Nutrition Is Our Tradition: A Youth-Led Marketing Campaign to Improve Health in San Francisco
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Intro to the Work

The Youth & Partnerships
Youth Curriculum on Food Justice
- What are you really paying for?
- Health is more than an individual problem
- Being played by the fast food/junk food industry
- Counter advertising and messaging
- Messaging campaign development

From Idea to Implementation
- Youth ideas on a community marketing campaign implemented
  ◆ Billboards
  ◆ Public Transportation Ads
  ◆ Community Murals
  ◆ Posters at Businesses/Orgs

The Hits
- 100 MUNI Bus Ads targeted to Bayview
- 4 Bus Shelter Ads in Bayview
- 30 MUNI Light Rail Vehicle Ads targeted to Bayview
- 13 Billboards in Bayview (5.7M views)
- 3 Community Murals
- Local media
- 3 Transformed Businesses
- CBOs

Evaluation
- Youth led survey design and implementation on:
  ◆ Influences, beliefs, knowledge about healthy eating
  ◆ Attitudes to support healthy eating
  ◆ Intentions to eat healthier
  ◆ Increased importance of healthy eating as a community issue
- Successes: youth engagement, ad viewing, intention to eat healthier
- Challenges: time frame, youth drop out, staffing

Lessons Learned & Next Steps
Next Steps:
- Infuse messaging into existing programs
- Connect with more transformed businesses
- Integrate messaging with Healthy Retail SF Program

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