

# Metabolic Magic Mini-Interventions

## All-Out Ad Campaign

*(Suggested usage: After Case Study 3, Case Study 4)*

Students will work together to create a “Healthy Choices” marketing campaign for their school and/or community.

### Pre-activity discussion questions:

- What are youth most concerned about in terms of health?
- What are the biggest health challenges that affect them?
- What are potential solutions?
- Have you seen or heard of solutions to these challenges that worked for others?
- What has worked for you to overcome health challenges?

### Guidelines:

- Students brainstorm and discuss what the theme of the campaign will be.
- Decide where and how to advertise
- Decide how best reach peers
- Take a field trip to an advertising agency or have a guest speaker come to the students
- Produce a Public Service Announcement (PSA) at a local recording studio (Tiny House Studio)
- Create a “story” ad campaign (such as an Instagram post) with video and/or pictures.
- Have adults and students critique PSA before final product is released.

Suggested advertising media include:

- Local radio station slot (PSA)
- Videos or voice PSA during school announcements
- Posters
- Social media
- Closed-circuit TVs in schools (PSA running during passing times between classes)