



BACKGROUND

The Healthy Living Branch at Alberta Health and Wellness (AHW) launched a Healthy Weights social marketing campaign targeting children, youth and parents in 2007/2008. The campaign, called Create A Movement, focused on increasing awareness and the key message was for children and youth to make healthier food choices, increase activity and decrease screen time. The campaign drove to the website www.createamovement.ca.

The 2008/2009 campaign is shifting focus from awareness to action — getting children, youth, parents and other influencers to "join the movement" in communities and schools across the province of Alberta. One key aspect of the plan will be for the Create A Movement team to attend events across the province and continue to use createamovement.ca as a main portal for information.

EVENT PLAN

How do you get kids to take action and join the movement? You energize and empower them in their own environment — communities and schools.

Alberta Health and Wellness is proud to offer a Create A Movement team to come to your community/school to help launch your healthy eating and/or physical activity initiative and/or to help support an ongoing initiative.

Timing of Events: September 2008 through to end of February 2009.

Reach: As many communities and schools as possible throughout the province with a focus on rural communities.

What Can the Team provide?

1. Wind Tunnel

- Highly interactive and active, the wind tunnel will energize kids
- Kids will be encouraged to catch hundreds of coloured pieces of paper to win prizes!
- Each slip is used to communicate a healthy activity or food tip, the website and a Text-in-to-Win contest
- Portable and easy to use and set up



2. Video Booth

- Engaging, educational and fun, the video booth will test kids' knowledge about healthy eating and physical activity in a unique way
- Much like the popular Much Music's Speakers Corner, the video booth will capture video messages that allow kids to share with friends, post online on Facebook, MySpace, etc.
- Communication about the Online Contest at createamovement.ca to win a Grand Prize



3. T-Shirt Launcher

- Branded t-shirts will be launched at all events
- T-shirts will drive to the createamovement.ca website and be kept long after the events are over



4. The Event Team

- 3 University/College educated youth with backgrounds in Nutrition, Health Promotion, Kinesiology, etc.
- The team will handle all event activities including: making on-site contact with community event lead/school representatives, set up/take down, engaging with kids, encouraging them to get into the wind tunnel and record their video messages, handing out giveaways, prizes and information, taking photos, launching t-shirts, contest and writing a daily event Blog



How will we measure the success of the events?

1. Total community participation in the program
2. Total kids reached
3. Web traffic to createamovement.ca during and shortly after each event
4. Third party research to measure awareness of community events

To find out how to sign up your own community/school for an event, please email Allison Hunter: ahunterassociates@gmail.com



createamovement.ca

