

icansandiego

January 2009- May 2009

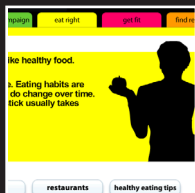
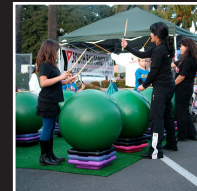
CLIENT: Community Health Improvement Partners BUDGET: \$113,000

KEY PERSONNEL: Kate Bartkiewicz, *Strategic Plan, Print & Web Design, Project Management*

Shannon Brown: *Corporate Partnerships, Media, Events*

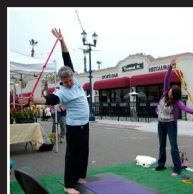
PROJECT SUMMARY:

The goal of ICANSANDIEGO was to create a local movement focused on health living. The campaign targeted high risk communities throughout San Diego County, with specific attention on the region's Latino and African American populations. Designed to leverage a shoestring budget, BMS used grassroots outreach tactics, including high-energy branding, interactive events and fun educational messages that provided tangible ways to live healthier in San Diego County using local resources.



KEY ELEMENTS:

- Interactive Educational Website
- Weekly eNewsletter
- Community-Based Fitness Events
- Youth Street Team
- Outdoor Advertising
- eAds (ePostcards, Flash Banners)
- Guerilla Print Ads
- English/Spanish Content
- 54 Campaign Partners/Sponsors



RESULTS:

- **Website:** Over 1,000 unique visitors with 500 individuals joining our mailing list.
- **Events:** 22 community events with more than 3,000 people participating in ICANSANDIEGO activities throughout the County.
- **Target Market:** More than 60% of participants were both from a target community and at risk for diabetes.

