



# **Live Healthy to Be There**

## Prevent Chronic Disease NC Ad Campaign



☐ monitor blood pressure



To be there for the big moments, be healthy.  
Work with a health care provider to track and  
control your health numbers.



# Campaign purpose

To encourage behavior changes that help prevent and/or manage:

- heart disease
- stroke
- cancer
- diabetes



# Key behavior changes for heart disease, stroke, cancer and diabetes prevention and management:

- quit tobacco
- be physically active
- eat healthy
- get health screenings
- track health numbers



☒ Take care of your health, so you will be there for your family.

Are you as healthy as you could be? By making healthy choices, you have the power to reduce your risk of getting a chronic disease, like heart disease, diabetes or cancer. Doing so can reduce your risk of complications and even save your life. Today, take a moment to take control of your health. Team up with a health care provider to make sure you're there for the big moments. Learn more at [URL](#).

☒ quit tobacco

☒ be physically active

☒ eat healthy

☒ enjoy grandchildren





☒ Take care of your health, so you will be there for your family.

Do you know your health numbers? Tracking them can help reduce your risk of getting a chronic disease, like heart disease, diabetes or cancer. Doing so can reduce your risk of complications and even save your life. Today, take a moment to take control of your health. Team up with a health care provider to make sure you're there for the big moments. Learn more at [URL](#).

☒ monitor blood pressure

☒ control blood sugar

☒ maintain healthy weight

☒ attend daughter's wedding



☒ Take care of your health, so you will be there for your family.

Are you up to date on your health screenings? Early detection can help reduce your risk of getting a chronic disease, like heart disease, diabetes or cancer. It can reduce your risk of complications and even save your life. Today, take a moment to take control of your health. Team up with a health care provider to make sure you're there for the big moments. Learn more at [URL](#).

☒ track health numbers

☒ mammogram and pap smear

☒ colorectal cancer screening

☒ son's graduation



**Start With  
Your Heart**  
Justus-Warren Heart Disease  
& Stroke Prevention Task Force

**NC**  
Public Health  
HEALTH AND HUMAN SERVICES

NORTH CAROLINA

**CHRONIC DISEASE & INJURY**

For a safer and healthier North Carolina **SECTION**



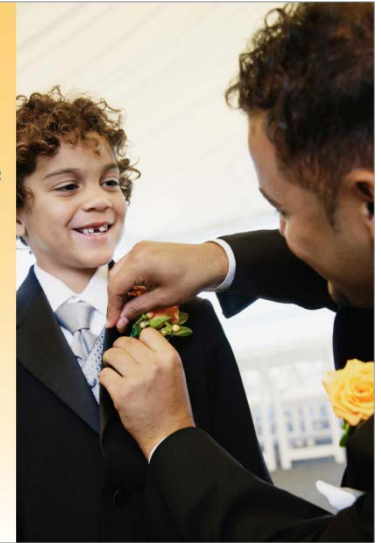
# Target Audience

- Adults in North Carolina (ages 35-60)
- English and Spanish-speaking



# Spanish Ads

- ☒ vigilar su presión arterial
- ☒ controlar el azúcar en su sangre
- ☒ disfrutar la boda familiar
- ☒ cuide su salud para que esté presente



- ☒ dejar de fumar
- ☒ comer saludable
- ☒ bailar en su quinceañera
- ☒ cuide su salud para que esté presente



- ☒ dhacerse el papanicolaou
- ☒ hacerse un mamograma
- ☒ ver a su hijo graduarse
- ☒ cuide su salud para que esté presente





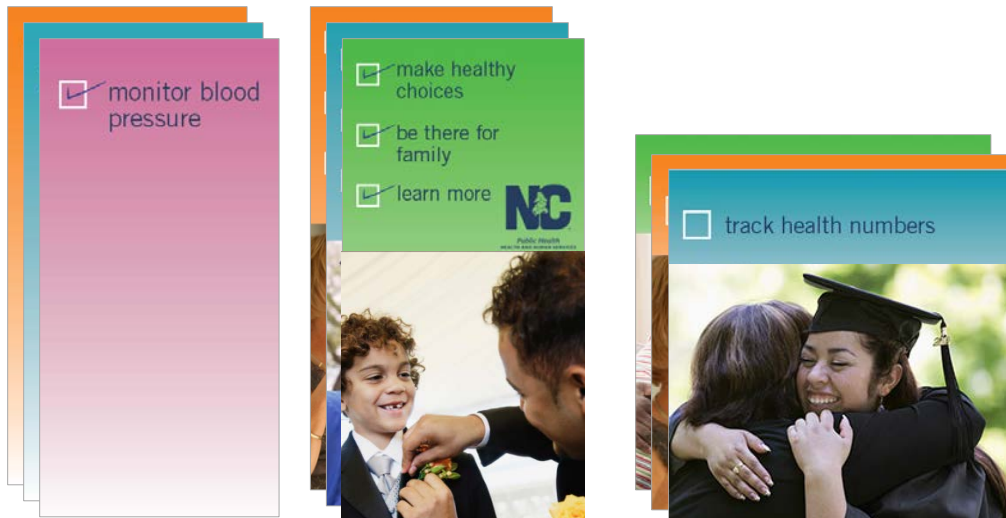
# Campaign Products



billboards

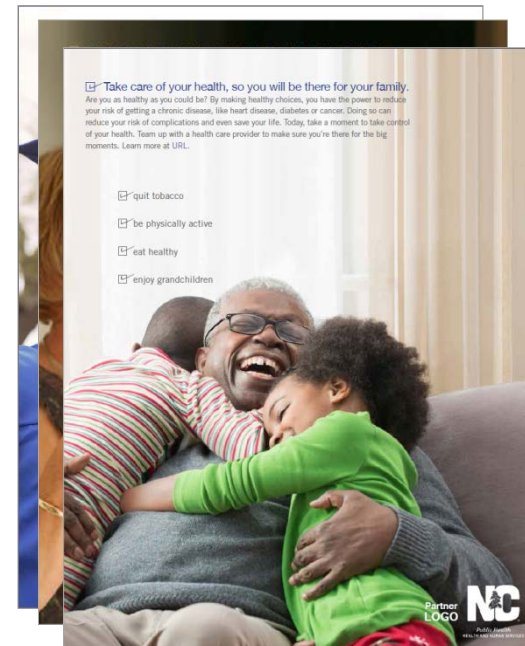


floor/window decals



internet and social media

TV and radio



print



Ads will be released in June 2016.