



Organizing for Change

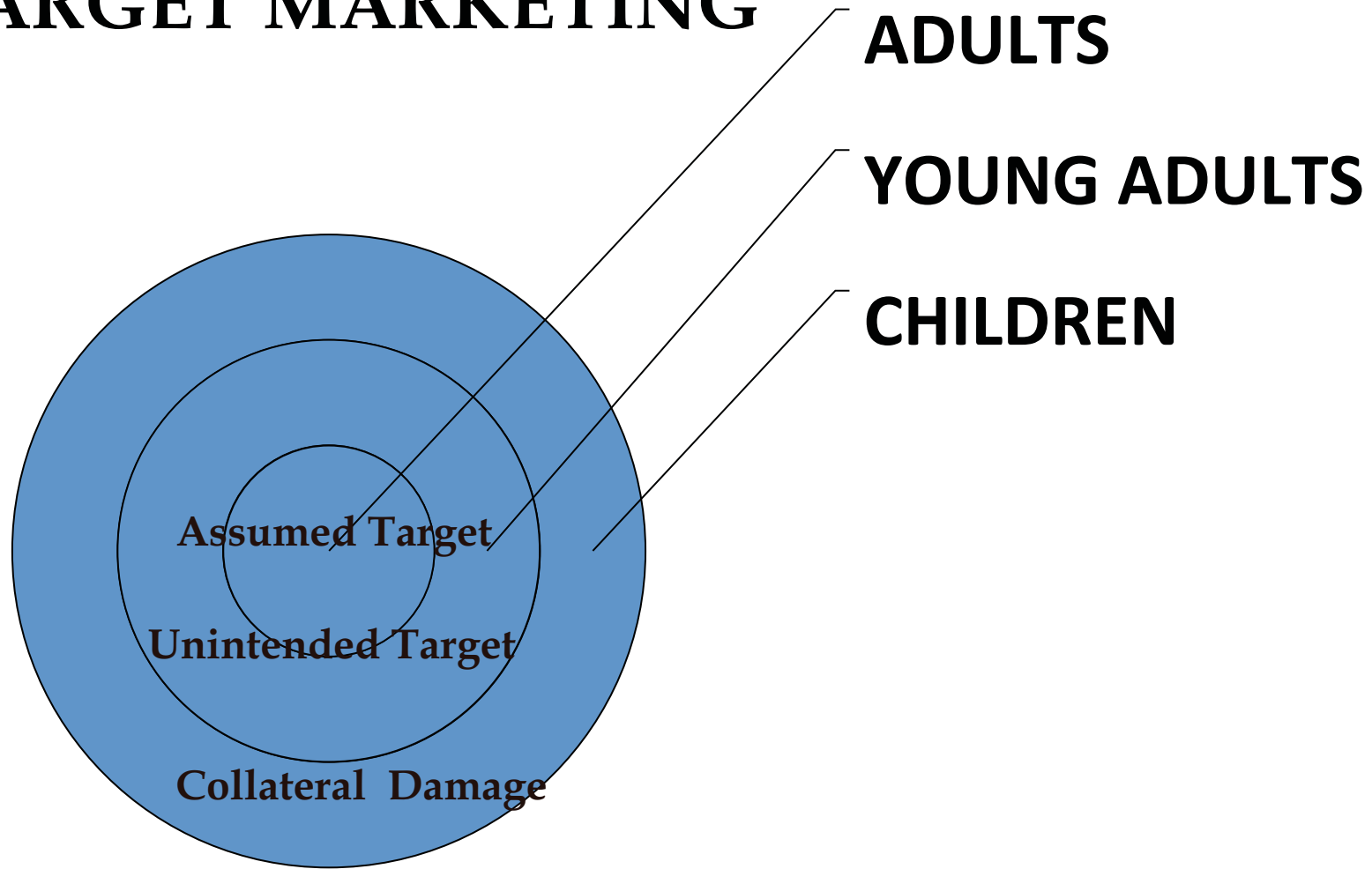
Speak Out – **Take Action** – **Fight Back**

**Target Marketing of Junk foods
to Communities of Color
Thursday, March 17, 2011**

“One day Alice came to a fork in the road and saw a Cheshire cat in a tree.” Which road do I take? She asked. His response to the question was “where do you want to go?” I don’t know answer Alice “then said the cat it doesn’t matter “



TARGET MARKETING



Foods & Beverage Industry

Who will you target?

“I don’t know the key to success, but the key to failure is trying to please everybody.”

Bill Cosby

The Teen Market

Teens are far more likely to be influenced by promotional pieces in convenience stores:

73% for teens

vs.

47% for adults.

Target Population Profile

Psychographics:

They appreciate...

- **Speed:** Live for the moment – they acquire information and move on, always multitasking
- **Individuality:** It is essential that they retain individuality within a group environment and have the freedom to express themselves and their uniqueness (hip-hop)
- **Trendsetting:** Recognizing the power of being first, they constantly seek the opportunity for newness
- **Technology:** Using technology, to multitask, retain speed and, gather information; is an integral part of their lives
- **Entertainment:** Part of the absorption mentality - in order to get their attention, it has to be engaging

Spare No Expense

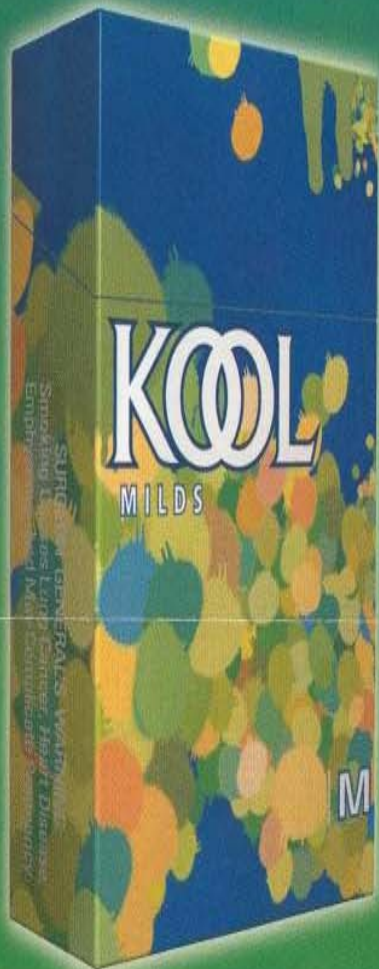
The Tobacco Industry spends more than \$26 million dollars a day, every day in advertising.

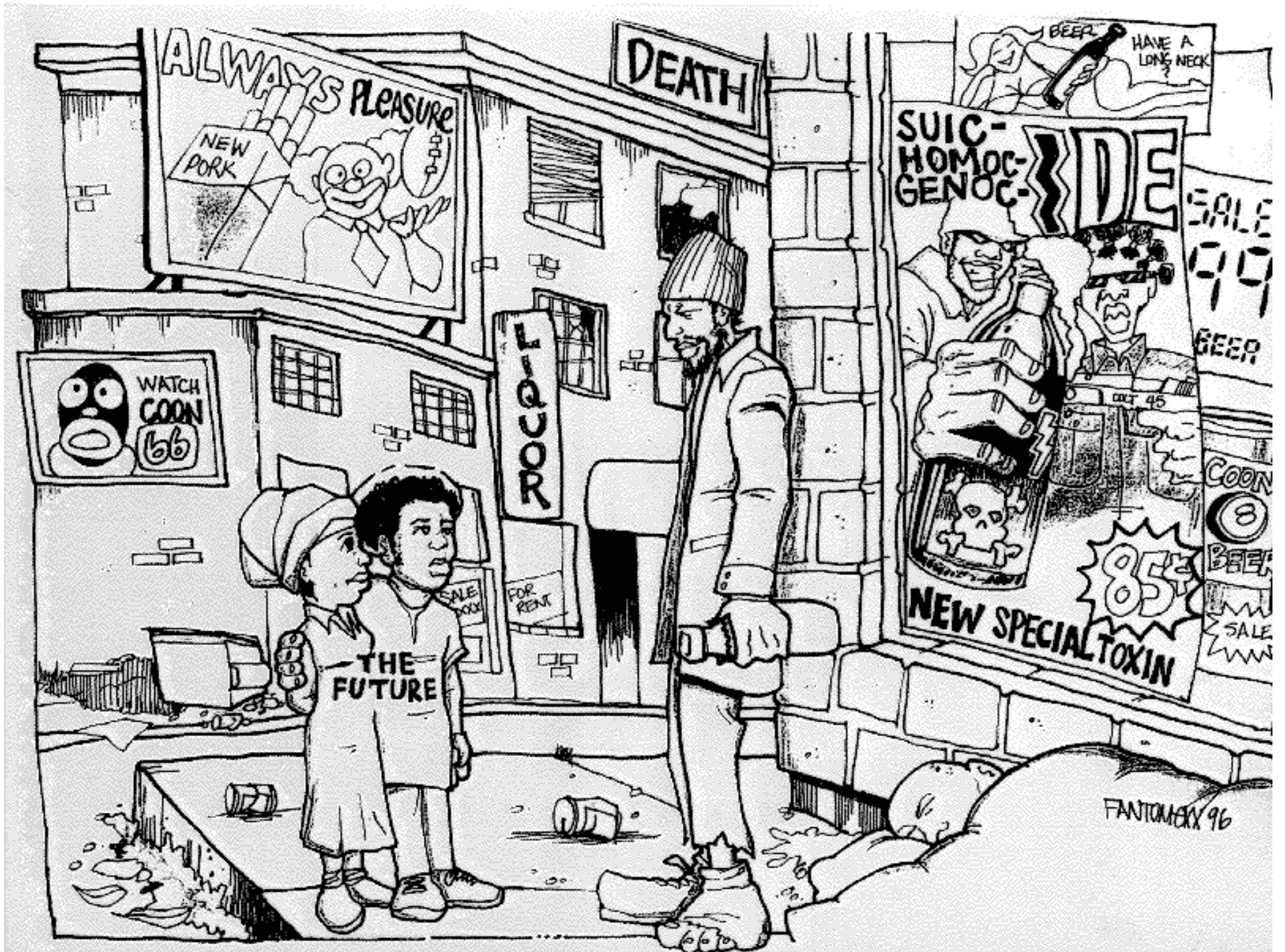
2004 – KOOL MIXX



KOOL MIXX SPECIAL EDITION PACKS







ALWAYS PLEASURE

NEW PORK

DEATH

ROCK-F

SUIC-HOMOC-GENOC-IDE

NEW SPECIAL TOXIN

85¢

WATCH COON

FOR RENT

THE FUTURE

FANTOMEX 96

“It’s
hard to
hit a
movin
target”





Moving Beyond Junk Food, Fast Food, and the Culture....

What we eat every day affects us physically, either promoting or degrading health & well-being.

Nutrition

Healthy food choices

Food preparation

Options to change the patterns of disease and death surrounding the foods we eat.

Overcoming the Fear...

We *must* learn to Speak Out, Take Action, & Fight Back to:

- Communicate Our Message
- Get What We Want
- Get Them To Be Accountable

Grassroots



Litigation

Legislations

Spirit in Action

What Has Been Done?

- **May 25th- Chicago Press Conference with IL AG Lisa Madigan, Lt. Gov. Pat Quinn, Sec. of State Jesse White**



What Has Been Done?

- July 22nd- Press Conference at the Vic Theater with Sec. of State Jesse White



What Can We Do?

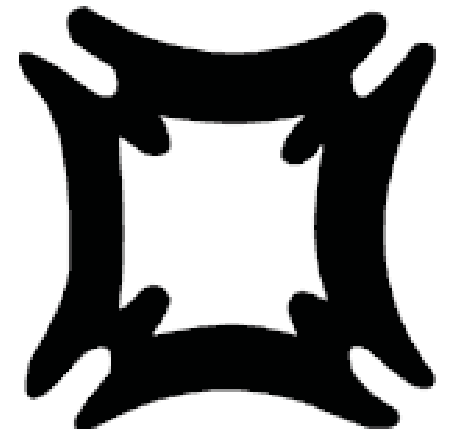


Speak Out



Take Action

Fight Back



SPEAK OUT

- Host a series of “We’re Watchin’ U” sessions in which youth are invited to learn more about the campaign, the presence of fast food & junk food in their communities, and how they can get involved.
- Listen to the participants to hear their thoughts about fast food & junk food industry campaigns and how they affect their communities

What Has Been Done?

- May 18th- “Drop Squad” Training in Chicago with Makani Themba Nixon



What Has Been Done?

- April 27th- First Community Organizing Meeting in Chicago



TAKE ACTION

- “We’re Watching U” – Advocacy Training Series on
 - Intelligence Gathering
 - surveying print & electronic media for marketing practices and
 - Media Advocacy
 - talking to the media, youth/peers, staying on message
- Use the local media
 - Get your voices heard through press releases, op-ed pieces, and letters to the editor generated by the youth advocates
- Postcards
 - Send a message to the food & beverage industry, retailer, or other target

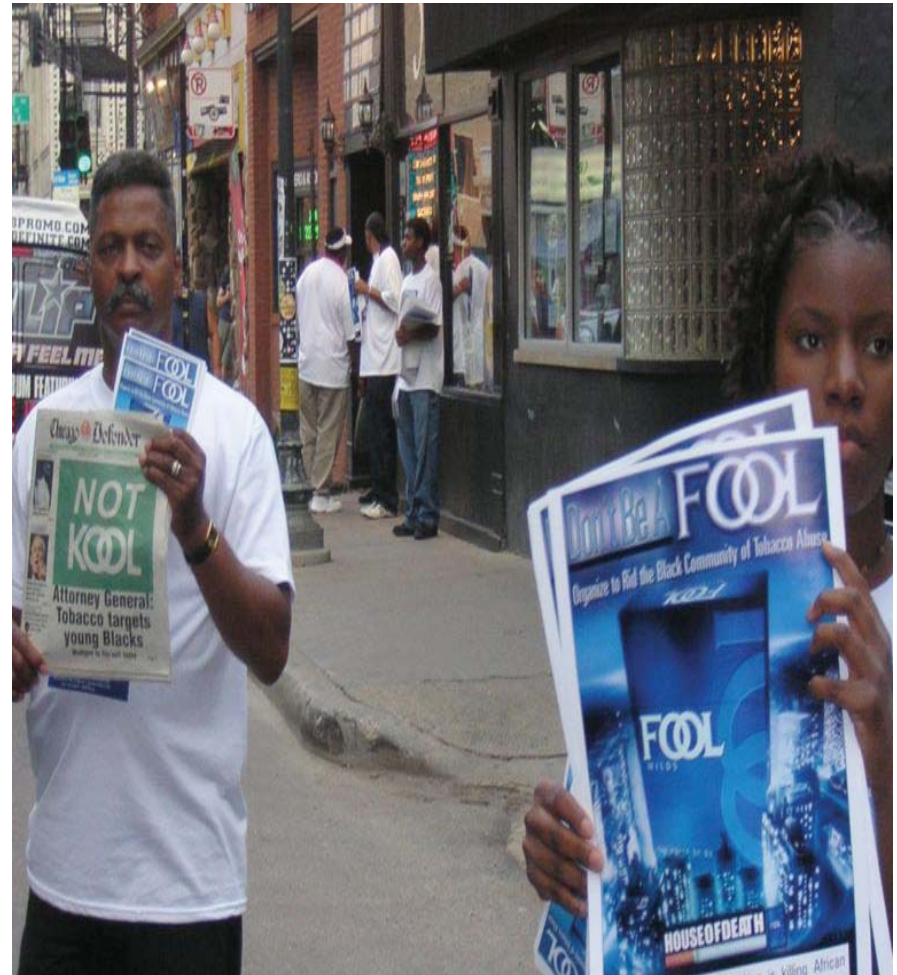
What Has Been Done?

- July 8th- Prayer Breakfast to Suit Up for BATTLE!



What Has Been Done?

July 23rd- Protest at the Subterranean



FIGHT BACK

–Launch a direct counter-marketing campaign that gets your message out to other youth

- Fast food & junk food advertisement spoofs
 - ads in local papers and other publications
 - flyers to be distributed at area community events/festivals
 - billboards in target community
 - advertisements in bus depots
- Educational palm cards
- T-shirts w/ spoof artwork
- Buttons



MENTHOL XL

FOR EXTRA LONG ADDICTION

IT'S JUST A TOBACCO LEAF...OR IS IT?

A SIMPLE "STICK" MAY LOOK SIMPLE, BUT IT IS A
COMPLEX DEVICE

MADE TO DELIVER A DEADLY SUBSTANCE. TODAY'S
CIGARETTES CONTAIN CHIPPED UP TOBACCO LEAVES,
WATER AND ANOTHER ADDED
600 INGREDIENTS

MENTHOL IS ADDED TO NUMB THE THROAT AND
ALLOW THE SMOKER TO TAKE DEEPER PUFFS...
DEEPER PUFFS MEAN YOU TAKE IN MORE
NICOTINE AND THE DAMAGE OCCURS FASTER
THAN NON-MENTHOL SMOKERS

SURGEON GENERAL'S WARNING: NOT
SMOKING LEADS TO LONGER HEALTHIER LIVES.
IT ALSO LEADS TO THE DOWNFALL OF THOSE
WHO HAVE CONSPIRED TO KILL US

DON'T BE FOOLED



HOOKED ON

MENTHOL

CHASING THE BLACK DOLLAR
SO MANY FOOLS SO LITTLE TIME

IT'S JUST A TOBACCO LEAF...OR IS IT?

RJ REYNOLDS EXEC'S ON SMOKING

WE RESERVE THAT RIGHT FOR THE POOR,
THE YOUNG, THE BLACK, AND THE STUPID

WARNING: WE CANNOT CONTINUE OUR
INFLUENCE IN THE BLACK COMMUNITY WITHOUT
YOU CONTINUING TO LIVE IN THE DARK!





Urban communities are under siege by the Alcohol Industry who thinks nothing of littering the neighborhoods with promotions and advertisement.

Killer.
GENUINE
Draft
COLD-FILTERED™
THE **CRAFT**



Killer
Genuine Draft
"Perfecting the Craft of
Drafting Young Minds
to Die
for Their Cause"



Shoob

Kulture Killers

Featuring:

Cancer

(Smoking is responsible for 87% of lung cancer)

Exploitation

(Kool Mix is using our Hip Hop Culture to kill us!)

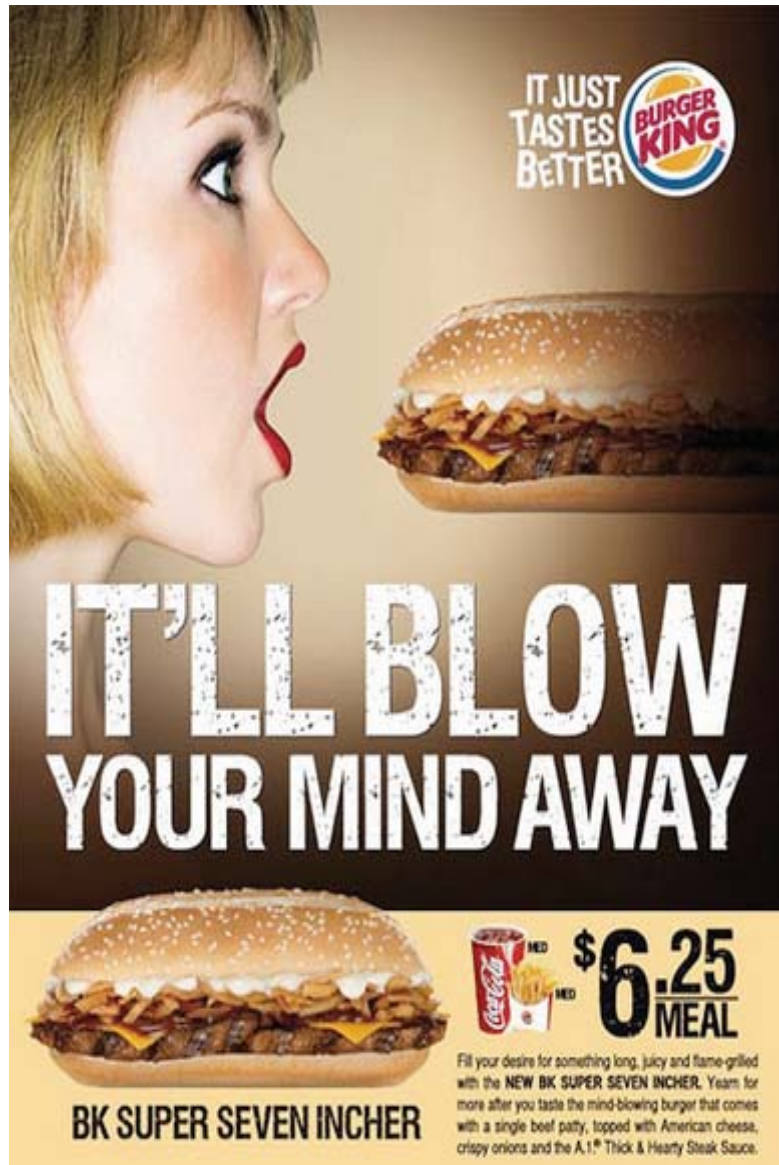
Genocide


(Cigarettes are targeted to youth and communities of color all over the world)





Kick Kool's Ash

Burger King: Now Selling Oral Sex I' ll let the ads speak for itself.



IT JUST TASTES BETTER 

IT'LL BLOW YOUR MIND AWAY

  **\$6.25 MEAL**

BK SUPER SEVEN INCHER

Fill your desire for something long, juicy and flame-grilled with the **NEW BK SUPER SEVEN INCHER**. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.



WET MANGO

ROYAL BLUNTS
FLAVORED L.F. ROLL TUBE
FOR ROLLING YOUR OWN CIGARS
WWW.ROYALBLUNTS.COM

#1 BLUNT IN THE WORLD!

"A conspiracy so monstrous the individual cannot believe it exists." J. Edgar Hoover

What We Can Do Now

- Intelligence Gathering
- Environmental Scans billboards / outlets
- Youth Leadership Development
- Build a community / legislative agenda
- Promote “Village Circle Talks”
- Media advocacy training

What did we learn?

We proved what our different organizations have said all along...

Communities of color require a different approach

Messaging is very important

Grassroots activity is most effective to be heard

Do not settle

Imagination

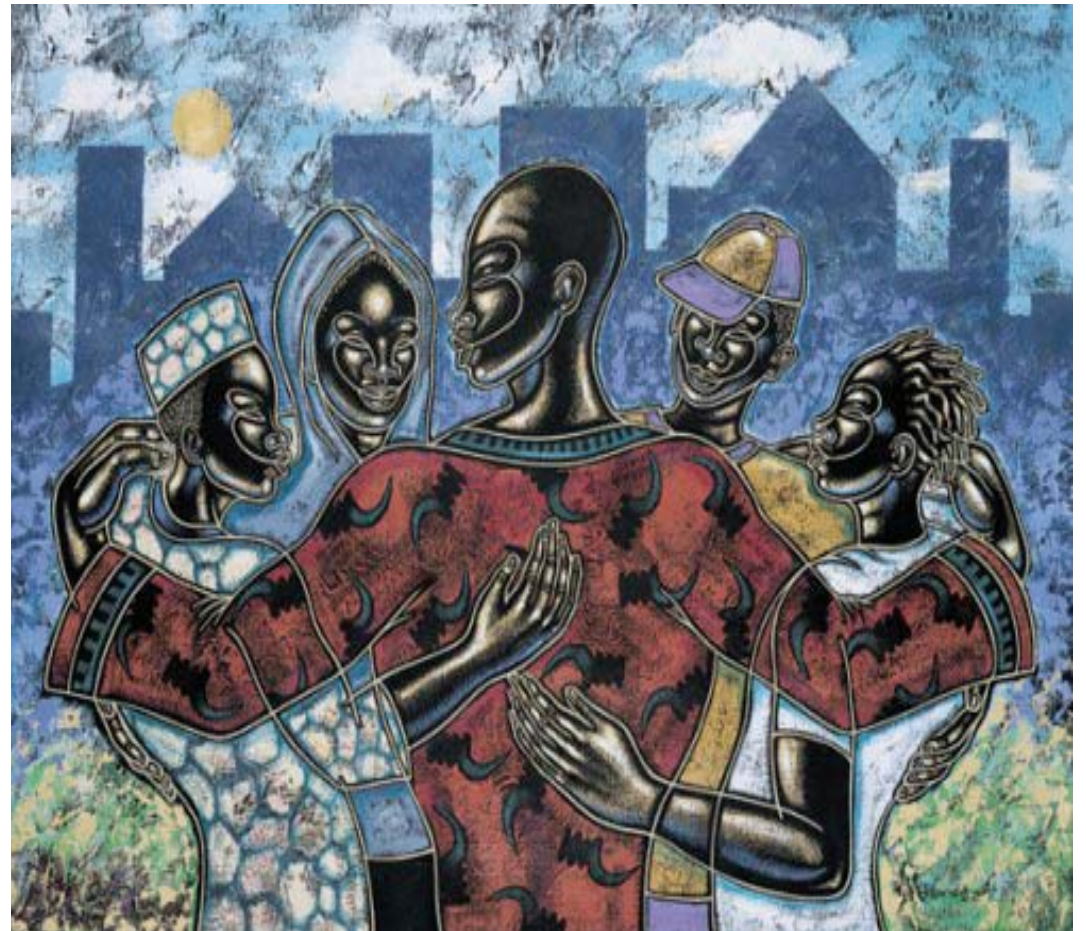


What you
imagine will
lead a **nation**.
Thus,
imagination is
vital to saving
our children!



United We Stand ...United We Fall

No Division Among Us



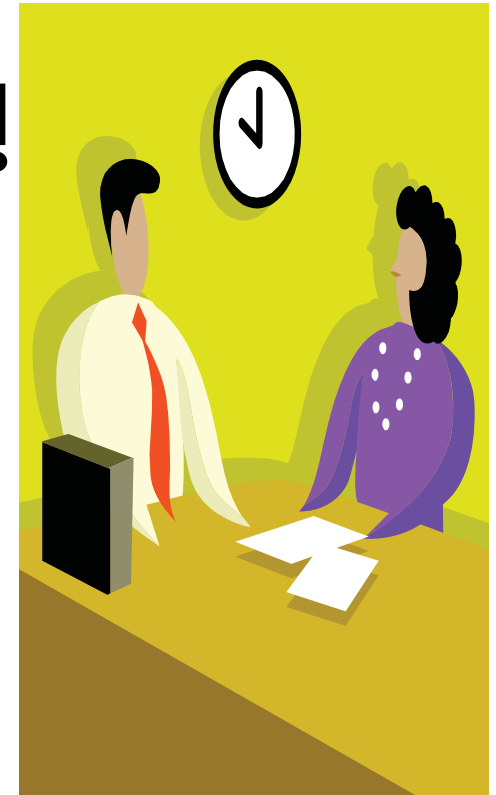
It's Easy...Just Do It!



Call



Speak Out



Face-to-Face Meetings



Write



Media

***Reaching Beyond Our
Community***



Messages

for

EVERYONE

Campaign targets urban youth

Manipulating our Culture

Who's next?

A Unified Voice



Intergenerational Groups Working Together



We Must:

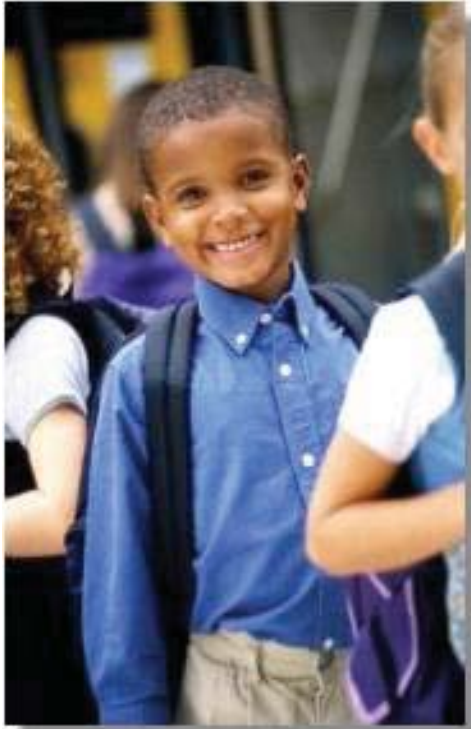
Think Critically



Reflect Deeply



Act Creatively



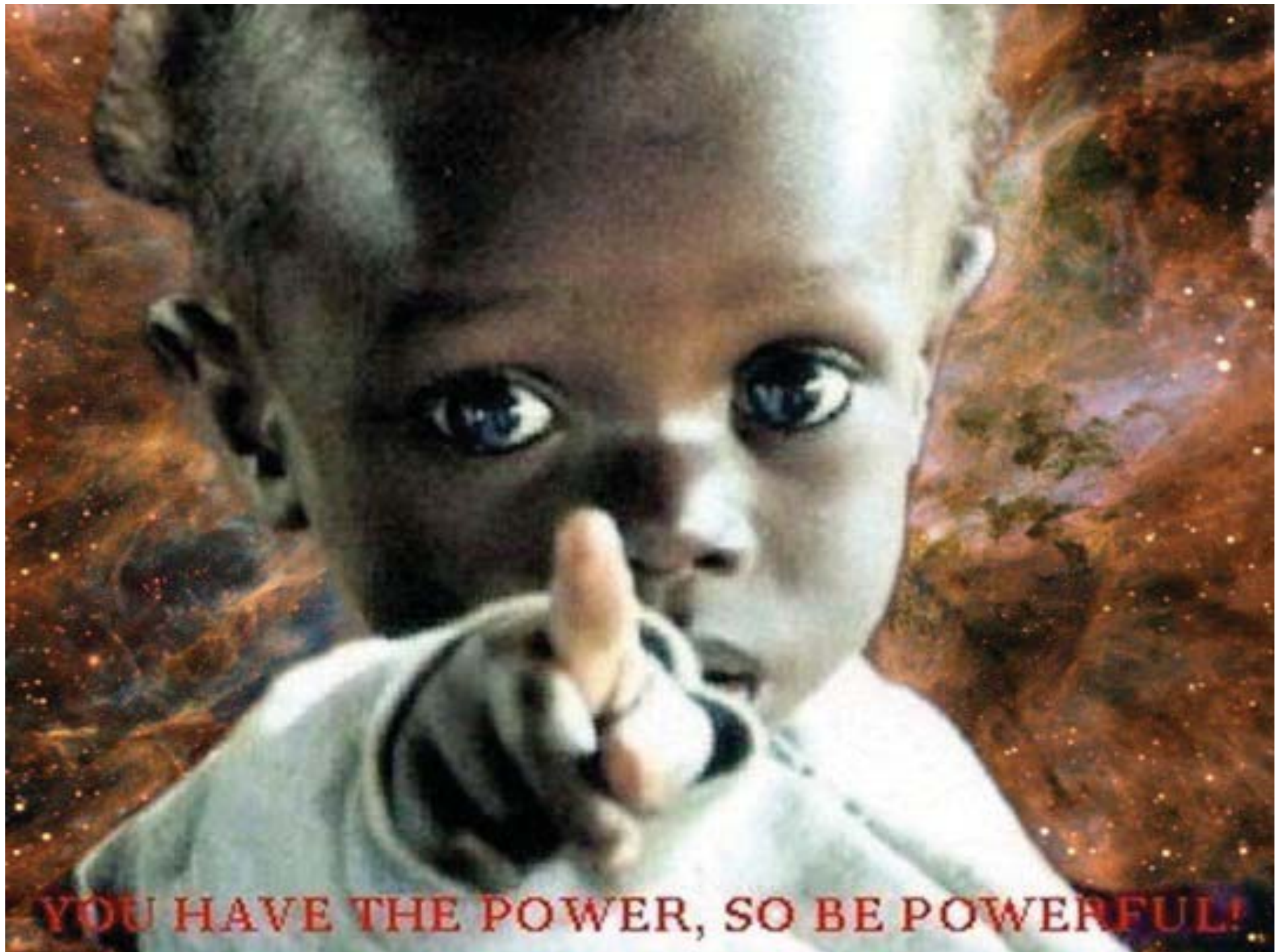
THEIR EYES ARE UPON US





“When a man starts out to build a world, he starts first with himself then the mind starts seeking a way. Then the hands seeks other hands to help thus the dream becomes not just one man’s dream but a community dream..... Not my world alone, but your world and my world, belonging to all the hands that build”

Langston Hughes



YOU HAVE THE POWER, SO BE POWERFUL!



Summary We have the POWER !!!

Thanks



Any Questions?

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Communities creating
healthy environments
Improving access to
healthy foods and safe
places to play
In communities of color