

TRANSCRIPT* – Second Quarter HMP Media Call

*doesn't include audience

questions

4/28/09

Hello everyone and welcome to the second quarterly HMP media conference call. As most of you know, CD&M is the state's media contractor for HMP and its related programs. I am Kim Stiver, and with me today from CD&M are Judy Dexter Kelsh and Karen Barlow. Krista Nordgren our PR specialist is also here to answer questions.

Before we get started I just want to go over a few housekeeping items.

Please keep your phone on MUTE except when you are asking a question. If your phone does not have a mute feature, you can hit *6 to mute and un-mute from the call.

Please do NOT put your phone on hold at any time because of on-hold music, etc.

If you miss any aspect of this call or want to hear something again, it is being recorded live and will be available within a week on the grantees page of the HMP website.

Please take note that our next Quarterly Media Call will be on Tuesday JULY 21st at 2 pm. The same call in number and code will be available.

So in turning to the agenda for the call today, we have divided it into several sections and we will take questions following each section. We will do our best to keep each section as succinct as possible, but don't hesitate to ask questions following each section if you need more info or clarification.

Our first section is about the HMP website drop down list and HMP Map. Judy is leading it... Judy

- HMP
- MCVHP
- PANP/HWAC
- PTM

HMP

HMP Website

- As you may have noticed there have been some changes to the Healthy Maine Partnerships website.
- The Find your local HMP drop down list on the home page is now pulling data from the HMP database. When a town is selected, it will display the name of the local HMP with the director, the District Tobacco Coordinator, the substance abuse Coordinator, the School Health Coordinator, and YAP coordinator. These titles are the only ones that will display. If a user needs something specific outside of these general areas, they could contact the HMP director who can parse the call out to whomever they feel is best suited.
- As mentioned, these titles and all of the data in the drop down list, pull from the HMP database. If you see information in this display that is not correct, please visit the HMP database and submit changes using the change request form.
- In addition, we are in the process of updating the map that is located on the Local Healthy Maine Partnerships page. We will be swapping out the current graphic to match the new Local

HMP map that has been discussed at the HMP Leadership meetings. We just got final approval on this map so we should have this swapped shortly. The new map will pull the HMP names from the database as well.

- HMP Q&A

MCVHP

Stroke Awareness

- This Friday marks the start of May and the start of the Maine Cardiovascular Health, Maine Stroke Awareness Initiative. There will be a statewide press release sent out by DHHS, followed by a statewide TV presence that will begin on Monday, May 4.
- By now your HMP should have received an outreach kit with a complete overview of the campaign as well as a Swiss cheese press release, and sample materials and media messages. Maine Cardiovascular Health is asking for your help to distribute campaign materials in your communities and to help further the reach of these messages. These outreach kits were also sent to hospitals and HeartSafe Community designees.
- MCVHP Q&A

PANP/HWAC

Healthy Weight Awareness Campaign

The Healthy Weight Awareness Campaign did a mailing in March to over 37,000 households that are participating in the Maine Supplement Nutrition Program. Included in the mailing were:

- Make Time For Family Fun Brochure
- Walk for Life (NEW & Revised Brochure)
- PA Magnet
- Survey to track reactions to the materials

As of date, over 1,200 recipients had provided feedback on the survey that was mailed.

The next mailing will be sent out in June, which will include the picnic basket brochure as well as materials provided by the University of Maine Cooperative Extension program. UMaine Coop will be including information on Container gardens and possibly information about pick your own.

If you are interested in these materials, visit the Physical Activity & Nutrition Program section of the Healthy Maine Partnership Web site.

www.healthymainepartnerships.org/panp/healthy_weight.aspx

You can download PDFs of these materials for free, or you can order these materials by filling out the Materials Order Form, located on the left hand nav bar of the above mentioned page, and sending this request to your Project Officer.

PANP/HWAC Q&A

PTM

New HelpLine Media Campaign

- As reported last quarter, PTM has created two new HelpLine TV ads that are now on air. Each one focuses on a testimonial of a Maine resident that has successfully quit smoking via the HelpLine. The quicktime movies of the ads are available on the PTM website under Train and Take Action/Counter Marketing – they are called My smoke-Free Life and are named Amber and John.
- In addition to the HelpLine TV, CTI and PTM has recently done a direct mail campaign that you may have seen. The theme of the mailing was based on the money one could save if they quit smoking. The newsletter style piece also included 5 steps to Quitting and what happens when you Quit. We teamed up with the direct mail firm that delivers the circular flyers directly to households throughout the state. They have the ability to segment the audience by zip code and it was decided to mail to all zip codes that have higher than 40% of low-income households. The estimated number of people that receive the mailing was just over 200,000. We are mailing to each household three times and the third and final round will be May 9.

Unleash Your C – Social Marketing Approach

We know there has been a lot of confusion about the local implementation of Unleash Your C, the new youth prevention campaign. So one of the things we wanted to do today is talk briefly about the scientific basis of – and social marketing theory behind – the campaign and why it is being executed this way. Since going through all the details behind the campaign would take up an entire conference call in and of itself, I'll do a quick overview and then take your questions.

- One of the most important things to know is that this campaign is based on CDC best practices for social marketing and is modeled on the success of prevention programs from other federal agencies and other states, such as Colorado's OwnYourC campaign. We also did formative, original research here in Maine. Going beyond public health, we also drew upon MTV Networks – one of the most successful youth marketers in the world, along with Rescue SCG, one of the most successful organizations doing teen and young adult outreach across the country, provided key research on the science of what is cool among youth and how to get campaigns to spread virally.
- The direct, primary target audience for the campaign is youth, but not all youth. After conducting the research, we determined that the most effective way to reach the widest majority of teens, including those that are edgier and at risk, was to target three specific segments of teen culture. These subcultures are lead by three key archetypes:
 - Popular examples – teens who are very concerned about outward appearance, popularity and achievement. They are typically into the teen social scene and can be the athletic type or the fun-loving party-type.
 - Out and about – these teens really like to thrill seek, from physical sports, to racing to partying. They are very active and social and skew mostly male.
 - Edgers – this group typically comes from the skaters/boarders type and the rebel personality type. Edger teens are leaders of the disenfranchised, and like to live on the fringes. They are highly independent and are attracted to ideas that let them do their own thing.

These three subpopulations combined, represent the coolest and most influential segments of youth in Maine. The majority of teens who are not in these three groups, fall into the segments that follow one of these groups. And this fact gets at the core of the campaign's success – viral marketing. If the most influential and most often imitated youth get on board with Unleash Your C and share the campaign with their friends and social groups, we have a much greater chance of the campaign's messages being adopted as social norms.

This brings me to the science of “cool.” Some things are hard for us as adults to understand and accept, but what teens think is cool is often outside the bounds of what we would imagine or favor for ourselves. Even though everyone knows this, none of likes to acknowledge that there are kids who are more popular and influential than others. And while the campaign's messages are all positive ones that promote healthy behaviors and attitudes, many of the teens we are targeting don't currently hold those beliefs. So Unleash Your C walks a very fine line – the campaign's “coolness” factor can be compromised easily if it appears to be driven by and promoted by less “cool” groups of teens. What would be even more detrimental to the cool factor is the involvement of adults. As much as we would like to believe otherwise, studies prove that we are not on the cool scale at all, because anyone over the age of 25 is old and doesn't understand their world, their pressures and what's the “in” thing.

So it's important that we all understand that cool is a relative status granted by the groups we are targeting. Something becomes cool when other teens start emulating the behavior of the influencing group. In other words, cool people influence other people just by being cool.

Therefore, the bottom line for us is to make the Unleash Your C brand and all the positive healthy choice-centered values that it promotes as cool as possible. Certainly teens who are outside of these target groups are going to be drawn to it, and that is exactly what we want. But we want the teens who are in the target population to do the driving and promotion. Not adults and not our youth advocacy groups.

The other thing we want everyone to understand are the giveaways – the t-shirts, backpacks, bracelets, etc. The reason those are being handed out on a limited basis only on the Unleash Your C tour because it creates the effect of exclusivity. If something is a bit hard to get, teens crave it all the more. Now, we are not making these too hard to get, but we do want them to value the brand and give it credibility among their peers.

Establishing a new brand is very hard, and with teens it is even harder, since they see brands they like as an extension of their personal identity. In other words, when a teen chooses to adopt a brand into their lifestyle, they have thought about how it makes them look and what identity it establishes about them among their peers.

Lastly, we just want to clarify how the campaign is being promoted. Because the coolness of the Unleash Your Brand has to be so tightly controlled, the campaign is designed to be promoted by teens to other teens. When a teen hears about something from another teen, it makes the brand seem independent and credible – it has the blessing so to speak from another peer. The minute we drop any hint of this being an adult run prevention campaign, is when the kids see it as authoritative adult direction rather than a cool social norm that inspires healthy choice evaluation and decision making. That's why the tour is being managed by young adults under 25. Studies show that this age is still considered cool to teens since it is a short enough time horizon for them to imagine themselves at

that age. Therefore, we hand selected the team members to appear as the future, more mature “cool” versions of the teens themselves.

So hopefully this was helpful in explaining the promotional philosophy of the campaign. Now, I didn't cover a lot of details about the messages of Unleash Your C, or choice theory, etc., but hopefully you have that information in the campaign packets we sent out. As HMPs, your main role is to educate parents and be supportive of Unleash Your C and its messaging. If a parent or teacher asks you about the campaign, we wanted you to have the details on why this is important and that it is backed by research.

We know its hard not to incorporate this into your natural promotional channels, but the best way for this to take off is for cool youth to tell other youth about it in school, online, where they hang out, by wearing Unleash Your C shirts, etc.

Does anyone have any questions?

Unleash Your C/Freakster Tour update

- Over all the campaign is off to great start. Since the official kick off in April, the Unleash your C website has had over 14,000 visitors with traffic coming from the online banner ads and the new youth TV ad that is running on teen focused cable TV stations. The Unleash Your C facebook page has over 100 friends so far.
- The Freakster tour has been on the road since April 14 and has visited over 15 towns across the state. The end of the tour is scheduled for May 30. Be sure to check the MySpace and Facebook pages for photos and videos of the teens interacting with the Freakster Team.

New Media Campaign for LD67 – Act to protect beaches in Maine’s State Parks and Historic Places

The new law banning smoking in the common areas of Maine State Parks and Historic Sites has passed the legislature and is waiting on the Governor’s signature. In order to make Maine residents and visitors aware of the new law, we have developed a multimedia campaign. The no smoking ban covers common areas in the parks and historic sites, such as ocean and lake beaches, picnic areas, bathrooms, snack bars, playgrounds, business facilities and of course, any enclosed public places.

To aid in audience recall and awareness, the new campaign is consistent with previous HMP efforts and continues the brand theme of “Breathe Easy You’re in Maine”. However, the campaign is JOINT effort between PTM and the Department of Conservation, so all campaign components are branded with both agencies’ logos and names.

While the campaign falls under the theme of Breathe Easy, the creative approach is unique and features two compelling summertime, classic Maine images – one beach scene and one lake scene. These images are carried throughout the campaign, which includes the following components:

- Radio campaign – several spots will rotate on the air throughout the State. The campaign starts Memorial Day Weekend and runs for three weeks. It will then run again for three weeks starting 4th of July weekend.
- Press conference – we are planning a big kickoff to the media at Range Pond State Park on May 13th. The exact time has not been set yet. Commissioner McGowan of the Dept of

Conservation and Dr Dora Anne Mills will be there as the lead presenters. Legislators and key stakeholders are also being invited.

- Posters and signage – we have developed two different size posters for use throughout the state parks and historic sites. The Department of Conservation has staff throughout its parks that will take care of all distribution and hanging of these posters. The Department of Conservation is also going to hang permanent signage in all parks and historic sites. The permanent signage is the current Breathe Easy signs we are already using throughout the State. They say either “this is a tobacco free area” or a “this is a smoke free area.” There is NO NEED for any local HMPs to hang or distribute signs for this campaign or about this new law.
- Rack cards – we have developed special brochure-sized cards for distribution along the Turnpike Visitor Centers and for use in any local tourism racks or appropriate locations. These will be made available to HMPs to order, and we would love your help in getting these cards placed throughout the state in any place where people gather information on local state parks – OTHER than the parks themselves. When they are ready, they will be posted to the online Resource and Distribution catalog for ordering. This will be in mid-May.
- Wallet cards – these are small reminders that local park rangers can use to remind people of the law; these are only available to the staff of the Department of Conservation.
- Park brochure update – The DOC is printing their brochures this year with new law information. Those brochures are distributed by the DOC and will be available mid-May.
- Online campaign – online banner ads are running to promote the campaign statewide
- The PTM website will feature a special promotion about the new law on the home page. In addition, a special page is being set up with more information about the new law. If anyone in your local area needs information, you can send them to the PTM website beginning in mid-May.
- PTM Q&A

Wrap up

- Next call date – Tuesday, July 21 at 2 pm
- General Q&A

***** END OF CALL *****