



RESCUE[®]

The **Behavior Change** Agency

RESCUEAGENCY.COM

WHO WE ARE

We're on a mission to make healthy behaviors easier and more appealing for everyone, everywhere. We do this by helping government agencies and nonprofits implement groundbreaking campaigns that increase knowledge, change policy, and shift norms.

24
YEARS

We have focused exclusively on positive social change through behavior change research and marketing since 2001.

6
OFFICES

We serve clients from offices throughout North America and field staff in 30 states and provinces.

180
CHANGE AGENTS

Our team lives and breathes behavior change marketing, accumulating hundreds of years of combined experience.

250+
CAMPAIGNS

We develop, implement, and evaluate campaigns for youth and adults, across diverse populations and distinct healthy behaviors.

OUR EXPERTISE

There is no one-size-fits-all strategy to changing health behaviors. We approach every challenge through a data-driven lens, bringing together topic research and audience insights to develop tailored behavior change campaigns based on theory and expertise.

We focus on health behaviors like:



Among populations that include:

YOUTH &
YOUNG ADULTS

LOW
SOCIOECONOMIC
STATUS

PEOPLE
WITH
DISABILITIES

AMERICAN INDIAN
& ALASKAN NATIVE

MULTICULTURAL
& NON-ENGLISH SPEAKING

PREGNANT &
BREASTFEEDING
WOMEN

LESBIAN, GAY,
BISEXUAL, &
TRANSGENDER

WHO WE WORK WITH

American Lung Association / Illinois DOH
Blue Cross Blue Shield of Minnesota
California Department of Public Health
California Department of Social Services
Colorado Department of Human Services
County of Los Angeles Department of Public Health
County of San Diego Health & Human Services Agency
First 5 California
FDA - Center for Tobacco Products
Hawaii Community Foundation
Indiana State Department of Health
King County Department of Community and Human Services
National Jewish Health

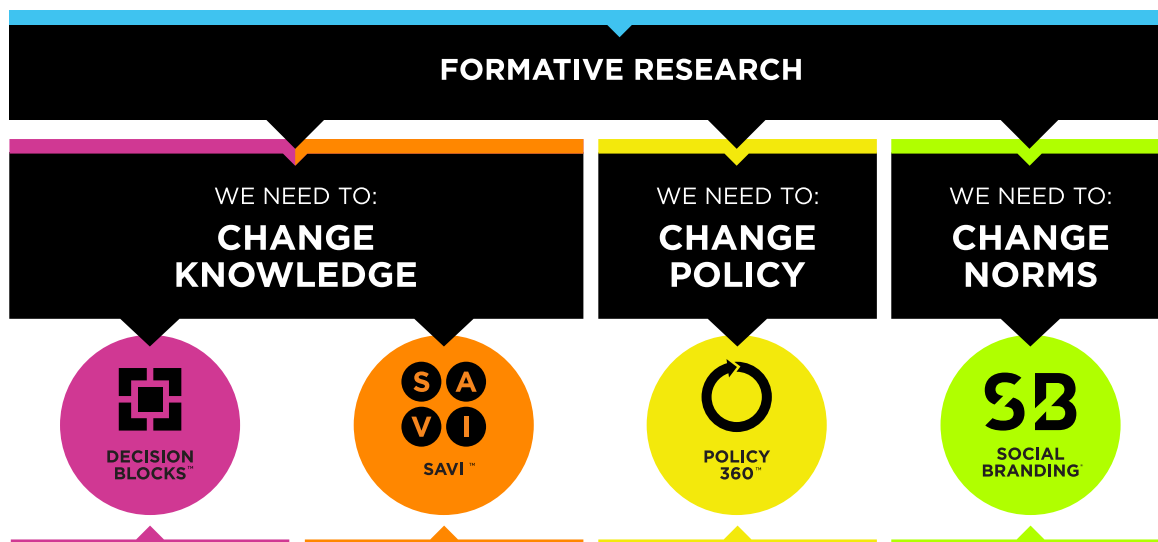
Nevada Cancer Coalition
New Mexico Department of Health (TUPAC)
North Carolina Department of Health and Human Services
Oklahoma Tobacco Settlement Endowment Trust
Prevention First
San Diego Unified School District
South Carolina Department of Health & Environmental Control
Southern Nevada Health District
Special Olympics
Texas Health and Human Services
UCSF Center for Tobacco Control Research & Education
Vermont Department of Health
Virginia Foundation for Healthy Youth

HOW WE DO IT

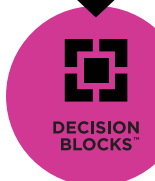
To change behavior, we must change something that affects behavior, like knowledge, policy, or norms. Each pathway to behavior change requires a different strategy. We start with formative research to identify how we can have the greatest impact. From there, we implement **Decision Blocks™**, **SAVI Messaging™**, **Policy 360™**, or **Social Branding®**, our proprietary strategies to achieve the desired behavior change.



Our in-house research team comprising Ph.D. and MPH research scientists uses qualitative and quantitative methodologies to segment populations based on psychographics to better understand why a risk behavior is being performed and how we can change it.



WE NEED TO:
**CHANGE
KNOWLEDGE**



Knowledge can drive change when it is new and relevant. Our Decision Blocks strategy identifies what is blocking our audiences from performing the health behavior and which pieces of knowledge could clear those blocks, ensuring we deliver tailored messages to spark behavior change.

WE NEED TO:
**CHANGE
POLICY**



Policies can make unhealthy behaviors more difficult to perform, or healthy behaviors easier to perform. We build grassroots advocacy campaigns, often including youth engagement, to demonstrate support for legislative or voluntary policy change through a cycle of education and community engagement.

WE NEED TO:
**CHANGE
NORMS**



Norms can sustain unhealthy behaviors even when people know the risks. We change these norms with culturally-targeted campaigns to associate healthy behaviors with the values of high-risk audience segments.

OUR APPROACH

WE PUSH HEALTH COMMUNICATIONS FORWARD

We pioneered new approaches by defining the differences between behavior change marketing and commercial marketing.

WE SEGMENT BASED ON PEOPLE'S IDENTITIES

We go beyond demographics to segment populations based on their identities, lifestyles, and values.

WE STRATEGIZE FOR BEHAVIOR CHANGE

We develop unique strategies that align with each audience segment to change behavior.

OUR MESSAGES AND MEDIA PLANS ARE EQUITABLE

We tailor our messages to those with the greatest need and target our media to ensure equitable outcomes.

WHAT WE DO

We achieve behavior change through groundbreaking strategies that increase knowledge, change policy, shift norms, and overcome barriers. We are a full-service marketing agency that provides clients with everything they need to implement behavior change campaigns, including:



Research & Strategy

- Formative Research
- Audience Insights
- Segmentation Research
- Creative & Message Testing
- Media Trackers
- Strategic Planning



Creative Development

- Brand Development
- Graphic Design
- Copywriting
- Video & Broadcast Production
- Website Development
- App Development



Media

- Digital & Social Media
- Mobile Marketing
- Traditional Media (TV, Radio, Print, Out of Home)
- Social Media Management
- Earned Media & PR
- Measurement & Optimization



Community Engagement

- Event Marketing
- Brand Ambassador Programs
- Influencer Partnerships
- Youth Engagement
- Volunteer Programs
- Advocacy & Outreach



IN-HOUSE
FORMATIVE
RESEARCH

Our research and campaigns have been published in peer-reviewed journals including: *Health Communication, Addictive Behaviors, American Journal of Preventive Medicine, American Journal of Public Health, Health Education and Behavior, Health Promotion Practice, Journal of Adolescent Health, and Tobacco Control.*

RESEARCH FOR EVIDENCE-BASED CAMPAIGNS

Rescue's Peer Science™ research methodology reveals the underlying factors that drive behavior to ensure every campaign strategy is evidence-based. We put aside the reasons why a healthy behavior is desirable from a public health perspective, and instead look at it from the perspective of the audience, incorporating both their individual and social needs.

IDENTITY-BASED SEGMENTATION

Identity and social structures are powerful factors in behavioral decisions. By understanding how identities, values, mindsets, and norms differ for those who do and do not engage in a healthy behavior, we create meaningful audience segments that guide research, strategy, and message development.

THE BEHAVIOR'S FUNCTION

There's no such thing as a "bad" or "useless" behavior. Every behavior has a function, even the unhealthy ones. By understanding those functions, we can envision how behavior change is possible.

VALUE-DRIVEN BEHAVIORS

The target audience often ignores behavior change campaigns because the messages "preach to the choir" and are not relevant to them. We unpack the unique values and mindsets of the target audience to present behavior change messages from a new and relevant perspective.

OUR PROGRAMS & CAMPAIGNS

CUSTOM PROGRAMS & CAMPAIGNS

These are a few examples of the dozens of programs and campaigns that Rescue develops and manages for government agencies and other health organizations to achieve tangible behavior change outcomes.

FIRST 5 CALIFORNIA

An early childhood education campaign that educates Californians about creating stable, safe, and nurturing relationships and environments for their children 0 - 5.




EAT BETTER TOGETHER

A nutrition education campaign for Coloradans impacted by low wages using Rescue's proprietary framework for complex behavior change like healthier eating.



MIND OVER MARIJUANA

A comprehensive marijuana education campaign to educate California youth about the dangers of underage cannabis use.



THIS FREE LIFE

A national Social Branding™ campaign to reduce tobacco use among lesbian, gay, bisexual, and transgender young adults.



IT'S UP TO US

A mental health awareness campaign to inspire wellness, reduce stigma, and prevent suicide.




LACED & LETHAL

A campaign to share urgent and current information on pills and powders laced with fentanyl in Seattle/King County.




CHECK YOURSELF

A harm reduction framework campaign for young adults to prevent binge drinking and mixing alcohol with prescription stimulants.




EVOLVEMENT

A youth engagement model used in NM, OK and VA that empowers youth to work on tobacco education, nutrition and policy change.




READY-MADE MEDIA CAMPAIGNS

Our exclusive focus on positive behavior change means that we have the unique opportunity to bring together organizations with similar goals to create licensable programs, such as these, that reduce costs and expand the reach of their messages.



BEHIND THE HAZE

A vaping prevention campaign designed for teenagers. Campaign has run in 22 states.



QUIT THE HIT

A vaping cessation support group that helps young people quit through group chats on Instagram across 8 states.



THE FENTANYL EFFECT

An evidence-based campaign to prevent fatal fentanyl overdoses.



DOWN & DIRTY

A rural teen tobacco prevention campaign designed to shift cultural norms with Country teens. Campaign has run in 11 states.

OUR TEAM

We are a diverse team of over 180 change agents throughout the U.S. All of our change agents focus exclusively on behavior change programs that contribute to positive social change and bring a diverse expertise including marketing, public health, psychology, sociology, anthropology, advertising, media, and community engagement.

Our Mission: To make healthy behaviors easier and more appealing.



WHERE TO FIND US

Rescue Headquarters

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OTHER LOCATIONS:

Albuquerque, NM

Sacramento, CA

Los Angeles, CA

Washington, D.C.

Oklahoma City, OK



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