

# 12 Habits 4 All of Us



Mobilizing Unity, Civility, and Citizenship.

# Habit-Forming Reminder Materials

Effective Public Service Campaigns are initially mobilized through an organized mass media blitz of public service announcements, (PSA's) on TV, radio and news print, that reach the entire intended market. This is coordinated with website and social media outreach.

In targeted neighborhoods or communities within the larger market, coordinated print materials are distributed and displayed in local outlets such as schools, social and government agencies and merchants where they are visible to residents in their daily lives.

Together, the coordinated messaging inspires and motivates citizens to transform. Here are photos of *12 Habits 4 All of Us* materials that have been used during the past 30 years, leaving a legacy of proven behavior transformation.



Legacy Habits-forming Materials Display



Legacy 12 Habits Materials for Communities and Schools



Legacy Personal Habit Helper Reminder Kit

We are in the process of updating and modernizing the materials for the current *12 Habits* campaign, tailored to the modern digital age.

Visit us at: [12Habits4AllOfUs.org](http://12Habits4AllOfUs.org)

[www.Youtube.com/@12Habits4AllOfUs](http://www.Youtube.com/@12Habits4AllOfUs) | [facebook.com/groups/12habits4allofus](http://facebook.com/groups/12habits4allofus)