Development of a Powerful Message to Promote Nutrition and Physical Activity

The Nutrition Education Network of Washington is a public-private partnership that develops and promotes consistent messages about good nutrition and increased physical activity. These agencies support the message:

![Logos of various organizations]

Reactions to the message:

“It makes me wanna’ be strong and healthy.”
- 4th grade student

“A positive attitude and happiness are the results of eating well and being healthy.”
- A parent.

Development of this message was sponsored by the Nutrition Education Network of Washington, which contracted with the Advanced Marketing class at WSU to create and test messages. The class:

- Interviewed leaders in state food and nutrition agencies to define messages that would promote nutrition and physical activity.
- Tested draft messages through focus group interviews with 45 kids, adults and seniors in SeaTac, Everett, Kennewick and Tacoma.
- Presented draft messages to 65 leaders of organizations which provide food and nutrition education to diverse clientele and who were interested in using the message. The leaders modified the messages for final testing.
- Surveyed over 200 clients to rate messages. The messages appeared in different orders on surveys to reduce bias.

No matter, what the age or ethnic background, the choice was clear: Energize Your Life! Eat Healthy-Be Active.

JayRay Ads & PR developed and refined the logo to illustrate the slogan.

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