OVERVIEW

Community-wide campaigns are comprehensive programs that use multiple intervention strategies across multiple settings in a community. These comprehensive programs most often include components that target individual-level behavior change, as well as components that target organizational, community, social, or policy factors that support positive behavior changes. Mass media, social support programs, individual education, health fairs, physical activity events, and environmental changes are common elements of community-wide campaigns to increase physical activity.

Supported by:
- CDC’s Community Strategies and Measurements to Prevent Obesity in the U.S. (COCOMO)
- IOM’s Local Government Actions to Prevent Childhood Obesity
- Convergence Partnership’s Promising Strategies for Creating Healthy Eating & Active Living
- The Community Guide by the Community Prevention Services Task Force

Setting:
Community

EXAMPLES

- High-frequency television and radio advertising in addition to signage to promote physical activities like walking.
- Hosting community seminars and events, walking groups, broadcasting public service announcements, and providing a weekly newspaper column along with other printed materials to encourage more physical activity.

Research-Tested Intervention Programs (RTIPs)

- Wheeling Walks is a theory- and media-based community campaign that uses paid advertising to encourage walking among sedentary older adults. The 8-week campaign uses newspaper, TV, and radio advertising, weekly press conferences and news coverage, worksite programs, website exposure, and programs implemented by physicians, health professionals and ministers.

TRT REVIEWED INTERVENTIONS

- Verb™ Scorecard for communities
RESOURCES AND TOOLS

COMMUNITY

- **Healthy Communities Toolkit** (Michigan Department of Community Health)
  This nutrition and environmental assessment toolkit addresses policy, community design and planning, building coalitions, and working with the media. Also, it includes resources, tools, templates, reproducible materials, and links to helpful websites.

- **Physical Activity: Steps to Effective Cancer Control Planning** (Cancer Control P.L.A.N.E.T.- Plan, Link, Act, Network with Evidence-based Tools)
  This portal provides access to data and research-tested resources that can help planners, program staff, and researchers to design, implement, and evaluate evidence-based cancer control programs, including community-wide campaigns.

- **Physical Activity Resources for Health Professionals** (Centers for Disease Control and Prevention)
  This CDC-based web page provides links to physical activity programs, interventions, and campaigns supported by CDC which can serve as examples when planning programs and interventions for various audiences.

- **Community Toolbox** (Kansas University Workgroup on Health Promotion and Community Development)
  This internet-based service can assist and support communities in the development of health promoting campaigns. This collection of resources is organized by 16 core areas including tips, tools, materials, examples, and online assistance.

- **We Can!** (National Heart Lung and Blood Institute)
  This toolkit gives community planners a one-stop shop of planning tools, reproducible materials, and curricula with dynamic activities for parents to encourage a healthy weight in their family. The toolkit offers a six-course curriculum for parents on energy balance, nutrition activities to increase access and availability of healthy foods, increase physical activity, and reduce screen time.

REFERENCES

