

## **VIRGINIA DEPARTMENT OF EDUCATION**

### **Type:**

- Media campaign/event

### **Setting:**

- Other: series of public service announcements completed for distribution to all television and radio stations in Virginia

### **Partners:**

- Media outlet(s)

### **Goal:**

- To develop a plan to promote physical activities among preteens complementing the National Youth Media Campaign, with a target audience of parents, school administrators, and key community leaders.

### **Description:**

The media campaign is designed to reach parents through a series of public announcements and to show the importance of preteen physical fitness. To date, video work has been shown in elementary and middle schools. The videos show students participating in a variety of wellness activities. A presentation at the Blue Ridge Institute will demonstrated the importance of quality physical education instruction in promoting lifelong physical activity. The project developed ads promoting physical activity among youth and distributed them to all television and radio stations in Virginia.

### **Successes:**

- The project hired a writer, director, and producer to complete a series of public service announcements for distribution to all television and radio stations in Virginia.
- The announcements showed preteen students participating in a wide variety of fitness activities.

### **Challenges:**

- The challenge was how to reach parents of the preteen population with a positive message about the importance of physical fitness.

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