

Product: Health - Public Service

Product Category: Health

Campaign Title: VERB
“It what you do Native Style”

Agency: G&G Advertising
Albuquerque, New Mexico/ Billings, Montana

Target Audience: American Indian Parents, Caregivers and Elders

Situation Analysis: American Indian children today spend less time being physically active and more time engaging in sedentary activities. Barriers to American Indian participation in activities include busy parent work schedules and limited financial resources.

Overall prevalence of Type 2 diabetes in American Indians is 12.2% vs 5.2% of the general population. Within some tribes, 50% of the population has diabetes. Sedentary lifestyles affect the likelihood of having diabetes.

Lack of activity may contribute to young peoples vulnerability to engage in risky behaviors. 28% of American Indians are smokers vs 16% general market. Native Americans have higher rates of alcohol and other drug use than other racial-ethnic groups.

Campaign Objective: Encourage American Indian Parents to motivate tweens to be more active.

Remind American Indian Parents, caregivers, and elders that our traditions and our cultures included healthy lifestyles.

Talk to kids about trying different activities to see what they are interested in.

Be a role model in leading physical activities with children, family and communities.

Make physical activity fun and challenging. Become an advocate for physical activity.

Invest in the health of our American Indian children and communities.

Campaign

Elements: Television :30 “Hour of Power”
Placed in top 16 American Indian Markets.

Print: “Proud, Strong, Active” Newspaper and Magazine ads place in top 30 Tribal Newspapers and National Magazines (News From Indian Country, Sho-Ban News, Navajo Times, Native Peoples, American Indian Report, Well Nations, to name a few).

Outcomes: Awareness of VERB highest amongst American Indian Target than any other

The overall reach has been very successful, as the campaign has been reached:

966,168 American Indians in Print Impressions

672,458 American Indians through radio

**Supporting
Materials:**

VERB Its what you do Native Style - 1,000 Press-Kits

VERB Its what you do Native Style - 20,000 Brochures

VERB Its what you do Native Style - 250,000 Banners & Give-aways

Over the course of the campaign G&G has conducted over 10 “VERB Its what you do Native Style” Events. The events are conducted on and off-Reservations, and promote participation in physically activity, by providing activities for kids and parents to try. Other VERB events have been part of Pow-wows, conferences, concerts, and Minor League Baseball games.