

## Timetable of Healthy Weight Awareness Campaign Components

### Television, Radio, Newsprint – Dates Aired/Published

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|  | 2002                                  | 2003                                 | 2004  | 2005                              |
|--|---------------------------------------|--------------------------------------|---|-----------------------------------|
| <b>1.</b> Soda: Cutting Back                               | Oct-Dec/TV,<br>Radio<br>Oct/Newsprint |                                      |   |                                   |
| <b>2.</b> Indoor Physical Activity: Use Your Home as a Gym |                                       | May- /TV,<br>Radio                   | Dec/TV  | Jan-March/TV                      |
| <b>3.</b> Outdoor Physical Activity: Healthy Maine Walks   |                                       | July-Sept/TV,<br>Radio,<br>Newsprint | May-June/TV,<br>Radio<br>July-Sept/TV,<br>Radio | May-July/TV                       |
| <b>4.</b> Outdoor Physical Activity: Be Active in Winter   |                                       |                                      |   | Jan-March/TV                      |
| <b>5.</b> Indoor Physical Activity: Healthy Maine Walks    |                                       |                                      | Dec/TV  | Jan-March/TV                      |
| <b>6.</b> TV: This is not an Exercise Machine              | Nov-Dec/TV<br>Nov/Newsprint           |                                      |   |                                   |
| <b>7.</b> TV: Off and Out of the Bedroom                   |                                       |                                      | May-June<br>/Radio,<br>Newsprint                | April-May/<br>Radio,<br>Newsprint |
| <b>8.</b> Get Your Portions in Proportion                  |                                       |                                      | Feb-April/TV,<br>Radio<br>Nov-Dec<br>/Radio     | Jan- /TV                          |

### Posters - Dates Produced

|  | 2002   | 2003    | 2004   | 2005   | 2008                                    |
|--|--------|---------|--------|--------|---|
| 1. Soda: This is not Water                                       | Nov 02 |         |        |        |   |
| 2. Flip Flops: These are Athletic Shoes                          |        | May 03  |        |        | Revised look and content March 2008     |
| 3. Stairs: This is an Exercise Machine                           |        | May 03  |        |        | Revised look and content March 2008     |
| 4. TV: This is not an Exercise Machine                           | Dec 02 |         |        |        |   |
| 5. Healthy Maine Walks   |        | June 03 |        |        | Revised look and content September 2008 |
| 6. Winter Workout: Are You Enjoying the Ups and Downs of Winter? |        |         |        | Feb 05 | Revised look and content March 2008     |
| 7. TV: Keep TVs and Video Games out of Your Child's Bedroom      |        |         | May 04 |        |   |
| 8. Portion Sizes   |        |         |        |        | March 2008                              |

### Direct Mail Pieces – Dates Published

|  | 2003     | 2004    | 2005-06  | 2007 - 2008                         |
|--|----------|---------|----------|-------------------------------------|
| 1. Family Fitness Kit: Secrets to Making Your Family Healthier Starting Today, Without Fancy Gadgets or Exercise Equipment | March 03 |         |          | Revised look and content June 2007  |
| 2. Tips for Keeping Kids at a Healthy Weight and Making Time for Family Fun  |          | June 04 |          | Revised look and content May 2007   |
| 3. Walk for Life   |          |         | May 05   | Revised look and content Sept. 2008 |
| 4. Get Your Portions in Proportion & Magnet  |          |         | Jan 06   |                                     |
| 5. There's a Way to Eat Fruits and Vegetables Every Day & Magnet   |          |         | April 06 | Revised look and content April 2008 |
| 6. Make the Switch to Low Fat  |          |         | May 06   |                                     |

**Action Packets – Dates Produced**

|   | 2003     | 2004    | 2005-06  |
|---|----------|---------|----------|
| <b>1. Develop Policies that Support Healthy Eat at Group Events</b>                           | March 03 |         |          |
| <b>2. Promoting Trail Development and Use of Safe Community Routes for Walking and Biking</b> | March 03 |         |          |
| <b>3. Enhanced Access to Places for Physical Activity</b>                                     |          | July 04 |          |
| <b>4. Develop Policies that Support Healthy Eating Options in Vending Machines</b>            |          | July 04 |          |
| <b>5. Create Environments that Increase Vegetable and Fruit Consumption</b>                   |          |         | March 06 |
| <b>6. Using Social Support Networks to Increase Physical Activity</b>                         |          |         | March 06 |