

# Healthy Texas Babies Initiative: Someday Starts Now Public Awareness Campaign



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WOMEN

MEN

PARENTS



## Someday starts now.

The choices you make now matter. That's especially true if there's a baby in your future, whether it's months or years away. Your decisions today can affect the health and well-being of your child for the rest of his or her life. Fortunately, you don't have to go it alone. This site is designed to provide the information and resources you and your partner need to start your healthy future — right here, right now.

WOMEN

MEN

PARENTS

**FOR WOMEN:  
A LIFE  
PLANNING TOOL**  
START YOURS NOW >



**MAPS FOR NEW DADS:  
A GUIDE TO TAKING  
CARE OF YOUR NEW BABY**

DOWNLOAD NOW >



**FOR PARENTS-TO-BE:  
A BIRTH PLAN TOOL**

GET PREPARED NOW >



# Someday Starts Now PSA

**CLIENT**  
TEXAS DEPARTMENT OF STATE HEALTH SERVICES/HEALTHY TEXAS BABIES

**AGENCY**  
ENVIROMEDIA SOCIAL MARKETING

**JOB #**  
HTB-12005

**SPOT #**  
HTB-101H

**TITLE**  
"Due Date", English

**LENGTH**  
:30 Closed Captioned

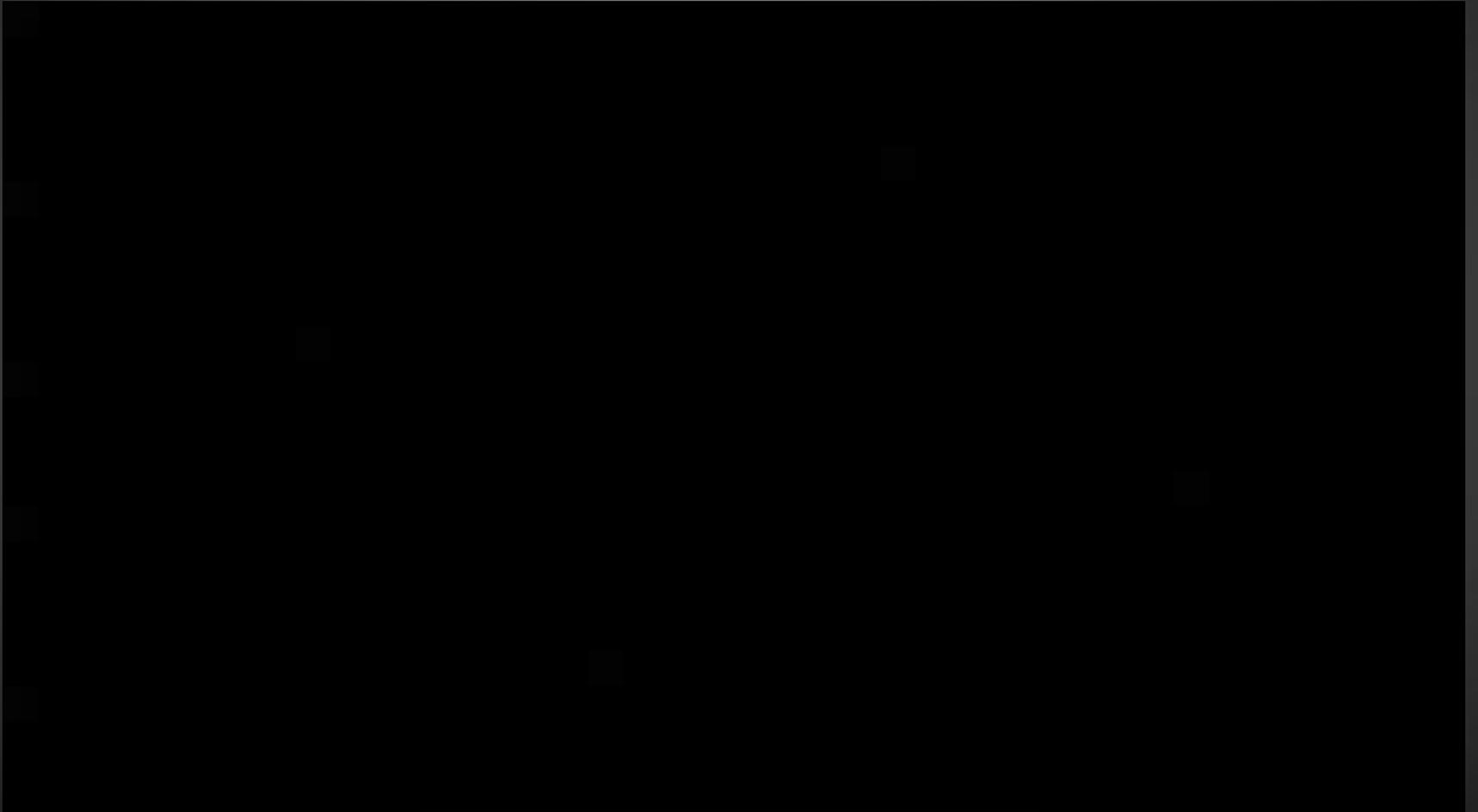
**AUDIO**  
STEREO

**DATE**  
09.06.12



CHARLIEUNIFORMTANGO

# Web Video PSA



# www.SomedayStartsNow.com



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# Community Outreach

- 300 Beauty and Barber Shops in DFW and Houston
- Salon capes branded SomedayStartsNow.com
- Leave behind tip cards
- Follow-up phone survey to determine use of materials and number of discussions



Healthy Texas Babies<sup>SM</sup>

Beauty Shop/Barbershop Outreach [DAILY TOUR REPORT, 2012]

NOVEMBER 17, 2012

## Houston

Number of Shops Visited: 22  
Number of Shops Opting In: 20  
Capes: 20  
Posters: 24  
Leave-Behinds: 60  
Shops requesting additional materials: 3

### Additional Information:

"I saw the commercial a couple days ago. I had no idea nine months wasn't full term. When I have kids, I'll be sure to have my baby after 39 weeks." -Female stylist, Beauty Shop



A beauty shop owner poses with her new Someday Starts Now poster before hanging it in her shop.

## DFW

Number of Shops Visited: 17  
Number of Shops Opting In: 17  
Capes: 17  
Posters: 17  
Leave-Behinds: 68  
Shops requesting additional materials: 6

### Additional Information:

"This is alarming news, and I am glad that you guys are doing something about it. I will do my part and pass along the information about the website." -Female owner, Beauty Shop

"We mentor a lot of young ladies in the shop. I will make a special presentation with this information and make sure it's heard. This is a great cause." -Female owner, Beauty Shop



A barbershop owner practices discussing Someday Starts Now talking points with one of the outreach staff members.

# Community Outreach

- 12 universities and colleges around Texas, mostly HBCUs
- Step performance and individual interactions
- T-shirts “There’s No Stopping Me”
- Press coverage



Healthy Texas Babies<sup>SM</sup>

College Campus Outreach Tour [DAILY TOUR REPORT, 2012]

NOVEMBER 16, 2012

City: Prairie View

College Campus: Prairie View A&M

Estimated Participants: 184 (3/4 female, 1/4 male)

In-Depth Discussions: 78

T-Shirt Distribution: 160

Website Interactions: 72

Media Present: none

VIPs Attending:

Sharon Livingston, Prairie View Preconception Peer Educator group

Daily Quotes:

“This website will really help me prepare for having a baby someday.” -Female student, 20

“My mom is a cancer survivor, and my grandmother had diabetes before she passed away from cancer. This really hits home.” -Male student, 20

“I’m glad to see weight loss information on the website (Eating Right section). That will help a lot.” -Female student, 19



Several students take a moment to check out one of the campaign posters and talk to a stepper about health tips.



A male student speaks with one of the steppers before biking to class.

# Step Show Tour

## High Visibility:

**Someday Starts Now Van  
Traveled from El Paso to  
Tyler to Houston to College  
Station and back to Austin**



# Community Outreach

Tamalada Festival  
San Antonio  
November 17

- 550 Participants
- 286 Pledge cards signed
- 286 Portraits taken
- 417 In-depth Conversations

