



Summary of Joint Ad Council Campaign: *Everyday Choices for a Healthier Life*

I. Overview

- The three organizations launched a three year national public service campaign starting in the Fall of 2004- *Everyday Choices for a Healthier Life*.
- The campaign was designed to provide consistent educational messages to Americans about lifestyle choices, including nutrition, physical activity, and tobacco.
- The campaign's four pillars focused on general activities to help prevent cancer, diabetes, cardiovascular disease and stroke:
 - eat right
 - get active
 - don't smoke
 - see your healthcare provider regularly
- The campaign was phased out during the latter part of 2007 and ended at the end of that year.
- Material from the campaign including the TV and radio ads can be downloaded at <http://www.everydaychoices.org/mediakit.html>

II. Phase I (2004-2005): “Protect Yourself from Yourself”

- The first phase specifically targeted women ages 30-50, a demographic group identified by market research as most likely to influence family health decisions and the most willing to make health-enhancing lifestyle changes.

III. Phase II (2006-2007): “Sisterhood is Healthy”

- The second phase targeted African American women ages 35-50. African Americans are at increased risk for cancer, heart disease, and diabetes.

IV. Supporting Activities

- The campaign included a website (www.everydaychoices.org), a 1-800 number, and tri-fold brochure. Both the website and the brochure were available in English and Spanish.

V. Impact

- The campaign reached millions of people and received more than \$160 million in donated, in-kind advertising.
- Since its launch in 2004, the website has had nearly 2.7 million unique visitors.



- In 2005, the “Protect Yourself” campaign was #1 among all 52 active Ad Council campaigns in Spanish broadcast television support and #4 in Spanish broadcast radio. It was #6 in total broadcast television and #8 in magazine support.
- The campaign was ranked among the top 8 in terms of donated media support among all active Ad Council campaigns in the following categories in the 2nd and 3rd quarters of 2006:
 - Total Broadcast Television (#3 in 2Q, #8 in Q3)
 - Spanish Broadcast Television (#1 in Q2, #3 in Q3)
 - English Radio (#5 in Q2, #7 in Q3)
 - Interactive Media (#6 in both Q2 and Q3)