

## **The Quick and Dirty Marketing Plan: *New Mexico Healthy Kids Campaign***

### **Overview**

I was able to work on a lobbying/advocacy campaign where I co-managed along with my friend (and now) business partner, Kaylin Carpenter. One major hiccup we ran into with our campaign was an abnormal legislative session that set limitations on our launch date. We also broke down the scale of our campaign from the lofty “change in the entire state of New Mexico” to a more attainable “let’s start with change in Albuquerque.” Another challenging aspect of creating and maintaining a coalition was the internal communication efforts. While the brute of the work was up to Kaylin and I, the mission of the campaign was only possible with the implementation from the social media platforms of the partners. This campaign was possible with a grant from the American Diabetes Association, with the goal of creating a healthier New Mexico and legislation that would limit sugary drink options on children’s menus at restaurants. However, our coalition contacts were difficult to reach which made creating a social media calendar difficult.

Some high points of the campaign included background research, which thanks to the American Diabetes Association New Mexico we were able to utilize many statistical data to use as a copy bank for our messaging. Much like Kivi’s suggestion in repurposing content marketing, I was able to implement messaging that would show up in an email blast as well as on a poster or as part of a Facebook caption. The website created for our campaign also used facts and figures to appeal to the inner-bookkeeper, while our choices in imaging and supporter spotlights stories

were meant to appeal to the inner-angel. Another aspect of the campaign process I enjoyed was the creation of the coalition itself, in this step I created a brand for New Mexico Healthy Kids Coalition which included the choice of primary colors, more muted than bright, choices of font and messaging that would emphasize tone. The tone I wanted was one that was like that of a 4th grade teacher, educational but whimsical, in appealing to children and parents, while also providing important data points.

## **Research**

I conducted much of the research in both planning for the campaign and understanding the work of coalition partners to best decide the plan of action. The first portion of the research constitutes the ‘who’. The who in this campaign is two-fold, because it was imperative to be representative of the partners goals, while also reaching children and families and encouraging them to make and sustain healthy eating habits.

**Mission: Our coalition strives to eliminate health disparities among New Mexicans by promoting healthier options and habits for children.**

- **PSIs**
  - *Participants:* children and their families in New Mexico
  - *Supporters:* childcare centers, coalition partners- American Diabetes Association (ADA), American Heart Association (AHA), Mescalero Apache Tribe, New Mexico Child Care Education Association (NMCCEA), coalition employees (for supporter spotlights)
  - *Influencers:* Coalition partner board members, elected officials (ABQ councilmembers) to support and influence policy change, people who sign the petition and reach their councilmember, ADA (grant funders)

- **Purpose**

- New Mexico is plagued by obesity and diabetes. 11% of the state's population has diabetes and 36% of the adult population has prediabetes (ADA, 2020). New Mexico is also plagued by poverty, ranked 49th nationally in child poverty with nearly one third of the state's children remaining at or below the federal poverty line (NM Voices for Children, 2019). This combination causes health disparities among New Mexicans. Because New Mexico is a minority-majority state with 60% of individuals self-identifying as a racial or ethnic minority, the majority of New Mexicans fall into a group at a high risk for experiencing health disparities.
- How do sugary drinks fit in?
  - Sugar-Sweetened and Other Beverages (SSB) coupled with a lower consumption of milk is disproportionately affecting non-Hispanic black schoolchildren (Journal of Nutrition Education and Behavior 2013). Targeted interventions by racial/ethnic groups are needed to promote more healthful beverage choices among schoolchildren, particularly at home. Educating these publics about healthy beverage options can start with the creation of the default of healthy beverages for children's restaurant menus.

# Implementation

## Social Media Captions

| DATE  | THEME           | CAPTION  | PICTURE                       |  |              |
|-------|-----------------|--|-------------------------------|--|--------------|
| 02/15 | Who We Are      | We are so excited to announce that we have joined the New Mexico Diabetes Prevention Coalition. We exist to promote healthy options and habits for children and families. Follow along with our campaign to learn how you can help give #voicestohealthykids #diabetesprevention   | Mission                       |  | Email blasts |
| 02/15 | Email Blast     | N/A  | Send out February Email Blast |  | Mailers      |
| 02/17 | Who We Are      | Our partners are #4healthykids! Learn more about what makes us passionate about empowering kids to make healthy choices by visiting nm diabetesprevention.com. #healthynm #nm diabetesprevention   | Meet Our Partners             |  |              |
| 02/19 | Who We Are      | We believe change starts small. We want healthy drink choices to be the default on children's menus in Albuquerque in order to limit childrens consumption of sugar-sweetened beverages. We believe healthy choices make healthy kids and healthier kids make a healthy New Mexico. For more information visit our website: <a href="https://www.nmdiabetesprevention.com">https://www.nmdiabetesprevention.com</a> #healthykidshealthynm #nm diabetesprevention | What's Our Goal               |  |              |
| 02/22 | Mailer          | N/A  | Send out February Mailer      |  |              |
| 02/22 | What are SSBs?  | Sugary drinks are the leading source of added sugars in the American diet and are associated with an increased risk of diabetes, heart disease and other chronic diseases. Unfortunately in the U.S., children are over-consuming SSBs. Did you know the risks? #nm healthykids #nm diabetesprevention   | SSB 1                         |  |              |
| 02/24 | What are SSBs?  | Likelihood to consume sugary beverages depends on who you are. SSB consumption is disproportionately higher in low income families. 1 in 5 New Mexicans lives below the federal poverty line. For many New Mexicans, aggressive marketing tactics are also a cause for overconsumption of SSBs. It's time to encourage healthy drink choices in children, starting with children's menus in Albuquerque. #nm4healthydrinks #voicestohealthykids                  | SSB 2                         |  |              |
| 02/26 | What are SSBs?  | Children are overconsuming SSBs. Doctors recommend children over the age of two consume no more than one SSB a week. However children today consume as much as ten times that amount. The facts are #scary, but we have a solution. Healthy habits start with healthy choices at home. Encourage children to choose water or milk instead of #SSBs. #4healthykids #nm4healthydrinks  | SSB 3                         |  |              |
| 03/01 | What You Can Do | So, you want to help prevent diabetes in New Mexico? You've come to the right place. Sign our petition using the QR code, or visit our website at <a href="http://nm diabetesprevention.com">nm diabetesprevention.com</a> . We want to reduce consumption of sugar-sweetened beverages in Albuquerque and we can't do it without you. Help us give #voicestohealthykids   | Sign Petition                 |  |              |
| 03/02 | What You Can Do | We need your help to make a change. Use your voice to contact a city council member. Visit our website for to find your council member. #nm4healthykids #nm4healthydrinks #nm diabetesprevention   | Contact City Council          |  |              |

The best approach to social media scheduling was creating a calendar with post dates and themes, with captions and a description of pictures (as noted above). This also worked as a broad schedule for deliverables, and made posting easy for the partners ESPECIALLY, because captions were provided for their use. This also allowed for a series of images to be posted in succession such as the “what are SSBs” series, which focused on educating parents (p) and supporters about sugar-sweetened beverages.



## Direct Mailer

A young child with light hair, wearing a bright yellow zip-up jacket, is shown from the chest up. They are holding a clear glass filled with water. The background is a solid light gray.

# HEALTHY KIDS CAMPAIGN

### WHO WE ARE

We are the New Mexico Diabetes Prevention Coalition. We exist for children and families in Albuquerque and beyond. We believe in equipping New Mexicans with knowledge to make healthy choices.

---

### WHY THIS MATTERS

To do this we are looking at consumption of sugar-sweetened beverages (SSBs). These drinks don't seem harmful by nature but, the facts are staggering--Sugary drinks are the leading source of added sugars in the American diet and are associated with an increased risk of diabetes, heart disease and other chronic diseases.

Not only are added sugars from SSBs associated with increased risk of disease, but children are over consuming SSBs in the United States.

### HOW YOU CAN HELP

This is where you come in. Our Healthy Kids Campaign aims to remove sugar-sweetened beverages from children's restaurant menus in Albuquerque. We're not asking for money, we're asking for a moment of your time. You can engage with our campaign in three easy ways.

- Contact your City Council Member
- Sign our Petition
- Engage with us on Social Media

**TOGETHER WE CAN PREVENT  
DIABETES IN NEW MEXICO**

A square QR code located in the bottom right corner of the red section, which likely links to the campaign's website or petition.



# New Mexico Diabetes Prevention Coalition

## WHO WE ARE

We are the New Mexico Diabetes Prevention Coalition. We exist for children and families in Albuquerque and beyond. We believe in equipping New Mexicans with knowledge to make healthy choices.

To do this we are looking at consumption of sugar-sweetened beverages (SSBs). These drinks don't seem harmful by nature but, the facts are staggering--Sugary drinks are the leading source of added sugars in the American diet and are associated with an increased risk of diabetes, heart disease and other chronic diseases.

## WHY IT MATTERS

Not only are added sugars from SSBs associated with increased risk of disease, but children are over consuming SSBs in the United States.

## WHAT YOU CAN DO

This is where you come in. Our Healthy Kids Campaign aims to remove sugar-sweetened beverages from children's restaurant menus in Albuquerque. We're not asking for money, we're asking for a moment of your time. You can engage with our campaign in three easy ways.

- Contact Your City Council Member
- Sign our petition
- Engage with us on Social Media

**Together we can prevent  
diabetes in New Mexico.**



The mailer designs featured above serve as a continuation of the brand, but also provide a right hook call to action piece: to contact a city council member, sign the petition or engage on social media.

Website: <https://www.nmdiabetesprevention.com/>

The website provided a central location for the campaign to direct participants and supporters. Utilizing some of the 7 things to have on a website, provided by Kivi's book, we created a call to action and utilized iconic images. For a human aspect the website provided pictures of the Albuquerque council members. Kaylin did most of the design, while I wrote the copy. We included links to social media pages of the partner agencies, and also provided a link to the petition. Below are screenshots of the key facets of the website. Additionally, we had links at the top of our website, but the same effect was garnered through continued scrolling down the page.



## Contact Albuquerque City Council

Copy and paste this message, and select your councilor below. If you're not sure who your councilor is, visit <https://www.caba.gov/council/find-your-councilor>

Dear Councilor,

My name is [YOUR NAME], and I am a resident in your district. I am emailing you today to urge you to vote to take sugary drinks off of children's menus in Albuquerque.

Sugary drinks are the leading source of added sugars in the American diet and are associated with an increased risk of diabetes, heart disease and other chronic diseases. 11% of the state's population has diabetes, and 36% of the adult population has prediabetes.

Sugary drink consumption is disproportionately higher among low-income families. 1-in-5 New Mexicans live below the federal poverty line.

I believe that healthier options on children's menus in restaurants is the first and most important step towards a healthier New Mexico.

Sincerely,  
[YOUR NAME]

## Use Our Canva Graphics and Tag Us



## Follow Our Partners



## Find Your Council Member



*Ian Sena | District 1*

Email Councilor Sena



*Isaac Benton | District 2*

Email Councilor Benton



*Klarissa Peña | District 3*

Email Councilor Peña




Petition: <http://chng.it/hhCxxNfjS9>

**change.org** Start a petition My petitions Browse Membership Q Log in

Petition details Comments Updates

### Remove sugary drinks from children's menus in Albuquerque



15 have signed. Let's get to 100!

At 100 signatures, this petition is more likely to be featured in recommendations!

Kaylin Carpenter signed this petition

First name  
Last name  
Email

Norman, 73072  
United States

☒ Please share my name and email address with New Mexico Diabetes Prevention Coalition, so that I can receive updates on this campaign and others.

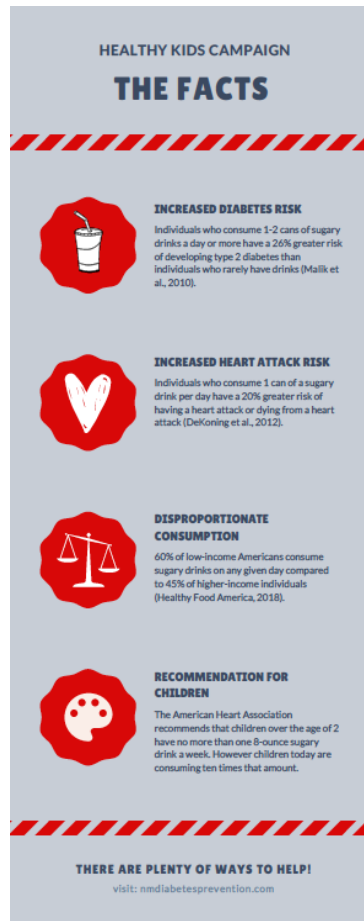
New Mexico Diabetes Prevention Coalition started this petition to Albuquerque City Council

New Mexico is plagued by obesity and diabetes. Sugary drinks are the leading source of added sugars in the American diet and are associated with an increased risk of diabetes, heart disease

To quickly gather support, the campaign sought to produce a petition. While the petition would not have generated immediate change, it may have pressured council members to consider a policy change to promote healthy living for children within the

city of Albuquerque. The petition utilizes language found throughout the campaign. Some of the negative language used to elicit change was explaining how SSBs “plague” New Mexicans and cause diseases like type 2 diabetes or heart disease. Informing causality of regular habits is a scare tactic that could work to convince the participants to seek healthy habits.

## Communication/Messaging



### Email Blasts

Messaging is extremely important to the success of a campaign, specifically a campaign that does not have any events and is purely virtual with an engagement aspect. The email blasts were to be sent biweekly, and were made to be a mix of text information, instructions for the advancement of the campaign, and infographics. A sample infographic on the left.

### **Email Blast #3 (sample email to be sent to child cares and distributed to their parent base)**

*Fellow New Mexico Resident:*

There is an indisputable factor in the epidemic of obesity and diabetes in New Mexico: added sugars. The largest culprit is Sugar Sweetened Beverages (SSB). While the negative effects of SSBs reach all people, children in low-income families often consume two-and-a-half times more SSBS than their peers in higher-income families. These means children living in poverty are more at risk for diabetes and heart disease. These chronic illnesses are associated with added sugars, added sugars

like the ones found in soda, energy drinks and juice.

The American Heart Association recommends that children over the age of 2 have no more than one 8-ounce sugary drink a week. However children today are consuming ten times that amount.

We have a plan to reduce sugar-sweetened beverage consumption in New Mexico. The goal of our campaign in removing SSBs from children's restaurant menus in Albuquerque. We believe when children are given a healthy beverage option as a default, they are more likely to choose this option. To do this, we need your help! Contact your legislator, engage with our social media platform, and sign our petition.

You can help change the future of children in New Mexico. We believe in healthier kids for a healthier New Mexico.

*Signature*

For more information about our goals, SSB facts and statistics please visit our website.

## Video Script

Implementing a message of importance for supporters and participants was vital to creating a campaign that would resonate with wanting to make changes on restaurant menus and in terms of a healthy lifestyle. So, I created video scripts that would encourage supporters to use their voices to make change. Interactive videos would encourage coalition supporters to have ownership over the campaign. This would also allow room for influencers to use their voice to speak to localized change.

*Here are the scripts that were sent to the coalition partners:*

### **Video #1: CALL TO ACTION (60 seconds)**

Starts with Coalition Logo (0:03)

Participant Instructions: Participants will hold a sign and say the line, “\_\_\_\_\_ is/am for Healthy Kids!” (I, The American Diabetes Association, The Sauer family, etc.) (8-10 participants needed) (0:37)

One partner (maybe from NMCCEA?): “Are you for Healthy Kids? Sign our petition at LINK and call your legislature. Reducing consumption of sugar-sweetened beverages is a healthy habit. Healthy habits make healthier kids, healthier kids make a healthy New Mexico.” (0:17)

Ends With Healthy Kids Campaign Logo (0:03)

Fade to Black

(Link to petition in bio & caption)

### **Video #2: EDUCATION (76 seconds)**

This video will focus on awareness to the negative effects of consuming SSBs (shots of various SSBs in clear cups, contrast with kids drinking milk and water)

Starts with Coalition Logo (0:03)

Did you know facts reported by partners (title runner across bottom with name, title and organization):

-The American Heart Association recommends that children over the age of 2 have no more than one 8-ounce sugary drink a week.

Did you know children today are consuming as much as ten times that amount? (0:15)

-Children in low-income families consume two-and-a-half times more sugar-sweetened beverages than their peers in higher-income families.

Did you know this is in part due to aggressive marketing tactics? (0:15)

-The American Heart Association recommends men consume no more than 150 calories of added sugar a day, and women consume no more than 100 calories of added sugar.

Did you know a 12oz can of Coca-Cola contains 140 calories of added sugar? (0:15)

-Families who make healthier beverage choices set a foundation for healthy living.

Did you know sugary drinks are the leading source of added sugars in the American diet and are associated with an increased risk of diabetes, heart disease and other chronic diseases? (0:15)

“We want New Mexicans to know the facts about sugar-sweetened beverages. To learn more visit our Healthy Kids Campaign website” (0:10)

Ends With Healthy Kids Campaign Logo (0:03)

Fade to Black

## 4 Facts About Diabetes in New Mexico

1

11% of the state's population has diabetes and 36% of the adult population has prediabetes (ADA, 2020).

2

The American Heart Association recommends that children 2 years and older have only one 8-ounce sugary drink a week. However, children today are consuming as much as ten times that amount.

3

Sugary drink consumption is linked with less healthy behaviors such as smoking, infrequent exercise, frequent fast food consumption and irregular sleep.

4

Sugary drink consumption is disproportionately higher among low-income families, and 1-in-5 New Mexicans live below the federal poverty line.

## Social Media Strategy & Deliverables

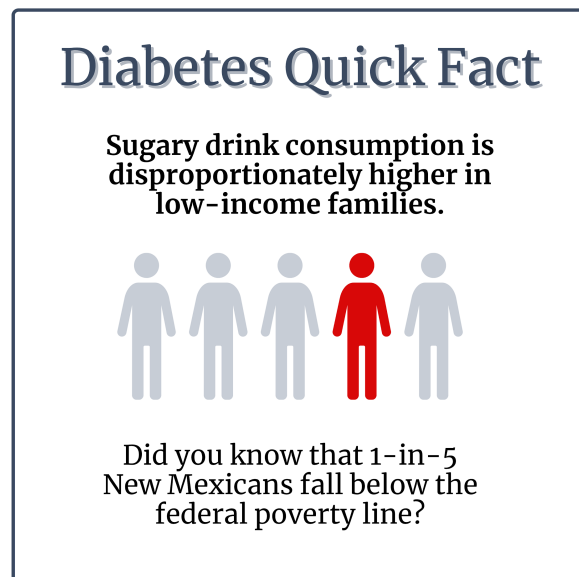
As I previously stated, social media was imperative to the success of this campaign.

Attempting to change policy during COVID-19 was both exciting and trying, but social media strategy was the way in which we hoped to gain the most support and design a brand that would resonate with a large audience. Because of strange session dates, we

did not actually get to see a social media response, but we have all of the deliverables ready to go and ready to launch as soon as it makes sense to do so. I've included some sample deliverables which represent our brand in color scheme, accountability and support, and playfulness. In a campaign hoping to benefit children and families, it is important to keep images light and positive, since the facts give breadth to negative consequences. The facts allow there to be a



weight to the problem we are trying to fix, and make it seem serious enough (the health of children that will impact their future) to be urgent.





## Make Changes at Home

**One of the easiest ways to prevent diabetes is to make changes at home.**

Substitute sugary drinks at home for healthier options like water, sparkling water or milk.

New Mexico Diabetes  
Prevention Coalition



## Contact City Council

**We are asking ABQ City Council to make healthy drinks the default options on children's menus.**

### **How to Contact City Council:**

Visit [nmdiabetesprevention.com](http://nmdiabetesprevention.com), click "Contact Your Legislators" and follow the directions to send ABQ City Council an email.

New Mexico Diabetes  
Prevention Coalition



I am for  
healthy kids.



**Join me in urging ABQ City Council to remove sugary drinks of children's menus in Albuquerque.**

Visit  
[nmdiabetesprevention.com](http://nmdiabetesprevention.com)  
to make a difference.

## Did You Know?

**Sugary drinks are the leading source of added sugars in the American diet and are associated with an increased risk of diabetes, heart disease and other chronic diseases.**

**We want to remove sugary drinks from children's menus across New Mexico to promote healthy habits and eliminate health disparities across our state.**

**Join us in creating a healthier New Mexico and visit [nmdiabetesprevention.com](http://nmdiabetesprevention.com) to make a difference!**

**New Mexico Diabetes  
Prevention Coalition**



## Evaluation

The difficult thing about analyzing the success of this campaign, is that the campaign was never launched. It will be launched at some point, when the legislative session returns to a more normal pattern. However, there are still measurements to consider once the campaign is operational.

- **KPIs**

- Social media metrics will help to analyze the exposure the information has. This constitutes as likes, shares, follows and reposts. Social media metrics will measure engagement and help to determine when to post. This is also a good indicator of an influencer's ability to garner support.
- Petition signatures can be measured to determine campaign support.
- Website analytics will measure clicks, website traffic and keyword success. All of this determines how easily people could find and utilize the website to gather key information about the campaign.
- Word of mouth measurement can be done by interviewing or holding focus groups with childcare staff and employees who put posters up in their offices. The QR code on the poster can also measure how many people found the website or wanted to find out more from the print poster.
- Email readership with surveys will determine the importance of campaign news via email. This can also be measured through clicks and hyperlinks leading back to the website.

- **Optimal Goal: Policy Change**

- While the overarching goal is to remove sugar-sweetened beverages from children's menus in restaurants, the campaign also became about education. The

educational aspect of the campaign does not demand policy change but instead focuses on promoting healthy habits. More importantly, the educational aspect of the campaign explains WHY it is important to limit SSB intake. A population we were not sure if we could reach with this campaign was lower-income New Mexicans, especially those identifying in minority groups. Because New Mexico has so many residents who are food insecure, educational outreach becomes a tool that can save lives and allow children to grow up healthier. Restaurants can make the change by promoting healthy options for children's drinks. If the option is there, it is easier to make a healthy choice.

## **Conclusion**

Success in this campaign would be a law or mandate requiring restaurants to make healthy options the default for drinks on children's menus. This is not unheard of as many cities have made the change to encourage or require restaurants to do this already. I enjoyed working on this campaign, and I could see myself doing more advocacy and lobbying work in the future. I didn't expect to become a sugar-sweetened beverage expert in three weeks, but now I have an incredible amount of knowledge about healthy habits. I also didn't think Kaylin and I could manage and run a campaign. While we're still working on running the campaign, the toolkit and outreach for the coalition is ready to launch at any time and I am confident in our ability to make real change.