



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.

20
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 20 states and provinces.

180+
CHANGE AGENTS

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

100+
CAMPAIGNS

We develop, implement, and evaluate campaigns for youth and adults, across diverse populations and distinct health 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:



TOBACCO



VAPING



OPIOIDS



MARIJUANA



NUTRITION



ALCOHOL



SEXUAL
HEALTH

Among populations that include:

YOUTH AND
YOUNG ADULTS

LOW
SOCIOECONOMIC
STATUS

AMERICAN INDIAN
/ ALASKAN NATIVE

MULTICULTURAL

PREGNANT AND
BREASTFEEDING
WOMEN

LESBIAN, GAY,
BISEXUAL, AND
TRANSGENDER

WHO WE WORK WITH

*Select Current & Active Clients as of April 1, 2020

Blue Cross Blue Shield of Minnesota
California Department of Social Services
Connecticut Department of Health
Indiana State Department of Health
New Mexico Department of Health (TUPAC)
Peace Health
Southern Nevada Health District
Special Olympics
Vermont Department of Health

California Department of Public Health
Colorado Department of Human Services
Food & Drug Administration - Center for Tobacco Products
Louisiana Public Health Institute
Oklahoma Tobacco Settlement Endowment Trust
San Diego Unified School District
South Carolina Department of Health & Environmental Control
UCSF Center for Tobacco Control Research & Education
Virginia Foundation for Healthy Youth

OUR APPROACH

WE PUSH HEALTH COMMUNICATIONS FORWARD

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

WE SEGMENT BY VALUES

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.

WE TAILOR & TARGET

We tailor messages to those at highest risk and target our media to minimize waste.

WHAT WE DO

We achieve behavior change through groundbreaking strategies that increase knowledge, change policy, and shift norms. 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



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 government perspective, and instead look at it from the perspective of the audience, incorporating both their individual and social needs.

IDENTITY-BASED SEGMENTATION

Self identity and social structures are powerful factors when making behavioral decisions. By understanding how those engaging in healthy behaviors are different from those who are not, 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 demonstrate how behavior change is possible.

VALUE-DRIVEN BEHAVIORS

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

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*.

AJPM American Journal of Preventive Medicine

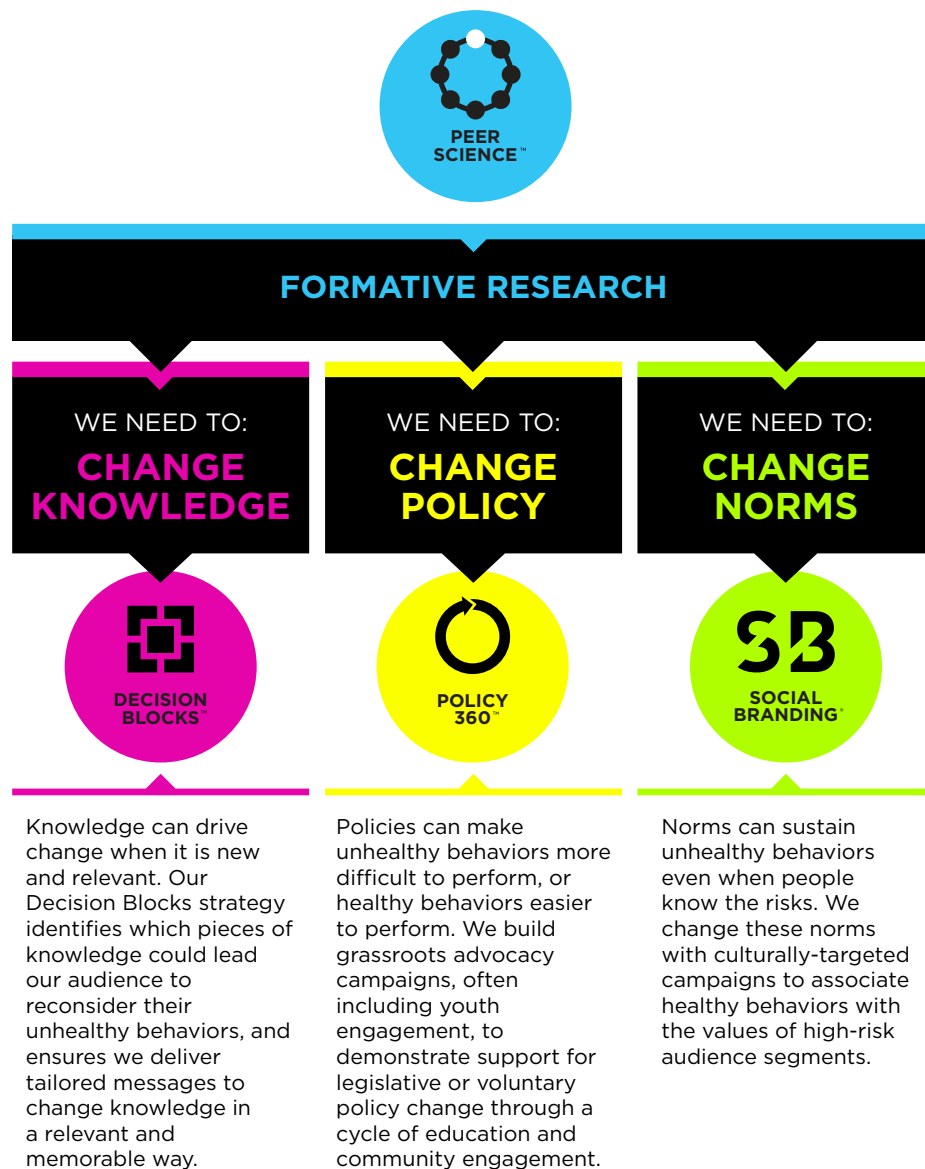
AJPH

hpb H&B JOURNAL OF ADOLESCENT HEALTH

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™**, **Policy 360™**, or **Social Branding™**, our proprietary strategies to achieve the desired behavior change.

Peer Science™ is our proprietary research process that 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.



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.

FRESH EMPIRE

A national Social Branding™ campaign to reduce tobacco use among teens who identify with the Hip Hop peer crowd.

**FRESH
EMPIRE**



LET'S TALK CANNABIS

A comprehensive marijuana education campaign for multiple priority populations: youth, parents/mentors, and pregnant and breastfeeding women.

**LET'S TALK
CANNABIS**



24/7

A Policy 360™ campaign that promotes comprehensive, 24/7 tobacco-free school policies in VA and NM, including over 40 policy wins.

24/7
TWENTY-FOUR-SEVEN



CHECK YOURSELF

A high-risk binge drinking prevention campaign for young adults built on a harm reduction framework.

**-CHECK-
YOURSELF**



CALFRESH

HEALTHY LIVING

A nutrition education campaign for low income Californians using Rescue's proprietary framework for complex health behaviors like healthy eating.

CalFresh
HEALTHY LIVING



THIS FREE LIFE

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

**This
Free Life**



COMMIT TO QUIT

A smoking cessation campaign working to boost enrollment in Connecticut's cessation programs.

**COMMIT
TO QUIT**



EVOLVEMENT

A youth engagement model used in NM, LA, and VA that empowers youth to work on tobacco education 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 9 states.

**BEHIND
THE HAZE**

PEOPLE'S OPIOID PROJECT

A campaign to reduce opioid misuse, reduce stigma, and promote treatment options for Substance Use Disorder.

**PEOPLE'S
OPIOID
PROJECT**



DOWN & DIRTY

A rural teen tobacco prevention campaign designed to shift cultural norms with Country teens. Campaign has run in 5 states.

**DOWN
AND
DIRTY**



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

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