

Vermont Department of Health and Department of Mental Health

What You Say

Helping parents change the conversation about bodies and food to support confident kids

Audience Research

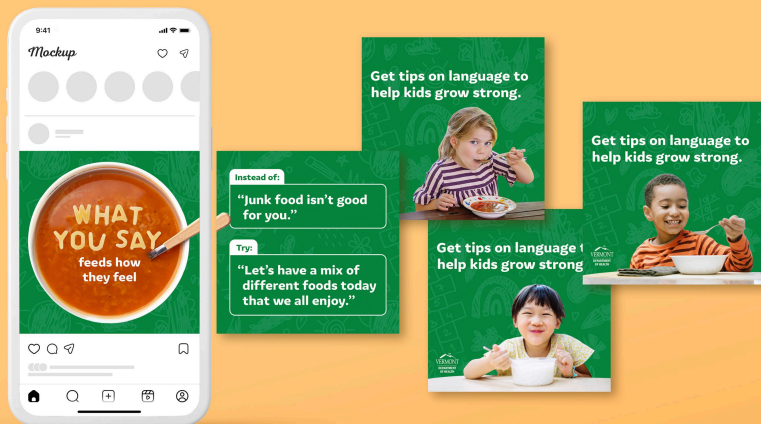
Campaign Development

Social & Digital Media

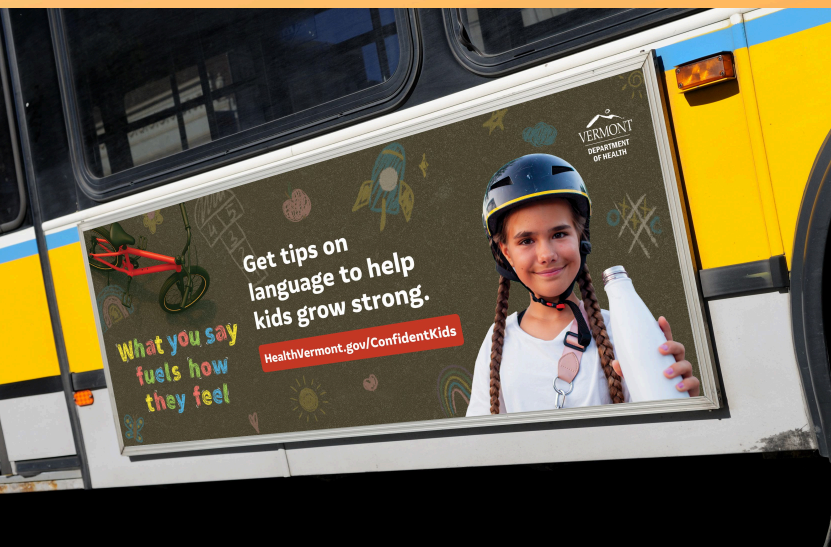
Media Strategy

Insights: Kids start forming ideas about food and their bodies as early as preschool, and the messages they hear at home, at school, and in media shape these ideas. Our research pointed to an opportunity to remove the parental pressure of “getting it right” and replace it with a focus on small, simple language shifts as a powerful place to start.

Impact: The campaign drove over 14,000 clicks to the website and more than 685,000 video views, with a 1.28% CTR on Instagram and an email open rate of over 18%.



Social Carousel



Bus Ad



Poster