

## **Week 2: Website Links**

### **HealthStyles Survey About TV Viewers**

The HealthStyles survey is one of a pair of linked postal mail surveys sent to a sample of adults 18 and older which is drawn to be nationally representative on seven U.S. Census Bureau demographic characteristics. The first survey, is a consumer survey in which data on general media habits, product use, interests, and lifestyle are collected. The second survey, HealthStyles, focuses on health orientations and practices. This survey has been administered annually since 1995. From 1995 through 2001 it was linked with the DDB Needham LifeStyles consumer survey. Beginning in 2002 it is linked with the Porter Novelli ConsumerStyles survey. HealthStyles is a proprietary database product of Porter Novelli and is licensed by the CDC for audience analysis in health communication planning. <http://www.cdc.gov/communication/healthsoap.htm>

### ***Examples of U.S. paid campaigns:***

#### **White House anti-drug campaign**

TheAntiDrug.com was created by the National Youth Anti-Drug Media Campaign to equip parents and other adult caregivers with the tools they need to raise drug-free kids. Working with the nation's leading experts in the fields of parenting and substance abuse prevention, TheAntiDrug.com serves as a drug prevention information center, and a supportive community for parents to interact and learn from each other.

<http://www.theantidrug.com/> - <http://www.mediacampaign.org/>

#### **CDC's VERB campaign for physical activity "It's What You Do"**

**VERB™** is a national, multicultural, social marketing campaign\* coordinated by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC). It encourages young people ages 9–13 years to be physically active every day. The campaign combines paid advertising, marketing strategies, and partnership efforts to reach the distinct audiences of young people and adults/influencers

<http://www.cdc.gov/youthcampaign/>

#### **Ad Council's patient safety campaign**

HHS' Agency for Healthcare Research and Quality joined with The Advertising Council in March 2007, to launch a national public service advertising campaign designed to encourage adults to take a more proactive role in their health care. The campaign is being launched during national Patient Safety Awareness Week (March 4-10, 2007).

<http://www.ahrq.gov/questionsaretheanswer/> -

<http://www.adcouncil.org/newsDetail.aspx?id=191>

#### **Kaiser Family Foundation-BET HIV campaign**

The BET Rap-It-Up campaign is an ongoing, multi-faceted national awareness and call-to-action campaign addressing HIV/AIDS and other health concerns affecting the African-American community. Key elements of the initiative include a national grass-roots effort geared toward educating African Americans on the HIV/AIDS epidemic and dispelling myths about the disease, encouraging safe sexual practices, and producing

awareness-building programming and local events. The BET Rap-It-Up campaign provides nationwide access to community-based resources, including a toll-free number for assistance: 1-866-RAP-IT-UP (1-866-727-4887) and an Internet presence at <http://www.rap-it-up.com/>  
<http://www.bet.com/Site+Management/Packages/New+Rap-it-up.htm>.