

Social Marketing for CHL to Support Behavioral Change and Maintenance

12-Dec-13

| Readiness | | Pre-contemplation (Pre) | Contemplatin/ Preparation (C/P) | Action/Maintanance (A/M) | Campaign Roll Out 2015 | | | | | |
|---|--|-------------------------|---------------------------------|---|------------------------|-----|-----|-----|-----|-----|
| Target | Information items | Inform about CHL | + / - behaviors | Skills needed to adopt 6 behaviors/ Reinforcement | Jul | Aug | Sep | Oct | Nov | Dec |
| Community | Brochure (CHL program) | XX | | | Pre | Pre | C/P | C/P | A/M | A/M |
| | Flyers (Hawaii 5-2-1-0 foundation) | | XX | XX | | | | | | |
| | Posters | | | | | | | | | |
| | Small formatted msg - 6 behaviors (cycles) | | XX | XX | | | | | | |
| | - Other monthly poster (4 posters x 3/yr = 4 posters) - CHL Targets poster (1) | XX | XX | XX | | | | | | |
| Family | Posters | | | | | | | | | |
| | CHL Targets poster (1) | XX | XX | | | | | | | |
| | - Washington Post content | XX | XX | | | | | | | |
| | CHL Scorecard (1) | | | | | | | | XX | |
| | CHL Comparisons | | | | | | | | | |
| | - foods | | | XX | | | | | | XX |
| | - active play | | | XX | | | | | | XX |
| | CHL Tip sheets (6) OR . . . Flyers (Hawaii 5-2-1-0 foundation) | | | XX | XX | | | | | |
| Kid | HI Superheroes | | | | | | | | | |
| | - poster (not sure about this one) | | | XX | | | | | | |
| | - cards | | | | | | | | | XX |
| | - coloring book (1) sheets (many) | | | XX | | | | | | |
| | - recognizable CHL images in stores or elsewhere (1) | | | XX | | | | | | |
| | Pictures + short words (1 for each behavior x 6 behaviors= 6 *these are coloring pages that could make up the coloring book above) | | | XX | | | | | | |
| Healthy activities calendar (1, MI example) | | | XX | | | | | | | |