

priority audiences, including adults and parents both during and after pregnancy. Additional components, such as signs and radio ads, may be developed and customized to the Austin/Travis County community. There are no costs associated with utilizing the existing creative elements of the campaign, and media buys to support campaign dissemination will be made through grant funding from the Texas Department of State Health Services Texas Healthy Communities Grant, as well as the Chronic Disease prevention general operating budget.

Strategic Outcome(s):

Health and Environment.