



**Get Healthy!**

***MISSION***

To improve the Health of  
Floridians through the  
***POWER OF MEDIA***

**Get Healthy!**

***VISION***

Align Public and Private entities  
that mutually benefit from

***Improved Health &***

***Positive Wellness Marketing.***

# What is “Get Healthy!”

- *The Healthy People 2010* agenda - brought to Central Florida, to encourage health & healthier lifestyles.
- A program that will *Guide and Showcase* Central Florida’s health agenda for the next six years in an exciting, motivating way.
- A campaign designed with *Private & Public Business* in mind, with marketing and publicity needs considered along with education & community service



# GET HEALTHY !

## *PARTNERS*



- **City of Orlando**
- **WKMG – CBS – TV6**
- **Florida Hospital**
- **Florida Dept of Health**
- **McDonalds**
- **Coke**
- **Walt Disney World**
- **Aventis Pasteur**

# 9 - COUNTY COVERAGE

- **ORANGE**
- **OSCEOLA**
- **SEMINOLE**
- **VOLUSIA**
- **BREVARD**
- **POLK**
- **FLAGLER**
- **SUMPTER**
- **LAKE**



# Get Healthy!

## Year 1 – 2003/2004

- **Youth Physical Activity and Nutrition**  
*Battling Childhood Obesity*  
- *Nutrition & Non-active lifestyles*
- **Immunization & Disease Prevention**  
*Immunize for LIFE*  
50K – 100K Free Influenza Shot Campaign
- **Adult Wellness**  
*Physical Activity and Nutrition*  
*Diabetes*  
*Congestive Heart Failure*





# CHILDHOOD OBESITY

## Get Healthy! Get Sole!

### Issue: YOUTH Obesity & Sedentary Lifestyles

Get on your feet Central Florida! We want to become a healthier city, a healthier people, and we know we can't do it sitting down. But we know you've got soul and if we can challenge each other to eat a more nutritional diet and use our "soles" (our feet) to get up and get moving - - we'll lose inches and get healthy fast!

We want to encourage Central Floridians to Think Healthy. Its not just about dropping the weight, it's about changing your way of thinking, your way of life.

### Program mission:

Get Sole (youth) is a **physical activity and nutrition program** targeted towards the current lifestyles of youth and teens. Our focus is on creating an exciting campaign with youthful appeal, so that the energy will encourage everyone to participate. Participation will bring about increased healthy-eating & fitness education; increased physical activity in and out of school and an enthusiasm towards being more active for life.

### Program description:

Get Sole will reach kids in the classroom, on television, at the malls, and possibly even through video gaming. Educational packets will be given teachers, the students and the parents.



GET UP. GET OUT. GET MOVIN'

[www.GetSole.org](http://www.GetSole.org)

# CHILDHOOD OBESITY

## Get Healthy! Get Sole!

### Possible Programs :

- Action sports celebrity PSA's and school and event appearances
- I've Got Sole Card (discounts in stores, restaurants, theme parks, skate parks, skating rinks...)
- Hip Hop Guinness Record-Breaker for teens
- Xtreme Sports Weekend: Skate, Ride, and Fly - for free at multiple locations. Try out some new sole!
- Join a league. Youth sports leagues from around town donate sponsored team membership need kids.
- Get Sole! I've Got Sole - T-Shirts, Patches, Backpacks & other prizes for participants in this program to combine nutrition and physical activity.
- Get Sole interactive web site for kids, parents and classrooms
- Get Sole in School! - Get Movin' Mondays - Video program to encourage bringing Physical Education and Recreational activities back into schools
- Got Sole! Permanent, Obesity & diabetes education kiosks and tsochke give-away days at community centers, malls, schools and more.
- Yo! Don't Go Sole-O! Sign up at participating coffee shops, grocery stores, libraries, and more so that you can monitor your progress; meet some Sole-Friends; and compare your results
- Raising kids with sole! Brochure, direct-mail, PSA and web-site campaign to educate parents

# Childhood Obesity



## PROGRAM

- **BMI Challenge:** Schools to measure BMI: Some will go thru program, one won't ... we will follow at 90 days and 150 days to measure BMI and other parameters for study and Outcomes Data
  - Educational materials to be given to Kids, Classes, Parents
  - Posters, Pedometers, Diet Info
  - Nutrition lectures during & after school to Parents & Kids
  - Appearance by Magic Celebrity to encourage them
  - Fitness education & Handouts to Kids & Parents
  - Rewards for BMI reduction
  - “Make the Grade” !!
- **Use Winter Park Foundation - Model**
- **Increasing Activities:**
  - Golf Classes, Basketball classes, Soccer Classes thru city and Parks / Recreation dept, RDV, Celebration, Health Dept.
  - Bicycle Give-outs & Family Days
  - Pedometer Give-outs – 30,000
  - “Kids Days” at RDV & Celebration Health: Swim, B-Ball, V-Ball, Meet a Magic Player, Health Education Fairs
  - “Extreme Sports Weekend”
  - **15-30 Health Fairs** at McDonalds ... Pedometer pass out. FH will have Logo, presence, Educational materials, Literature for Adults, Diet information etc...
- **Increasing Education:**
  - 25,000 “Kids Health” Tracking Charts, Public Service Announcements, Information at Health Events (Celebration, McDonalds ...), Nutritional Information, Diabetes Information, McDonalds Tray Liners
- **Get Healthy Website**

## MARKETING

- **Twice Weekly Stories on News by Pamela Brady:**
- **Live Shots at Events:**
- **Public Service Announcements**
  - 10 & 15 Second ... Timed to Child / Mother viewing
  - Health Tips, Celebrities, Encouragements, Education ....
- **Logo on All “Positive” Health Stories**
  - “Tonight’s FH Get Healthy Segment ....”
- **“Tracking Chart” for Kids Health – 25,000**
  - Logo, Health & hospital Info,
  - Center-Fold with Weight & Body Mass Index Tables
- **Get Healthy “Get Sole” AFFINITY Cards – 25,000**
  - Discounts at Sports stores, shops
  - Keeps HEALTH in Kids Minds and Mom’s Purse
- **Every-Other Saturday AM “Talk with the Expert” on WKMG**
  - For entire Campaign – starring Youth Experts:
  - Nutritionists, Exercise Physiologist, Kid Psychologist...
- **CBS National Media pitching of all stories:**
- **Live RADIO promotions & taped RADIO PSA’s**
- **Live Coverage of Guinness Record Attempt**
- **Live shots at Celebration of Kids Health Days**
- **Bumper Stickers: Combo: Get Healthy / WKMG / FI Hospital**
- **Promotional banners and posters distributed to Parks and Rec. Dept Locations.**
- **Kids Rewards:** Tennis Shoes, Basketballs, Stickers, Fitness Memberships..



**-Alignment of Health**

**- Power of Media**

*Just Imagine !!!*