

Prevention Research Center Rio Grande Institute Noon Conference Series: Journal Club

The “Sugar Pack” Health Marketing Campaign in Los Angeles County, 2011-2012

Description/abstract:

As part of a comprehensive approach to combating the obesity epidemic, the Los Angeles County Department of Public Health launched the “Sugar Pack” health marketing campaign in fall 2011. Carried out in three stages, the campaign sought to educate and motivate the public to reduce excess calorie intake from sugar-sweetened beverage consumption. The primary Sugar Pack creative concepts provided consumers with information about the number of sugar packs contained in sugary drinks. Data from formative market research as well as lessons from previous campaigns in other U.S. jurisdictions informed the development of the materials. These materials were disseminated through a multipronged platform that included paid outdoor media on transit and billboards and messaging using social media (i.e., Twitter, Facebook, YouTube, and sendable e-cards). Initial findings from a postcampaign assessment indicate that the Sugar Pack campaign reached broadly into targeted communities, resulting in more than 515 million impressions. Lessons learned from the campaign suggest that employing health marketing to engage the public can lead to increased knowledge, favorable recognition of health messages, and self-reported intention to reduce sugar-sweetened beverage consumption, potentially complementing other obesity prevention strategies in the field.



Article for Discussion:

<http://hpp.sagepub.com/content/early/2013/10/15/1524839913507280.abstract>

Please read the article before the presentation so that we may have a lively discussion afterwards!

Presenter: Emily Lilo
Date: Tuesday, October 6, 2015
Time: 12:00 noon to 1:00 pm
Place: Research Incubator Building (RIB) Commons
UNM Campus, 2703 Frontier NE Albuquerque, NM 87131

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