

The Creative Brief

1. Target Audience(s)

Men and women with Type II diabetes

- ages 40 and older
- lower- to middle-socioeconomic status
- urban, peri-urban, rural

2. Objective(s)

To empower the audience to take control of his or her diabetes.

3. Obstacles

- lack of perceived seriousness of diabetes
- lack of knowledge about diabetes
- resistance to lifestyle change among many males
- denial/anger/depression/loneliness/frustration
- fatalism
- lack of communication channels that reach the audience with appropriate information about diabetes
- diabetes is expensive

4. Key Promise

If I take control of my diabetes, I will feel happier and healthier.

5. Support Statements/Reasons Why

Because...

- you will prevent complications like amputation, blindness, impotence, etc.
- you will live to see your grandchildren.
- your quality of life will be the best it can be.

6. Tone

Hopeful and empowering

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7. Media

- integrating messages into intermediaries' materials
- television, print, and radio PSAs
- local radio/radionovella
- community kits
- educational videotape (with facilitators guide and consumer guide)
- outdoor advertising
- state health departments

8. Openings

- at diagnosis/recent diagnosis
- senior centers
- churches
- waiting rooms
- national Hispanic health professional organizations

9. Creative Considerations

- keep literacy levels in mind
- generic Spanish/cross-cultural
- make tips achievable
- calls to action to be determined at a later date