
TUNE OVERVIEW

April 16, 2010

The Need

The state of Nebraska was one of 13 states to receive a federal grant to improve birth outcomes by encouraging the early adoption of healthy lifestyles.

Nebraska's statistics are cause for concern:

- In 2008, 1 in 14 babies (7.1 percent of live births) were considered low birth weight in Nebraska.
- Between 1996 and 2008, the rate of infants born low birth weight in Nebraska increased nearly 12 percent. Also during this time, the rate of infants born preterm in Nebraska increased 25 percent.
- In 2007, approximately 1 in 10 babies (9.6 percent of live births) was born preterm in Nebraska.

The Objective

Nebraska's Department of Health and Human Services chose to develop a social marketing campaign that would motivate young Nebraska women to participate in health and wellness activities that contribute to their good health and will help them prepare for their future role as parents.

The Audience

Young women ages 16-25 throughout Nebraska, especially those who are low income, high risk, have no health insurance or are at risk of being uninsured. Also, persons who are significant in their lives, boyfriends, husbands, family, and others.

The Background

Extensive research was conducted with young women across the state in 2009. All audience segments were represented. The research focused on their interests and needs, barriers to achieving a healthy lifestyle, messaging and the most effective ways to reach them.

The research concluded that young women know the general ideas of what they should do to be healthy, but just aren't practicing much of it. Attitude is one reason. They do not view good health as an issue that needs to be addressed today. They may feel invincible, that they can make changes when they are older, when they have more time. Stress, time demands, money, friends and other relationships also prevent young women from making healthy choices. Other barriers include lack of self-esteem and lack of future goals.

Healthier activities, both physical and emotional, need to occur at a younger age and continue throughout our entire lives. Health topics include goal setting, good relationships with others, stress management, higher education, family planning, proper diet and exercise, personal time and getting enough sleep.

The TUNE Project

The strategic approach behind TUNE originated with the goal of distributing positive health and wellness messages through music. Music plays an important role in the lives of young adults and is a common denominator. Music can be used to motivate, inspire, and empower.

The TUNE project is intended to motivate young adults to take control of their lives and futures by making better choices.

The TUNE project is about giving young people the inspiration and information they need to live full, healthy lives. Once engaged with the music and the artists, teens will be encouraged to “tune” into their own lives and begin to think about their physical and emotional health, their future goals.

A songwriting contest for original music was launched in the fall of 2009. More than 150 songwriters entered the contest. Eight artists were selected based upon the inspirational lyrics of their songs and their music abilities.

Tunemylife.org is the new Web site offering many interactive and engaging elements for the campaign. It features the TUNE music, downloadable songs, artist interviews, health information that ties into messages of particular songs and links to additional health and wellness resources. TUNE was developed with the intention to be a grassroots effort that is primarily spread through word of mouth and social media with lots of opportunities for young women to engage, share and interact.

TUNE artists will also perform during the year at concerts and events across the state. The public launch event will be hosted at Husker Sunday at Westfield Gateway Mall in Lincoln, on April 25.

For more information about the TUNE project, please visit www.tunemylife.org or contact Sue Spanhake at (402) 471-1938. For more information about the TUNE artists, contact Scott Rutz at (402) 479-0290. You can also see or engage in the conversations taking place at facebook.com/tunemylife or myspace.com/tunemylife.