

# **HHI Earned Media Activities: 2012-2013**

Bronwyn Sinclair

HHI Public Education Coordinator

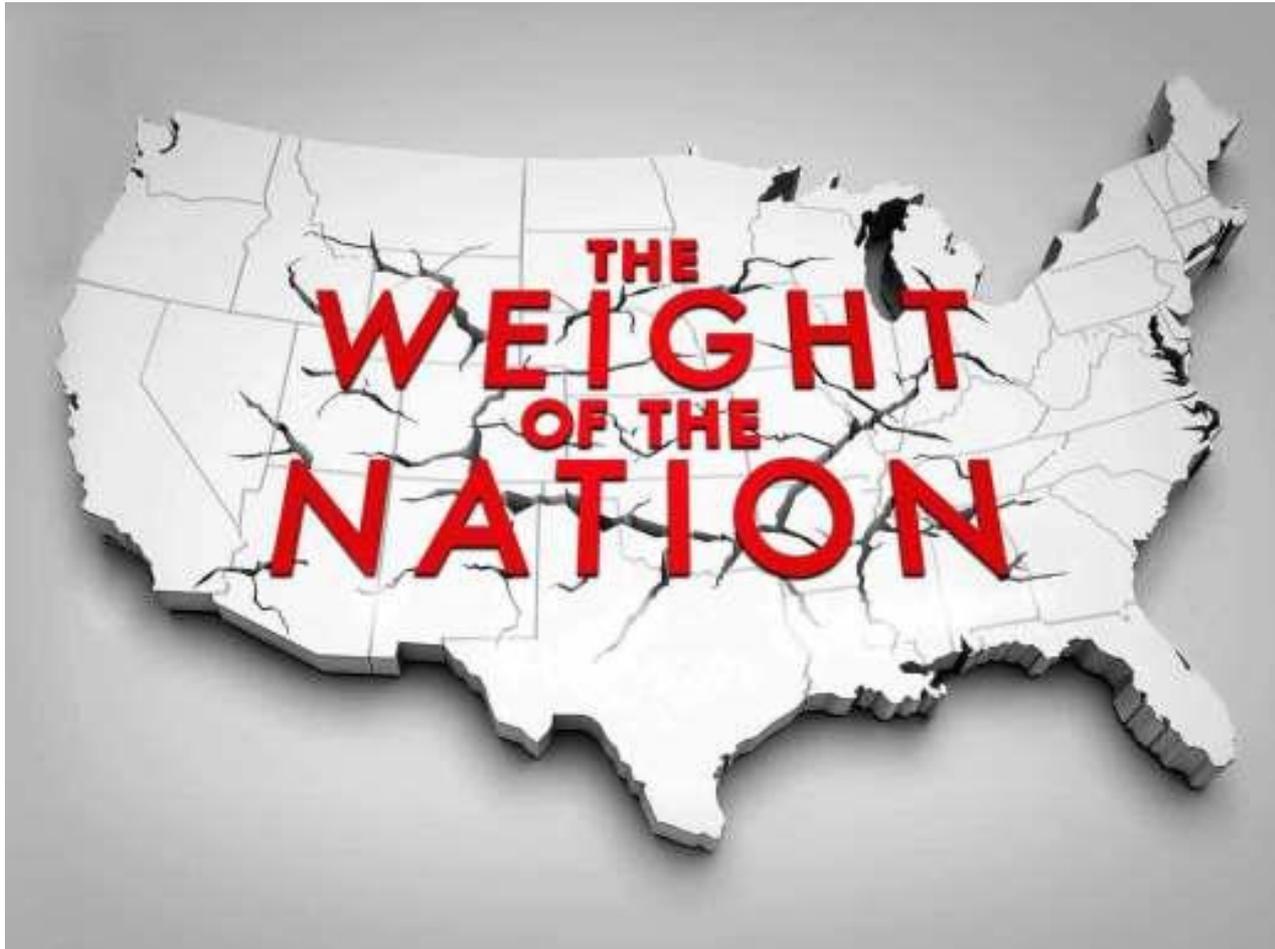
Hawaii Dept. of Health

# Outline

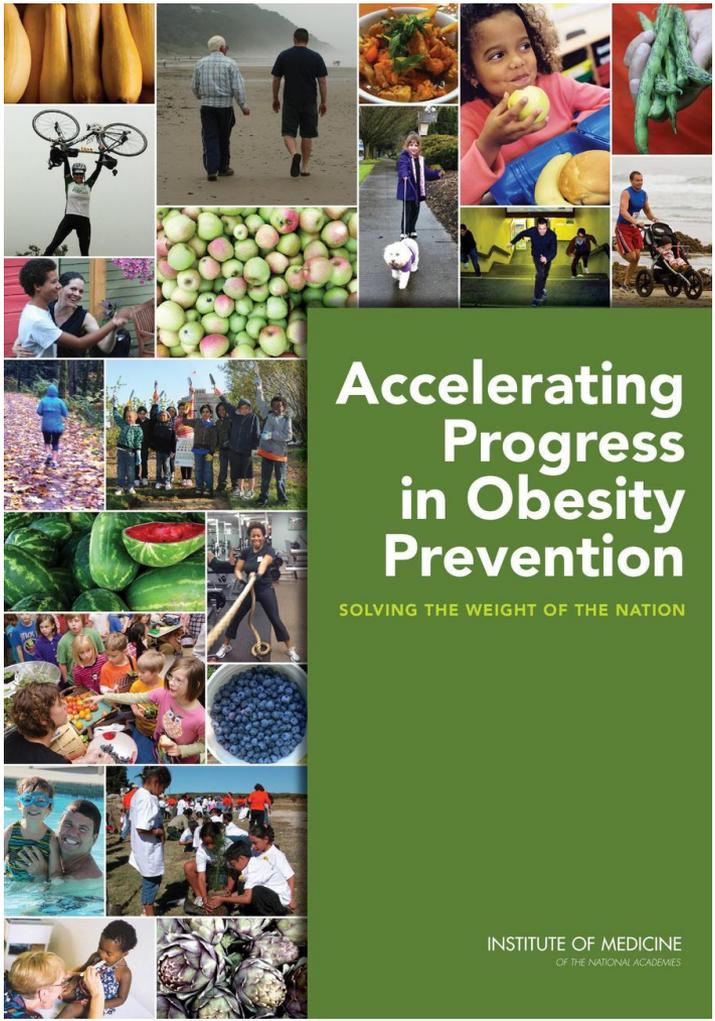
- **Weight of the Nation and Accelerating Progress in Obesity Prevention**
  - Local Release
  - Weight of Hawaii Symposium
  - Weight of the State insert
- **Sugary Drinks**
  - Joint Press Conference with AHA
  - Soda-Free Summer with C & C Parks and Rec
  - Rethink Your Drink Campaign Launch
- **Olelo Community Television Activities**

**Weight of the Nation  
and  
Accelerating Progress in Obesity  
Prevention**

**May 2012**



# May 2012



## Accelerating Progress in Obesity Prevention

SOLVING THE WEIGHT OF THE NATION

INSTITUTE OF MEDICINE  
OF THE NATIONAL ACADEMIES



DEPARTMENT OF HEALTH

News Release

NEIL ABERCROMBIE  
GOVERNOR

LORETTA J. FUDDY, A.C.S.W., M.P.H.  
DIRECTOR  
Phone: (808) 586-4410  
Fax: (808) 586-4444

For Immediate Release: May 8, 2012

12-020

**DEPARTMENT OF HEALTH AND UNIVERSITY OF HAWAI'I  
APPLAUD REPORT ON OBESITY PREVENTION RELEASED  
BY THE INSTITUTE OF MEDICINE**  
*UH President M.R.C. Greenwood Helps Lead National Effort  
Against Obesity*

HONOLULU – America's obesity epidemic is so severe and widespread, U.S. hospitals are ripping out wall-mounted toilets and replacing them with floor models to better support obese patients. Cars today burn nearly one billion gallons of gasoline more a year than they did in 1960 when the people who rode in them weighed less.

These two alarming facts give urgency to a new report released today by the Institute of Medicine (IOM) advising the nation to accelerate efforts to reduce obesity. The Hawai'i State Department of Health (DOH) and the University of Hawai'i recognize the report as a major milestone in the battle against obesity, and applaud this national effort to improve the health of our people. The report was released today at a Centers for Disease Control and Prevention (CDC) conference in Washington D.C. "**Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation**" is available at <http://www.nap.edu>.

University of Hawai'i President **MRC Greenwood** served as vice chair of the study and was a prime resource for the IOM report. A nationally recognized expert and author on obesity and diabetes, Greenwood said, "While Hawai'i has had some of the best health statistics in the nation, in the last 15 years we have seen our rate of obesity increase from 11 percent in 1995 to 23 percent in 2010. Across-the-board societal changes need to take place and the new IOM report outlines effective strategies for making these changes happen."

Health Director **Loretta Fuddy** is attending the CDC's "Weight of the Nation" conference in

(more)

Washington D.C. today and said, "In Hawai'i, one in three of our children entering kindergarten are already overweight or obese. The IOM report serves as a culmination of expertise on obesity prevention from around the nation, and will be an invaluable resource for our Childhood Obesity Prevention Task Force as we assemble members and determine ways to reverse troubling obesity trends in Hawai'i."

The IOM report notes specific strategies to weave healthy foods and beverages and physical activity into our daily lives. They include: requiring at least 60 minutes of physical education and activity in school per day; adopting industry-wide guidelines on which foods and beverages can be marketed to children and how; expansion of workplace wellness programs; increasing the availability of lower-calorie, healthier children's meals in restaurants; and implementing flexible financing or tax credits to encourage developers to build sidewalks near new housing projects and locate supermarkets in those communities.

Hawai'i Senate Bill 2778 established a Childhood Obesity Prevention Task Force this year to develop and recommend legislation for the prevention of childhood obesity in our state. The DOH director will serve as the chairperson and members of the task force will include state directors, legislators, representatives from the University of Hawai'i, American Heart Association, American Cancer Association, American Diabetes Association, and others. The task force will report its findings and recommendations, including proposed legislation, to the legislature in December 2012.

The DOH has been engaged in a number of projects with community organizations, healthcare agencies, and businesses to collaborate on addressing the issue of obesity in our state. Last week, in conjunction with the release of the IOM report and in partnership with HBO, Kaiser Permanente, and the University of Hawai'i, the DOH conducted a special screening and panel presentation of the HBO series, "Weight of the Nation." The series will air to the public on May 14 and 15. The department will hold a symposium in June to review the scientific literature and recommendations of the IOM report. The DOH is also continuing its *Take the Leap* television and radio campaign to inform the public about the dangers of obesity and encourage people to make healthier choices concerning physical activity and nutrition. For more information on DOH initiatives for obesity prevention in Hawai'i go to: [www.healthyhawaii.com](http://www.healthyhawaii.com)

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For more information regarding this news release contact:

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Director of Communications  
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# WOTN/APOP Release

- Aired seven times on three television networks, generating an estimated **\$24,096** in calculated publicity value
  - "Top Story" by KITV-4's Paula Akana)
  - Front page article in Star Advertiser
- Aired WOTN on the 4 community access TV stations statewide

**June 2012**



**WEIGHT OF HAWAI'I:**

**THE NEED FOR OBESITY  
PREVENTION AND POLICY**

# Weight of Hawaii Symposium

- 100+ obesity experts, elected officials, businesses and community stakeholders
- Highlighted potential policy changes around obesity
- IOM experts shared APOP recommendations
- Local expert panel
- Served as the launch of the Childhood Obesity Prevention Taskforce (SB 2779; Act 269)



NEIL ABERCROMBIE  
GOVERNOR OF THE STATE OF HAWAII

DR. M.R.C. GREENWOOD  
PRESIDENT OF THE UNIVERSITY OF HAWAII  
AND  
LORETTA J. FUDDY  
DIRECTOR OF THE HAWAII STATE DEPARTMENT OF HEALTH

REQUEST YOUR PRESENCE AT A SYMPOSIUM:  
"WEIGHT OF HAWAII: THE NEED FOR OBESITY PREVENTION  
AND POLICY"

FEATURING DR. JUDITH SALERNO,  
LEONARD D. SCHAEFFER EXECUTIVE OFFICER OF THE  
INSTITUTE OF MEDICINE  
AND MEMBERS OF THE IOM COMMITTEE ON  
ACCELERATING PROGRESS IN OBESITY PREVENTION

FRIDAY, JUNE 22, 2012  
4:00-7:00PM  
THE PLAZA CLUB  
900 FORT STREET MALL, 20<sup>TH</sup> FLOOR

RSVP VIA EMAIL BY JUNE 15<sup>TH</sup> TO [ARLENE.MASULIT@DOH.HAWAII.GOV](mailto:ARLENE.MASULIT@DOH.HAWAII.GOV)

FOR QUESTIONS ABOUT THIS EVENT, PLEASE CONTACT  
BRONWYN SINCLAIR AT 586-4497

ALOHA ATTIRE  
HOSTED PARKING



WEIGHT OF HAWAII:  
THE NEED FOR OBESITY  
PREVENTION AND POLICY



WEIGHT OF HAWAII:  
THE NEED FOR OBESITY  
PREVENTION AND POLICY

DR. JUDY SALERNO  
LEONARD D. SCHAEFFER  
EXECUTIVE OFFICER  
INSTITUTE OF MEDICINE

DR. JAMIE CHIRQUI  
COMMITTEE MEMBER  
INSTITUTE OF MEDICINE  
ACCELERATING PROGRESS IN OBESITY PREVENTION

WEIGHT OF  
THE NEED FOR  
PREVENTION



**WEIGHT OF HAWAI'I:**  
 THE NEED FOR OBESITY  
 PREVENTION AND POLICY



**DR. CORILEE WATLES**  
 CHAIRPERSON  
 AMERICAN HEART ASSOCIATION



**DR. DEBORAH TAIRA JAMES**  
 ASSOCIATE PROFESSOR  
 UNIVERSITY COLLEGE OF PHARMACY



**REP. RYAN YAMANE**  
 CHAIRMAN  
 HOUSE COMMITTEE ON HEALTH



**REP. JOHN GREEN**  
 CHAIRMAN  
 SENATE COMMITTEE ON HEALTH



**LOLA H. BRUHN, M.ED.**  
 MANAGING DIRECTOR  
 HAWAII STATE DEPARTMENT OF HEALTH

**WEIGHT OF HAWAI'I:**  
 THE NEED FOR OBESITY  
 PREVENTION AND POLICY



# Weight of Hawaii Symposium

- Aired three times on three television networks, generating **\$10,866** in calculated publicity value
- Article in Tribune-Herald
- More than that...jumpstarted the “policy buzz” around obesity prevention

# September 2012

SPECIAL PROMOTIONAL SECTION



**The Need for Obesity Prevention  
and Policy in Hawai'i**

# Weight of the State insert

- 16-page insert
- Honolulu and Hawaii Business magazines
  - Overview of Weight of Hawaii symposium
  - Examples of partners' model programs
- Combined readership of over 200,000
- Distribution: 50,000 copies of magazines plus an additional 5,000 overprints

# **Sugary Drinks**

# March 2012

- Joint press release, press conference with American Heart Association (AHA)
- Highlighted national release of an AHA study
  - 20% increase in coronary heart disease among men as a result of drinking one 12-ounce sugar-sweetened beverage per day



DEPARTMENT OF HEALTH

American Heart  
Association®   
*Learn and Live*™

Dr. Shireen Kadi-Gilani  
Assistant Secretary for  
Public Health

Loretta J. Fudity  
Assistant Secretary for  
Public Health

Dr. Corine Walters  
Assistant Secretary for  
Public Health

# AHA Joint Release

- Aired five times on two television networks, generating an estimated **\$14,697** in calculated publicity value
- Three print stories

# June 2012

- Joint press release and press conference with C&C Parks and Recreation
- Promoted new vending machine policy
  - Eliminated soda and sugar-added juice from all facilities
- Promoted Summer Fun Program's "Soda Free Summer" Campaign
  - Developed pledge for 9,000+ youth
    - Abstained from sugary drinks for 7 weeks









**SODA FREE SUMMER**  
Refresh your mind  
Don't Drink!

THE FOLLOWING ARE PROHIBITED:  
CIGARETTES AND CIGARETTE REMAINS  
ALCOHOL  
DRUGS  
WEAPONS  
FIREARMS  
GAMES  
TOYS  
AND OTHER ITEMS THAT ARE NOT ALLOWED IN SCHOOLS.  
ALL ITEMS MUST BE PACKAGED AND Labeled BY THE PARENTS/GUARDIANS.

EAT RIGHT  
EXERCISE  
SUSTAINANCE  
MANOA  
DRINK WATER  
REST  
BE HAPPY  
GOOD ATTITUDE  
THINK POSITIVE  
STRESS  
MANOA  
SUMMER FUN  
**BE HEALTHY**  
INSIDE and OUT  
Body... Heart... LIVE

# Soda-Free Summer

- Aired eleven times on three television networks, generating an estimated **\$40,659** in calculated publicity value.
- One story in Star Advertiser

# February 2013

- Rethink Your Drink campaign launch
- Student advisors from Island Pacific Academy
  - Helped shape campaign
  - Answered questions from Gov. Abercrombie and Director Fuddy
    - Why they participated
    - Significance of message
    - Impact of ads among youth

Don't drink yourself fat.  
If it's got sugar, it'll make you fatter.

**RETHINK  
YOUR DRINK**



**start  
Living  
healthy!**  
f StartLivingHealthyM



# Rethink Your Drink Campaign Launch

- Aired four times on two television networks  
(calculated publicity value unknown)
- Print story in Star Advertiser
- Aired on NPR

# **Olelo Community Television**

# Olelo Activities

- Olelo Youth Exchange “Start Living Healthy” Ads
- DOH series: “Foundations for Healthy Generations”
- FREE training and rental of equipment...film it yourself and Olelo will air it





# In Summary...

- Capitalize on national (or local) events
- Piggyback...Keep the momentum going!
- Partner, partner, PARTNER
- Use free/cheap resources

**Mahalo!**

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