

## **Domain 6: Media Outlets and the Marketing Industry**

### **“Shaping a Healthy Future” Award- The PennySaver**

The PennySaver played a key role in leading the way as a media partner with the initial launch of the San Diego County Childhood Obesity Action Plan campaign in 2006. To date, PennySaver supports the Initiative through countywide advertising outreach to foster public awareness of the health benefits of regular physical activity, healthy nutrition choices, and maintaining a healthy weight.

The publication has provided approximately \$80,000 in free, full-county coverage of advertising space available to help distribute health messages about childhood obesity to San Diego County homes. In the past year, this has translated to millions of households in the county exposed to multiple health messages.

Moving forward, The PennySaver has offered to continue to provide ad space for the Initiative and its key health messaging about Childhood Obesity. In addition, they are working with a few of their national business clients in the restaurant category to engage in collaboration with the Initiative to continue public awareness and healthy choice coupon incentives for use at special events and other community functions.