



You're the Mom celebrates moms for the important role they play in their families and communities.

The messages empower moms and show them that making healthy food choices for their kids can be easy and fun. We want moms to believe that eating well at restaurants matters and is doable. Because moms are awesome, and they should feel that way.

Moms play a big role in making food choices for their families. To create this campaign, we spoke with Black and Latina moms with lower incomes who have kids between the ages of four and ten and frequently eat fast food with their kids.

What we heard from these moms probably comes as no surprise: they want to raise healthy, happy kids. But they lead hectic lives. Fast food is quick, convenient, and affordable.

We get that. So we want to meet moms where they are. We want to support moms and give them tools to make healthier choices for their kids when they eat fast food. While all moms may be inspired by these messages, the priority audience is Black and Latina moms with lower incomes.

You're the Mom was piloted and evaluated in Springfield, Massachusetts. The four-month campaign featured digital and bus ads, radio spots, billboards, social media, a [microsite](#), and outreach at community events. We commissioned artists to paint murals and utility boxes around the city. And we asked community leaders to serve as advisors and help develop a network of organizations to support the campaign.

We've created a digital toolkit that provides all of the materials to bring You're the Mom to your community. The resources are designed to work in any combination, so you can choose those that best fit your organization's mission and assets. In the kit, you'll find:

- Images, sample text, and guidelines for posting to Twitter, Facebook, and Instagram
- A website banner to direct people from your website to *You're the Mom* resources
- Printable posters and sticker templates
- Radio scripts for DJs to read on-air

If you're interested in bringing You're the Mom to your community and would like access to the toolkit, please email us at YoureTheMom@tufts.edu. We can't wait to hear from you!