A GUIDE TO STYLE AND SUBSTANCE
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Welcome!

Dear Grantee,

Welcome to Fit Together! The NC Health and Wellness Trust Fund (HWTF) and Blue Cross and Blue Shield of North Carolina (BCBSNC) have teamed up to fund a unique obesity prevention initiative which has the potential to transform our state. The success of the initiative depends in large part on your efforts, as a recipient of one of Fit Together’s community grants.

Together, we have the opportunity to make Fit Together a widely recognized and influential social marketing campaign. This book is designed as a guide to help all of us take advantage of this great opportunity.

As a grantee, you are the initiative’s programmatic cornerstone. Your programs and success will be the driving force behind an awareness campaign to inform North Carolinians of the many ways individuals and organizations can unite to provide communities with the tools to promote healthy lifestyles and be “fit together.”

This awareness drive will include upcoming television commercials to highlight best practices, a Web site to help individuals, community leaders, businesses and other organizations learn from and participate in our programs, and finally a benchmarking and awards program to recognize effective programs and honor success.

By using the Fit Together name and logo appropriately, you will tap into the collective strength of all the organizations that are part of this initiative. An important step in that process is to develop a unified look-and-feel for our material as well as consistent key messages. In the following pages, you’ll find information on how to do that.

Thank you for being such a vital part of Fit Together!

Sincerely,
NC Health and Wellness Trust Fund
Blue Cross and Blue Shield of North Carolina
Key Messages

As a grantee building and promoting a local program, you can establish credibility and long-term viability in your community by raising public awareness of what you’re doing. This awareness will help you gain momentum, gather support and ultimately succeed on a programmatic level, which will help to assure that you and Fit Together make a lasting contribution to obesity prevention and treatment in North Carolina.

To raise public awareness, it’s important to communicate on a regular basis to press, community groups, corporations, schools and local and state government leaders. Please look to the following material that best describes Fit Together and its goals. These descriptions capture the full scope of our initiative. They will be valuable tools when it comes to capturing peoples’ attention.
The Big Picture

Fit Together is bigger than any one organization. The collective strength of our participating groups makes Fit Together a powerful force for change. The challenge is to be able to neatly and succinctly describe Fit Together’s “big picture.” To help, here’s a description of the initiative’s origins, mission and various components.

FIT TOGETHER: EQUIPPING NORTH CAROLINA’S COMMUNITIES TO COMBAT OBESITY

3Blue Cross and Blue Shield of North Carolina (BCBSNC) has joined with the NC Health and Wellness Trust Fund (HWTF) in a partnership to combat the state’s obesity epidemic. HWTF has committed $10.2 million to establish 20 community-based and statewide obesity prevention programs that will receive guidance and training from public health experts at Duke University Medical Center. Valuable lessons earned from these real-world laboratories will be captured by experts from the Brody School of Medicine at East Carolina University and converted into “best practices” that can provide practical guidance for civic, school and business leaders across North Carolina who are motivated to improve the health of their communities.

BCBSNC has pledged $3 million over a three-year period to fund a comprehensive awareness campaign designed around motivating leaders to institute community and organizational change. Advertising will seek to inspire individuals and agencies to take local action and will drive viewers to a Web site loaded with useful content for those desiring to affect personal and/or environmental change.

STRATEGY

Fit Together recognizes the limited value of health promotion efforts that focus exclusively on educating the individual about the benefits of a healthy lifestyle. Instead, it adopts the wisdom articulated by a statewide summit of experts who, in 2002, concluded that “comprehensive efforts to change health behavior must foster supportive policies as well as social and physical environments that encourage healthy lifestyles.” Published as North Carolina’s “blueprint” for fighting obesity, Eat Smart, Move More…NC. calls for improving the health of our communities through policy and environmental change. The blueprint’s approach was lauded by national experts, such as William H. Dietz, M.D., Ph.D., the Director of the Division of Nutrition and Physical Activity, Centers for Disease Control and Prevention: “North Carolina is one of our nation’s leaders in developing an initiative to move communities to adopt healthy eating and physical activity policy and environmental changes in an effort to prevent and combat rising trends in obesity and other chronic diseases.”

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COMMUNICATIONS PLAN
The messages envisioned for the paid media campaign will seek to inspire community, school and business leaders across North Carolina to follow the examples set by model programs selected from among the 20 Fit Together grantees. Viewers will be encouraged to visit a Web site where lessons learned by grantees will be distilled into “best practices” that can serve as a roadmap for local implementation. Workshops will be conducted around the state, bringing community and business leaders together with public health experts who can offer guidance on successful policies and practices. Progress achieved at the local level will be measured through a formal benchmarking process, and successful communities will be recognized and rewarded.

“CALL TO ACTION” WEB SITE
In addition to “best practices” guidance for communities, individuals will have online access to a listing of opportunities for volunteer activity related to obesity prevention in their community, a diagnostic risk assessment tool sponsored jointly by the NC Academy of Family Physicians and the NC Pediatric Society, as well as a directory of local resources for nutritional guidance and physical activity including locations of greenways, hike and bike trails, etc. These represent practical tools for use by those individuals who may be motivated to improve the health of themselves, their children and their community.
Boiling It Down

While it’s important to understand Fit Together’s big picture, communicating it successfully to media or potential community partners requires some boiling down. Below, please see condensed descriptions of the initiative and its sponsors. These descriptive nuggets are called “boilerplates,” and they will play into our next chapter, Formats. Below, you will also find a brief guide to helping you create a boilerplate for your organization.

ABOUT FIT TOGETHER
Fit Together, a public-private partnership between the NC Health and Wellness Trust Fund (HWTF) and Blue Cross and Blue Shield of North Carolina (BCBSNC), is a long-term statewide overweight and obesity prevention initiative. Fit Together includes 20 community-based obesity prevention programs funded by $10.2 million from HWTF and guided by researchers at Duke University Medical Center and the Brody School of Medicine at East Carolina University. A multi-faceted awareness campaign, funded by a $3 million commitment over a three-year period from Blue Cross and Blue Shield of North Carolina, will alert individuals, community leaders and business and civic organizations to policies and practices that lead to better health.

ABOUT THE NC HEALTH AND WELLNESS TRUST FUND
The NC Health and Wellness Trust Fund (HWTF) makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina’s share of the national tobacco settlement, HWTF has invested $55 million to support preventive health initiatives and $78 million to fund a prescription drug assistance program. For more information, please visit www.hwtfc.org.

ABOUT BLUE CROSS AND BLUE SHIELD OF NORTH CAROLINA
Blue Cross and Blue Shield of North Carolina (BCBSNC) is a leader in delivering innovative health care products, services and information to approximately 3 million members, including approximately 500,000 served on behalf of other Blue plans. The company offers its members the Blue Extras℠ value-added programs, which provide discounts and information on a wide variety of health-related services at no additional cost. BCBSNC also offers life, dental, long-term care and disability insurance products. For 70 years, the company has served its customers by offering access to quality health care at a competitive price and has served the people of North Carolina through support of community organizations, programs and events that promote good health. BCBSNC’s HMO and POS products have earned Excellent Accreditation from the National Committee for Quality Assurance (NCQA), an independent, not-for-profit organization dedicated to improving the quality of health care delivered to people everywhere. BCBSNC also has North Carolina’s first and only NCQA accredited PPO plan – Blue Options℠. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Access BCBSNC online at www.bcbsnc.com.

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YOUR BOILERPLATE

Your group may already have a boilerplate. If so, it still may be helpful to review these key ingredients:

• Using your organization’s name as the subject (usually the first words) in your opening line; use the first sentence to describe, as simply as possible, your organization’s mission.

• Use up to two supporting sentences to explain the most interesting and pertinent facts of how you fulfill your mission. Are you part of a larger group (for example, an office within a health administration program)? What are the major services you provide? What is your service area? Do you support other health programs? Do other health programs support you?

• Conclude with a reference to your Web site or contact information for the leader of or spokesperson for your organization.
Format

A media advisory and a news release are common and effective ways to inform the news media of Fit Together activity and to gain coverage. Media attention, in turn, can help to build awareness of and support for your program. On the following pages, you will find a template media advisory and a template news release to use as guides.

AS BACKGROUND:

• A media advisory is a document that you may email, fax or even hand-deliver to a news outlet that informs editors and reporters of upcoming events they may want to cover. As such, it should be a brief and well organized presentation of journalism’s sacred “Five Ws”: Who, What, Where, When and Why. A media advisory works best when delivered about two days before an event (for example, if you have an event on Friday, the media advisory should go to press on Wednesday).

• A news release is more fleshed out. It seeks to fully explain a new development or to let reporters and editors know what happened at an event. Journalists want to be timely, so a news release works best if it goes to editors and reporters on the day that news breaks.

• Both formats should follow the same rules that good journalists follow:
  - The material should be factual in nature, not full of opinion. It’s OK to trumpet your program and success a little, but for the most part, stick to the facts. Use quotes to express opinion.
  - The material should be written in the third person. Describe what will happen or what has happened as a dispassionate observer, not as a participant.

Please look to the following examples as models for creating your own material.
NC Health and Wellness Trust Fund and BCBSNC to launch major healthy lifestyle initiative

Raleigh, N.C. - The NC Health and Wellness Trust Fund (HWTF) and Blue Cross and Blue Shield of North Carolina (BCBSNC) will announce a unique, long-term statewide overweight and obesity prevention initiative uniting public and private resources.

Lt. Gov. Beverly Perdue, Chairperson, HWTF
Bob Greczyn, President and CEO, BCBSNC

Health experts from across the state
Hula-hooping kids, roving vegetable mascots and the BCBSNC Caring Cub mascot

10 A.M., Wednesday, April 7, 2004
The John Morrison Memorial Playground
1601 Hillsborough St., downtown Raleigh

A recent study by the Journal of the American Medical Association concludes that poor diet and physical inactivity are poised to overtake tobacco as the country’s leading, preventable cause of death.

- 27% of North Carolina high school students are overweight or at risk of being overweight. (Centers for Disease Control)
- 57% of North Carolina adults are overweight or obese. (CDC)
- The obesity rate among North Carolina adults rose by 82% from 1990 to 2002. (CDC)

Healthy Nutrition Station (healthy meals and snacks ideas, etc.).
Physical Activity Station (tips for incorporating exercise into everyday activities, etc.).
Roving vegetables! Lt. Gov. Perdue and Mr. Greczyn interacting with these elements.
Unveiling of a new brand logo.

#-#-#

Use this space to include your group’s name under the FT banner.
Key info presented as Five-Ws. The headline and lead paragraph already tell the ‘what’.
If you have strong visuals (or photo-ops), tell the press.
Your logo here (optional)
Always include the partner logos here.

FOR IMMEDIATE RELEASE
April 7, 2004

Contacts: Mark Ezzell
HWTF
919-733-4022

Capture most important info in headline.
Quick stats help press frame the issue.
Your group’s contact information: Name Group Phone Numbers

Your logo here (optional)
NC Health and Wellness Trust Fund and BCBSNC Launch Fit Together, a $4.5 million statewide healthy lifestyle initiative

Raleigh, N.C. – Today the NC Health and Wellness Trust Fund (HWTF) and Blue Cross and Blue Shield of North Carolina (BCBSNC) launched Fit Together, a long-term, comprehensive statewide overweight and obesity prevention initiative uniting $4.5 million in public and private resources.

Lt. Gov. Beverly Perdue, HWTF chairperson, and Bob Greczyn, President and CEO of BCBSNC, announced the groundbreaking, three-year initiative at a news conference at the Central YMCA in downtown Raleigh.

The three-year initiative will include a public education campaign, consisting of advertising and other communications to the public and a Web site. It will also highlight successful community programs through a clearing house and awards program. The media campaign and other program initiatives will begin this year.

BCBSNC and HWTF are jointly implementing and funding the initiative.

The Centers for Disease Control recently reported that 27 percent of North Carolina’s high school students are overweight or at risk of becoming overweight and more than half of North Carolina adults are overweight or obese. This alarming statistic underscores the importance of this three-year campaign designed to change health behaviors in the state. Fit Together will develop and disseminate targeted messages to encourage increased physical activity and healthy eating and promote effective community-based activities and proven approaches.

“Many North Carolina communities recognize the importance of obesity prevention, and so there are model projects across the state that we all can learn and benefit from,” said Perdue. “Our partnership will make North Carolinians aware of community activities and best practices from Murphy to Manteo. From there, it’s about making healthy choices. And healthy choices result from having the right information.”

A study published in the March 10, 2004 issue of the Journal of the American Medical Association concludes that poor diet and physical inactivity are poised to overtake tobacco as the leading cause of death. Obesity and being overweight have been described as an epidemic that could literally wipe out other improvements in health and safety. It’s a serious issue that cities, towns and states like North Carolina are addressing.
Fit Together News Release (continued)

Fit Together Announcement, Page 2

“All across the country, communities are trying new ways to deal with obesity issues and finding out what works. What’s been missing is a way to gather these findings in a single, easily accessible place,” said Greczyn. “With our partners at HWTF, we’re creating a clearinghouse for helpful programs and services, educating North Carolinians through a television awareness campaign and recognizing best practices through an awards program.”

Detailed plans for the Fit Together Web site, awards program and television campaign will be completed and announced in the coming months. Fit Together is a $4.5 million combined commitment over three years by the HWTF and BCBSNC. HWTF has already invested more than $8 million in community grants and other initiatives to prevent overweight/obesity in North Carolina.

About Blue Cross and Blue Shield of North Carolina

Blue Cross and Blue Shield of North Carolina is a leader in delivering innovative health care products, services and information to approximately 3 million members, including approximately 500,000 served on behalf of other Blue plans. The company offers its members the Blue ExtrasSM value-added programs, which provide discounts and information on a wide variety of health-related services at no additional cost. BCBSNC also offers life, dental, long-term care and disability insurance products. For 70 years, the company has served its customers by offering access to quality health care at a competitive price and has served the people of North Carolina through support of community organizations, programs and events that promote good health. BCBSNC’s HMO and POS products have earned Excellent Accreditation from the National Committee for Quality Assurance (NCQA), an independent, not-for-profit organization dedicated to improving the quality of health care delivered to people everywhere. BCBSNC also has North Carolina’s first and only NCQA accredited PPO plan – Blue OptionsSM. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Access BCBSNC online at www.bcbsnc.com.

About the NC Health and Wellness Trust Fund

The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina’s share of the national tobacco settlement, HWTF has invested $55 million to support preventive health initiatives and $78 million to fund a prescription drug assistance program. For more information, please visit www.hwtfc.org.

*March 24 USA Today report on Duke University obesity study.
**Logos and Usage**

A strong social marketing campaign derives much of its authority from presenting itself to the public with a consistent look-and-feel. Here are guidelines for using the Fit Together logos:

- The Fit Together, HWTF and BCBSNC logos should appear in the colors presented here or in black-and-white. Please do not change the colors of the logos.

- Please include the Fit Together, HWTF and BCBSNC logos (in addition to your own logo if applicable) on all collateral and promotional materials you produce.

- In press releases and other formal documents, please use the Fit Together, HWTF and BCBSNC logos as shown in the preceding pages. Please use the lower left of the page for your logo (if applicable).

- Whether or not your group has a logo, please use the space provided in the template documents below the Fit Together logo to type in the name of your organization.

- When typing in the name of your organization, please use standard grammatical rules - upper case on the first letters of words in a proper name, lower case elsewhere. For example, Be Active and Commit to be Fit.