



VERB: It's What You Do

A Government Response to the Rise in Overweight Teens

In an effort to get kids exercising, the U.S. Health and Human Services Department kicked off a 5-year, \$190 million media campaign called 'VERB'. The news magazine program NOW with BILL MOYERS took a look at this campaign in an in-depth report.

1. What age group does the VERB campaign target?
2. Who are some of VERB's partners in the campaign?
3. Why is the campaign called VERB?
4. The Publicis Marketing Company developed the VERB campaign. What other products have they marketed to kids?
5. What do critics say about the VERB campaign?
6. What are some of the marketing strategies that food companies use to entice children into purchasing their product?
7. In your opinion, do you think this media campaign will motivate kids to get more exercise? Why or why not?