

Champlain Healthy School-aged Children Summit

Obesity in Children

THE ROLE OF COMMUNICATIONS

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STEPS:

- WHAT IS THE PROBLEM/CAUSE/FACTORS



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STEPS:

- **WHAT IS THE PLAN/MESSAGE**



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STEPS:

- **WHAT IS THE TARGET AUDIENCE**



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STEPS:

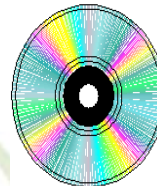
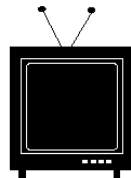
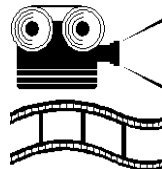
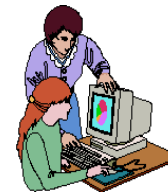
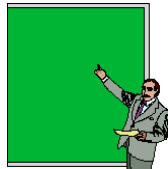
- **WHAT MEDIA OR FORMATS WILL BE USED TO CONVEY THE “CONTENT OR MESSAGE”?**



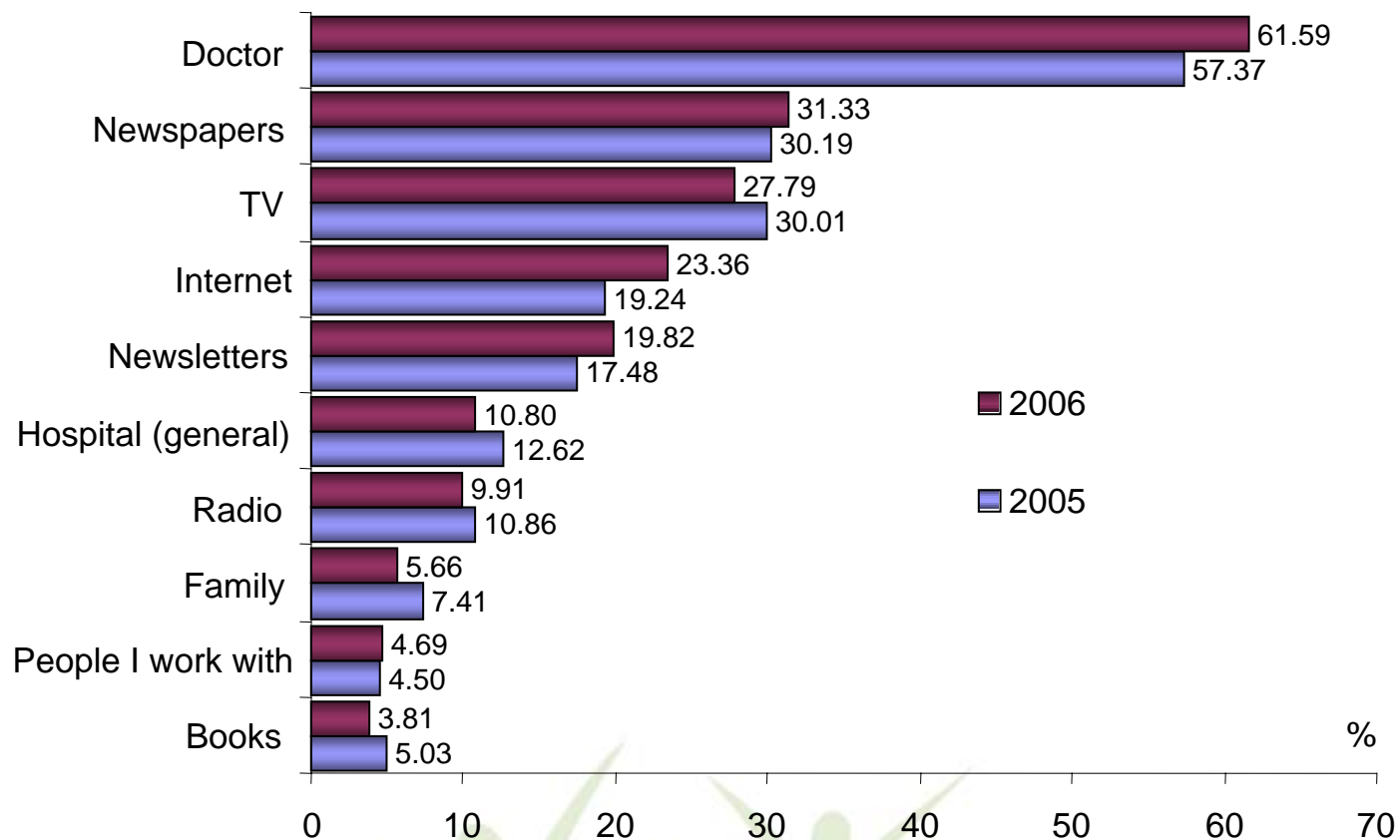
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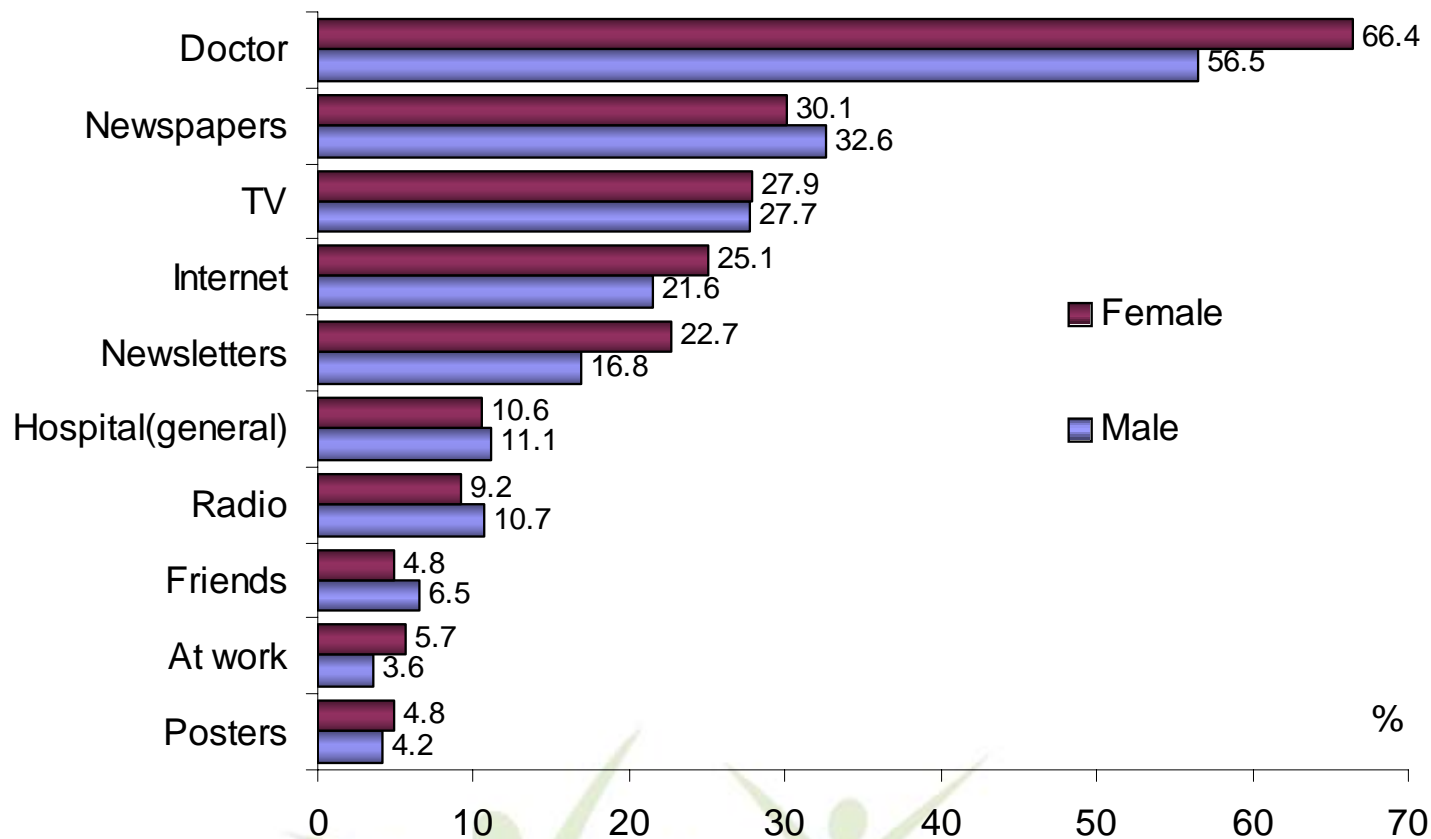
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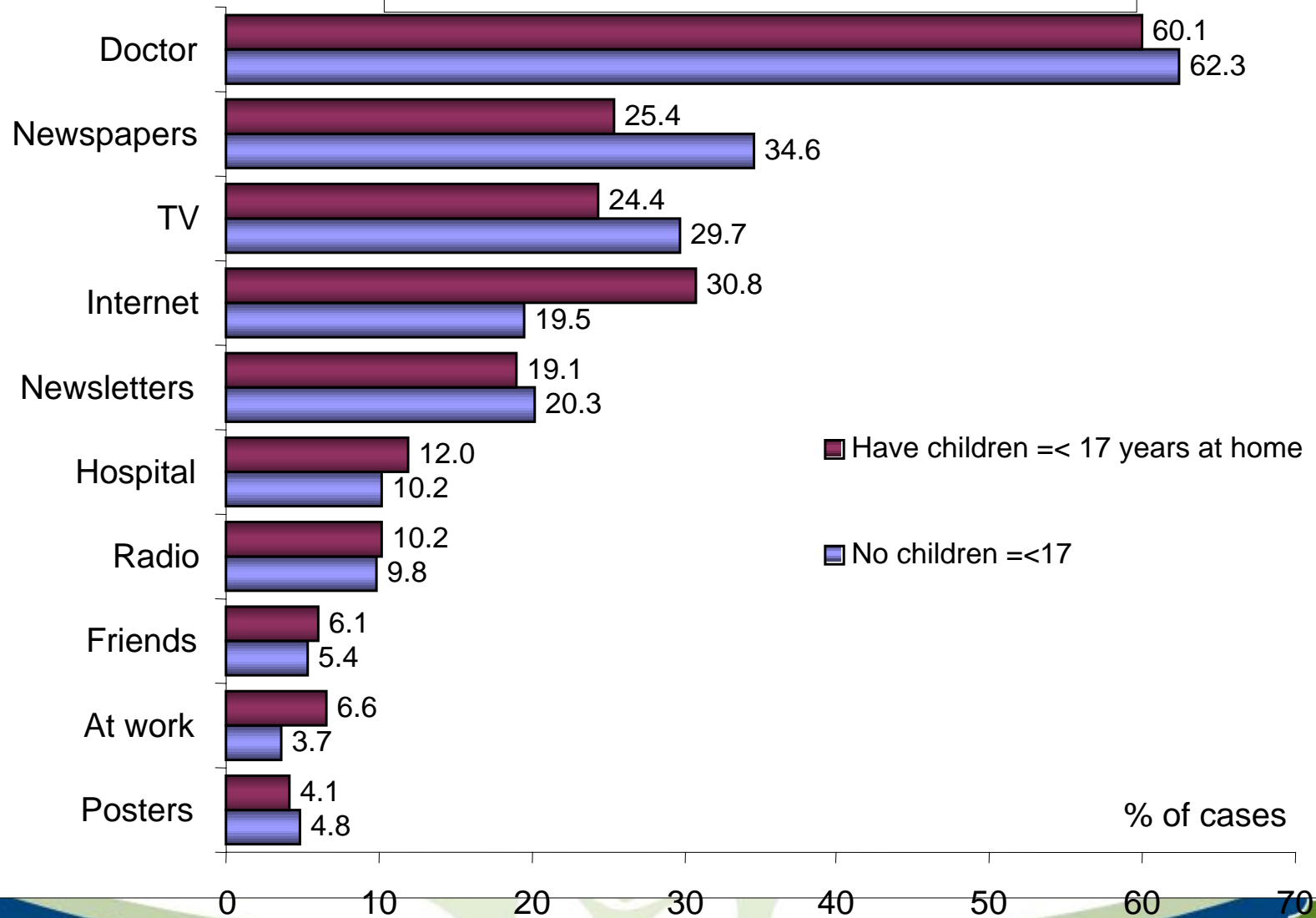
Top 10 sources of Health Information



Top 10 sources of Health Information, 2006



Top 10 sources of Health Information, 2006



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- * 48 % , aged 8-15, have their own TV.
- 26% percent have their own computer hooked up to the internet and by grade 10,
- 22% have their own cell phones.
- new media..ipods, blogs, on-line communities

* Canadian Teacher's Federation Survey,
nov.2003



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- **CHALLENGES AND BARRIERS:**

Obvious:

- Media access/savvy
- Language/cultural nuances
- Age and education of audience
- Cost of production/distribution



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- **CHALLENGES AND BARRIERS:**

Not so Obvious, but important

- multiple factors? prioritize
- multiple targets, including policy makers, advocacy and multiple community stakeholders
- **Socioeconomic status/social determinants of health**



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- **CHALLENGES AND BARRIERS:**
 - **Socioeconomic status/social determinants of health****

Messages must take into account the audiences socioeconomic status



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- Outcome? Timelines and how?

Studies are needed to assess each medium.



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CONCLUSION: Not a simple issue

- **Multiple influencing factors**
- **Multiple messages**
- **Multiple, heterogeneous targets**
- **Multiple media opportunities/outlets**
- **Customization on all above levels**
- **Outcome assessment and analysis**



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THANK YOU!

