

MASS MEDIA Sector

Working Group

Web, television, media campaigns

**INVOLVE TRADITIONAL
MASS MEDIA OUTLETS AS
WELL AS “NEW” WEB-
BASED AND INTERACTIVE
MEDIA**

**RECRUIT ORGANIZATIONS
TO PARTICIPATE IN NPAP
THROUGH PARTNERSHIPS**

**DEVELOP MESSAGES
TO PROMOTE
PHYSICAL ACTIVITY**

**ASSURE CONSISTENCY
OF MESSAGE**

MATCH THOSE OF NPAP

COMMON THEMES ACROSS THE 8 SECTORS

**UTILIZE MEDIA STRATEGIES
TO PROMOTE THE NPAP to:
FEDERAL , STATE and LOCAL
GOVERNMENT**

the “MEDIA”

**PARTICIPATING ORGANIZATIONS
the GENERAL PUBLIC**

**ASSURE SEQUENCE OF
ACTIVITIES AND CAMPAIGN
MESSAGES
AND SUSTAINED FUNDING
OVER TIME (5-10 Years)**

**ADVOCATE FOR FEDERAL
GOVERNMENT LEGISLATION
TO SUPPORT AND SUSTAIN THE
NPAP AS WELL AS A CONSISTANT
ON-GOING MASS MEDIA
CAMPAIGN**

**REACH OUT TO INVOLVE
MEDIA CONTACTS IN
ACTIVITIES AND PROGRAMS**

**DEVELOP LOCAL AND
NATIONAL MEDIA CONTACTS
AS
“FORCE MULTIPLIERS”**

**DEVELOP A
STANDARDIZED
BRAND AND
BRANDING PROCESS**





JUST DO IT.





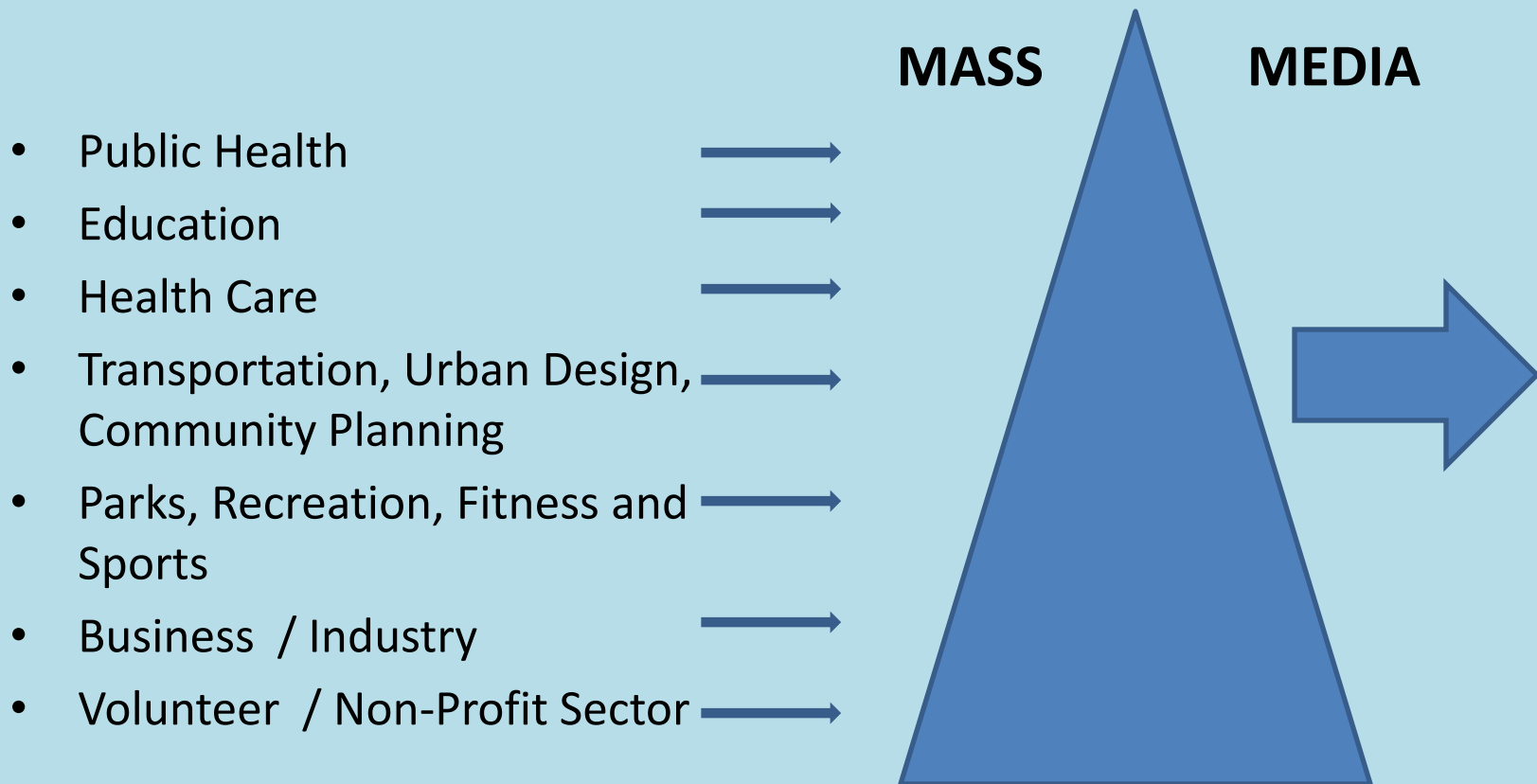
PARTICIPACTION





Coca-Cola

Build Partnerships, Sell the NPAP, Assure Consistency of the Physical Activity Message and deliver it through Sequenced Coordinated Campaigns Over Time, Pursue “Force Multiplier” Strategies with Media Personalities using Education as well as Involvement, and possibly develop a Media Fact Book and /or “How to” Guide.



MEDIA GUIDE

**HOW TO CONDUCT
A MEDIA CAMPAIGN**

Goal: To integrate regular physical activity and healthy eating into the mainstream American culture, across all age and socio-economic groups in the society and work to create supportive regulations, infrastructure and sustained funding to assure long term results.

