

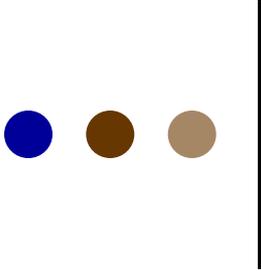
# Promoting Healthy Weight for Young Children: A Blueprint for Preventing Early Childhood Obesity in North Carolina

## Communications and Social Messaging

Breakout Session

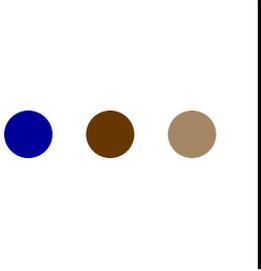
11:15 am – 12:30 pm





# Communications and Social Messaging

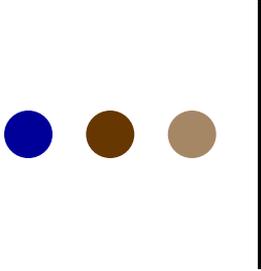
- A well-crafted communications and social messaging campaign can enhance other efforts to promote healthy weight for young children and their families.
  - Obesity-related social marketing and communications campaigns have shown small, but positive impacts on health behaviors.
  - Health communications campaigns can influence the behavior of large numbers of people.



# Communications/ Social Messaging

COMMUNITY/ENVIRONMENT STRATEGY 5: FORM AN ECOP COMMUNICATIONS COMMITTEE TO DEVELOP A COMMUNICATIONS CAMPAIGN TO SUPPORT POLICY AND BEHAVIOR CHANGE TO REDUCE EARLY CHILDHOOD OBESITY. FUNDING AMOUNT: NO ADDITIONAL FUNDING REQUIRED.

- The North Carolina Institute of Medicine (NCIOM) should convene an ECOP Communications Committee to develop a carefully crafted communications campaign to promote healthy weight in very young children. This group should specifically examine opportunities for communications activities that would best support the ECOP Task Force's blueprint.



# Communications/ Social Messaging

- North Carolina health funders should provide support to the UNC School of Journalism and Mass Communication to conduct an analysis to determine what messages have been effective in influencing individuals, organizations, or policymakers to make changes needed to reduce the risk of overweight and obesity among very young children. Other states' efforts that are similar should be reviewed as well.
- The ECOP Communications Committee's campaign should specifically consider audience segmentation, channel selection, and opportunities for partnering to boost overall campaign effectiveness, minimize costs, and ensure that the campaign is culturally and linguistically appropriate.