Partnersing to Transform Communities with Active Living and Healthy Eating

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Mission and Values

The Healthy Sacramento Coalition's goal is to reduce tobacco use, obesity, death and disability due to chronic disease, reduce health disparities, build a safe and healthy physical environment, and improve the social and emotional well-being of Sacramento County residents.

The CTG program’s goal is to create healthier communities by making healthy living easier and more affordable where people work, live, learn, and play. The CTG program will improve the health of the nation by improving weight, nutrition, physical activity, tobacco use, and emotional well-being and overall mental health.

Sierra Health Foundation is a private philanthropy with a mission to invest in and serve as a catalyst for ideas, partnerships and programs that improve health and quality of life in Northern California. We are committed to improving health outcomes and reducing health disparities in the region...

Disney’s Magic of Healthy Living partners with parents to inspire kids to lead healthier lifestyles. Through engaging content, useful tools and unique experiences, this initiative helps parents by making nutritious eating and physical activity more appealing and more fun.
The Local Activation Arm for the Walt Disney Company

EXPERIENTIAL EXPERTS

COMMUNITY ENGAGEMENT

THEMED ACTIVITIES

ONE-ON-ONE INTERACTIONS
OBJECTIVES
Work with The Healthy Sacramento Coalition to effectively engage and motivate children and parents to improve their health through good nutrition and physical activity in the 15 identified zip codes with health disparities.

Serve as an educational activation arm for the Healthy Sacramento Coalition to reach into Sacramento communities, church congregations and schools empowering them with the healthy eating and active lifestyle message.

*Incentivize schools to implement and complete lesson plans which will help provide measurability for the Coalition and its partners.

STRATEGY
Leverage the cross-cultural affinity that kids and families have for the Disney Brand to yield greater message appeal.

“Edu-tainment” that will engage with face-to-face interaction, music and positive youthful energy with the magic of Disney in a way that only Radio Disney can do.

CREATIVE CONCEPT
Magic of Healthy Living – Local Partnership
PROGRAM OVERVIEW

What is it?
An initiative that aims to create healthier generations to come by inspiring kids and families to discover a healthy new world full of flavor and fun! The program reinforces parents’ efforts by making nutritious eating, physical activity and other healthy choices simple, fun, and rewarding.

Events
Events that provide new opportunities for kids and families to TRY new foods, moves and simple ways to be their best

Media Campaign
Inspiration to spark kids’ creativity and imagination to make being active, eating right and making other healthy choices more fun

Mickey Check Tool:
Iconic tool to help kids and families identify products and experiences that make healthier living fun
Disney Magic of Healthy Living
designed to make healthy living fun for kids and families

Three key “ingredients:”

• Using our creativity to make nutritious foods the most appealing choice

• Encouraging 60 minutes of daily physical activity and making exercise more broadly appealing

• Providing information for parents and kids to make healthy choices simpler

Disney Magic of Healthy Living recently teamed up with U.S. First Lady Michelle Obama and Disney stars to start a dialogue with kids about healthy living. The yearlong effort features public service announcements (PSAs) that offer inspiration and tips on nutrition and activity.

Disney Channel stars team with First Lady Michelle Obama to learn how to garden.
The Possible Elements Of This Multi-Platform Campaign Include:

- **Community Outreach Integration** – Radio Disney Sacramento’s Road Crew will collaborate with and *edu-tain!* at Healthy Sacramento Coalition sponsored community events.

- **On-Air Commercials & Vignettes** – Bilingual option. Produced by Disney.

- **Activity Sheets** - distribution at events via Radio Disney Family Bags.

- **Co-branded Giveaways** – T-Shirts, water bottles, bracelets, etc.

- **In-School Assemblies or After School “Recess”** - 45 minute assembly/show customized with your messaging. School permission and program execution to be coordinated by Radio Disney at geo-targeted elementary schools.
Example – Sponsor Pull-up Banner with Custom Message
Try New 
Moves!

Try New 
Foods!

Try Simple 
Ways To Be 
Your Best!
2013 Kick-Off with a Disney Channel Star
Radio Disney
AM 1470
IN SCHOOLS
Co-branded Water Bottles - Drinking Lots Of Water Is A Simple Way To Be Your Best!

Co-branded Bracelets - A Simple Reminder To Make Healthy Choices!
 “…Radio Disney’s listeners are a young audience and by default have the attention of adults/child care providers. Disney is also on a mission to improve health. Thus, they have a new program called the Magic of Healthy Living, which Sacramento County Public Health is now a proud sponsor. I was able to work w/ our PM and Fiscal Mgr with SNAP-Ed to budget media monies to work w/ Radio Disney to specifically use Radio Disney’s Road Crew to interact/engage audiences at various events, including the required Network sponsored events. We started this partnership last year for a Lead Poisoning Prevention/Black Infant Health Event and it was great! The road crew are fabulous, VERY energetic and engaging. They are perfect for promoting good nutrition and PA.”

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Radio Disney, PG&E Team to Get Youngsters Interested in Science

By David Kligman

VALLEJO—Nerdy scientists in white lab coats, break dancers and a “Jeopardy”-like game show might not be what you’d expect from an elementary school class, but this was no ordinary science lesson.

On Tuesday (May 15), the Radio Disney AM 1470 Road Crew visited Elsa Widenmann Elementary for a special assembly for dozens of fourth and fifth graders, who sat on a gymnasium floor captivated by the presentation. The children were split into teams and asked questions by an actor playing a nerdy scientist.

“Wind can be used to generate what? A. Spaghetti? B. Television? Or C. Electricity?” the Radio Disney crew member asked the students.

“Electricity!” the children screamed.

The program is the brainchild of James Morante, a PG&E government relations manager who came up with the idea to stoke youngsters’ interest in science and ultimately get them thinking about careers in energy.
Science a struggle for many U.S. students

The assembly is an unconventional way to learn about a subject that’s a struggle for a majority of U.S. students. This month, the federal government reported that seven out of ten eighth graders are not considered proficient in science.

“It’s beholden on us and as a society to change that and to put some practical reality behind science,” Morante said. “This partnership is a visible way to showcase that. Hopefully this will remain with these younger students as they move into high school and college. And who knows, maybe someday they’ll be PG&E employees.”

This is the second year of the “Science Rocks!” assemblies, which are rolling out this month to seven elementary schools in Northern California—Placerville, Roseville, North Highland, Woodland, Vallejo, Sacramento and Fairfield.

Fourth grader Kameen Nichols was selected to assist the Radio Disney team with PG&E-related facts.

During the presentation, one student is chosen to sit on stage and read a PG&E factoid, including one on the importance of compact fluorescent light bulbs (CFLs): “If every Californian switched out one regular bulb for a CFL, it would be like taking thousands of cars off the road.”

Morante praised Radio Disney for making science so approachable to children.

“All it takes is the Radio Disney van to pull up to the school and the kids go crazy,” he said. “It’s a cachet that only Disney has by putting that pixie dust on it. When they convey that message it has a different feel than anybody else.”
Thank you for lending me your ears!