

Overview of Health Communication Campaigns

myPlan

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Plan Name: Folic Acid Campaign

Ultimate Goal : To have 90% of women of childbearing age consuming the prescribed amount of folic acid each day.

Primary Audience : Women of childbearing age

From : Sep 1st, 2003

To : Sep 30th, 2004

Individual level:

Individual objective 1:

To increase awareness about the importance of consuming the recommended amount of folic acid, daily.

Audience: women of childbearing age

Activity 1 Magazines - Advertisements

From : Oct 1st, 2003 **To :** Oct 30th, 2003

Ads will go in Chatelaine and Canadian Living. Ads will be developed from scratch.

Activity 2 Other Print - Posters

From : Sep 1st, 2003 **To :** Sep 30th, 2004

Posters will be same concept as magazine ads. Will go in doctor's offices, hair salon's, local community agencies, malls, video stores, churches, etc.

Individual objective 2:

To increase the number of women of childbearing age taking the recommended amount of folic acid, daily.

Audience: Women of childbearing age

Activity 1 Television - Paid ads

From : Jan 1st, 2004 **To :** Sep 30th, 2004

American CDC ads adapted for Canadian Use. Will go on CTV and CBC.

Activity 2 Radio - Paid ads
From : Nov 3rd, 2003 **To** : Jul 30th, 2004
Script will be adapted from the television ads. Will go on local radio stations.

Network level:

Network objective 1:

To increase the number of mothers (of women childbearing age) speaking to their daughters about the importance of getting the recommended amount of folic acid, daily.

Audience: Mothers of women of childbearing age.

Activity 1 Magazines - Advertisements
From : Feb 2nd, 2004 **To** : Apr 30th, 2004
older women's magazines

Activity 2 Radio - Paid ads
From : Jan 1st, 2004 **To** : Apr 30th, 2004
stations listened to by slightly older women 50-65

Activity 3 Point of Purchase - Brochures and other print materials
From : Jan 1st, 2004 **To** : Apr 30th, 2004
Grocery stores

Network objective 2:

To increase the number of partners (of women childbearing age) speaking to their partner about the importance of getting the recommended amount of folic acid, daily.

Audience: Partners of women of childbearing age.

Activity 1 Radio - Paid ads
From : Dec 1st, 2003 **To** : Feb 29th, 2004
Ads bought from CDC

Activity 2 Magazines - Advertisements
From : Dec 1st, 2003 **To** : Feb 29th, 2004
In men's magazines

Activity 3 Displays - Display
From : Dec 1st, 2003 **To** : Feb 29th, 2004
displays with draw at conferences primarily attended by men

Organizational level:

Organizational objective 1:

To increase use of prenatal screening tool in physician offices.

Audience: Physicians

- Activity 1** Face to Face/Interpersonal - Training
From : Sep 1st, 2003 **To :** Sep 30th, 2003
workshop
- Activity 2** Face to Face/Interpersonal - Training
From : Feb 2nd, 2004 **To :** Feb 6th, 2004
second series of trainings
- Activity 3** Other Print - Brochures
From : Sep 4th, 2003 **To :** Sep 25th, 2003
will be sent out with quarterly physicians newsletter.
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Societal level:**Societal objective 1:**

To have federal polititians pass a law for folic acid supplementation in orange juice.

Audience: Federal politicians

- Activity 1** Direct Mail - Brochures/other informational pieces
From : Apr 1st, 2004 **To :** Sep 30th, 2004
direct mail
- Activity 2** Newspaper - Editorials
From : Jan 1st, 2004 **To :** Jan 30th, 2004
key political publications
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Societal objective 2:

To increase lobbying efforts re: orange juice supplementation.

Audience: Key nutrition lobby groups

- Activity 1** Face to Face/Interpersonal - Other
From : Sep 1st, 2003 **To :** Dec 31st, 2003
Face to face visits to key politicians.
- Activity 2** Newspaper - Editorials
From : Sep 1st, 2003 **To :** Apr 30th, 2004

key political publications