



nrg Powered by Choice™
the teen campaign to *make healthy easy*

CAMPAIGN HIGHLIGHTS: JANUARY – AUGUST 2008

Developed by teens for teens, nrg Powered by Choice empowers them to lead changes that support healthy eating and active living in their schools and communities. Teens progress through three milestone phases of the campaign with supervision from their adult advisors.

Own It – *teens declare their involvement in the campaign*

- Between January and August 2008, teen enrollment increased 43%, and adult advisor enrollment increased 25%

Share it – *teens rally their friends to participate*

- Campaign reached 266,663 teens in Highmark's 49-county service area through August 2008
- Campaign website, www.poweredbychoice.org, received 109,580 visits between March 2007 and August 2008
- A majority of teens enrolled in the campaign reported spreading the nrg Powered by Choice message through customized communication strategies: morning announcements (66%), decals/magnets (68%), t-shirts (66%), and posters (79%)

Change it – *teens work together to create lasting change*

- 40% of teens served as social-peer role models for younger students regarding healthy eating and active living
- 49% of teens participated in raising funds to purchase physical activity equipment for their before/after school program settings
- An average of \$450 per funded site was raised by teens to purchase equipment or programming to support healthy eating and physical activity

Additional Findings

- Significant increases were found in teen attitudes about healthy eating (likert scale of 1-5, where 1=strongly disagree and 5=strongly agree): pre mean=4.19, post mean=4.29, $p=.05$), and teens self efficacy with nutrition and physical activity (pre mean=3.66, post mean 3.79, $p\leq.01$)
- Girls are twice as likely as boys to lead the campaign in their settings
- Eighth graders (27%) are the most represented grade segment among teen campaign leaders
- Teens who led the campaign were likely to participate in National Honor Society (50%); Student Council (44%); Varsity Club (31%); Family Career, and Community Leaders of America (25%); and future Farmers of America (25%)
- More than half of teen campaign leaders participated in band and chorus, while nearly half participated in basketball and track and field