



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION



# Promoting Physical Activity Among Tweens:

## Evaluation Results

of CDC's **VERB** Campaign  
It's what you do.™

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Centers for Disease Control and Prevention (CDC)



**VERB is a national mass media intervention to encourage children 9 -13 to be physically active everyday.**

# Overview

- VERB is kids' brand for physical activity
- Launched in 2002
- Targets all US tweens
- Multi-ethnic
- Parents are secondary audience
- Ends Sept 2006



# Example of Paid Media



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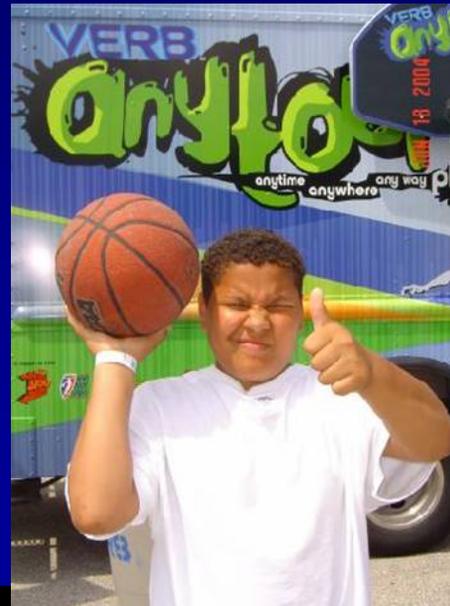
# General Market Tween TV: "Bounce"



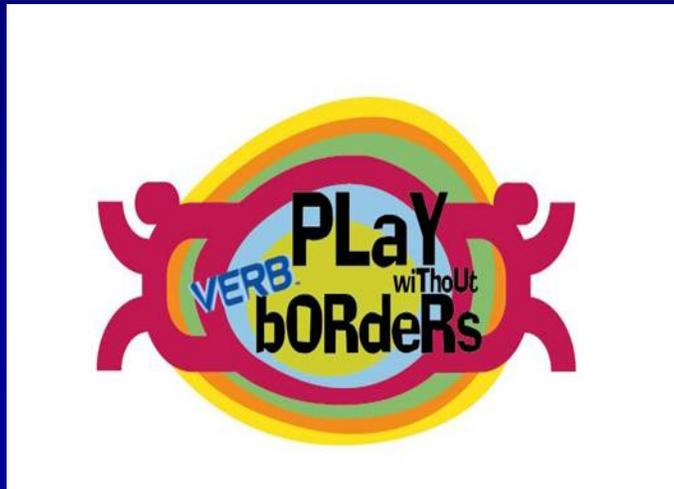
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# Events and Guerilla Marketing



# School and Community Programs and Promotions



# "VERB Yellow Ball"



[www.verbnow.com/yellowball](http://www.verbnow.com/yellowball)

# VERB Outcome Evaluation

- Did the campaign's messages reach the target audience?
- Has the VERB campaign led to changes in attitudes, social norms, or physical activity behaviors?

# VERB Evaluation Design

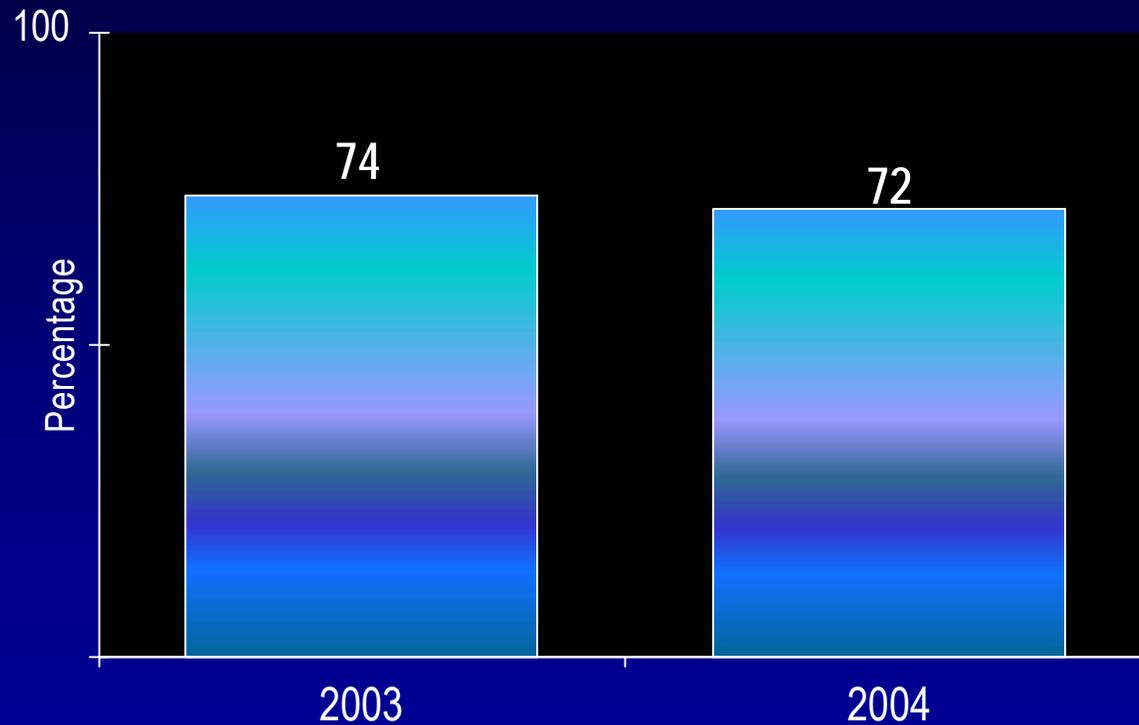
- National, longitudinal random-digit dial survey of children 9-13 years old and one parent
- Baseline (2002)--controls for confounders at follow-up
- Measures children's and parents' beliefs, behaviors and awareness and understanding of campaign
- Analysis uses propensity scoring to isolate the effects of VERB

# VERB Evaluation Effects

- Significant difference between children unaware and all children
- Association between level of awareness and outcome.

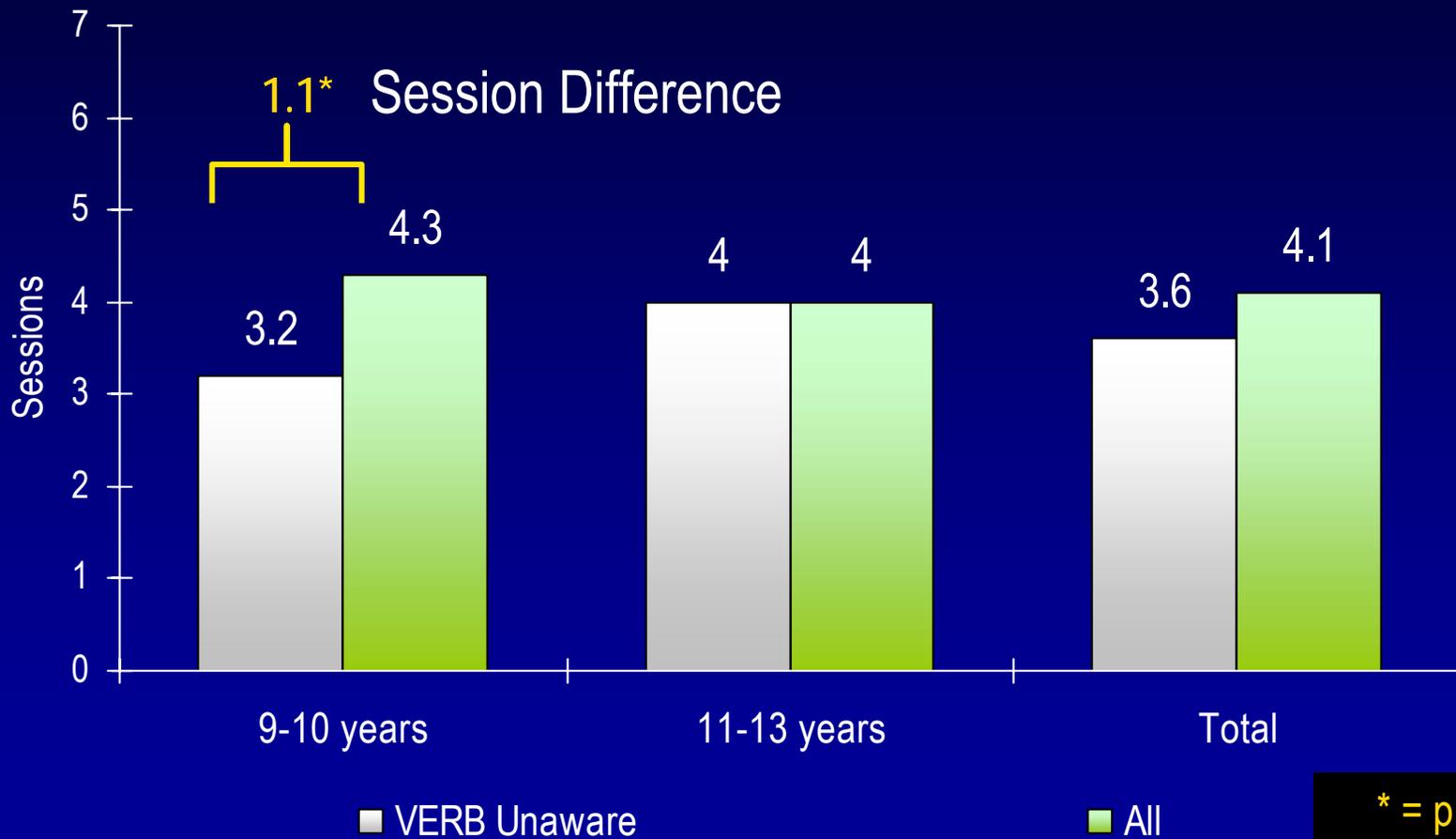
# Results

## Tween Awareness of VERB



# Effects of VERB by Age

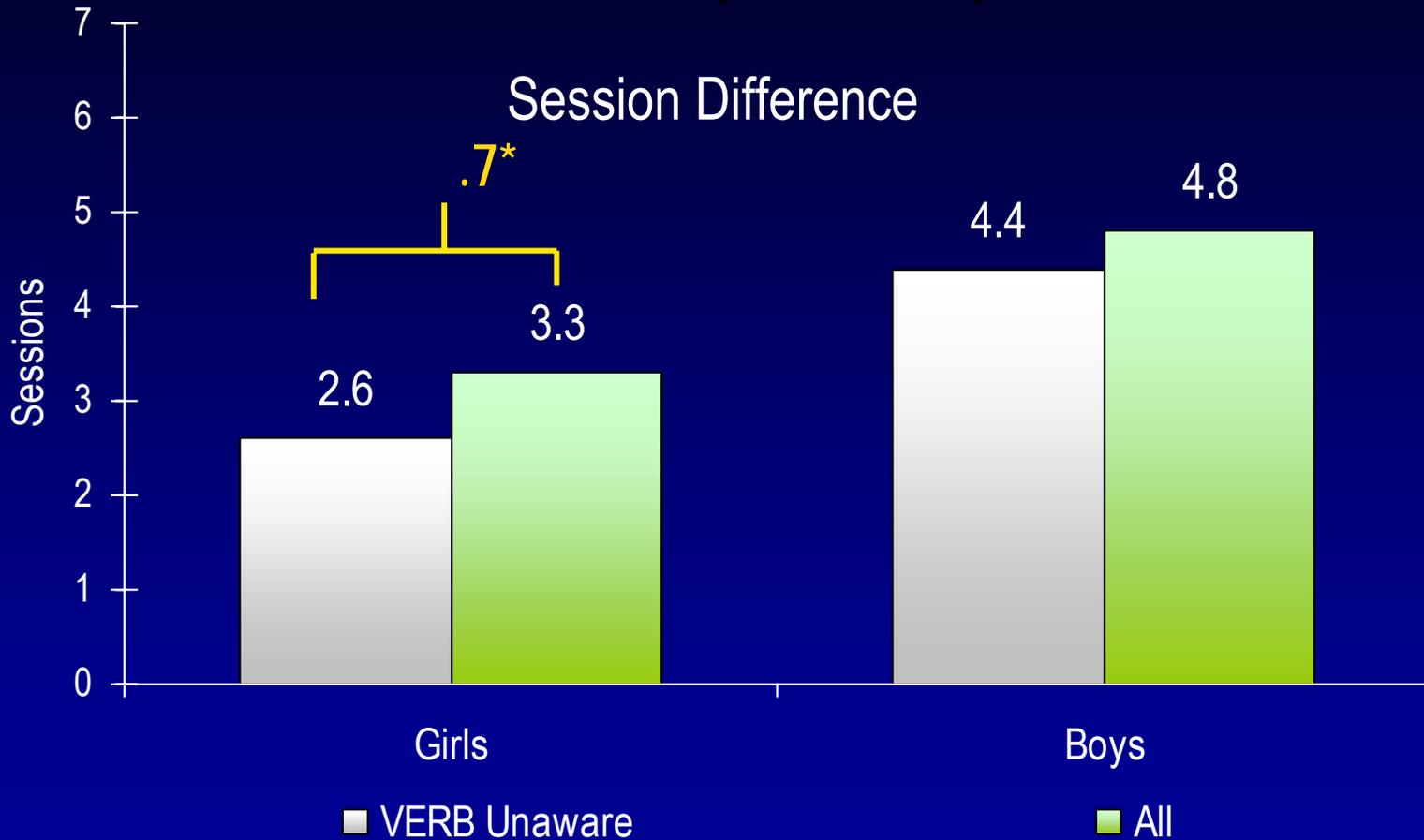
## National Free-Time Physical Activity Sessions 2003



\* = p < .05

# Effects of VERB by Gender

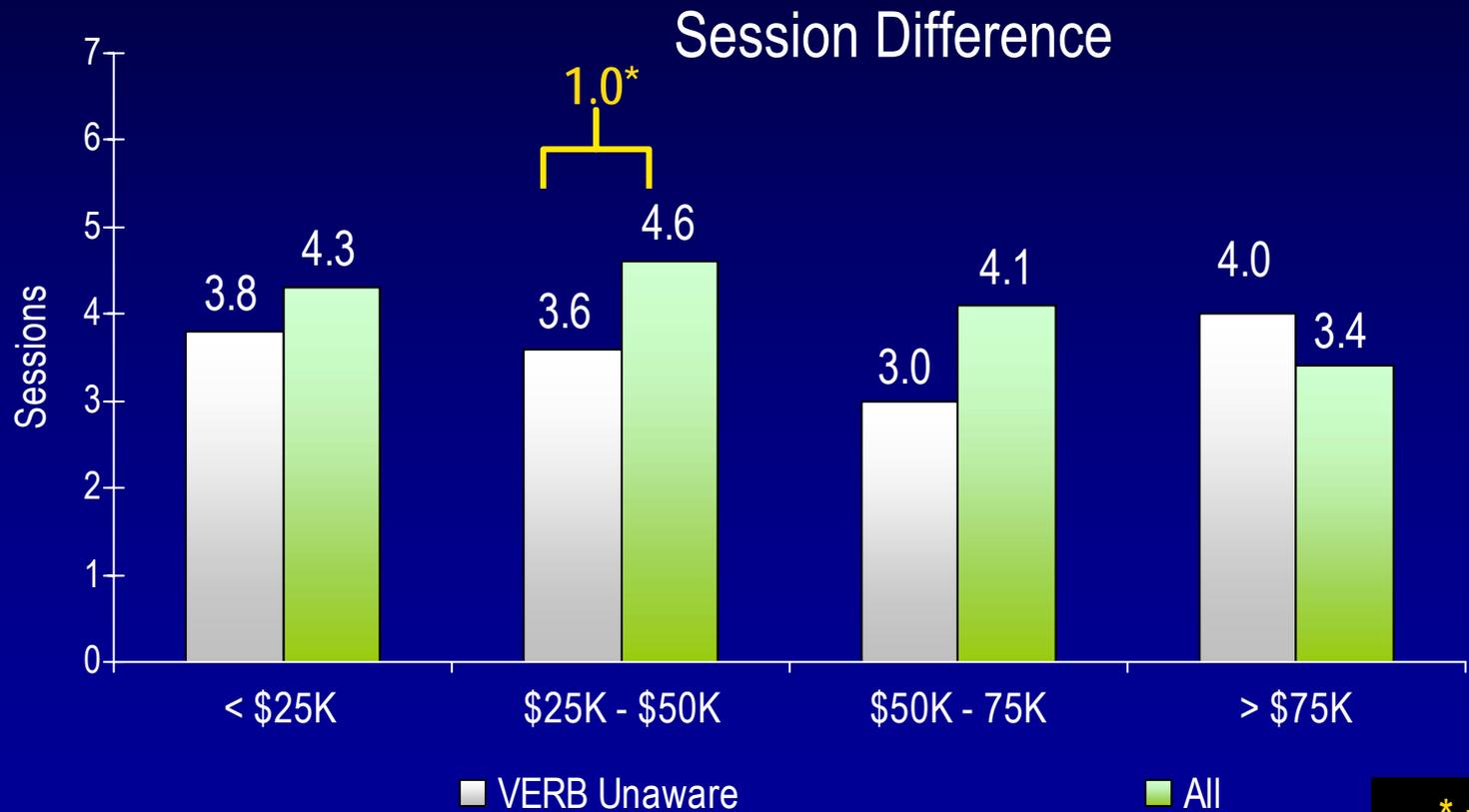
## National Free-Time Physical Activity Sessions



\* =  $p < .05$

# Effects of VERB by HH Income

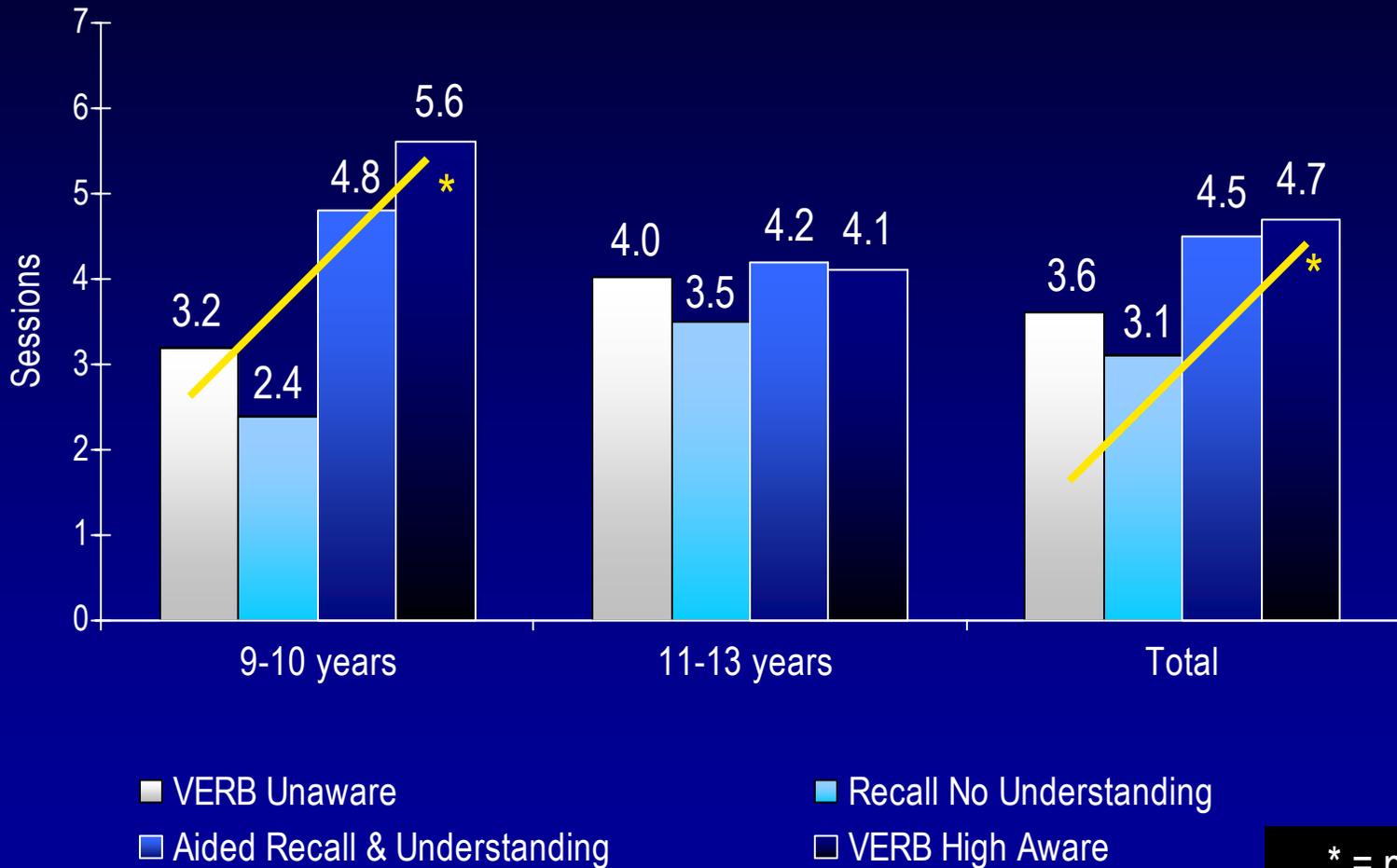
## National Free-Time Physical Activity Sessions



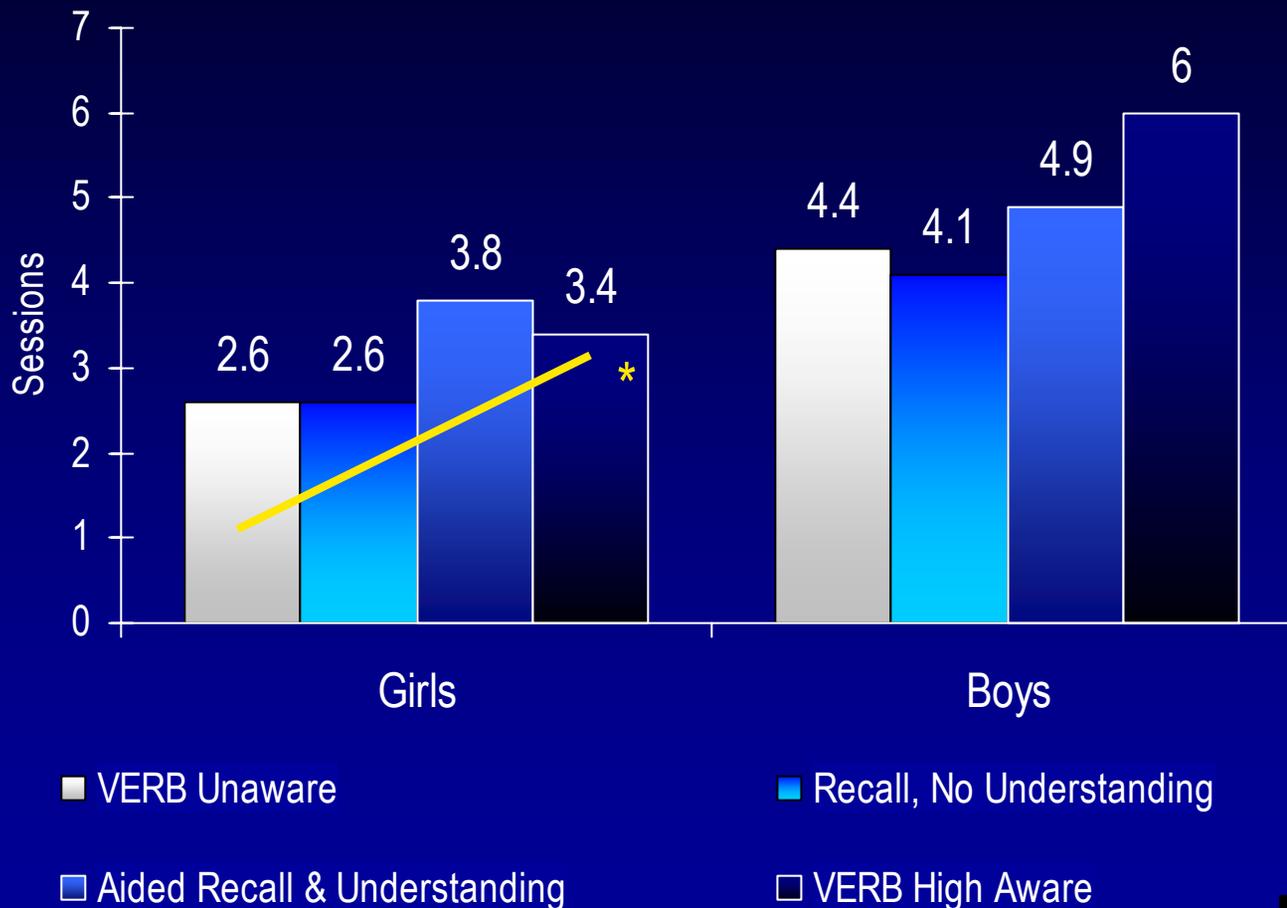
\* =  $p < .05$

# Association Between Awareness and Outcomes

## National Free-Time Physical Activity Sessions--Age



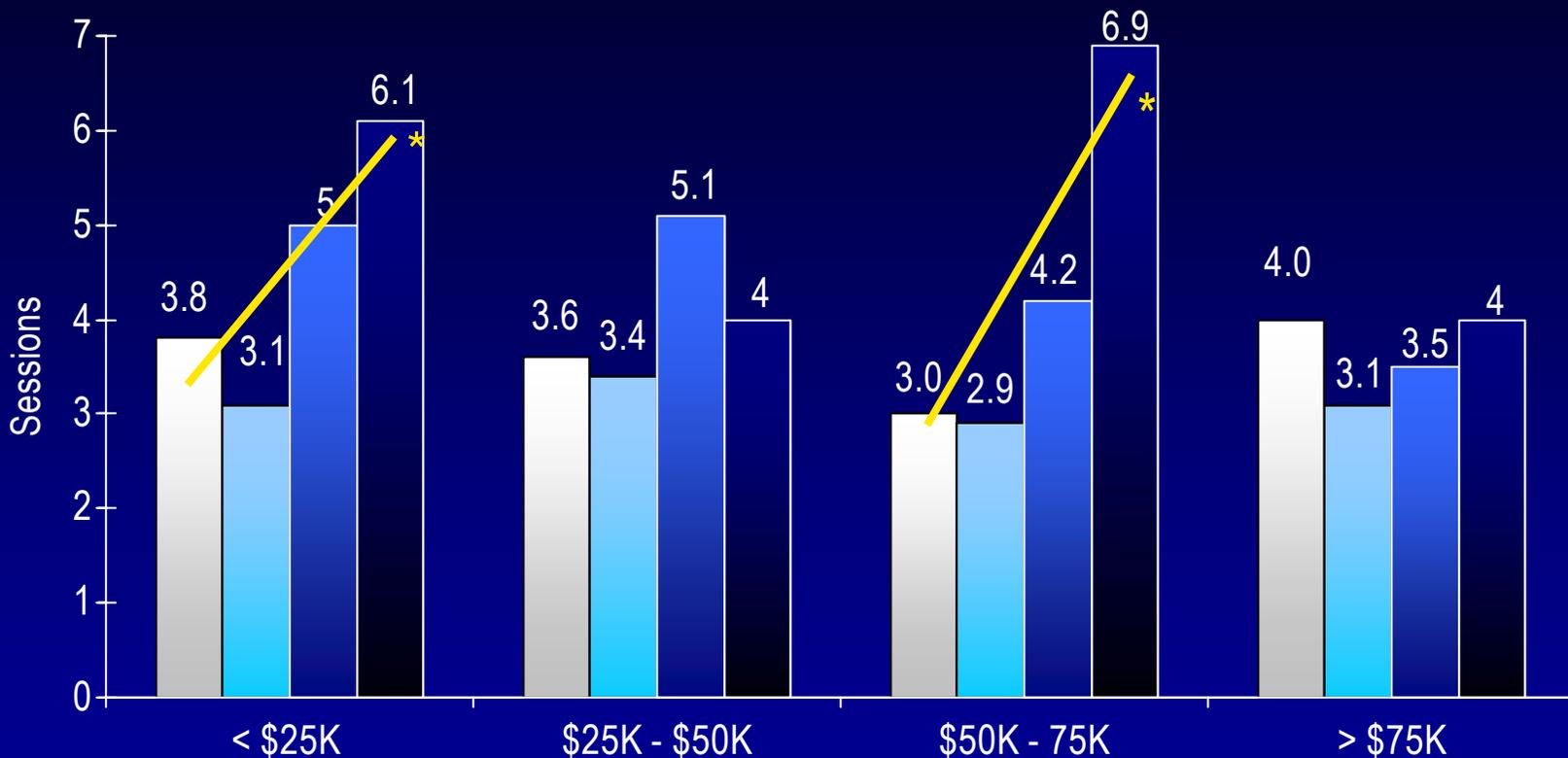
# Association Between Awareness & Outcomes – National Free-Time Physical Activity Sessions--Gender



\* = p < .05

# Association Between Awareness and Outcomes

## National Free-Time Physical Activity Sessions--Income



■ VERB Unaware

■ Recall, no Understanding

■ Aided Recall & Understanding

■ VERB High Aware

\* = p < .05

# Summary of Behavioral Effects

## Nationally Free-time Physical Activity

 Younger Children (1.1 sessions)

 Girls (0.7 sessions)

 Children of households earning

– \$25-50k (1 session)

 And association of effects with dose of messaging in same groups

Thank You!



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# Appropriations (in Millions)

