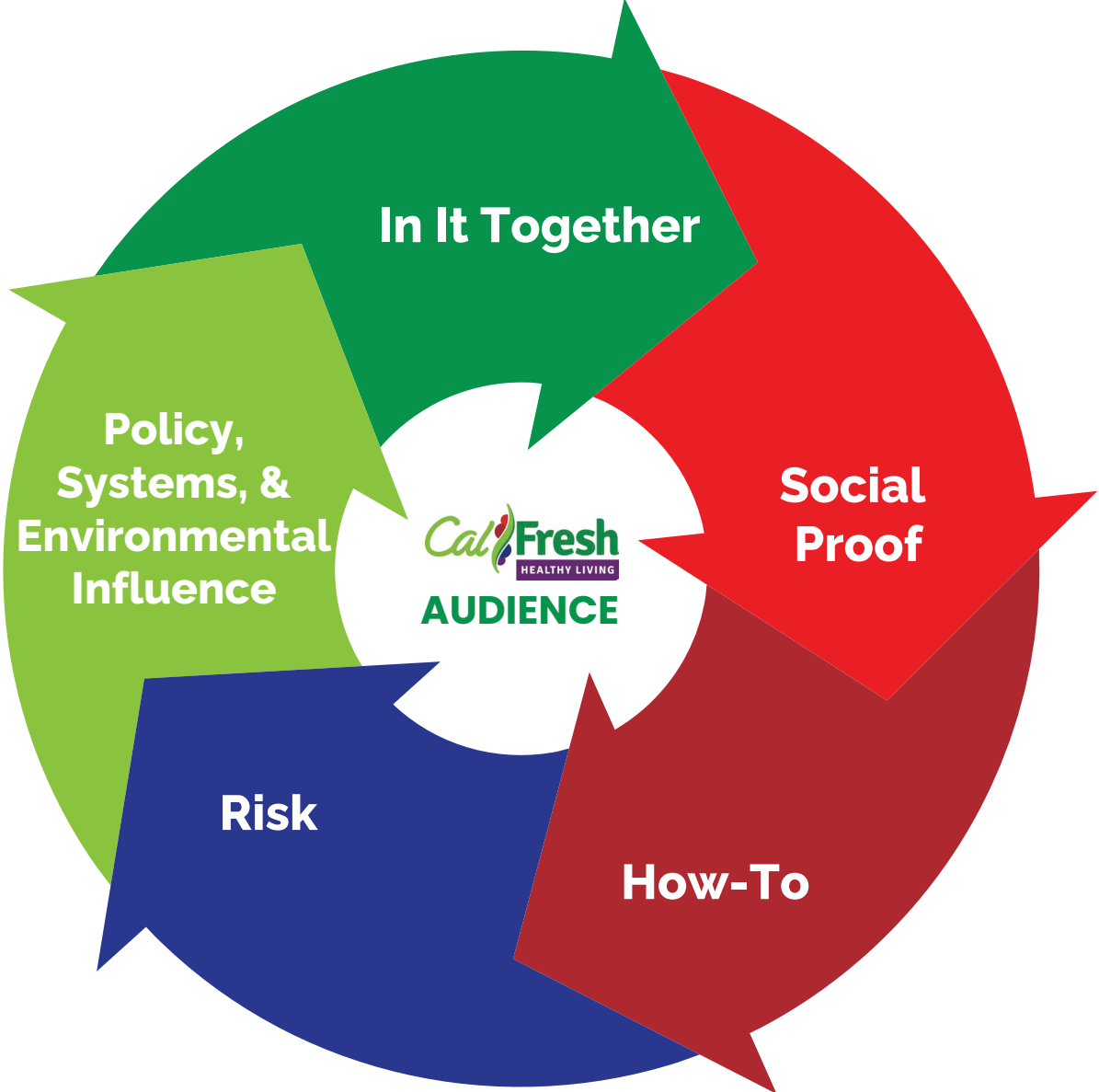
Multicultural parents/guardians between the ages of 18-54 with school-aged children living in households with a federal income of less than or equal to 185% federal poverty level

With an emphasis on:

- English-dominant Latino families
- Spanish-dominant families of Mexican descent
- African American families



Messaging Layers



New “Not So Sweet Side” Campaign

Campaign Creative



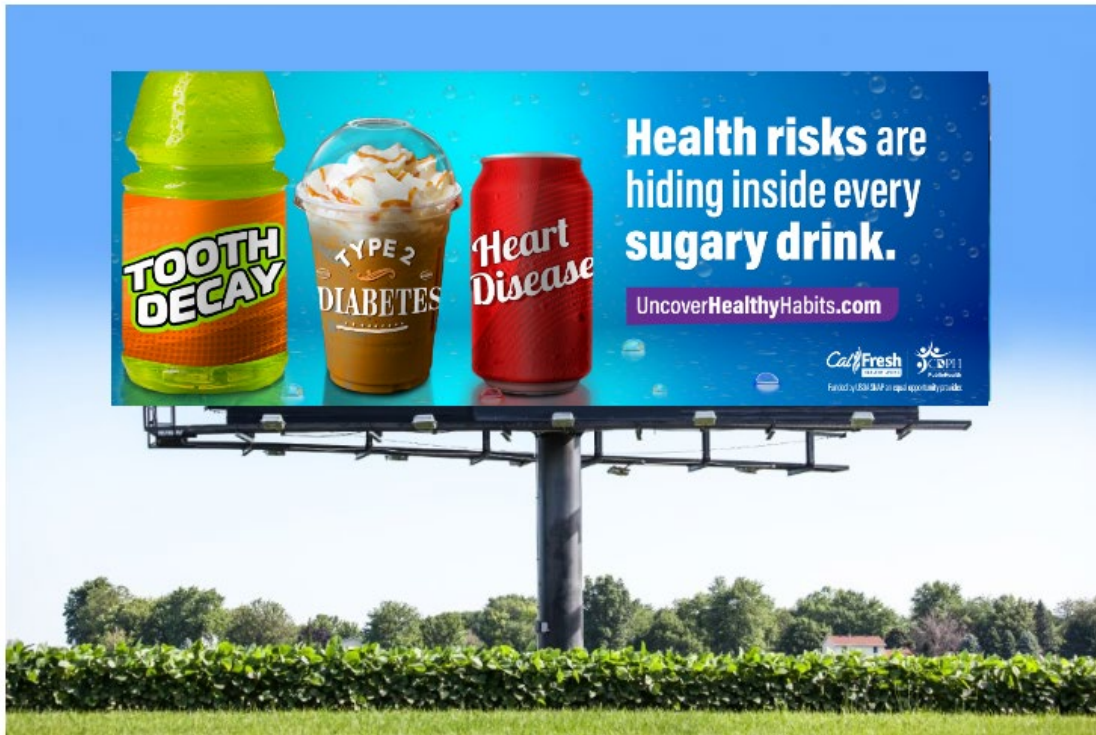
CONCEPT STATEMENT

Not so Sweet Side

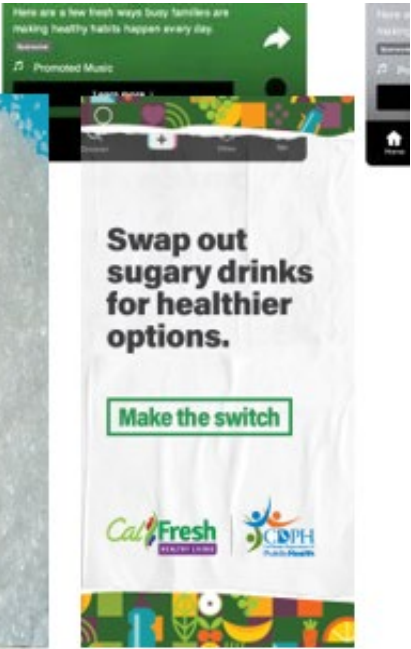
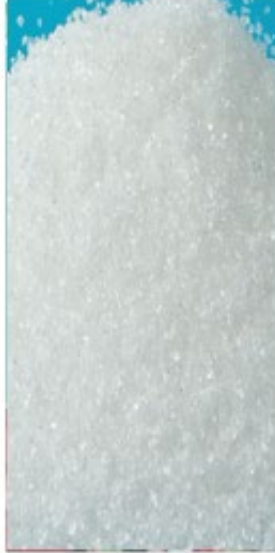
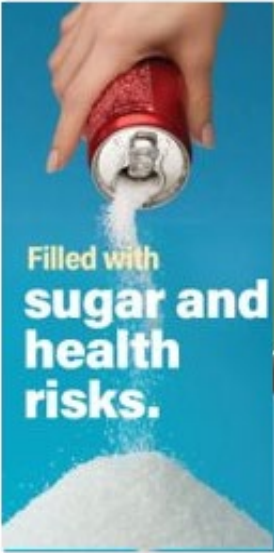
There are always two sides to every story, and when it comes to sugary, sweetened beverages, potential health risks are hiding behind glitzy marketing, complicated labels and general confusion about excessive sugar health risks.

This campaign directly and literally uncovers the immediate and long-term health risks that these sugary beverages impose on families and, in the process, serves as an impetus to discover other ways to create healthier futures for families and communities.

CREATIVE DIRECTION



CREATIVE DIRECTION



Advertising Overview

Geography

Tier 1

Bakersfield

Chico

Eureka

Fresno

Los Angeles

San Diego

Sacramento

Tier 2

Imperial County

Monterey

Palm Springs

San Francisco

Santa Barbara



Campaign Engagement Opportunities

We need support from Champion Providers!

Available Media Materials

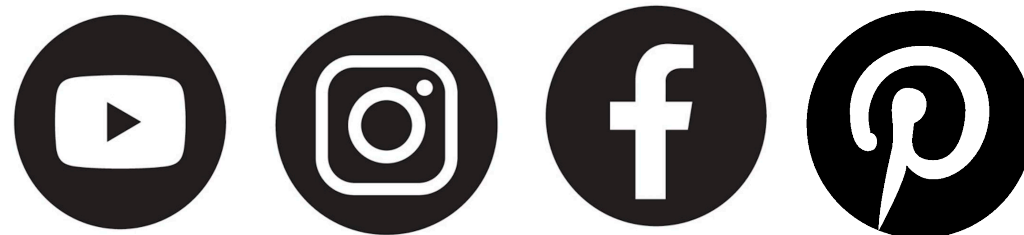
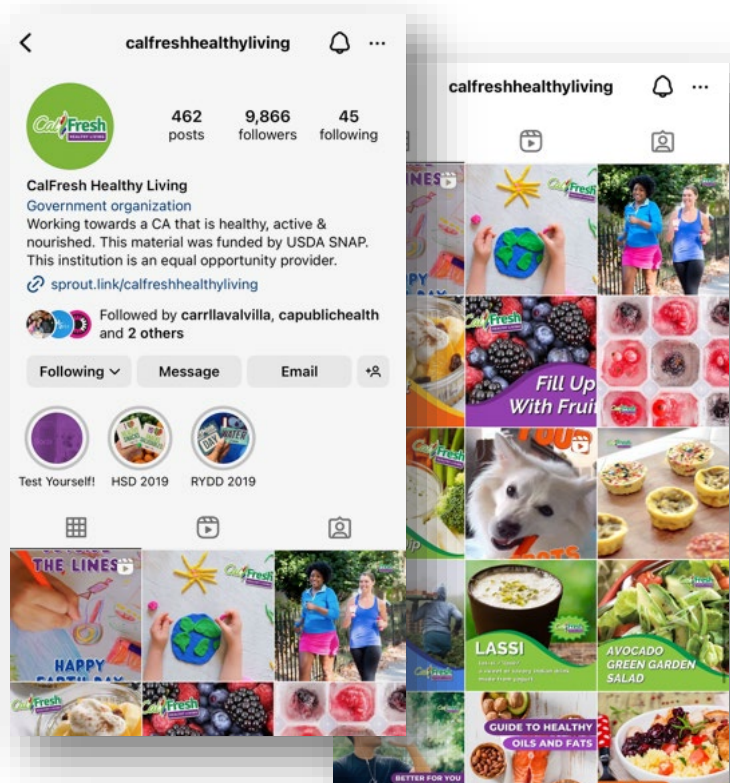
- **Press Kit in English and Spanish** – As appropriate, share press kit resources such as:
 - Press release
 - B-roll video footage
 - High-resolution images
 - Social media assets
- **Bank of Messaging and Media Materials** – Utilize repository of versatile messaging and materials tailored to cater to the diverse needs and preferences of various media outlets.

Risk-Based Messaging

Topline Message: Healthy choices can support a healthy lifestyle. Small changes, like limiting sugary drinks, can have positive effects that add up over time.

- Almost half of the added sugars in our diets come from drinks.
- Sugary drinks come with some not so sweet health risks.
- These serious health risks can include:
 - Type 2 Diabetes
 - Heart Disease
 - Tooth Decay

Follow Us @CalFreshHealthyLiving!



Share content from
@CalFreshHealthyLiving!

PR: Interview & Content Opportunities

- **Interactive In-Studio or Virtual Television Interviews** – Participate in media interviews and potential demos to discuss the risks of SSBs and promote healthier beverage alternatives.
- **Ongoing Interview Opportunities** – Participate in interviews for radio, print and online mediums.
- **Quotes, Op-Eds and Bylines** – Our team will work with you to develop pre-written quotes and byline article content that would be attributed to a Champion Provider and offered to the press.

*Our PR teams will conduct proactive outreach to multicultural media, African American media as well as English and Spanish Latino press. These interviews and opportunities will be ongoing from July-September.

PR: Virtual Media Engagement

- **Virtual Media Briefing (July)** – Participate in a dynamic one-hour virtual discussion led by a moderator a well-rounded panel of participants including a Champion Provider, CDPH expert, and other perspectives who can share their experiences as it relates to the campaign. One in English and one in Spanish.
- **Virtual Community Conversations with a Strategic Media Partner (TBD Date)** – Participate in a live one-hour virtual event aimed at engaging multicultural communities via a panel discussion about health risks and impacts to Latino and African American communities. This conversation would be amplified via a news media partner's and CDPH's social media channels.

PR: Rethink Your Drink

What is Rethink Your Drink?

- Rethink Your Drink is a month-long statewide initiative that unites organizations and individuals across the state to raise awareness about the health risks associated with SSBs and advocate for healthier beverage choices

How can you participate in Rethink Your Drink activities ?

- Host your own “Rethink Your Drink” event in your community
- Share resources on your social media properties or in your workplace

*Resources will be posted online on July 8 and the observance will take place during the month of September.

Key Dates

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Task	Due Date
Outreach to Champion Providers to Coordinate Initial Campaign Participation	Wk. of June 3, 2024
Campaign Launch, Digital Resources Posted	July 8, 2024
Earned Media Engagement Opportunities	July 8, 2024 – September 30, 2024
Rethink Your Drink Activation Period	September 2024

**Ready to participate or have questions?
Contact us!**

CFHL_PR@rs-e.com

Thank you!