

Motivating Behavior Change: A Content Analysis of Public Service Announcements From the *Let's Move!* Campaign

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Abstract

Childhood obesity is an important issue facing our country and as a result, public health programs including the Let's Move! campaign have been implemented to prevent this growing epidemic. The Let's Move! campaign released a series of print, TV, radio and outdoor public service advertisements meant to influence publics and motivate behavior change. Through a content analysis of the print and TV PSAs from the Let's Move! campaign, this study found that health messages were strategically communicated with a series of separate but cohesive PSA ads that displayed consistency in messages, logos and themes, ultimately creating a brand for the campaign that was easily recognizable to publics. Furthermore, messages were tactically targeted to parents and kids of different ethnic and socio-economic backgrounds for appeal across a broader audience. PSAs used techniques drawn from the social cognitive theory and health belief model to increase self efficacy by showing rather than telling target audiences how to make the requested action, influencing attitudes towards childhood obesity, and ultimately motivating behavior change.

I. Introduction

Children in the United States are growing, and although we may want them to grow taller, they are also growing wider. Over the past 30 years, childhood obesity prevalence has tripled in the United States (Yaqubi, 2011). According to the National Health and Nutrition Examination Survey taken in 2008, approximately half (50.1%) of our youth ages 2-19 were considered obese (Yaqubi, 2011). These alarming numbers are due in part to an overall decrease in physical activity and an increase in unhealthy eating habits. Children spend countless sedentary hours consuming entertainment media and eating more than ever before. Childhood obesity is an important problem to address because adolescent obesity can lead to serious health and self-esteem problems later in life.

In 2010, the United States government launched the *Let's Move!* campaign, a program developed by First Lady Michelle Obama “dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams” (“First Lady Michelle Obama launches Let's Move”). To mark the one-year anniversary of the campaign, Let's Move! joined forces with the U.S. Department of Health and Human Service, the U.S. Department of Agriculture and The Ad Council to develop TV, radio, print, outdoor and web public service advertisements. These ads aim to educate parents and children about healthy eating and physical activity to ultimately motivate behavior change. This study analyzed television and print public service advertisements for the Let's Move! campaign with the goal of discovering

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how health messages are communicated to motivate behavior change. This research also aimed to evaluate the health communication theory and practices used in these campaign advertisements.

II. Literature Review

No specific studies have analyzed how health messages are communicated in the Let's Move! campaign public service advertisements to motivate behavior change. For the purpose of this study, academic literature was reviewed about public health communications campaigns, the effectiveness of public service advertisements in yielding behavior change and health communication theory. A case study about the success of the *VERB* campaign to increase physical activity among children was also reviewed.

Public Health Communication Campaigns

Public health communication campaigns are implemented to address health problems such as poor diet, inactivity, tobacco use and AIDS prevention. These campaigns use a variety of communication tactics and channels to reach publics and influence health behavior including in-school presentations, handouts, public service announcements and discussion groups (Snyder, 2007). Studies published about the effectiveness of health communication campaigns found that utilizing an appropriate channel and targeting a specific audience are helpful in motivating behavior change among publics. Abroms, Schiavo and Lefebvre conducted a study evaluating the successfulness of various health campaigns and found that by integrating new media such as the Internet, computer games, digital television and cell phones into public health campaigns, a larger number of people were reached and the length of the campaign was expanded (2007). Many of the tools that distribute new media are free via the Internet, which makes dissemination even easier and more cost-efficient, thus exposing the campaign to more people and overall increasing the motivation to change the requested health behavior (Abroms et al., 2008; Snyder, 2007). Although mass media campaigns reach a wide breath of people, when interventions were specifically targeted to a group of publics, they were even more effective in yielding behavior change (Marcus, Owen, Forsyth, Cavill, & Fridinger, 1998).

Health communications campaigns are faced with the constant challenge of reaching publics from a variety of socio-economic backgrounds. A study analyzing media-based physical activity interventions conducted by Marcus, Owen, Forsyth, Cavill, and Fridinger found publics who were socially disadvantaged were harder to reach with a media-based intervention campaign than those who were not socially disadvantaged (1998). Furthermore, in an assessment of an adolescent physical activity campaign, Faulkner, Kwan, MacNeil and Brownrigg found that children from low-income families recalled less information about the campaign than children from high-income families (2011).

Social Cognitive Theory and Health Belief Model

Communications and public health theory are used to develop effective communications that drive behavior change in public health campaigns. The social cognitive theory and health belief model are useful in explaining behavior change among publics. For the purpose of this study, research about certain aspects of these theories was explored. The social cognitive theory is a learning theory developed by psychologist Albert Bandura, which explains how certain behavioral patterns are adopted. People are influenced by personal factors and environmental factors, which in turn affect the individual's behavior (2001). According to Bandura, the most important pre-requisite for a person to change their behavior is the existence of self-efficacy, which is the internal belief that the individual is able to implement the proposed behavior change (2001). With self-efficacy, one can make a behavior change even when obstacles are in the way.

Bandura's social learning theory asserts that individuals learn from observing the actions of others and the benefits of those actions (Bandura, 2001). The social learning theory evolved from the social cognitive theory, which is explained above. According to Bandura, individuals can learn through observing actions of others in three ways: when an actual person demonstrates the desired behavior, when a person verbally instructs them how to make the desired behavior change, and when they models themselves for a real or fictional character who demonstrates the desired behavior in the media (1977). Although they learn through observing, it is not guaranteed they will make a behavior change (1977).

The health belief model is from the public health discipline, and attempts to explain why people make

a health behavior change. The health belief model asserts that in order for individuals to think about making a behavior change, they must first recognize they are susceptible to the condition or disease. Next, the individuals must believe this is a serious condition, and they can reduce their risk if they take the advised action. The individuals also need to receive cues to action, such as how-to information, so they can initiate behavior change. Lastly, they must have self-efficacy in order to take action (Champion & Skinner, 2008). According to Champion and Skinner, self-efficacy can be achieved through verbal reinforcement and guidance in the recommended action (2008). It is important health campaign messages utilize the above theories by showing and telling the how-to and when to in order to help drive behavior change (Snyder, 2007).

Childhood Obesity Campaigns

Public health campaigns that were designed to increase physical activity and educate about nutrition began to appear in the mid-1980s due to an increase in overweight and obesity (Huhman, Potter, Duke, Judkins, Heitzler & Wong, 2007). In the 1990s, campaigns became more intently focused on nutrition, particularly “increasing consumption of fruit, vegetables and low-fat milk” (Huhman et al., 2007). Because of the recent increase in the prevalence of childhood obesity, many public health advocates see the promotion of youth physical activity as an even more pressing priority (Huhman et al., 2007). According to a survey conducted by the Pew Research Center, more than half of adults believe the government should play a significant role in helping to reduce childhood obesity (2011). This is why the government has launched two childhood obesity campaigns within the past 10 years: The VERB campaign and the Let’s Move! campaign.

In 2002, the U.S. Center for Disease Control and Prevention launched the VERB campaign, which used commercial marketing techniques to “sell” physical activity to tweens ages 9-13. Results found that this physical activity campaign had the largest effect on behavior change (Snyder, 2007). The campaign’s chief strategy was to create a brand, “VERB: It’s what you do.” In order to make the brand known, the VERB campaign associated “with popular kids’ brands, athletes and celebrities, and activities and products that are cool, fun, and motivating” (Parvanta, 2011). The VERB campaign used atypical messages to communicate to tweens about physical activity. Instead of presenting facts, the campaign showed tweens how to take action by using visuals in public service advertisements on TV and in print. Tweens featured in the advertisements were of various ethnic backgrounds, body weights and ability levels so they were easily identifiable for a large number of publics. Furthermore, communication tactics were targeted separately at parents and children so tweens would still associate VERB with a cool and young brand (Parvanta, 2011).

A study conducted by Wakefield, Loken, and Hornik found that campaigns using mass media to prevent childhood obesity showed significant improvements in weight loss (2010). Because the VERB campaign was mass media based, interventions reached a large number of target publics (Hihman et. al., 2007). Although these improvements were significant, long-term changes are difficult to maintain after a campaign ends (Wakefield et al., 2010). Therefore, in 2010 First Lady Michelle Obama launched the Let’s Move! campaign. This ongoing campaign promotes better nutrition information, increased physical activity, easier access to healthy foods, and personal responsibility. For the purpose of this study, public service advertisements from the Let’s Move! campaign were analyzed for communication tactics.

Public Service Advertisements

Mass media campaigns use public service advertisements to raise awareness and educate publics about an issue at hand with the goal of shifting attitudes and ultimately motivating behavior change (Atkin, 2001). PSAs communicate about health topics or social issues including alcohol awareness, environmental protection, obesity prevention and gun control (Atkin, 2001). Charles Atkin conducted a study in which he reviewed major health campaign PSAs, and analyzed their value in yielding behavior change. Atkin found “the effectiveness of public service advertising depends not only on the quantity and quality of campaign messages, but on the difficulty of achieving the intended outcome and the receptivity of the audience to the health behavior being promoted” (2001). Drawn from theory and research, Atkin proposes a PSA should contain three types of messages to motivate behavior change: Awareness, instruction, and persuasion. To generate awareness, campaign messages must inform publics about the health topic. Instruction messages should tell publics what to do and how to do it, and persuasion messages should give reasons why publics should adopt this particular health behavior. Atkin also discusses how to increase the effectiveness of PSAs by adding credibility, communicating in an engaging style to gain the attention of publics, creating a simple understandable message, and making the message personally involving and relevant (2001). Atkin advises it is important to

choose a messenger that is influential to target audiences. Through these strategies, public service advertisements will influence target publics to a greater extent and ultimately result in the desired health behavior.

Research Questions

RQ1: What types of communication messages are presented in the Let's Move! campaign to motivate target audiences to change their behavior and reduce obesity?

RQ2: To what extent do these messages follow health communication theories (Health belief model, social cognitive theory)?

III. Methods

In order to explore how health messages are communicated to motivate behavior change in the Let's Move! campaign, a content analysis was performed on all 13 print advertisements and six television public service announcements released in the spring of 2011, which marked the one-year anniversary of the Let's Move! campaign. Content analysis is a method of research for "making reliable and valid inferences from data to their context, with the purpose of providing knowledge, new insights, a representation of facts and a practical guide to action" (Krippendorff, 1980). By performing a content analysis, the researcher is able to analyze messages and make conclusions from data. To ensure accurate results, the researcher develops a coding sheet in which categories are created for what exactly the researcher looks for in the selected content. By creating categories and coding the content, certain characteristics of the message can be analyzed and interpreted for underlying themes and patterns. (Krippendorff, 1980).

Before research was conducted to explore how health messages are communicated to motivate behavior change in the Let's Move! campaign, the author developed a coding sheet modeled after Atkin's research of effective PSA strategies, which were drawn from the social cognitive theory and health belief model and research about successful health communication strategies (2011).

Each PSA was analyzed with the same coding sheet to keep findings consistent. The coding sheet consists of seven categories: Obesity reduction messages, messages of awareness, messages of instruction, messages of persuasion, content, mechanical and stylistic factors and messenger (see Appendix). PSAs were viewed a total of seven times by the researcher, each time to detect any element for each category. The researcher accessed these PSAs through the Let's Move! Toolkit, which is available on the Let's Move! campaign website.

First, the researcher identified what message(s) about obesity prevention were being communicated to publics. The PSAs were then viewed to explore the way messages were communicated based on Atkin's research about effective PSA strategies to facilitate behavior change; PSAs were studied based on the existence of messages of awareness, instruction, and persuasion (2011). Messages of awareness were considered to exist if the PSA defined the health topic, viewers were educated about what, how, when, and where to fix the health problem, and if viewers were prompted to explore the subject of obesity prevention and reduction to a fuller extent. Messages of instruction were considered to exist if the action to prevent childhood obesity was defined, positive effects of the action were clarified, encouragement and direction was provided to enhance self-efficacy, and if the ad referred back to the Let's Move! campaign website for further direction. Messages of persuasion were considered to exist if the messenger was credible, gave "how to" information, demonstrated the desired behavior, and gave verbal reinforcement to publics.

PSAs were also coded for their content, another factor Atkin deemed important to yield behavior change (2011). The author analyzed PSAs to see if they defined a target audience, if the requested action(s) were applicable in real life situations and if the overall message was understandable and could be summarized in one sentence. These factors were checked to determine the possible effectiveness or ineffectiveness in yielding behavior change among publics.

Mechanical and stylistic factors were also considered when analyzing PSAs to determine how the message was communicated through use of music, humor, continuity of symbols and theme. Lastly, the messenger was checked to identify who was delivering the message—a celebrity, ordinary person, minority, or cartoon character. The author also recorded qualitative comments for each PSA and was able to infer that she did not anticipate. By coding PSAs for the existence of the above factors, the author was able to draw

conclusions about how health messages are communicated in the Let's Move! campaign PSAs to motivate behavior change among publics.

IV. Findings

Results from the content analysis of print and television public service advertisements from the Let's Move! campaign yielded several findings. All 19 PSAs contained a salient obesity reduction message that was aligned with the Let's Move! campaign goals. Fourteen PSAs urged audiences to increase physical activity while 10 PSAs encouraged viewers to eat more fruits and vegetables. Findings indicated that health messages were communicated through a consistency of the campaign theme, by specifically targeting an audience and showing the requested behaviors to change rather than telling. The ways in which the Let's Move! PSAs communicates health messages are in align with the social cognitive theory and health belief model.

Let's Move! Campaign Consistency

The Let's Move! campaign shows consistency in its messages, logos and themes, therefore, creating a culture for the campaign that is constant and easy to recognize. The 19 PSAs can be grouped into different sets of ad campaigns, but all PSAs contain the same underlying message and theme: To stay active and eat healthy. Seven print and one TV PSA titled "On the Daily" are geared towards parents and children urging them to adopt a different healthy habit each day of the week. One print and one TV PSA called "Mom Was Here" urges moms to use unique strategies to take action and keep their kids active and eating healthy. One print and one TV PSA are part of the "T-shirt" campaign, which educates and encourages Spanish-speaking parents and children to eat healthy and stay active. Three TV PSAs titled "The Magic of Healthy Living" coordinated with the Disney Channel to encourage kids to engage in friendly competitions to eat healthy and get active. Four PSAs titled "Remember" were created specifically for those living in Indian Country, and they call on parents to get their kids active and eating healthy. In each PSA campaign grouping, the message and theme were consistent and easily recognizable. In all three "Magic of Healthy Living" TV PSAs, the messengers were the same, but in each PSA they were verbally demonstrating different ways to eat healthy and stay active. Although each separate ad campaign contains diverse messengers and situations, the inherent message about how to reduce childhood obesity is constant. Health messages are communicated with a consistent symbol in most of the Let's Move! PSAs: A logo with the Let's Move! webpage URL. The logo refers viewers back to the campaign website for more information, therefore motivating further exploration of the subject. The consistency in the campaign is carried out in both the print and television advertisements, creating a cohesive culture for the Let's Move! campaign. The only distinction in this consistency is in the four "Remember" print PSAs targeted to publics living in Indian Country. The logo on these PSAs include the Let's Move! symbol, but underneath it says, "In Indian Country." In these PSAs, the Let's Move! logo does not refer publics back to the website. Instead, the logo is surrounded by an image of two people playing with a ball. This overall logo is different from the rest of the Let's Move! logos displayed on campaign PSAs but it is still easily recognizable with the campaign because the same font and colors are used.

Specifically Targeted Audience

Findings indicate that all PSAs in the Let's Move! campaign targets a specific audience: Parents and kids. The PSAs titled "T-shirt" and "On the Daily" target both parents and kids in unique ways. The "On the Daily" PSA campaign appeals to kids because the children are shown doing fun and exciting activities with their friends. The messengers were children from diverse backgrounds and, therefore, have the potential to appeal across a broad audience. The "On the Daily" PSA campaign also appeals to parents: Moms and dads of diverse backgrounds are pictured in the print PSAs next to their kids with tips on how to encourage kids to adopt healthy behaviors. Other PSAs in the Let's Move! campaign are more specific and directly target a certain parent. The "Mom was Here" PSAs target mothers--they show what moms are doing to keep their kids healthy, and instruct moms how to communicate with their kids to keep them eating healthy and staying active. Two out of the four print PSAs created for Indian Country titled "Remember" target a certain parent: One PSA targets to mom and one PSA targets dad. These PSAs directly use the words "Mom" and "Dad" to communicate to a specific parent how to take action to keep their kids active. "The Magic of Healthy Living" Let's Move! TV PSAs specifically target children. These PSAs show kids playing and eating healthy with their

friends in real world situations that can be easy for a kid to mimic. To specifically target kids, the “Magic of Healthy Living” PSAs use appealing visuals, humor and music. Furthermore, the messengers of these PSAs are easily recognizable Disney Channel celebrities that are role models to kids.

Findings indicate that all Let’s Move! PSAs analyzed have a specific target audience, but they are also trying to appeal across a broad audience of publics with different races and socio-economic backgrounds. Every PSA campaign contains children and parents from minority races such as African American, Hispanic and Asian as well as Caucasian kids. Children in the PSAs also have different body heights, weights and ability levels to increase its universal appeal. Furthermore, the “Remember” PSA campaign is specifically targeted towards parents living in Indian Country, and the “T-Shirt” campaign is specifically targeted to Spanish-speaking Americans. The “T-shirt” PSA shows a young boy of Spanish decent wearing different t-shirts that have Spanish writing on them, instructing parents how to keep their kids active and eating healthy.

The PSAs are also attempting to appeal to publics from a variety of socio-economic backgrounds because the messages encourage parents and children to take part in activities that require little money and resources. In the TV PSA “On The Daily,” children from minority groups and from a variety of socio-economic backgrounds are shown playing and doing activities that are easy to do outside with little money and resources involved such as playing hopscotch and freeze tag. In the TV PSA “Magic of Healthy Living: Sandwich Star,” the PSA demonstrates how easy it is to make a sandwich healthy with little ingredients and money involved. The “Mom Was Here” PSAs encourage moms to do things such as turning off the power or connecting what their kids love to do with healthy eating. These activities do not require money or resources and, therefore, appeal to publics from all different socio-economic backgrounds.

Show Rather Than Tell

All PSAs analyzed in the Let’s Move! campaign show the requested health action rather than just tell target publics what to do. The PSAs use concepts from Bandura’s social learning theory to show publics through modeling, so individuals are more likely to make the requested behavior change (1977). These actions are shown through how-to examples and verbal reinforcement of the message. In the “Magic Of Healthy Living” TV PSAs, friends are shown playing basketball and competing in a healthy sandwich making competition. These activities are easy to imitate and provide specific how-to information so that target audiences are instructed with no guesswork involved. Furthermore, TV PSAs verbally reinforce the how-to messages shown. In the TV PSA “Magic of Healthy Living: Sandwich Star,” Michelle Obama congratulates both kids on a competition about how to build a healthy sandwich, giving verbal reinforcement and guidance, therefore, possibly increasing the likelihood that the requested behavior change will be made by the target audience.

In the TV PSAs that have corresponding print ads, the messages are reinforced with specific how-to information. The “On the Daily” TV PSA features a song instructing kids and parents about a healthy change to make each day. The lyrics begin with “Today is Saturday. Small plate Saturday, football Friday . . . walk it off Wednesday, touch your toes Tuesday lets move Monday swap a snack Sunday” (Ad Council, 2011). In the related print PSAs, each day is separated into a separate print PSA, and showed exactly what behavior change kids should be making or parents should be endorsing each day of the week with a detailed example, providing the audience with how-to information and reinforcement in writing.

The “Mom Was Here” PSAs show specific, how-to examples of how moms can keep their children healthy and active but also verbally reinforce the message to eat healthy and stay active. The “Mom Was Here: Blackout” TV PSA shows a mom briefly shutting off the power at home, turning off the video games her kids are playing so that they are forced to play outside. This specific how-to information provokes the viewer to perform the requested action because they are learning from example and the voice-over encourages moms to take action and visit the Let’s Move! website for more ideas. The “Mom Was Here: Cantaloupe” print PSA contains text that tells the story of a mom telling her daughter that astronauts like cantaloupe, connecting something her child loves with healthy food to get her to eat better. This specific how-to instructional message was present in every PSA analyzed. Verbal reinforcement of the instructional message was present in every TV PSA analyzed.

V. Conclusions

This study sought to analyze television and print public service advertisements from the Let's Move! campaign with the goal of discovering how health messages are communicated and if these messages use health communication theory and practices to motivate behavior change among target audiences. Through a content analysis, this study determined that health messages are strategically communicated and used ideas from the social cognitive theory and the health belief model to target specific audiences toward making behavior changes.

Findings indicated that health messages are communicated to target audiences by creating a series of separate but cohesive PSA campaigns that all had a unified theme, ultimately constructing a brand for the Let's Move! campaign similar to the brand in the VERB campaign (Snyder, 2007). By consistently displaying the Let's Move! campaign theme and logo on the PSA, it can be concluded that campaign materials are easily recognizable for any audience. The logo referred viewers back to the Let's Move! campaign website, which motivated further exploration of the subject and increased the effectiveness of the campaign message. A study by Abrams, Schiavo and Lefebvre found that by integrating new media into health campaigns, the result was more successful (2007). Because the Let's Move! campaign incorporates the web, results can be assumed to be more widespread, and help to motivate behavior change among target publics.

Each PSA campaign is geared toward a specific audience such as minorities, mothers and kids, but all contain the same inherent message to eat healthy and stay active. Previous research found when health communications campaigns were specifically targeted to a group of publics, the intended audience was asked to make the requested behavior change (Marcus et al., 1998). Similar to the VERB campaign, the Let's Move! campaign featured actors from various ethnic backgrounds, body weights and ability levels so they were easily identifiable for target publics (Paravanta, 2011). Although none of the PSAs featured disabled actors, which would have furthered the ad's ability to relate to target audiences. The PSAs used real-life situations that are easily applicable to audiences of all socio-economic statuses, increasing the chances of behavior change among viewers.

All PSAs from the Let's Move! campaign included messages of awareness, instruction and persuasion. According to Atkin, if a PSA contains these types of messages, individuals are motivated to make a behavior change (2001). The PSAs inform publics about obesity prevention, instruct publics by showing them how to eat healthy and stay active, and persuade publics by giving reasons why they should make this behavior change. It can be concluded that use of these messages influence target publics to a greater extent and will ultimately lead them to make the desired behavior change.

Messages in the PSAs and the campaign name "Let's Move!" demand an action from viewers. The social cognitive theory and health belief model assert that in order for an individual to make a behavior change, they must have self-efficacy. The health belief model emphasizes that for individuals to have self-efficacy, they should receive cues to action including specific how-to information and verbal reinforcement (Champion & Skinner, 2008). The reinforcement in the statement "Let's Move" supports the messages verbally communicated by kids, parents and Michelle Obama in the TV PSAs.

Furthermore, most of the PSAs analyzed show rather than just tell viewers exactly how to take action to prevent childhood obesity. The social learning theory, which is drawn from the social cognitive theory, states that individuals learn from observing the actions of others (Bandura, 2001). PSAs in the Let's Move! campaign use this theory to motivate behavior change by showing kids and parents taking action towards a certain obesity reduction message, furthering the viewers' motivation to make the requested behavior change. The "T-Shirts" PSA print and TV ads do not show messengers who take the requested action, it just tells in words what to do. Therefore, these PSAs can be concluded to be less effective towards motivating viewers to make the requested behavior changes. The use of concepts from the social cognitive theory and health belief model in the Let's Move! campaign PSAs indicate that health messages are drawn from communications and public health theory to make the message more effective for target audiences and yield behavior change.

The health belief model states that the viewer must first recognize he or she is at risk for a condition or disease before thinking about making a behavior change (Champion & Skinner, 2008). The PSAs in the Let's Move! campaign provide how-to information to help achieve self-efficacy, but do not communicate to target audiences that they are at-risk for childhood obesity. No statistics were presented in these PSAs to increase perceived susceptibility of target audiences. Therefore, if target audiences did not think they or their kids were at-risk for childhood obesity, then they are assumed less likely to make the requested behavior

change.

This study cannot make any generalized conclusions about the Let's Move! campaign because a content analysis was performed only on a small portion of campaign communications. A better understanding can be gained by performing a content analysis on all PSAs released for the Let's Move! campaign. Furthermore, a broader understanding of the effectiveness of campaign messages and tactics can be achieved by employing the use of different methods such as focus groups and surveys to see if the campaign influences attitude change and any further change in behavior.

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Appendix: Coding Sheet

Obesity reduction messages	Chronic disease risk reduction	Eat more fruits and veggies	Increase physical activity	Balance healthy eating with exercise	Understand what a portion is	Balance healthy eating with exercise	Limit "screen time"

Messages of awareness	Define health topic	Inform viewers what to do	Specify how to do it	Cue about when and where it should be done	Motivate further exploration of the subject

Messages of Instruction	Defines action to take (how, when where)	Clarifies the positive effects to be expected	Provide encouragement or training to enhance self efficacy	Refers back to website

Messages of Persuasion	Messenger is credible	Gives "how to" information	Demonstrates desired behavior	Gives verbal reinforcement

Content	Specific target audience (Parents or children)	PSA is applicable to real-life situation and needs	Message can be summarized in a sentence

Mechanical and stylistic factors	Use of music	Use of humor	Continuity of symbols	Theme line

Messenger	Celebrity	Ordinary Person	Minority	Cartoon Character