



Culture.  
Inspired.  
Marketing.®

# MARKETVISION: A HISPANIC PERSPECTIVE ON OBESITY SOLUTIONS

DIEZ Y SEIS DE SEPTIEMBRE

# CONTENT

OUR APPROACH

LEARNING FROM VERB

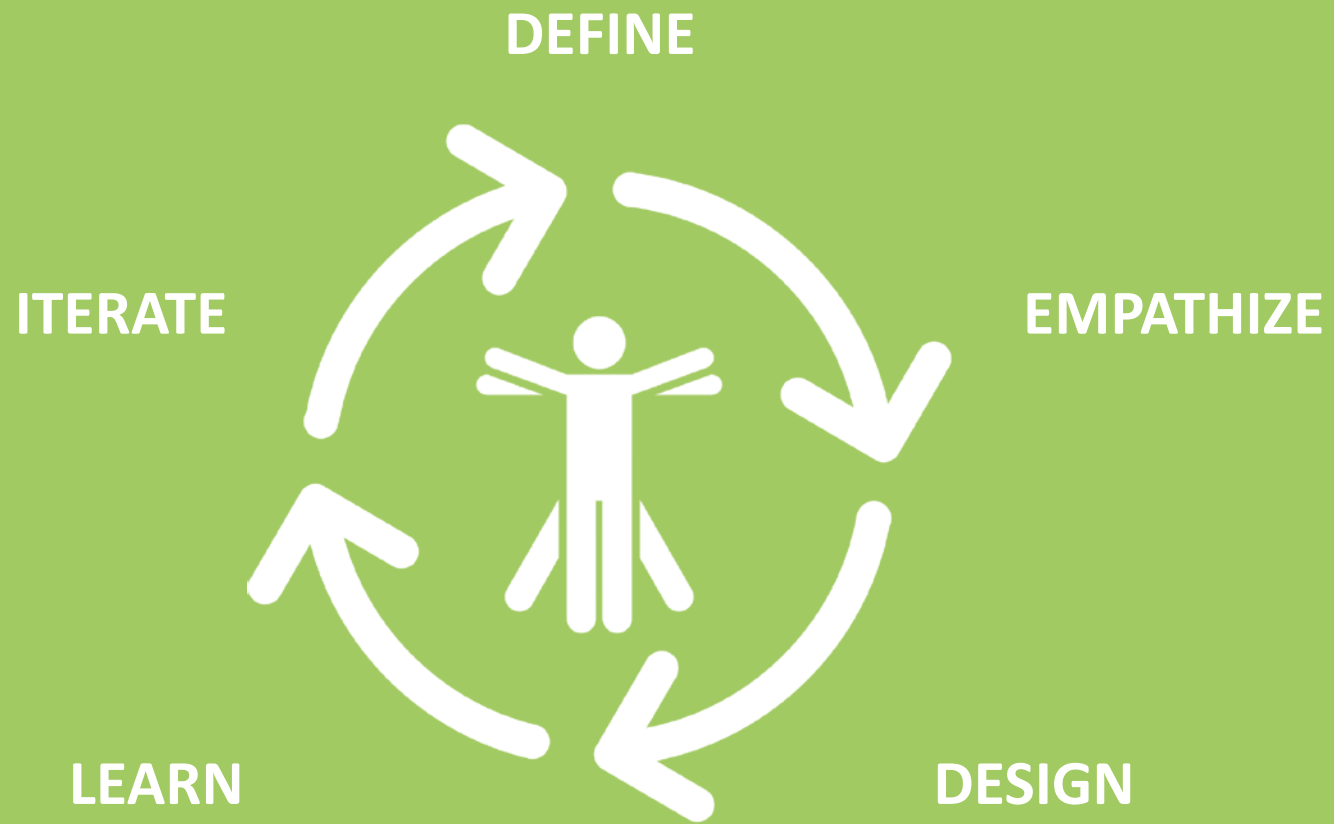
A WAY FORWARD

# OUR APPROACH

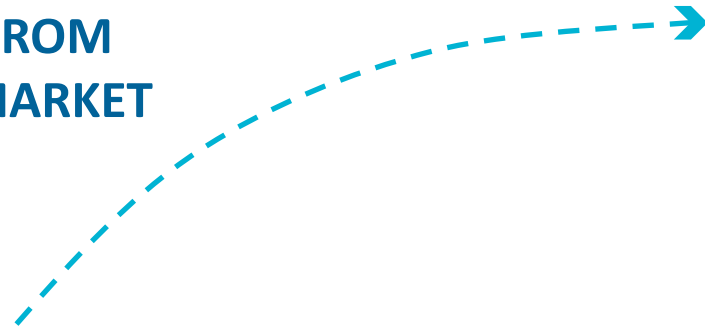




By understanding a person's culture, you can appreciate how their values and beliefs influence their behavior.



**COMMUNICATION MUST SHIFT FROM  
PUSHING MESSAGES INTO THE MARKET  
TO REACH PEOPLE ...**



**...TO ENGAGING PEOPLE IN A  
COLLECTIVE EXPERIENCE THEY HELP  
DESIGN**

# LEARNING FROM VERB



**CENTERS FOR DISEASE  
CONTROL AND PREVENTION**

## **YOUTH MEDIA CAMPAIGN**

“If you are to have a positive impact on the future health of the American population, we must change the behaviors of our children and young adults...we must reach them at an early age with important health messages.”

*House Appropriations Report, 2000*

**80% of obese children become obese adults.**

# Dialing In Your Approach

## PROBLEM

LACK OF PHYSICAL  
ACTIVITY

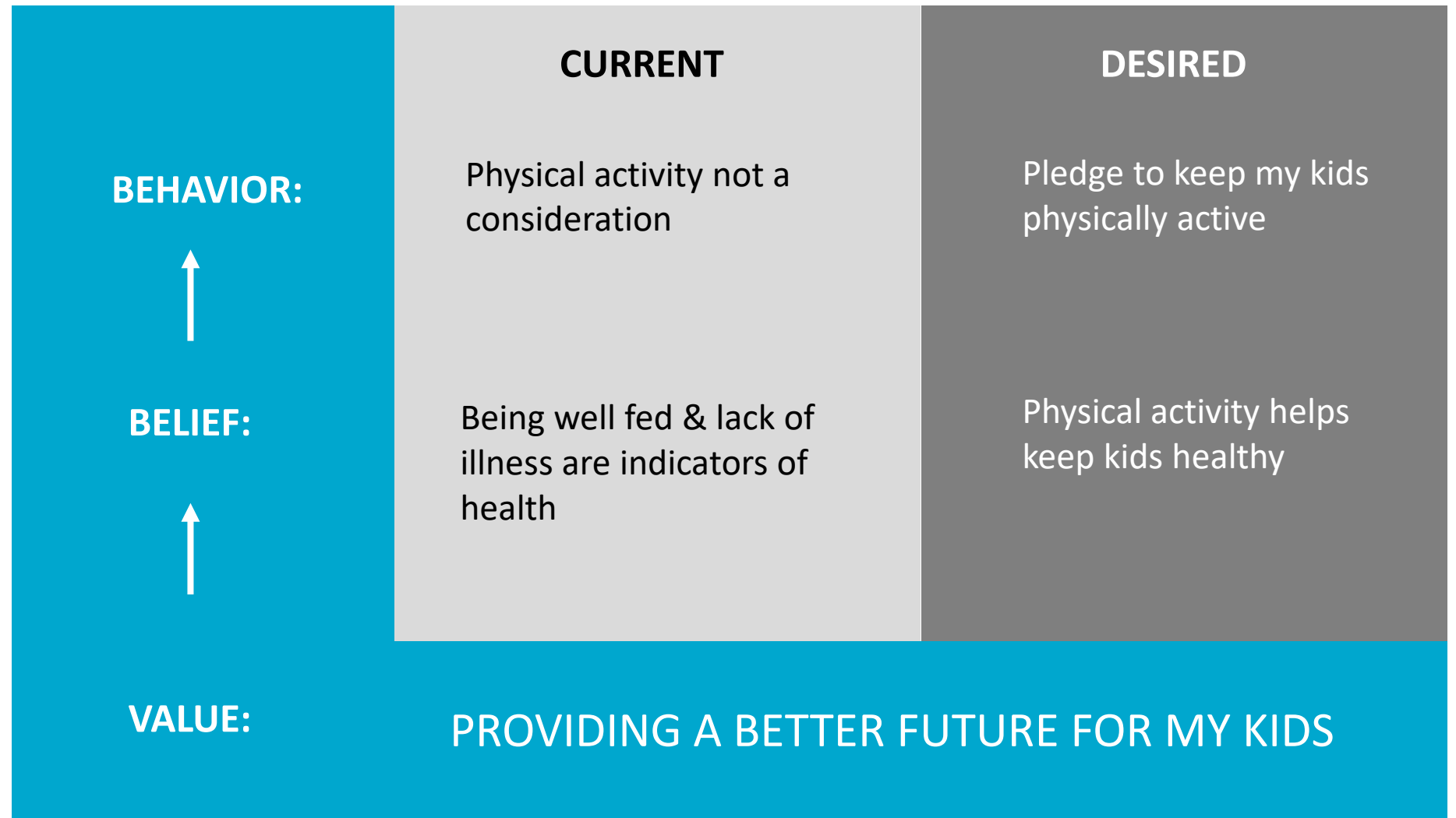
## AUDIENCE

TWEENS &  
THEIR MOMS

## IMPACT

KEY AUDIENCES  
KEY MARKETS

# EMPATHY STAGE



# DESIGN CHALLENGE

**HWM:** help kids learn about and choose an activity to keep active 1 hour a day

**HMW:** support parents to learn about and pledge to keeping their kids active



# VERB™

Ponte las pilas.™

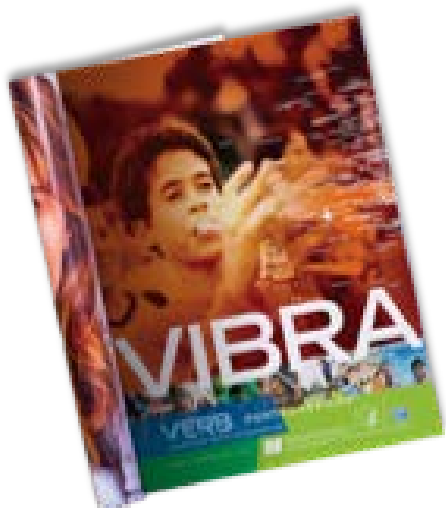
A BRAND FOR KIDS

PROMOTING ACTIVITY AS **PLAY**

ALL ABOUT FUN & BELONGING

FOCUSED ON TWEENS (9-13 YEAR OLDS)

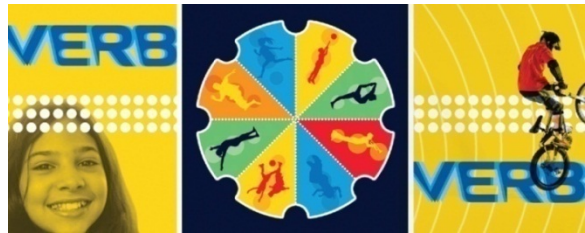
DELIVERED IN SCHOOLS, MEDIA,  
PARTNER BRANDS, COMMUNITY



## SOLUTION

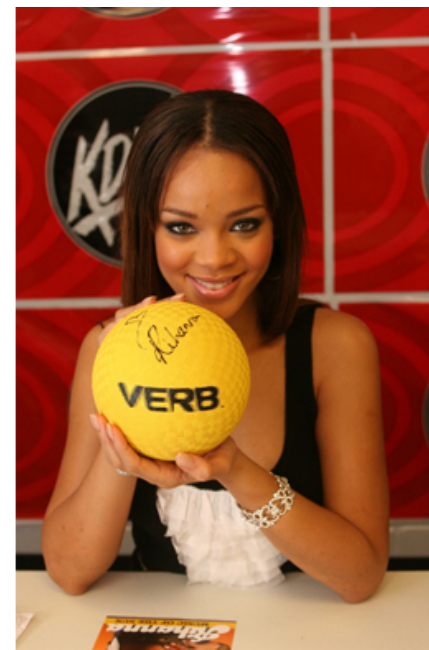
Media campaign to generate awareness

Pick your action word and play



## SOLUTION

Hands-on events for kids to sample activities and for parents to learn and pledge support for their kids



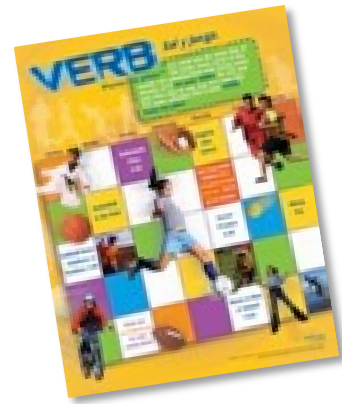
## ITERATION

A program to connect kids in the movement





School Book Covers



Student Magazine



School Planner

## ITERATIONS

Ownable media  
in schools –  
physical material  
that encourages  
interactions  
between kids and  
parents



A MOVEMENT FOR PARENTS

EDUCATING PARENTS ABOUT ACTIVE KIDS

ALL ABOUT PARENTS PROVIDING A  
BETTER FUTURE FOR KIDS

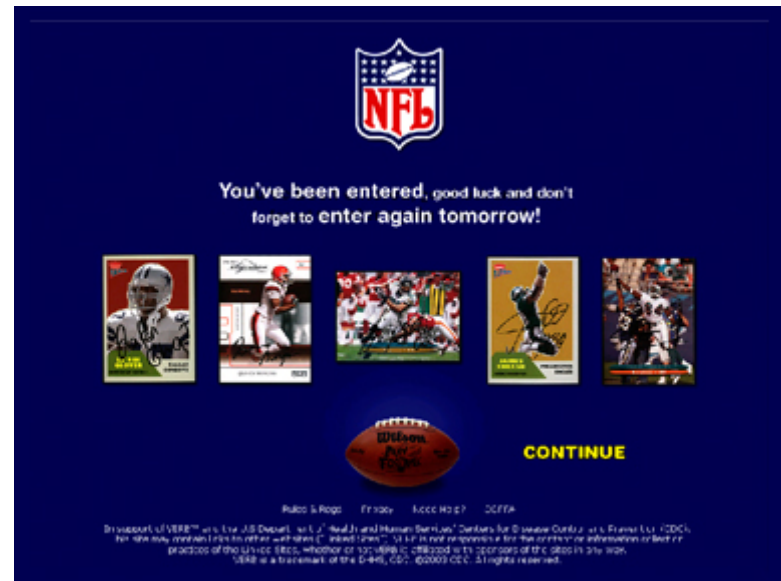
FOCUSED ON MOMS

DELIVERED IN MEDIA, COMMUNITY  
EVENTS, INFLUENCERS



ITERATION

Partnerships  
and media  
integration



# PROCLAMATION

**WHEREAS**, Obesity among kids has increased by over 200% in the last twenty years; and

**WHEREAS**, an overweight child has an 80% risk of being an overweight adult. Annual cost of obesity-related diseases is estimated to be at least \$117 billion; and

**WHEREAS**, only 6% of middle schools provide daily physical education to their students; and

**WHEREAS**, children who adopt physical activity by the time they are 13- years old are more likely to participate in physical activity into adulthood; and

**WHEREAS**, children who are physically active on a regular basis are less likely to encounter health problems such as type 2 diabetes, obesity and heart disease; and

**WHEREAS**, "Niños Activos, Familias Sanas" campaign created by the U.S. Centers for Disease and Control Prevention, encourages parents to get their children involved in physical activity for at least one hour everyday.

**NOW, THEREFORE**, I, Dora G. Alcalá, Mayor of Del Rio, Texas do hereby proclaim October 23<sup>rd</sup>, 2004 as:

**"ACTIVE KIDS - HEALTHY FAMILIES DAY"**

**"NINOS ACTIVOS.FAMILIAS SANAS"**

in Del Rio, Texas and urge all parents to join in the day's activities and to work all year long to encourage their children's participation in daily physical activities.

**IN TESTIMONY WHEREOF**, I witness my hand and the seal of the City of Del Rio, on this the 23<sup>rd</sup> day of October 2004.



*Dora G. Alcalá*  
Dora G. Alcalá, Mayor

**ATTEST:**

*Juanita Douglas*  
Juanita Douglas, City Secretary



Video y Estilo • La Opinión

COMUNIDAD / SALUD

## 'PONTE LAS PILAS': HAZ EJERCICIO

En marcha, un programa comunitario para promover la actividad física entre los niños de 9 a 13 años

Louises López  
Reportera de Salud y Estilo

Con el eslogan "ponte las pilas", una manera cariñosa de decir "muévete", el año pasado se lanzó una campaña que promueve la actividad física entre los niños de 9 a 13 años.

El programa llamado "Ponte Las Pilas" es patrocinado por el Centro de Prevención y de Control de Enfermedades (CDC) y sus organizadores han puesto atención especial en fomentar esta campaña entre la comunidad latina, puesto que es uno de los grupos que sufren más a la obesidad.

Entre sus principales objetivos del programa destacan la promoción de deportes como el béisbol, el fútbol y la natación, la convivencia familiar y de grupo, el trabajo voluntario y el teatro.

La necesidad de este programa surgió debido a que el número de niños en esta edad que sobrepasa se ha duplicado desde 1980. La falta de actividad física, cuando a una dieta pobre, ha provocado la muerte de más de 30 mil personas en este país.

"La obesidad se ha convertido en una verdadera epidemia entre los latinos", comentó Cynthia Hidalgo, Directora del Programa de Salud Materna Infantil y de Adolescentes del Departamento de Salud del condado anglosajón.

"En Estados Unidos más del 30% de los niños hispanos tienen sobrepeso. Estamos utilizando como sea en los calles, radios, televisión, periódicos y revistas para revertir esta tendencia".

**OBESIDAD**

## ITERATION

Communities joining the movement to create sustainability

[DATOS DE SALUD](#)
[PREGUNTAS](#)
[CONSEJOS](#)
[RECURSOS](#)
[DOWNLOADS](#)



## Bienvenidos a Niños Activos. Familias Sanas.

**¿Acerca de NAFS?**

"Niños Activos. Familias Sanas." (NAFS) es una campaña que anima a los padres hispanos a motivar a sus "Tweens" (niños de 9 a 13 años) a participar en actividades físicas por lo menos 1 hora al día. Y así, desde pequeños, motivarlos a hacer del ejercicio diario parte de su estilo de vida. Recuerda... ¡Niños activos son niños más sanos!

**Cuestionario**

Averigue cual es el nivel de actividad de su hijo, resolviendo este cuestionario.

**Haga click aquí.**

**Encuesta de Actividad**

Tome nuestra encuesta de actividades y aprenda como mantener sus hijos activos.

**Haga click aquí.**

**Consejos**

Vea esta sección para saber como mantener a sus hijos activos.

**Haga click aquí.**



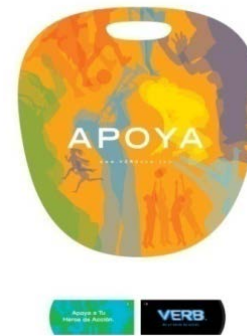
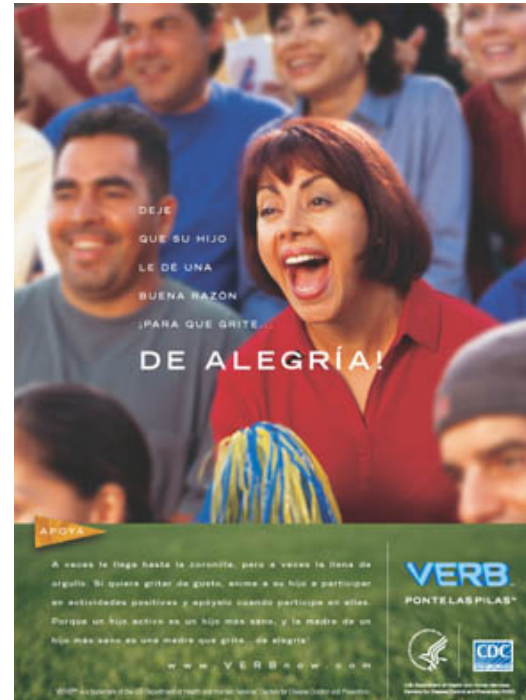
**Consejos de una Experta**

Es fundamental informar a los padres que participar en actividades físicas, junto con una buena nutrición, es absolutamente necesario para prevenir la obesidad y otras enfermedades en nuestros niños. Anime a sus niños a que prueben nuevas actividades y apóyelos en esta búsqueda. **Haga click aquí para tener mas datos de salud.**



## SOLUTION

A central resource on the Web



## SOLUTION

Parent communication to educate, remind and help support their kids



**PARENT PLEDGE**

“ I understand that an active child is a healthier child. I promise to try and motivate my kids to participate in 1 HOUR OF PHYSICAL ACTIVITY EVERY DAY.”

**Only Activity Calendar/Tracker**

Monday Tuesday Wednesday Thursday

**COMO ACTIVAR A SUS NIÑOS**  
MANUAL PARA PADRES

Motivare a sus niños de manera divertida y hacer que disfruten de la actividad física. ¡Hay muchas maneras de hacerlo!

Parent pledge to keep their kids active

ITERATION

Tools to help sustain behavior

**Discover Your Child's Activity Level**

Questions (Circle one answer per question and total your points per column at the bottom.)	0 POINTS	1 POINT	2 POINTS	3 POINTS
1. How many hours a day do your children spend watching TV or playing video games?	5+ HOURS	4-3 HOURS	2-1 HOURS	0 HOURS
2. How many times a week does your child participate in physical activity at school?	0 TIMES	1-2 TIMES	3-4 TIMES	5+ TIMES
3. How many times a week does your child participate in physical activity outside of school?	0 TIMES	1-2 TIMES	3-4 TIMES	5+ TIMES
4. How many times a week do you participate with your children in physical activity?	0 TIMES	1 TIME	2 TIMES	3+ TIMES
<b>Total points</b>	_____ = + + +			

This test is for education and entertainment purposes.

**See Your Child's Results On The Reverse Side**



Activity Level Scorecard

hoops throw jog performs flip drop go skid slide

**prize drawings**  
learn more at [www.verbsarasota.com](http://www.verbsarasota.com)

Participate in one of the VERB **Kick-Off** or **Final Events**, and you'll be entered to win more great prizes!

Look for **Kick-Off & Final Events** in RED on pages 8-12

**scorecard**  
what's your verb?

Have fun this summer doing your favorite verbs and fill in all 24 boxes of your scorecard. When you turn in your filled scorecard you can get cool Verb stuff.

Parent Signature Required for Participation

Name \_\_\_\_\_  
Age \_\_\_\_\_ Grade (this Fall) \_\_\_\_\_  
Male/Female \_\_\_\_\_ Zip Code \_\_\_\_\_

I authorize my child to participate in the VERB Summer Program and assume all risks associated with higher participation in the Program. I further agree to indemnify and hold harmless Sarasota County, its officers, employees, and volunteers from all claims and liabilities of any kind arising from my child's participation in the Program. I give my permission for my child to appear in photographs taken at a VERB program and release those photos to be used for the sole purpose of promoting the VERB Sarasota program.

Parent signature \_\_\_\_\_  
Date \_\_\_\_\_  
VERB Sarasota may contact me to inquire about my child's VERB experience (circle and) YES NO  
Phone Number (optional) \_\_\_\_\_

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24

move sit quitur stolom roll raft ship lunge swipe

## RESULTS

- **74% brand awareness** nationally year 1
- Kids 9 to 10 years old aware of VERB did 34% more free-time physical activity\*.
- Girls aware of VERB did 27% more free-time physical activity.
- 25% of lower- to lower-middle-income kids aware of VERB (about 6 million kids primarily of African American and Latino heritage) increased their free-time physical activity.
- 51% of Hispanic parents were aware of VERB.

\*free-time physical activity (activity not mandated by school or as a result of being part of an organized team. CDC/Westat data.



Ponte las pilas.™



## LEARNING

FOCUS: DEFINE AUDIENCE & IMPACT

CULTURE-INSPIRED STORIES

STRATEGIC BRAND MARKETING (4Ps)

LEARNING THROUGH ITERATION

SUSTAINED IMPACT THROUGH PARTNERSHIP



Ponte las pilas.™



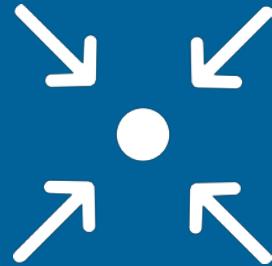
**WAY FORWARD**

# THE WORLD HAS CHANGED



## HEALTH

- PEOPLE ARE MORE HEALTH CONSCIOUS
- BETTER FOOD OPTIONS
- IMPROVED ACCESS



## IMMEDIACY

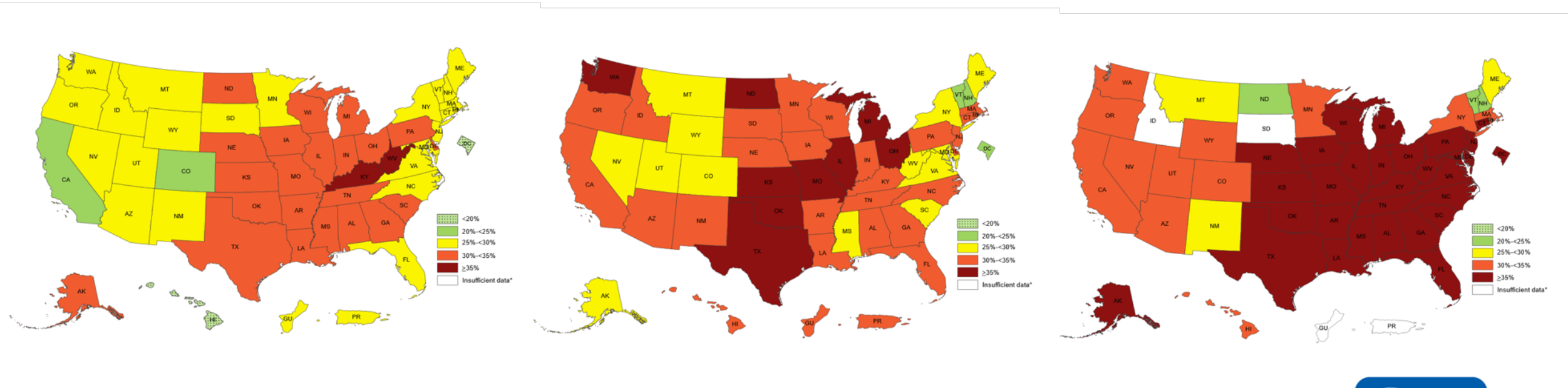
- DEMAND – DELIVER
- “NOW” MENTALITY



## DIGITAL

- DISRUPTION
- DECENTRALIZATION
- PERSONALIZATION

# Prevalence of Self-Reported Obesity Among Non-Hispanic White, Hispanic, and Non-Hispanic Black Adults, by State and Territory, BRFSS, 2016-2018



\*Sample size <50 or the relative standard error (dividing the standard error by the prevalence) ≥ 30%.





AWARENESS



MOTIVATION



INTENT

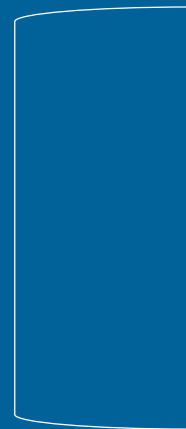


TRIAL



CHANGE

BARRIERS?



**MOTIVATION:**

**SETTING FUTURE GENERATIONS UP TO SUCCEED**



FRAME IT AS A GAIN



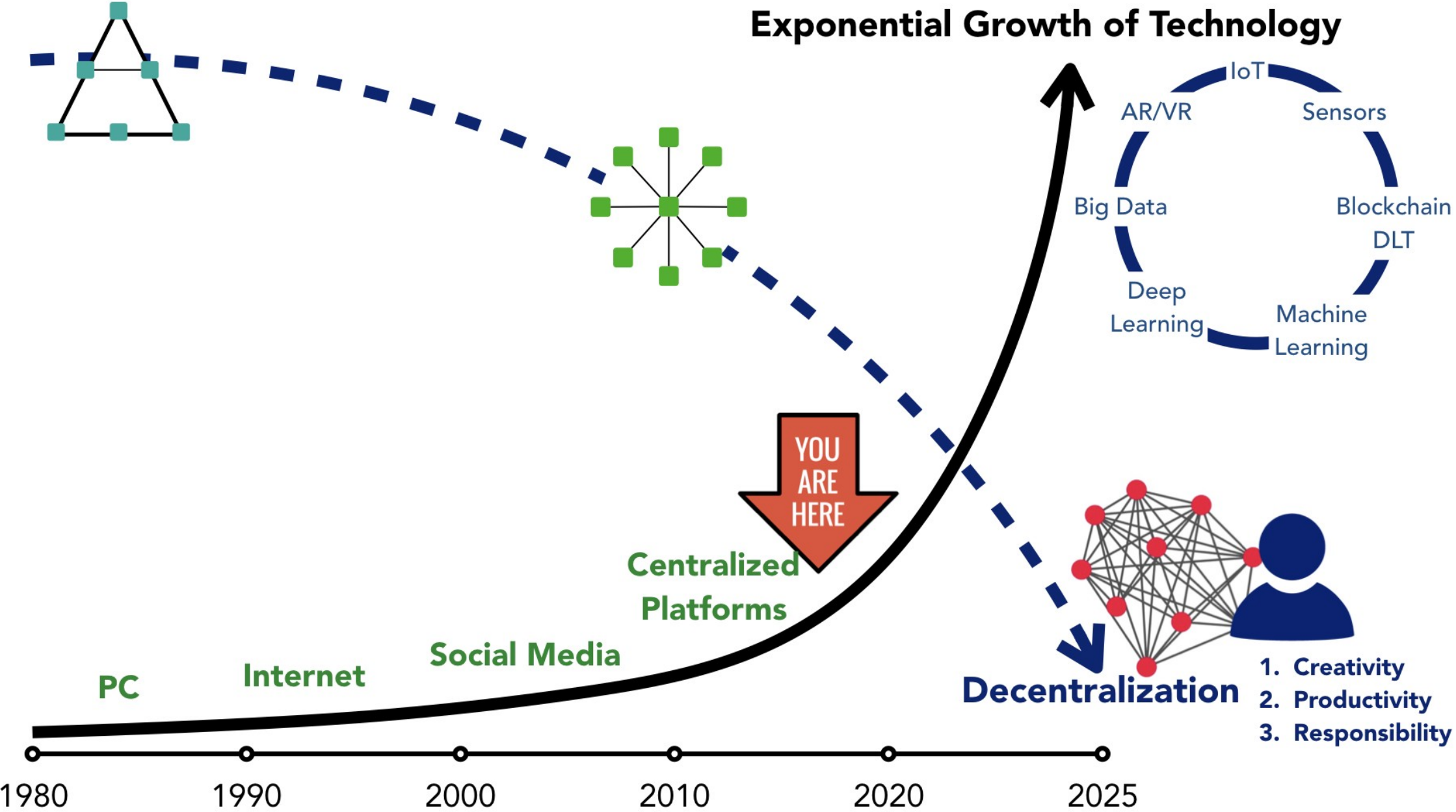
## GAMIFICATION - WINNING

IN A WORLD OF IMMEDIACY –  
CONTEXTUAL NUDGE



# COLLABORATING IN A DECENTRALIZED WORLD

# Exponential Growth of Technology



“Hackernoon by Erik Vermuelen; <https://hackernoon.com/living-working-in-the-decentralized-world-of-tomorrow-23ac3e8e345>



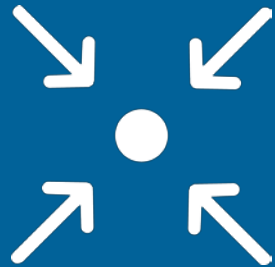
The Curiosity Podcast

# Can Swarm Intelligence Solve Humanity's Biggest Problems?

February 20, 2018

Written by Cody Gough

**IDEA:** CROSS-FUNCTIONAL COLLABORATION USING DESIGN THINKING TO CREATE & ITERATE SOLUTIONS ACROSS A CONNECTED BUT DECENTRALIZED SYSTEM – SWARM INTELLIGENCE



**CORE**



**EXTEND**



**DISRUPT**

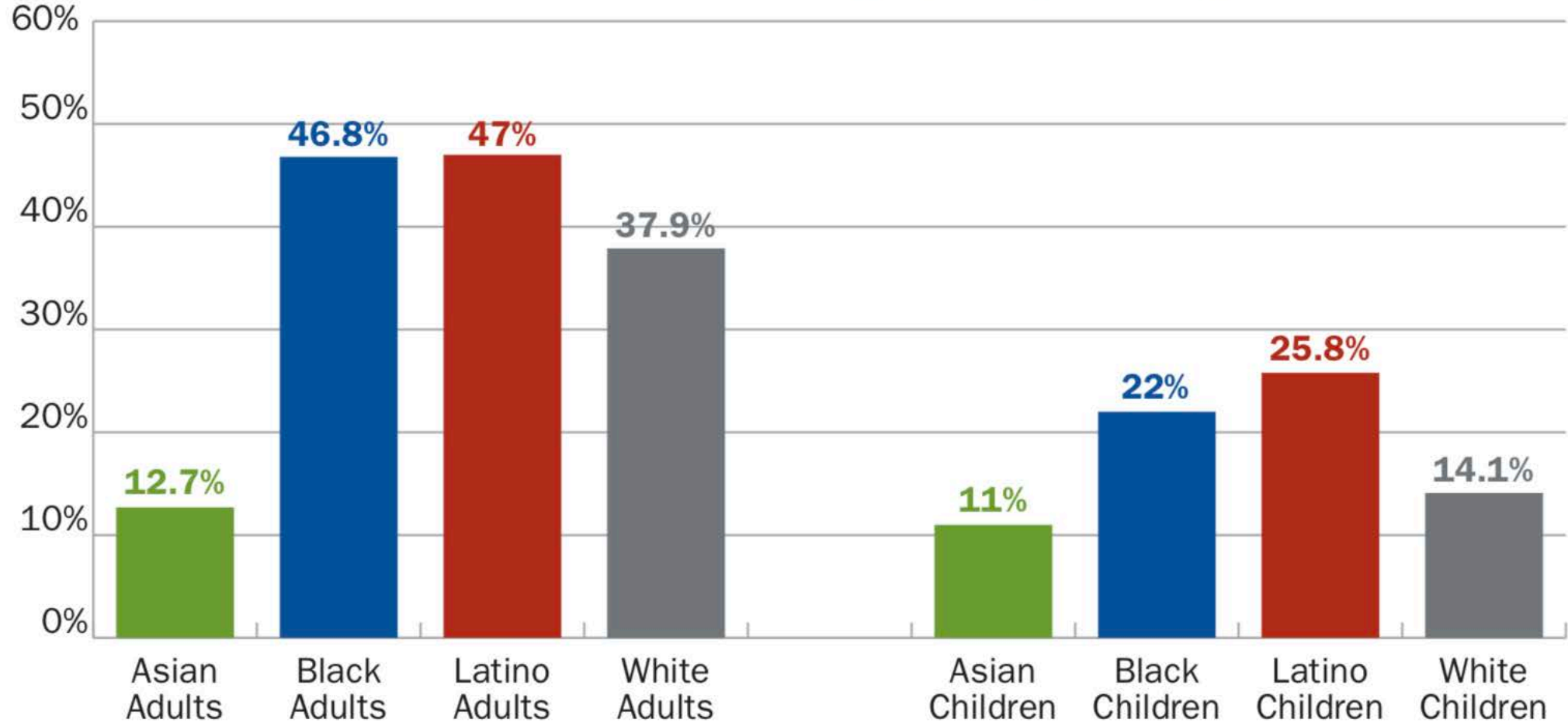
**Thank You**



**Luis Garcia**

**[luis@mvculture.com](mailto:luis@mvculture.com)**

## Percent of Adults and Youth with Obesity by Race/Ethnicity, 2015–2016



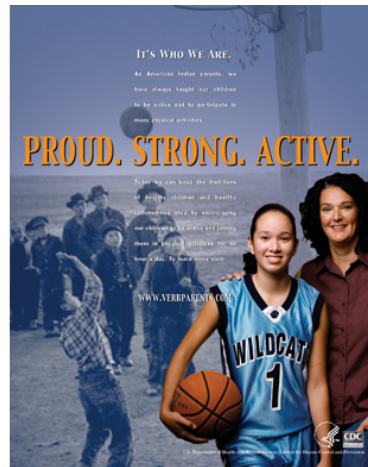
Source: NHANES

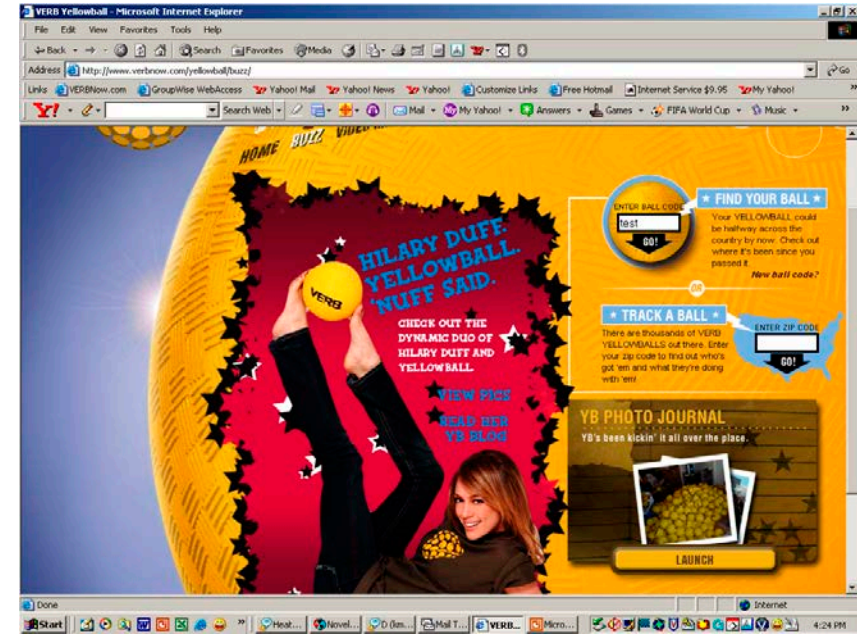


There are thousands of VERB activities and games. All you do is look up to your feet.

Remember, an activity is something you do with your feet. It's a VERB.

That, that's important. Pass it on.







VERB is a registered trademark of VERB LLC. All other trademarks are the property of their respective owners.



be an action figure.

**VERB**

run kick dive sing jump catch play leap flip try dream turn spin go laugh... it's what you do. [verbnow.com](http://verbnow.com)

Plays by official rules. He has to, he's Landon Donovan.

Plays with her best friends until the 6:00 train goes by.

Plays at night with flashlights.

Plays keeper for both sides.

Paints ball green so it shows up in the snow.

Uses shopping cart as goal.

Landon's way or your way, it makes no difference how you play... just get out there. Anytime. Anywhere.

**VERB**  
It's what you do.

YELLOWBALL MAKES ME MOVE.

YELLOWBALL IS MY SHOT CLOCK.

YELLOWBALL IS MY GAME CONTROLLER.

MYONEIGHT FEELS HAPPIER WITH YELLOWBALL.

YELLOWBALL IS MY DISCOBALL.

I GOT YELLOWBALL AIR TODAY.

YELLOWBALL WIPES ME OUT.

YELLOWBALL HAS ONE RULE: CATCH IT.

YELLOWBALL IS MY GEAR. I GOT DOWN TANG.

WITH YELLOWBALL, ANYTHING IS POSSIBLE.

**HOW WILL YELLOWBALL MOVE YOU?**  
SOAK UP THE FUN. GO PLAY. [VERBnow.com](http://VERBnow.com)

**VERB**  
It's what you do.

Plays by official rules. She has to, she's Venus Williams.

Uses "ping pong" paddle to take the challenge.

Plays with best friend on the beach at low tide.

She and her friends never keep score.

Uses that guy to fetch balls.

Volleys best to hip hop.

Venus's way or your way, it makes no difference how you play... just get out there. Anytime. Anywhere.

**VERB**  
It's what you do.

## Notes from the organizers

**Accelerating Progress toward Equity.** The Roundtable has a strong focus on applying effective equity strategies to address obesity-related disparities.

- **\*\*Using “people-first” language:** The Roundtable is committed to help reduce bias and stigma associated with obesity through the use of people-first language and inclusion of the lived experience of individuals with obesity and their caregivers. We encourage you to use “people-first” language during your presentations/discussion. See more on people-first language here: <https://www.obesityaction.org/action-through-advocacy/weight-bias/people-first-language/>
- **\*\*Health equity:** In line with the interests of the Roundtable, we encourage discussion around inequity and disparities as they relate to the topic you are covering. Where the data allows, we ask that you include this in your talks/discussion---in terms of highlighting important disparities; and changes needed in policies, laws, systems, environments, and practices. In addition, it is just as important to note where data gaps exist in regard to this issue. We subscribe to the Robert Wood Johnson Foundation’s definition: “health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.” Their complete report on defining health equity can be found here: <https://www.rwjf.org/en/library/research/2017/05/what-is-health-equity-.html>.

# DESIGN CHALLENGE

**HMW: Promote physical activity to displace sedentary behavior and reduce the rising rates of obesity among youth**

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be an action figure.

**VERB**

run kick dive sing jump catch play leap flip try dream turn spin go laugh. it's what you do. [www.verb.com](http://www.verb.com)



Uses Ping Pong paddle,  
uses the challenge.

Plays by official rules.  
She has to, she's  
Venus Williams.

Plays with best friend  
on the beach at low tide.

She and her friends  
never keep score.

Uses Stanley to  
jerk balls.

Volleys best  
to hip-hop.



Verb's way or your way, it makes no difference how you play. Just get out there.

Anytime. Anywhere.

**VERB**  
It's what you do.



CONSUMER  
CENTRIC



CULTURE  
INSPIRED



BEHAVIOR  
DRIVEN