

# Awareness Program for the Healthy Choices Taskforce

Prepared by

PROPHET MEDIA GROUP

[www.prophetmedia.ca](http://www.prophetmedia.ca)



07

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### *Goal*

The goal of the campaign is to raise the awareness of the healthy food choices that are available in city owned facilities containing vending machines and food concessions. An increase in the physical presence of the healthier food choices has been orchestrated, now a program to encourage people to make the healthy choice and to easily identify which foods are a healthy choice should be put in place.

The driving forces behind these programs come from many sources including an increase in child obesity with the associated conditions of diabetes and heart disease and overwhelmingly high health care costs in the overweight elderly with similar health challenges including diabetes, heart disease and a significantly higher percentage of joint replacements.

### *Strategies*

The strength of this awareness campaign is relevance, frequency, consistency, and the integration of multiple media (Appendix A).

'Diet and exercise' are two concepts that are used in conjunction with each other. The health community recognizes that in order to maintain a healthy body diet and exercise must be practiced in combination.

The city has already put into use a brand that promotes exercise. This is the KickStart with the slogan "Be active, Stay Active". The diet component of the branding will be the slogan 'The Healthy Choice is the Easy Choice'. This slogan is not trademarked but is in wide use throughout the world (Appendix D). By reinforcing this familiar message we increase the impact of our campaign by increasing the frequency and the number of sources through which people are exposed to it. As many of the city vending and concessions are outdoor or sports related venues, combining activity branding with food and beverage consumption branding, provides us with a unique opportunity to create an effective awareness campaign.

The awareness campaign will be structured to incorporate this existing logo . Other healthy food choice branding exists however they are trademarked and licensed by different organizations and corporations, examples are Health Check™ from the Heart and Stroke Foundation (Appendix B) and Smart Spot™ from PepsiCo (Appendix C). By using our own logos and slogans we eliminate the time and cost of obtaining permission to use other trademarks as well the cost of certifying foods and locations to meet their criteria.

By tying the healthy choice messaging into existing awareness programs we can leverage the new investment in this campaign with existing campaigns to make

them all stronger. We recommend that the Kickstart logo be incorporated into signage and that it's slogan be amended from 'be active, stay active' to 'be active, eat healthy'. This directly connects healthy activity with healthy eating habits (diet and exercise). Our second recommendation is to incorporate the use the 'double checkmark' system currently used in our schools. According to the 'Guidelines for Food and Beverage Sales in BC Schools' from the Ministry of Education and the Ministry of Health, foods have been rated as follows;

Choose Most (CM)           √ √  
Choose Sometimes (CS)    √  
Choose Least (CL)  
Not Recommended (NR)

The campaign focus will be on allowing the public to quickly and easily identify CM and CS foods in vending machines and concessions. Since children have been exposed to this format they will be familiar with the meanings of the check and double check system. When parents are with their children the children will have the opportunity to share their knowledge with their parents. For adults without children, our North American cultured has ingrained in us the perception that a checkmark is good and correct. A double check mark is even better. In addition, other healthy food choice branding such as Health Check™ and Smart Spot™ use the check mark theme to identify healthy food choices. An awareness campaign to explain the CM and CS as it relates to the checkmarks is all that is required.

### *Tactics*

Vending machines and concessions booths will display signage to define and encourage healthy choices by easily identifying the healthy choices and defining the √ and √ √ system.

The shape, size and amount of space in concessions is varied. By developing a number of different signage styles and sizes with a consistent logo and message we can create uniformity and repetition. Signage can be customized to fit each location and still reinforce the same message.

In meetings with concession vendors their primary concern with regards to signage was the lack of space available for signage and being able to use the existing menus and displays provided by suppliers.

### *Menu Boards*

For existing menu boards a Healthy Choices Sign Bar, a long, narrow sign, can be attached above a menu board or hung over the concession window. Inserts of checkmarks can be placed in the menu board to identify CM and CL choices. Menu boards usually come with checkmarks in addition to letters and numbers.

Branded marker boards can also be provided to concessions at relatively low cost. The following example is a 3' x 4' sign however alternate sizes can be created to fit individual concessions.



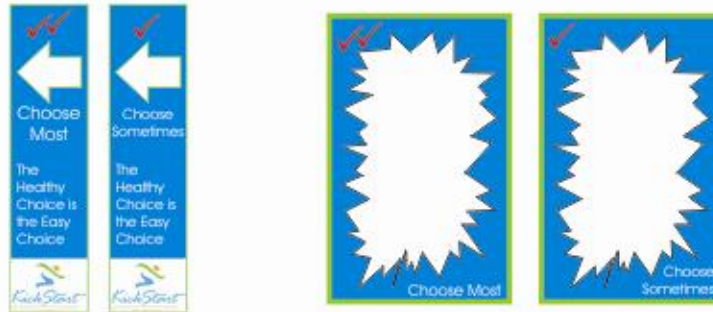
Menu items are hand written on the boards and the checkmarks can then also be easily hand written next to the qualifying food and beverages.

### *Plastic Clings*

These are soft plastic stickers that can be attached on the inside of concession windows as well as vending machines. They can easily be moved or removed as they don't use glue to adhere to the glass.

Each vending machine will have the sign bar and vendors can highlight entire rows of healthy choices or individual items in the row through the use of the appropriate cling.

Vending Machine Clings to be placed inside the glass.



### *Signage*

A variety of signage styles can be created. These would be placed outside of the concessions and would be specific to that location i.e. hockey, baseball, targeting children, adults or families, using pictures typical of the people using the facility to provide relevance and headlines to tie the result of making the healthy choice to the end benefit that people desire.

The signage would also be incorporated into print media to enhance the consistency of the campaign.

### *Sandwich Signs*

These lightweight 2.5' x 4' wooden signs can stand outside the concessions.

### *Mini Posters*

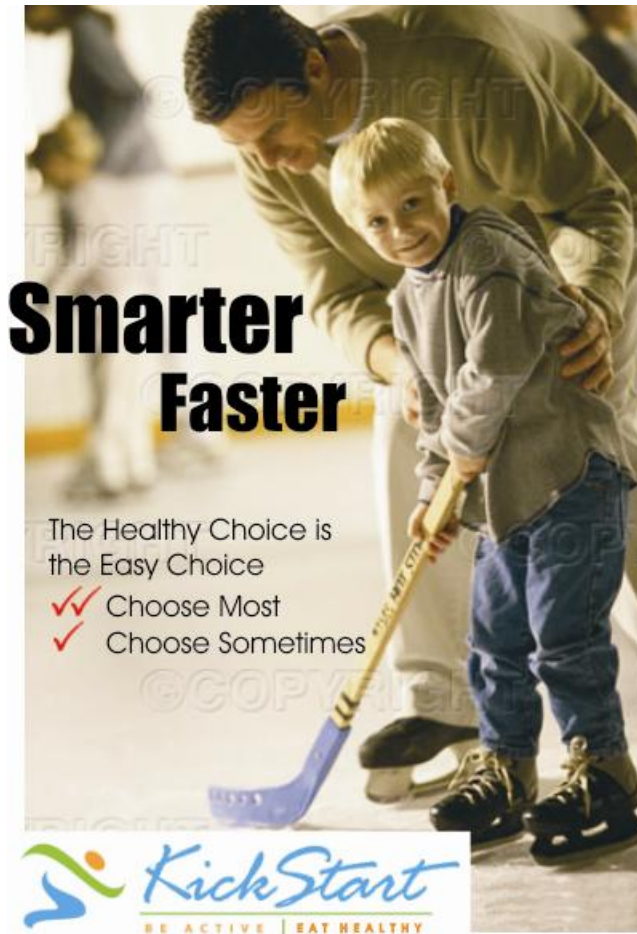
8.5 x 11 posters can be inserted into hard plastic covers and prominently displayed inside or outside the concession, in washrooms as well as other locations depending on the facility.

### *Vinyl Banners*

3' x 5' vinyl banners can be hung from or near the concession stands in a variety of ways.

The key features of the sandwich signs and vinyl banners is their portability. They can be easily moved and stored inside the concessions when the concessions are closed, reducing the risk of vandalism or theft.

Below are two examples highlighting hockey and baseball.







### *Healthy Choices Brochures*

A brochure rack containing information on healthy food choices can be placed in or on the concessions. When line ups occur at the concession, people search for something to occupy their minds. A brochure conveniently accessible will draw their attention and they'll read it because there is nothing else available. Placement of the brochure racks would be limited to locations where clean up of discarded brochures is minimal. Existing designs for brochures regarding healthy snacks and eating can be obtained from ActNowBC and the Heart and Stroke Foundation, so design costs can be avoided.

However a brochure designed specifically for the healthy choice campaign would be an effective tool. It can be distributed at tradeshow, sporting events, and in government offices.

### *School Newsletters*

Issue an article to schools to be printed in school newsletters before the end of the current academic year. Students can be asked to explain the check system to their parents and begin looking for it in concessions and vending machines throughout the city. This would also be an effective medium for distribution of a healthy choices brochure. We would recommend targeting the Grade 7 class every year. Since most families have at least two children this brings the exposure level higher than the initial number would suggest.



### *Fun House Mirror*

Funhouse mirrors in which people appear skinnier with the healthy choices slogan can be placed at concession and in controlled locations of vending machines. People love to look at themselves. As this is a form of entertainment it will create humour and a positive experience while people are being exposed to making a healthy choice.

### *Compliance*

Voluntary compliance is essential. This will be in part driven by the increasing popularity of making healthy eating choices. However, at a small cost, a student could be hired for the initial 2 months of the campaign to visit concessions and vending machines to ensure the correct products are being displayed and assist in the proper application and use of the available signage.

The degree of compliance is also a function of the programs profitability. Vendors should receive location mentions in print ads, web sites, press releases so they receive a marketing benefit from the awareness campaign.

### *Additional Opportunities*

#### *Other Restaurants, Concessions and Vending Machine Operators*

While this initiative is geared toward the city owned concession and vending machines, it behooves us to allow all restaurants, concessions and vending machine owners to participate in the program. By encouraging them to properly use our branding and logos it dramatically increases the number of impressions and hence the overall awareness and effectiveness of the campaign. The costs for signage will drop as the production increases, so the average cost per implementation decreases with the number of locations that participate in the program.

A program sponsored by Community Health, St. John's Region, Newfoundland implemented a Heart Smart Restaurant Program (appendix D). The participating restaurants were identified by a Heart Smart Logo in their front window. Information was provided to the customer through the use of menu inserts, tent cards, placemats and posters. Surveys of restaurant owners indicated an increase in the number of customers requesting a healthy choice when ordering food.

### *Media Plan*

The most effective method of media is a simultaneous broadcast through multiple media. I would suggest beginning the media campaign July 1, 2007 to coincide with the beginning of peak summer usage of the outdoor sites.

#### *Press Releases and Public Service Announcements*

Press releases should be sent out to all media three times;

- 1) On approval of implementation
- 2) On implementation
- 3) On the success of the implementation

#### *Media Buy & Schedule*

The larger media buys can be leveraged to create even more impact than our budget would normally allow. Power 104 has provided the following proposal which is an example of what can be achieved.

Three media schedules are presented in order to provide options to meet potential budgetary concerns, labelled Good, Better and Best. All demonstrate similar design features including heavier initial exposure to kick off the campaign and a media buy which is weighted towards radio.

Active people outdoors are most likely to be listening to the radio (as opposed to reading a newspaper or watching television) during their activity. This increases the likelihood of exposure closer to the time that they are making a food or beverage choice.

Power 104 has the majority of the younger male demographic and their sister station CKOV commands the 55 plus demographic. SUN-FM has the majority of the younger female demographic. The two in combination provides the greatest exposure to our target demographic for the investment.

Print media was also incorporated in order to provide more detailed information than can be achieved in a 30 second radio spot. An editorial style ad here at the beginning of the campaign will reinforce any media earned through press releases. Castanet provides a similar opportunity as print targeting individuals who don't use print media to obtain their news.

In many cases, individuals will be exposed to the message through many, if not all media over the course of the summer, fulfilling our strategy of frequency, repetition and the integration of multiple media.

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## **POWER 104 & HEALTHY CHOICES SUMMER 2007**

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Power 104 will promote the good word on 'Healthy Choices' available at City of Kelowna vendors and endorse the 'Stay Active, Eat Healthy' initiative.

### ***The Power Patrol***

The Power Patrol driven by Christina is on the road 6 days a week at events and festivals. Along with tickets and prizes we also sample products from supermarket vendors and other health-minded businesses. Some of these items fall into the 'Healthy Choice Category' and if they fit into the guideline provided to us we will acknowledge this in 'Live On - Air' Cut-Ins.

### **PROMOTION OUTLINE**

#### **Power 104 Campaign**

July 1–September 3, 2007

- 2 x :30 Produced Promos Per Day (total 124)
- 2 x Live Cut-In per week from Event (total 16)
- power104.fm website posting

#### ***Sample Script***

The Power Patrol is out and about sporting events in and around Kelowna. Christina Otero is packing along some great goodies including some Healthy Choices. (That'd be food that tastes good and is good for you)

(CITY TEXT CAN BE INCLUDED HERE)

Watch for the Power Patrol at events this weekend and remember to Stay Active and Eat Healthy.

Power would be responsible for sampling goods from merchants, restaurants etc.

**ON AIR PROMOTIONAL VALUE EXCEEDS \$11,000**

***You would also receive 90x 30-second commercials on Power 104 and 90x30 second commercials on CKOV, plus we would bonus you 90x30 second commercials on each station (BEST TIMES AVAILABLE). We would also include a minimum of two interviews on air with Dave Pairs to explain the concept of Stay Active Eat Healthy***

***Total value :of Advertising component is \$11,700.00***

***Your investment \$5000.00***

## Awareness Program for the Healthy Choices Taskforce

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### ***Good***

Media	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Total
Power 104	1000	1000	1000	500	500	500	4500
Sun FM	1000	1000	1000	500	500	500	4500
Capital News	700	700					1400
Daily Courier	1000						1000
<b>Total</b>	<b>3700</b>	<b>2700</b>	<b>2000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>11400</b>

### ***Better***

Media	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Total
Power 104	1000	1000	1000	1000	500	500	500	500	500	6500
Sun FM	1000	1000	1000	1000	500	500	500	500	500	6500
Capital News	700	700								1400
Daily Courier	1000									1000
Castanet	400	400	400	400						1600
<b>Total</b>	<b>4100</b>	<b>3100</b>	<b>2400</b>	<b>2400</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>17000</b>

### ***Best***

Media	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Total
Power 104	1500	1500	1500	1000	1000	500	500	500	500	8500
Sun FM	1500	1500	1500	1000	1000	500	500	500	500	8500
Capital News	1000	1000	500	500						3000
Daily Courier	1000	500	500	500						2500
Castanet	400	400	400	400						1600
<b>Total</b>	<b>5400</b>	<b>4900</b>	<b>4400</b>	<b>3400</b>	<b>2000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>24100</b>

*Implementation Costs*

*Vending Machines*

RPC estimates suggest 40 vending machines within the implementation area. The cost to create the plastic clings is estimated at \$35 per machine including initial application and allowing for a 20% replacement quantity in attrition of the clings during annual use. The clings can be applied by the vendors as they re-stock their machines so there is no labour cost component.

Total Estimated Annual Investment in Clings	\$1368
Total Estimated Annual Labour Investment	\$ 0

*Concessions*

RPC estimates suggest 14 concessions in the implementation area. Each concession could receive all or part of the following treatment;

Menu Marker Board (3' x 4') with Healthy Choice Logo	\$175
Funhouse mirror with Healthy Choice logo	\$159
Banners 3' x 5' full colour vinyl without display stand	\$149
Sandwich Sign 2.5' x 4'	\$200
Posters 8.5" x 11" including printing and display holder (each)	\$15
Estimated Delivery and Installation per site (6 hrs @ \$70)	\$420

*Brochure*

Brochure design and printing (2,000 copies)	\$1200
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*Media Design and Implementation Costs*

Writing a radio ad	\$200
Designing a print ad	\$300
Designing a sign or poster	\$300
Writing and issuing a press release	\$100
Execution of Media Campaign	\$1500

*Appendix A – Marketing Strategies*

*Relevance*

People are more likely to respond to messages that they can relate to. Examples are a television or radio ad with a favorite song, a picture that reflects their own lifestyle or a message that echoes their values.

*Frequency*

Repetition is one of the core principles of the learning process .

*Consistency*

In order for the principle of repetition to have maximum effect the message must be identical. Our brains naturally seek out patterns both visual and auditory. By keeping slogans consistent and logos with identical fonts, colours and organization we make it easier for the brain to find and recognize previous occurrences and subsequently make the associations.

*Integration of Multiple Media*

This is based on the natural human tendency to believe things which are repeated to us from different sources. If someone tells us new information that is hard to believe we may discard it as rumour. If two or three other people tell us the same information or if we read it in print and hear on the radio and see it on television, we begin to accept the information as fact.

**Appendix B - Health Check™?**

Grocery shopping for healthy foods today can sometimes be complicated and time-consuming. To help you quickly identify products that can contribute to a healthy and balanced diet, the Heart and Stroke Foundation created a not-for-profit food information program called Health Check™. This program is suitable for you and everyone in your family aged four years and over. The Foundation's dietitians evaluate every food in the program, based on *Canada's Food Guide*. When a food product has been approved, the Health Check symbol and the Heart and Stroke Foundation name are placed on the packaging.

The Health Check symbol can be found on more than 1,000 foods, including grain products, vegetables and fruit, milk products, as well as meat and alternatives.

In addition to the Health Check symbol, every food product involved in the program has an explanatory message. The Health Check symbol on the package means that the product's nutrition information has been reviewed by the Foundation and it meets specific nutrient criteria based on *'s Food Guide*. Choosing Health Check products will help contribute to healthy eating for you and your family. Look for the Health Check symbol at your local supermarket.

Check for Health Check! It's like shopping with the Heart and Stroke's dietitians.



*Appendix C - Smart Spot*

Smart Spot—Product Criteria



You'll find the Smart Spot on products that:

Contain at least 10% of the Daily Value of a targeted nutrient (i.e., protein, fiber, calcium, iron, vitamin A, vitamin C) and meet limits for fat, saturated fat, trans fat, cholesterol, sodium and added sugar, or are formulated to have specific health or wellness benefits, or are reduced in calories or nutrients such as fat, sodium or sugar.

Smart Spot and Beverages

Beverages with the Smart Spot symbol meet nutrition criteria that include limits on the amount of fat, including saturated and trans fats, cholesterol, sodium and added sugar. This symbol also calls out products that contribute fiber, vitamins and other important nutrients. The criteria also include products reduced in ingredients such as fat or sugar, or products formulated to have specific health or wellness benefits.

A Smart Spot beverage (per serving):

Contains no more than 3 grams of fat, no more than 1 gram of saturated fat and zero trans fats,  
contains no more than 60 mg of cholesterol and 480 mg of sodium,  
contains 10% or more of Daily Value (DV) of one or more of the following:  
Vitamin A, C, iron, calcium, protein or fiber, and  
contains no more than 25% of calories from added sugar unless the product contains 10% DV of fiber,\* or  
delivers a functional benefit via natural or fortified ingredients proven to be efficacious, or  
is reduced in calories, fat, sugar or sodium 25% compared to base product or other appropriate reference product \*

*\*Includes review by nutrition technology group*

Smart Spot and Foods

Foods with the Smart Spot symbol meet nutrition criteria that include limits on the amount of fat, including saturated and trans fats, cholesterol, sodium and

added sugar. This symbol also calls out products that contribute fiber, vitamins and other important nutrients. The criteria also include products reduced in ingredients such as fat or sugar, or products formulated to have specific health or wellness benefits.

A Smart Spot food (per serving):

Contains no more than 30% of calories from fat, no more than 1 gram of saturated fat and zero trans fats,  
contains no more than 60 mg of cholesterol and 480 mg of sodium,  
contains 10% or more of Daily Value (DV) of one or more of the following:  
Vitamin A, C, iron, calcium, protein, or fiber, and  
contains no more than 25 percent of calories from added sugar unless the product contains 10 percent DV of fiber\*, or  
delivers a functional benefit via natural or fortified ingredients proven to be efficacious, or  
is reduced in calories, fat, sugar or sodium by at least 25% compared to base product or other appropriate reference product\*

*\*Includes review by nutrition technology group*

Smart Spot and Snacks

Snacks with the Smart Spot symbol meet nutrition criteria that include limits on the amount of fat, including saturated and trans fats, cholesterol, sodium and added sugar. The criteria also include products reduced in ingredients such as fat or sugar, or products formulated to have specific health or wellness benefits.

A Smart Spot snack (per serving):

Contains no more than 35% of calories from fat,  
contains 1 gram or less of saturated fat,  
contains zero trans fats,  
contains no more than 60 mg of cholesterol and 270 mg of sodium, and  
contains no more than 25% of calories from added sugar unless the product contains 10% DV of fiber\*, or  
delivers a functional benefit via natural or fortified ingredients proven to be efficacious, or  
is reduced in calories, fat, sugar or sodium by at least 25% compared to base product or other appropriate reference product\*

*\*Includes review by nutrition technology group*

*Appendix D – Restaurant Program*

**The Health Check™ Restaurant program**

The Foundation's Health Check program is now being extended to a number of restaurants. Swiss Chalet has introduced eight menu items such as the Quarter Chicken dinner and entrée salads to participate in the Health Check program. A British Columbia program supported by the BC Government and the Heart and Stroke Foundation was launched to encourage restaurants to offer healthy menu items. The White Spot restaurant chain in British Columbia and Alberta has joined the Health Check program with seven menu items. Look for the Health Check symbol located beside menu items to guarantee that the food has met specific nutrition criteria based on *Canada's Food Guide*.

Last reviewed April 2007.

**Heart Smart Restaurant Program - *Community Health, St. John's Region, Newfoundland***

***Initiative***

Heart Smart was an educational initiative designed by the Heart and Stroke Foundation of Canada. In St. John's and Mount Pearl, Heart Smart was sponsored by the St. John's and District Health Unit, the Heart and Stroke Foundation of Newfoundland and Labrador, and the Restaurant and Food Services Association, with the support of Hospitality Newfoundland and Labrador. The program was funded by the Newfoundland Heart Health Program.

***Goals***

The aim of the Heart Smart Restaurant Program was to encourage people to make healthy choices when they eat out and to encourage restaurants to provide these alternatives.

The criteria for the program plans were established by the Heart and Stroke Foundation of Canada in conjunction with their provincial offices throughout the country. The criteria were based on Canada's Guidelines for Healthy Eating, which form the basis for the new Canada's Food Guide. The criteria were designed to address broad health and lifestyle issues, and were in keeping with the recommendations of many other health care agencies.

There were two options available to restaurants:

**The Choices Program**

The Choices Program was the program promoted in Newfoundland. In order to participate in the program, food service establishments had to agree to meet a set of preparation, serving and no-smoking seating criteria. These criteria were designed to determine a restaurant's

willingness to provide healthy choices to their customers.

The Heart Smart Restaurant Program emphasized choice. The program was consumer-driven, meaning it was up to the consumer to request the choices made available and to choose to eat well.

To help the customer make healthy choices, information was placed on table tents, menu inserts, posters or place mats which the participating establishments agreed to use to promote the program. In addition, all participating restaurants offered no-smoking seating on request. The establishments participating in the Heart Smart Restaurant Program were identified by a Heart Smart logo on their front door or window.

The program was flexible, easily adapted to a wide variety of eating establishments, and available to all establishments that met the criteria. Restaurants that did not meet the choices criteria had another option, the Menu Program.

### **The Menu Program**

With the Menu Program option, restaurants submitted specific menu items for analysis. Recipes that met criteria for salt and fat content, set by the Heart and Stroke Foundation, were then identified by a small red check mark on the menu. Restaurants make the complete nutritional analysis of these selected menu items available at the request of their customers. Restaurants that opted for the Menu Program did not need to complete the criteria form of the Choices Program.

For the Menu Program, restaurants may be asked to pay for recipe analysis. The Heart Smart Advisory Committee is currently investigating this issue and it is hoped that the recipe analysis can be provided for low or no cost in the future.

### **Restaurant Involvement**

The restaurant agreed to meet the criteria while involved in the program. The restaurant used promotional material to alert customers to the fact that they were participating in the program. Restaurants were also involved in promotional activities undertaken on behalf of the program throughout Heart Month (February).

### **Process**

Invitations to participate in the program were sent out to restaurant owners, including an introductory package to the program. Each restaurant had to meet certain criteria to participate in the program, including designating a non-smoking area with a sign, and nine criteria for healthy food choices; for example, having whole wheat breads available and giving diners the choice of having dressings and sauces on the side. The introductory package included a list of

questions to which the restaurant owner responded either "yes" or "no." When the forms were returned to the Heart Smart Advisory Committee, they were reviewed and restaurants that responded "no" to questions were followed up to see if their answers could be changed to the affirmative. If approved for the program, the Committee sent the restaurant a package which included posters, table tents, menu inserts and a door decal which designated the restaurant as a "Heart Smart" participant.

### ***Evaluation***

Several surveys of customers have been distributed through participating restaurants. Restaurants are visited on an annual basis to conduct a short survey with the owner. Responses to this program have generally been positive. The impression of restaurant owners is that there is an indication of an increasing number of customers requesting healthy choices when ordering food.

One challenge is insufficient money to advertise participating restaurants. Although the program may not be widely known, those restaurants involved are positive about it. It is difficult to know whether people frequent a particular restaurant due to the program or whether this program is contributing to decreasing heart disease.

*Appendix E - Usage of The Healthy Choice is the Easy Choice*

*Stairway to Health Innovation Committee*

The Ministry of Health's Healthy Workplace Initiative (Stairway to Health) demonstrates an innovative approach to enhance the health and wellbeing of employees by providing credible information, resources that enable them to take charge of their own health, and a work environment that makes **the healthy choice the easy choice**.

*Healthy Eating and Active Living in Northern BC*

- Locally owned restaurants and delis that serve fresh, local and organic foods whenever possible
- Workplaces that care about employee wellness and make it easy to be active and find access to nutritious food
- Schools where **healthy choice is the easy choice**
- Families that grow and preserve their own food, walk or bike to school and work, and share meals together
- Communities that build trails and bike paths
- Community gardens and community kitchens and good food box programs
- Agencies that make healthy eating and active living a part of everything they do

*The Winning Legacy – BC Healthy Living Alliance*

The aim is to make **'the healthy choice the easy choice.'**

*The Path to Health and Wellness: Making British Columbians Healthier by 2010 - Select Standing Committee on Health*

During the course of the Committee's deliberations, we have learned a fundamental principle about improving people's health: telling people how and why they need to change does not work. Instead, healthy change comes from a complex, long-term and multi-layered process that *enables* people to exert control over the decisions that influence their health. This is best summed up by popular public health slogan: "Make **the Healthy Choice the Easy Choice.**" This same principle, of enabling rather than telling, infuses the whole report – from how to engage and inspire local communities, to how to foster healthier schools, to how to motivate the workplace and even down to how we give the tools and skills to people with chronic disease to help them take control of their illness themselves. The report details the policies and approaches in health promotion, learned over the last 30 years primarily with tobacco control, that enable rather than tell.

*What we must do: five views from the front*

Dr Hans Hoogervorst, Minister of Health, Welfare and Sport, the Netherlands



"We must make **the healthy choice the easy choice.**"

What is happening in the Netherlands? The Netherlands is one of the European Union's most prosperous Member States, yet does not rank above the average in life expectancy. Overweight is the main reason for this. Around 40% of Dutch people are now overweight and the figure is rising year on year. Every year about 40 000 people get an illness related to overweight and 5% of deaths are directly attributable to it. The alarming incidence of overweight among young people does not give encouraging prospects for the future, either.

That is why counteracting overweight is a spearhead of our policy on prevention. We have opted for the widest possible approach, because overweight is related not only to personal characteristics but also to the environment in which people live.

With this in mind, we in the Government are working with municipal and provincial authorities and have entered into partnership with parties in the community. As we do not want to introduce more laws and rules, we are challenging everybody - including the food industry - to come up with creative and effective solutions. Self-regulation is part of this approach. We use:

- public information campaigns to stress the benefits of eating healthily and taking regular exercise;
- newspaper advertisements to make readers aware of the minimum daily quantities of fruit and vegetables they should eat;
- television commercials to urge viewers to take more physical exercise; and
- stronger maternity protection, including increasing the length of maternity leave and improving workplace conditions and the availability of breastfeeding breaks and facilities.



But campaigns in themselves are not enough. The only effective way of getting people to change their habits is cooperating with partners such as employers, municipalities, schools, sports clubs and care providers. The settings in which people live and receive care, and the ways they travel, play, work, buy food and spend their leisure time need to be organized in a way that makes healthy living the automatic choice.

So let's make **the healthy choice the easy choice**.

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