



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.



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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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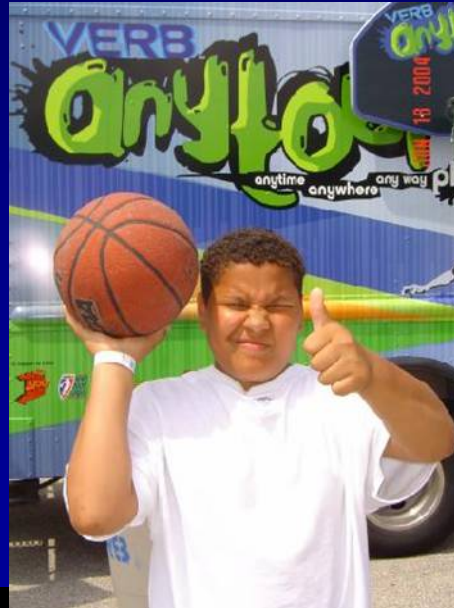
General Market Tween TV: "Bounce"



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Events and Guerilla Marketing



School and Community Programs and Promotions



"VERB Yellow Ball"



www.verbnow.com/yellowball



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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

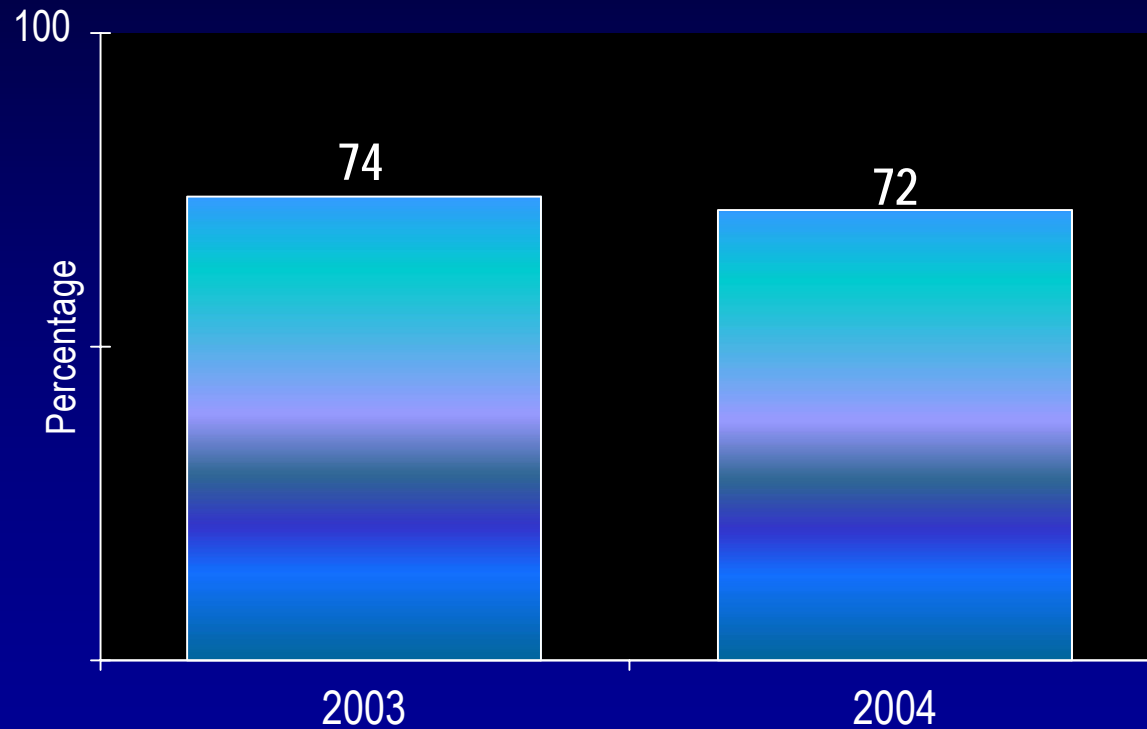
- National, longitudinal random-digit dial survey of children 9-13 years old and one parent
- Baseline (2002)--controls for confounders at follow-up
- Measures children's and parents' beliefs, behaviors and awareness and understanding of campaign
- Analysis uses propensity scoring to isolate the effects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

VERB Evaluation Effects

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

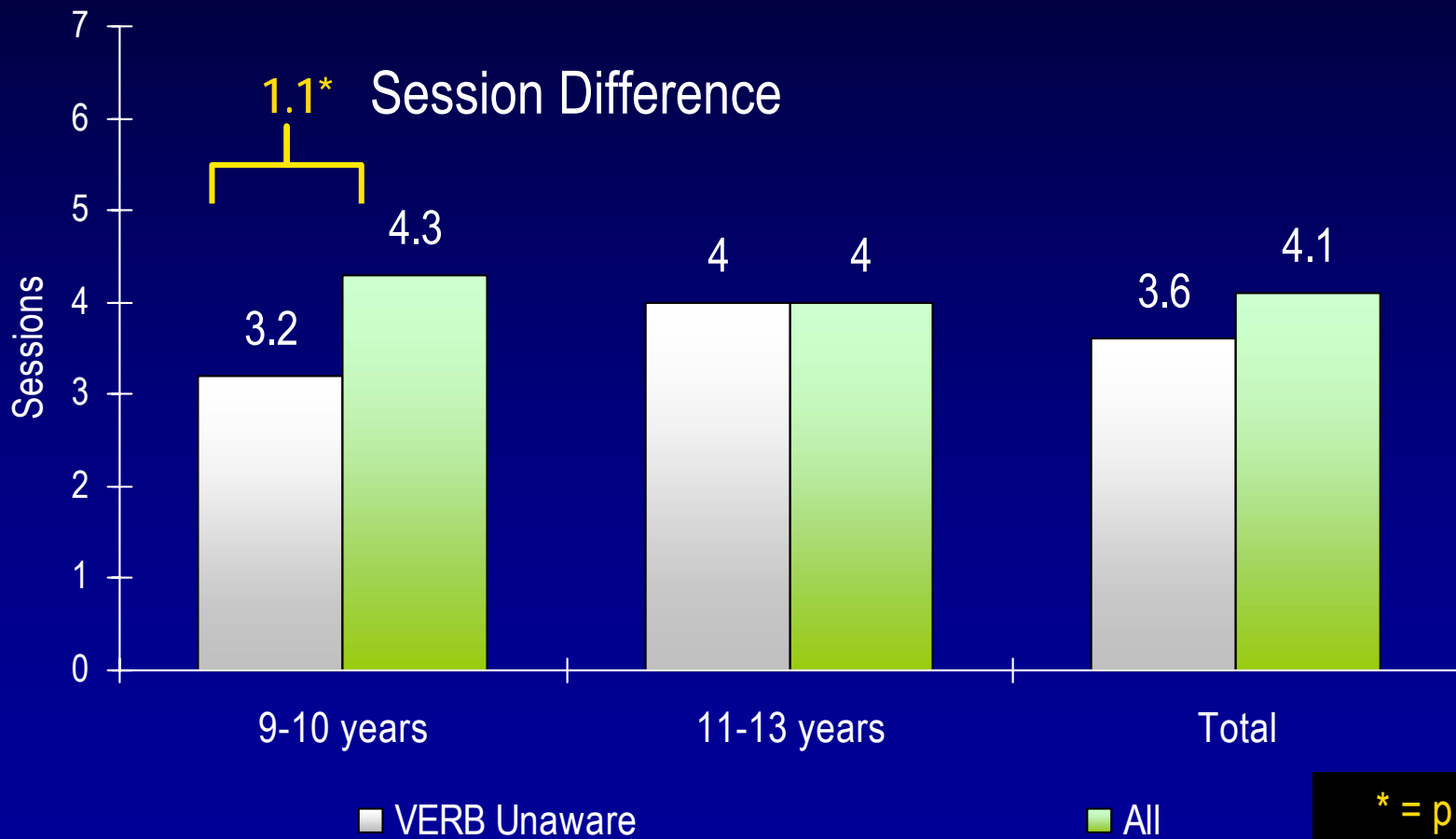
Results

Tween Awareness of VERB



Effects of VERB by Age

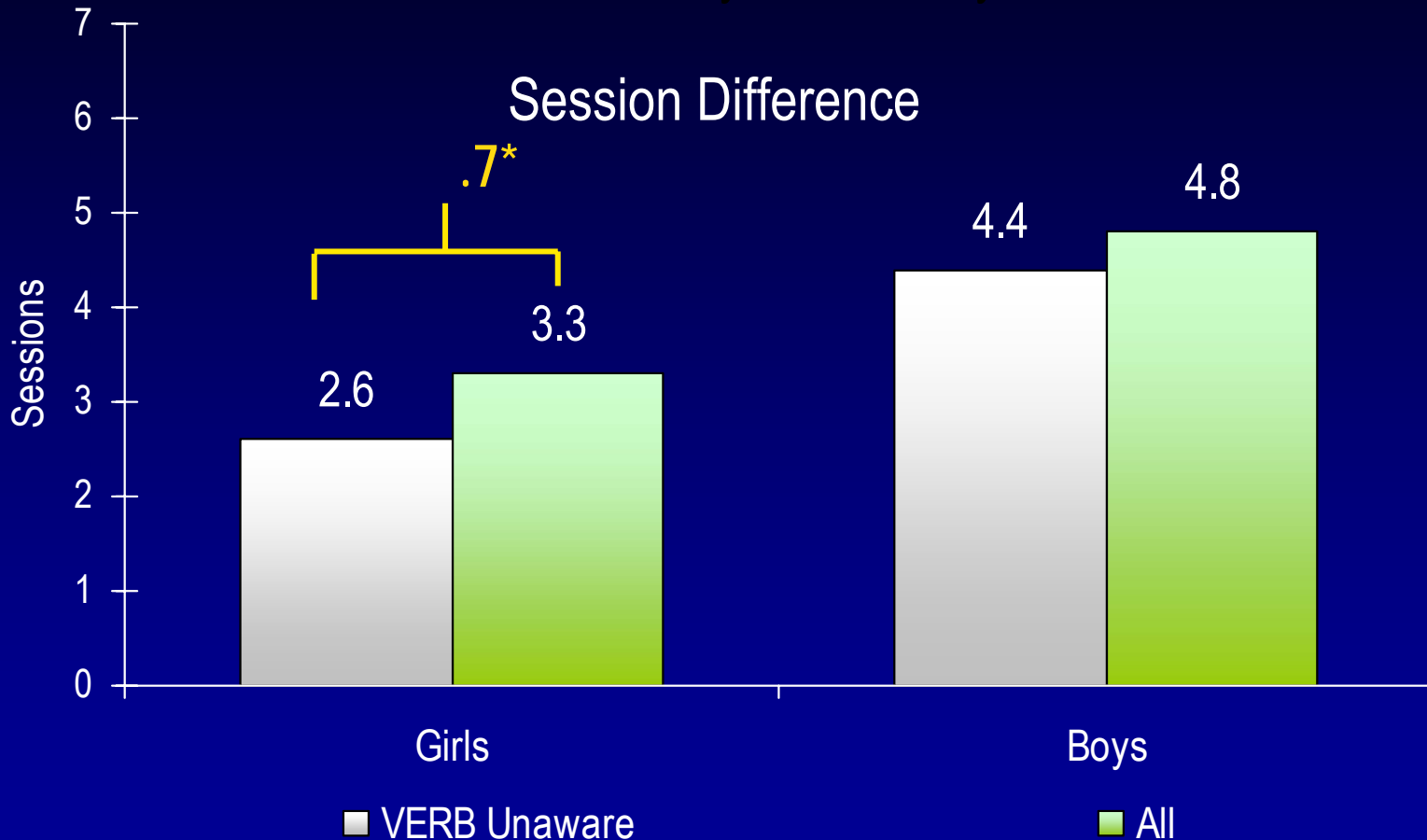
National Free-Time Physical Activity Sessions 2003



* = p < .05

Effects of VERB by Gender

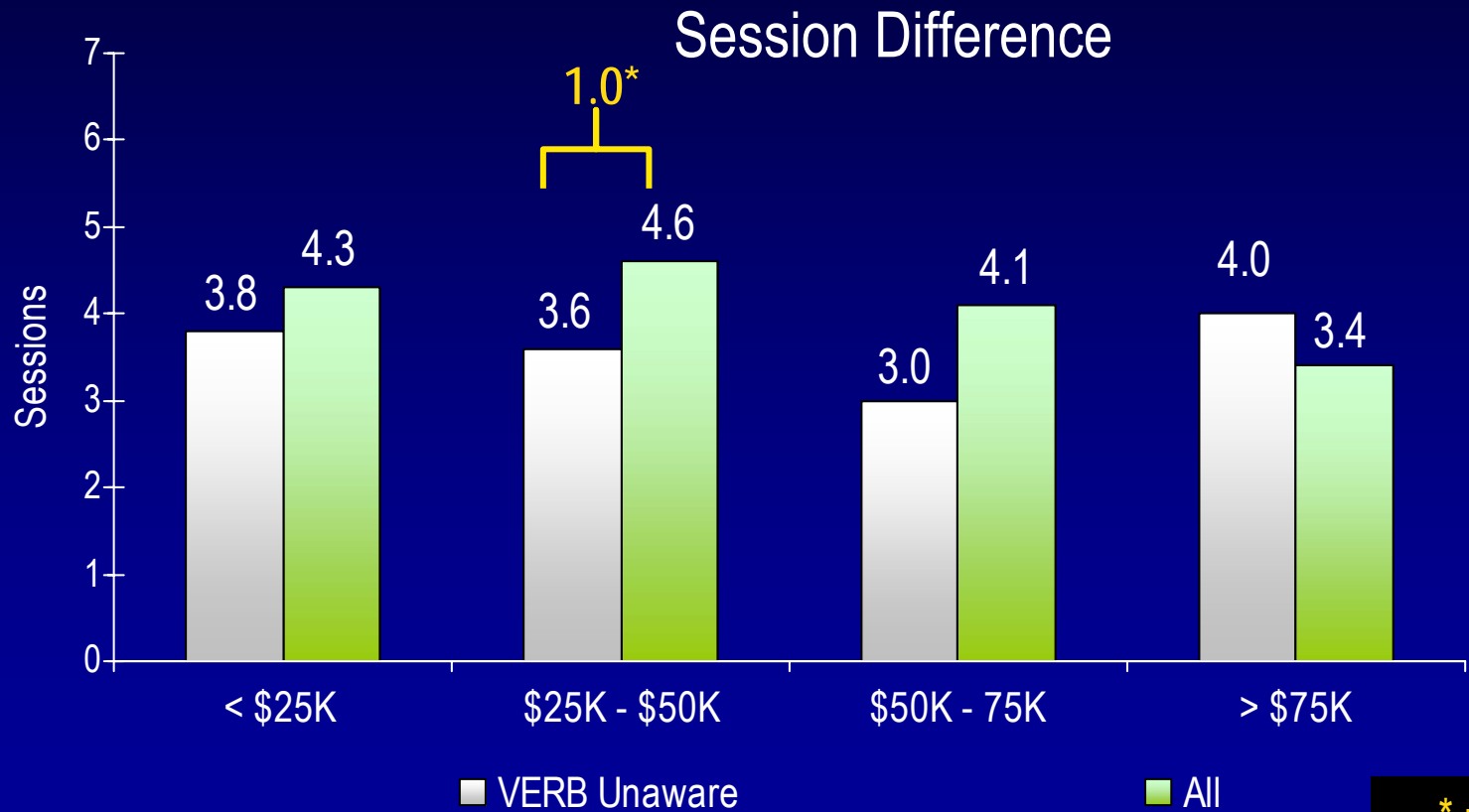
National Free-Time Physical Activity Sessions



* = $p < .05$

Effects of VERB by HH Income

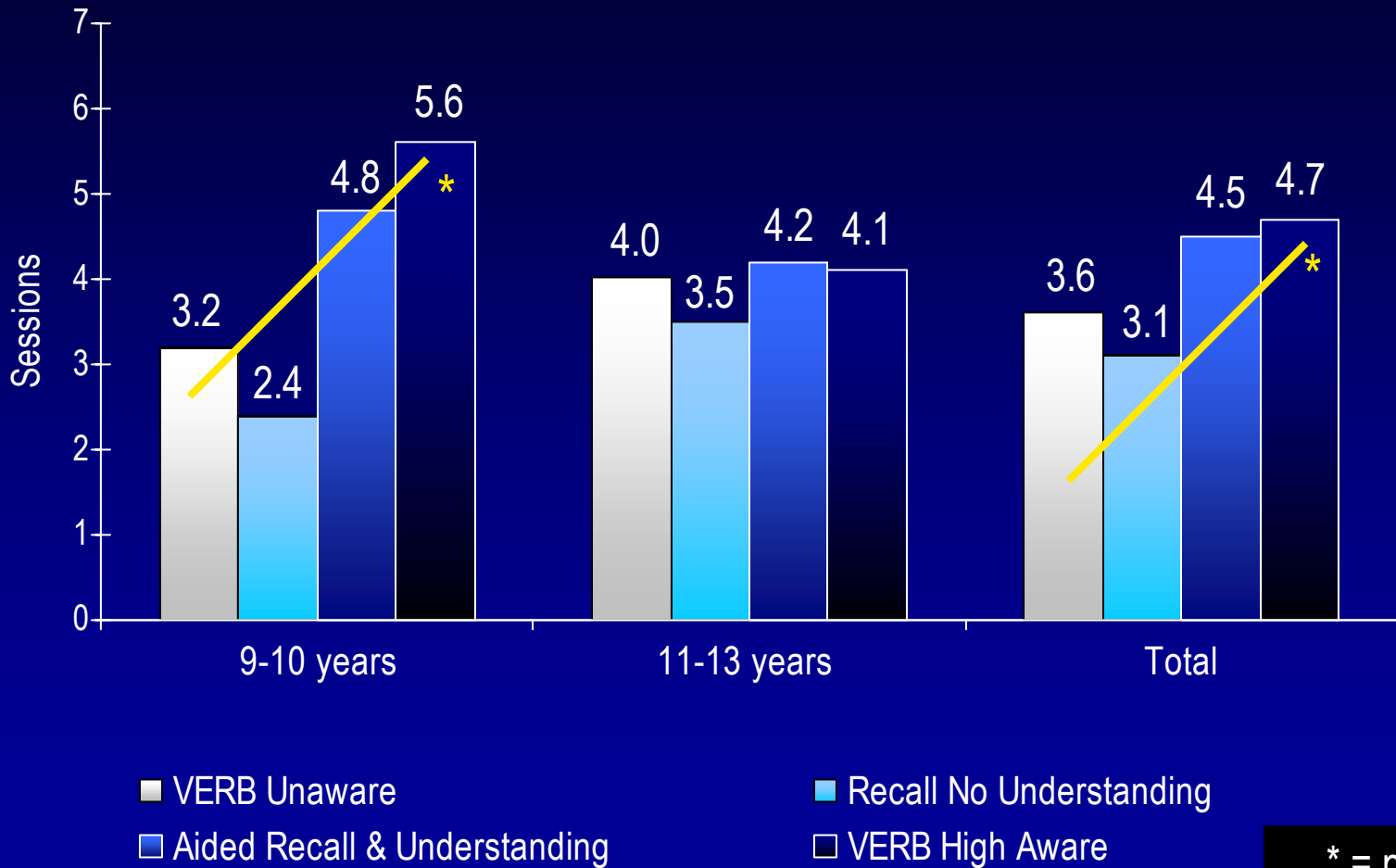
National Free-Time Physical Activity Sessions



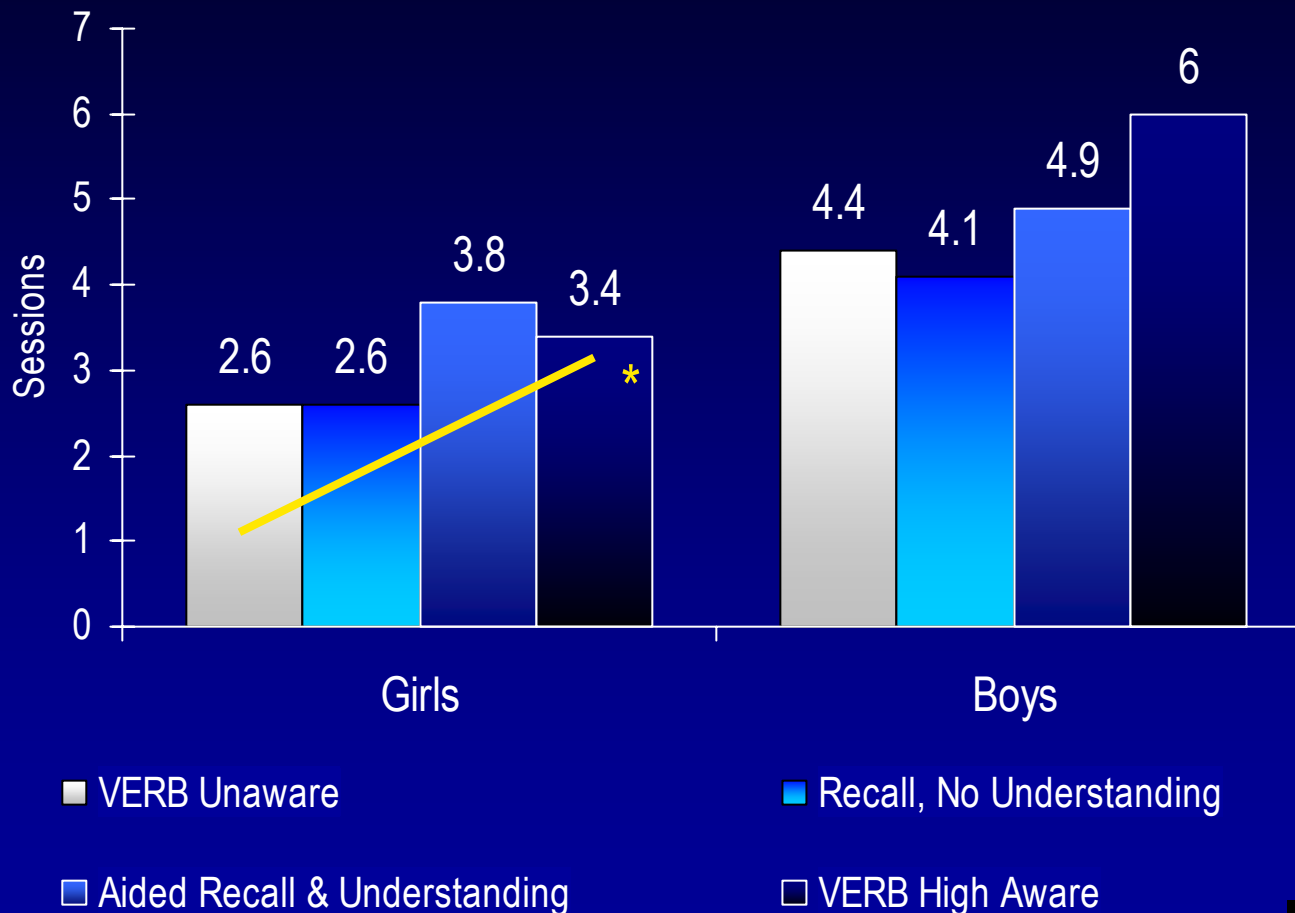
* = $p < .05$

Association Between Awareness and Outcomes

National Free-Time Physical Activity Sessions--Age



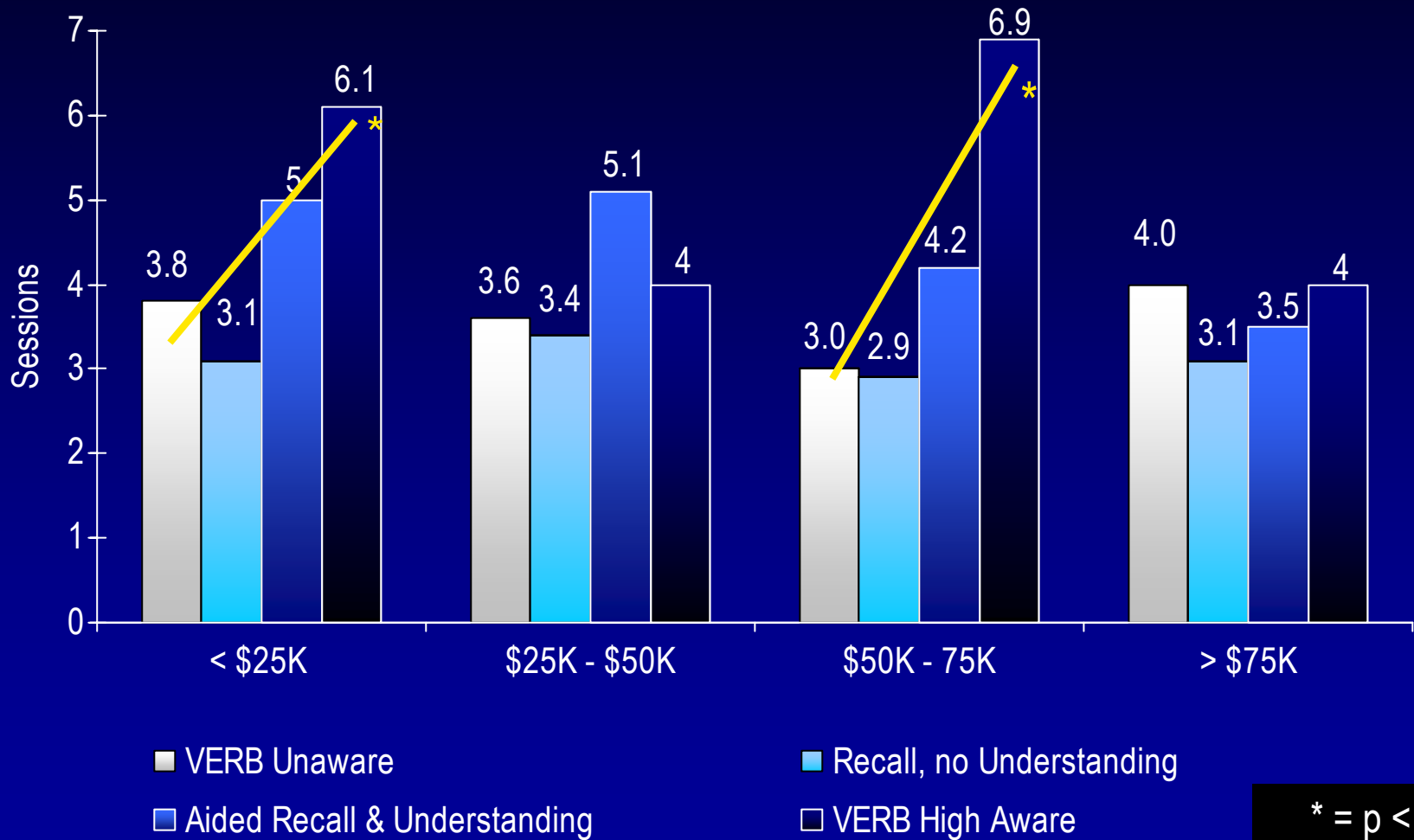
Association Between Awareness & Outcomes – National Free-Time Physical Activity Sessions--Gender



* = p < .05

Association Between Awareness and Outcomes

National Free-Time Physical Activity Sessions--Income



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)

