



Action Plan: Obesity in Monmouth, IL

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Problem and Target Audience

- Problem our group is addressing with our media action planning assignment is childhood obesity in Monmouth, IL.
- Our target audience for our messages will be students from k-8 and the parents of these students.
 - Want to be able to appeal to them early rather than later when it may be too late.



- We are trying to decrease the overall rate of childhood obesity of children in Monmouth.
- We need to focus on trying to change the eating habits of the students, the meals the parents provide, and promote physical activities, outdoor activities, and exercise to the students.



Audiences

- The primary audience would be the students.
- Want to educate these students because they are not well educated in nutrition and exercise.
- We will need to try give them more concern towards the topic.
- However, it will be easier to convince them through the multiple things we have planned for them.
- Also, the students are going to be easy to reach because we can contact them at school.
- Easier to reach because of their young age and accessibility.



- The secondary audience would be the parents.
- It will be harder to reach the parents because we would have to try and contact them at home and have to try to work around their work schedules.
- Also it would be harder because we would have to try and get them to come to us.
- This hurts us because the more you ask out of your audience, that harder it is to convince them.
- Some parents might think they do not have the money to eat healthy.
- A plus about the parents is that the kids might not see the value of eating healthy and exercise, the parents would.
- Usually, kids will listen to their parents.

Plan Goals

- Our main goal is one that we can track exponentially.
- There is approximately 1,953 k-8 students in Monmouth.
- The national average of obese students from K-8 is approximately 17%.
- From these figures we said that approximately 332 K-8 students In Monmouth are obese.
- By looking at this number, we would like to see a decrease of about 25% of these kids to make a healthy jump and not to be considered obese in a 6 month program.
- We would like to set up a bi-weekly off site program for the kids to engage with the athletes of Monmouth College.
- Another goal is to have 80% of families to participate in online testimonials.

- Another goal of ours would be to gain at least 50% attendance from the students at the off site bi-weekly programs.
- Like big brother big sister, these kids will be able to interact with college students and athletes.
- By using athletes, the kids will look up to them as if they were pro players.
- Hopefully, these kids will learn the importance in competing in sports and activities daily.
- We decided college athletes because it is easier to access them then it would be to get a pro player to come in.

- Another goal we had is to have 80% of the families to participate in the online testimonials we will have.
- In the testimonials we will ask the students and parents to meet together and record the meals that they eat during the week and the amount of time they spend exercising during the week.
- By doing this, the families can see where they are and where they actually need to be. If they do this honestly they will find out what they need to fix in order for their kids and them to be more healthy.

- By reaching the smaller goals, we are more likely to end up succeeding with our final and most important goal of decreasing childhood obesity in Monmouth, IL by at least 25%.
- We set these goals to instill the importance of exercise and eating healthy into the minds of these students.
- This will hopefully make changes in their lives so they continue to be healthy as they get older and eventually pass it on to their children.

Essential “Messages,” Information, and Actions

- Message that we want our target audiences to receive include information on the benefits of eating healthier and exercising daily. T
- Put the information on our website, in fliers all over the neighborhood, and through the voices and exemplary speakers that we will have at our assemblies and bi-weekly activities.
- We want to show that by exercising and eating healthy, that one can benefit and become more fit and and become healthier in their future lives.

Resources to use

- Real life examples of how eating healthy and exercising can benefit them.
- Exemplary speakers who have made these goals part of their daily life.
- Supply students and parents with many links to sites on eating healthy, and the dangers of not doing so.

Sites to use



- <http://www.ext.colostate.edu/pubs/foodnut/09317.html>
- http://pediatrics.about.com/cs/nutrition/a/childhd_obesity.htm
 - These two are used to tell of dangers and how to eat healthy.
- http://www.keepkidshealthy.com/nutrition/weight_loss_for_kids.html
- http://www.keepkidshealthy.com/welcome/treatmentGuides/weight_management.html
 - These two are used for tips for losing weight for kids.
- <http://www.americanheart.org/presenter.jhtml?identifier=3061814>
 - Used to provide an outline of exercises that the students can engage in.



- We want the students and parents to react with concern and be motivated to make a change in their lives for the better.
- By doing this, hopefully the students will become aware of the food they are eating everyday and to make it a point to get exercise everyday.
- We want to focus that if students do not become active at a young age, they are 80% more likely to become inactive as adults.
- Also by doing this, the parents will realize that they have a responsibility and the need to encourage their children to eat healthier and exercise.
- By using these sources and implementing our strategy, we feel the students and parents will become more aware and concerned about their well-being.

Design of Media Strategies



- Traditional Media
 - These include fliers that we hand out to students and post in the neighborhood. This will outline the goals we are asking of them.
 - Initial kick-off assembly that will explain the importance of getting fit and eating well.
 - Have Monmouth College athletes there that will take the students through a fun obstacle course and play different sports with them. By interacting with the children, the students will be able to take back what they learned to their homes and show their friends.
 - Also there will be radio ads on the local radio station that will explain our group's purpose and goals. By using the radio show it will discuss the importance of eating healthy and give facts about the topic.
 - Every two weeks the students will be invited to Monmouth to interact with the athletes and play game with them and get exercise.
 - There will be different activities planned every time in order to keep the kids interested. Also it will provide the kids with new ways to stay active.
 - The last way is to put info in the Courier about our group's initiative.

- **New/Interactive Media:**
 - There are many websites that will be directed to the parents.
 - We will create online testimonials.
 - Create a Facebook group and maybe be able to get it on the MC homepage.
 - Getting students and athletes to participate in bi-weekly events.

Problems and Limits

- Problems
 - We can only present the information and the opportunities, but other than that we have no say in the outcome or reactions of the students or parents.
 - Some students may have conditions which will not allow them to participate in the exercises.
 - Some parents may not want their kids to participate in the activities.
 - Some parents may think they do not have enough money to buy healthy food or buy equipment for their kids to exercise with.