A CAMPAIGN TO EMPOWER MOMS TO MAKE HEALTHIER CHOICES FOR THEIR KIDS IN RESTAURANTS.
You’re the Mom celebrates moms for the important role they play in their families and communities. The messages empower and show moms 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.
Every day, just over 1/3 of kids in the U.S. eat fast food. Compared to those who don’t, kids who eat fast food, and especially kids from families with lower incomes, tend to eat more calories, fat, and added sugars.

Fortunately though, many restaurants have made changes to their kids’ menus, like reducing the calories in new items, removing soda, and adding healthier sides like apple slices.

We believe we can have the greatest impact by empowering moms to select healthier options at fast food restaurants.
We know moms play the biggest role in making food choices for their kids and families. So we talked with moms to find out why they eat fast food with their kids and what that experience is like.

What we heard probably comes as no surprise: moms want to raise healthy, happy kids. But they and their kids lead really hectic lives. Fast food is therefore a quick, convenient, and affordable way to feed their families.

We get that. So we want to meet moms where they’re at. We want to support moms and give them the tools to make healthier choices for their kids when they do eat fast food.

WHY FOCUS ON MOMS?

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WHAT ABOUT DADS?

DADS ARE AWESOME TOO AND WE KNOW THAT THEY CAN ALSO BE A POWERFUL INFLUENCE IN THEIR KIDS’ LIVES.

We worked with a group of moms to develop this campaign and the messaging speaks to their experiences. And the tips You’re the Mom offers can be used by moms, dads, grandparents, older siblings, and even kids themselves.
ARE YOU TRYING TO REACH ALL MOMS?

HOPEFULLY, YES! BUT BECAUSE EVERY CAMPAIGN NEEDS A SPECIFIC FOCUS TO BE SUCCESSFUL, WE’RE PRIMARILY TRYING TO REACH MOMS WHO LEAD HECTIC LIVES THAT COME ALONG WITH RAISING YOUNG KIDS AND HAVE THE ADDED PRESSURE OF LIMITED RESOURCES.

SPECIFICALLY, OUR PRIORITY AUDIENCE INCLUDES:

- AFRICAN AMERICAN AND HISPANIC/LATINA MOMS WITH LOWER INCOMES (<$50,000)
- WHO HAVE KIDS BETWEEN THE AGES OF 4 AND 10
- AND WHO FREQUENTLY EAT FAST FOOD WITH THEIR KIDS
After gathering a bunch of input from moms (and some dads), we partnered with advertising agency Victors & Spoils to transform those insights into a powerful campaign.

The creative team at V&S took these insights and, with some feedback, developed several creative concepts that could guide a larger campaign. After testing these concepts with real moms and getting their thoughtful, honest feedback, we landed on the You’re the Mom campaign.
OK, SO WHAT DOES YOU’RE THE MOM WANT MOMS TO DO?

We want moms to make simple swaps when ordering meals for their kids so the meals are healthier while still being tasty and satisfying:

- Order a meal from the kids’ menu
- Replace soda with water
- Order grilled instead of fried menu items
- Include a fruit or vegetable side with your meal
THESE SIMPLE SWAPS ARE PACKAGED INTO TWO THEMES:

KID SIZE-IT
We want moms to stop and rethink the portions they’re ordering for their kids, but we wanted to approach it with a little humor. These executions encourage moms to order from the kids' menu and appear in both English and Spanish.

HEALTHY SWAPS
Moms are all about social media, so we developed a series of healthy hashtags and GIFs to get them thinking about easy, healthy choices they can make and sharing those choices online. Of course, drinking water and eating fruits and vegetables is important every day, but incorporating swaps in this way can help to form new habits.
WHERE ARE THE MESSAGES PLACED?

The campaign ran in full force from mid-June through the end of September 2016.

Media plan included:

- billboards
- radio spots
- bus advertisements
- social media
- digital ads
- a microsite
- presence at community events
- community beautification
- outdoor murals portraying local moms

Our public relations strategy was highly successful and resulted in articles in local news sources and blogs.
PAINTED ON THE SIDE OF TWO LOCAL BUSINESSES, THESE MURALS FEATURE LOCAL MOMS WHO ARE MAKING HEALTHIER CHOICES FOR THEIR KIDS. THESE MOMS WERE PART OF OUR EARLY FOCUS GROUPS IN THE COMMUNITY AND THEY LOVED THE CAMPAIGN SO MUCH THEY WANTED TO CONTINUE TO BE A PART OF IT.
We’re awaiting full results, but initial indicators appear promising.
Through a randomized control trial (basically, a fancy research study),
we’ll be looking at the impact of the campaign on:

- Food ordered and consumed
- Restaurant-related behaviors and attitudes
- Campaign awareness

Stay tuned!
WHAT DID WE LEARN?

Scores for impact and message communication were above the norm. Across the board, scores were even higher among our primary target of African American and Latina moms, and among moms who more frequently eat fast food with their kids.

Why we think we have a winner:

- The ad has impact and stopping power
- The top message moms take away is about portion size, followed closely by feeling empowered
- Moms feel inspired and confident after seeing the ad
- The message is relevant to moms

These strong results suggest that You’re the Mom could have a real impact.

WE ALSO TESTED* ONE YOU’RE THE MOM EXECUTION WITH A NATIONAL PANEL OF MOMS.

YOU WOULDN’T DRESS THEM IN ADULT CLOTHES.

WHY ORDER THEM ADULT-SIZED MEALS?
THEY’RE KIDS, ORDER THEIR MEALS FROM THE KIDS’ MENU

*Copy tested with Millward Brown Link™ Test
WHAT DOES THE COMMUNITY THINK OF YOU’RE THE MOM?

We interviewed 10 leaders of these organizations, and here’s what they had to say:

• Campaign messages are culturally appropriate, recognizing moms’ realities and meeting moms “where they’re at”
• Key messages do not take a negative tone with moms (i.e., “don’t eat this or that”)
• Small incentives, like campaign branded t-shirts can generate enthusiasm for this campaign

"You’re the Mom gave me a new way to talk with parents about food choices for their children. We need to meet people where they are at."

Liz, You’re the Mom Community Advisory Board Member

The response for the community has been overwhelmingly positive. Thanks to our incredible community advisory board, we’ve made connections with nearly a dozen other organizations that have enthusiastically supported the campaign by distributing hard-copy materials, sharing our content online, and facilitating campaign evaluation.
THIS SOUNDS AWESOME. HOW CAN I GET INVOLVED?

WE’RE SO GLAD YOU’RE EXCITED ABOUT YOU’RE THE MOM!

We’ve created an easy-to-use digital toolkit for organizations that want to bring the campaign to life in their own community.

Are you:
• part of an organization that could help us implement the campaign in your community?
• a funder interested in bringing the campaign to a community, region, or state?
• a reporter or blogger who wants to help spread the word?
• or a mom who really believes in what the campaign is trying to do?

If so, we want to hear from you!
Send us an email at yourethemom@tufts.edu.

You can also find us on social media:

facebook: @YoureTheMomMovement
twitter: @YoureTheMom
instagram: @YoureTheMomMovement

Connect with us online using #YoureTheMom
You’re the Mom was developed by ChildObesity180 at Tufts University Friedman School of Nutrition in collaboration with Victors & Spoils. Support for the campaign and the research study were generously provided by The JPB Foundation.

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