VERB Summer Scorecard
A Project of the Lexington Tweens Nutrition and Fitness Coalition

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Lexington Tweens Nutrition and Fitness Coalition

Dedicated to making healthy eating and regular exercise popular and accessible to Lexington tweens

Coalition members
- YMCA
- Parks and Recreation
- School Food Service
- Cooperative Extension
- University of KY
- Pediatrician
- Teachers
- Parents
- Lexington Legends Baseball
- Fitness Businesses
- Children’s Museum
- Partners for Youth Health Department
- Hispanic Area Health Center
- Faith Based Groups
- Interested Citizens
- Former Mayor

Youth Board: 24 members
- Feed them and they will come.
- Trained to lead tween focus groups

Community Based Prevention Marketing

The community support and local wisdom of a coalition combined with the sophisticated and effective tools of social marketing

“Marketing got us into this. Maybe marketing can get us out of it.”

Dr. Carol Bryant
University of South Florida
Teaching the coalition to think like marketers

Decisions: Evidence based instead of expert driven

Coalition selects target audience
- Tweens / 9 – 13 year olds
- Bulls eye of target: 6th graders (11-12 year olds)

Coalition selects six topic areas:
- Sweetened beverage consumption
- Portion size
- Parental involvement
- Physical activity in schools
- Physical activity in community
- Nutrition in schools

VERB Summer Scorecard Conceived
- Faye Wong, Director of VERB, visits Coalition
- Based on successful library reading and passport program
VERB Summer Scorecard

Cut out the Summer Scorecard and bring it to an activity on any Scorecard day. You can get your card stamped at the vendor sites and different places. At each stop, visit any different places.

Parents: Related one of your squares with your name on three or 12 squares. All 12 squares are stamped or validated by vendor 12, punch recipes for games.

Fun Calendar
Events Just for Summer Scorecard

Prizes
Complete Scorecard to be in Prize Drawing

Fun Things to Do at Home with Summer Scorecard

Double Time Any Time
Take two VERBS, make one game...and go. Sockey! Use a hockey stick and a soccer ball to make your own game.
Scorecard Distribution
- Schools
- YMCA
- Public Pools
- Day Camps
- Summer Feeding Program
- Boy and Girls Scouts
- 4-H
- Faith Based Organizations
- Scorecard Partner Sites

Scorecard Advertising
- Radio—tweens
  - The Cat: Clear Channel
  - The Beat: African American
  - Radio Vida: Hispanic
- Print Ads—parents
  - Lexington Herald Leader
  - Lexington Family Magazine
  - La Voz

Free Advertising
- TV News Shows 9X (Nazr Mohammed)
- Radio Interviews 4X
- Newsletters: PTA, Girl Scouts, Faith Orgs.
- Web Site
- List Serves
- Coalition Members
- The “Grapevine”
- 5 Newspaper Articles

Longest Day of Play
18 Special Events / ~ 950 participated
Coalition members coordinated 3 big events
Lexington Tennis Center
VERB Summer Scorecard Grand Finale

Tweens “Find Their VERB” at Applebee’s Park

August 10, 2004

≈ 1000 in attendance
Scorecard Statistics
- 355 Scorecards turned in
- Untold partially completed scorecards
- 5000+ Stickers distributed

VERB Summer Scorecard Participants

Who participated?
- 9 year olds: 28%
- 10 year olds: 21%
- 11 year olds: 20%
- 12 year olds: 11%
- 13 year olds: 12%
- 5-8 year olds: 7%
- 14 year olds: .3%

Who Participated?

VERB Summer Scorecard Participants

African-American 33%
White 55%
Asian 1%
Hispanic 3%
other 7%
none 1%
Who participated / Zip Code

- 40517 Tates Creek: 18%
- 40511 Russell Cave to Leestown: 11%
- 40503 Nich. Rd. to Harrodsburg Rd.: 10%
- 40502: Chevy Chase 9%
- 40515: Athens-Boonesboro: 9%
- 40508: Downtown / North: 8%
- Rest scattered between 11 zip codes

Side Effects

- Organizations increased PA opportunities for Tweens
- Partnerships increased/strengthened
- Businesses repositioning themselves
- VERB: household word in Lexington

“I never thought about if my kids exercised or not. The Scorecard made me think about it every day. And now I’m still checking”.

Parent whose children participated in program

“The VERB Scorecard helped us plan our summer. My son woke up each morning and said, ‘What’s on the card today?’ We don’t have a lot of money. It was great having so many free things to do.”

Parent whose child participated in program

“I tried things I never tried before. I went bowling and climbed rocks. I went outside and played more than I usually do.”

Child who participated in program
Rich people have country clubs and tennis courts. VERB was for people who don’t have all that. VERB was for us this summer!”

Parent whose children participated in program

“\nI’m proud to be a part of this program. I tell everyone who comes in about it. I’ve worked here for years and I see how much bigger the kids are getting. I’m going to talk to the owner about selling something besides junk food here.”

Employee at Scorecard Business Partner

Youth Board Member

“I would work on this project full time if I could.”

Lessons Learned

- More planning time
- Cards ready in time for school distribution
- Require more of business partners
- Fewer squares to be stamped by partners
- Cards less complex / calendar format?

...Lessons Learned

- Better training of partners’ staff
- Check community calendar for competing events
- Age factor
- Card in Spanish

Spin-Offs of VERB Summer Scorecard

- Wolfe County, KY
- Grant County, KY
- Sarasota, Florida
- Vermont
CDC Interest

- Visits
- VERB Summer Scorecard in 3 publications
- Parent packet
- What they liked: local roots, community partners, true to brand

Where we go from here

- Final report December 2004: will guide coalitions decisions in developing a strategic plan

The End