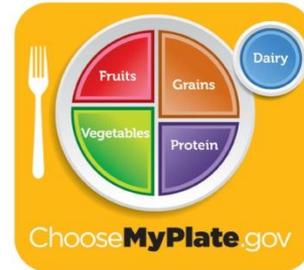


Breakout 1: How to Get the Word Out: PAN Messaging through Earned Media

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Today is the day to Start Living Healthy.



Fill half of every plate
with vegetables and
fruit – at snack time too!

Follow these healthy eating tips:

- Eat whole foods, mostly plants – Traditional Hawaiian foods are healing and protective, especially whole plants (like kalo, 'ulu, limu and 'uala) and fish.
- Drink water! – It cleanses the body without adding pounds.
- Eat breakfast - Regular meals help keep blood sugars balanced. To control portions, try using a smaller plate.
- Skip the sugar – Find sugar-free alternatives to soda, sugary coffee drinks, candy, and desserts. Snack on fruits & veggies, not chips and candy.
- Cut the fat – Deep-fried, no thanks! Trans-fat, no way! Switch dairy products to nonfat or 1%.
- Shake the salt habit – Put away the salt shaker, choose more fresh and less processed foods.



START LIVING. **HEALTHY.**SM
HealthyHawaii.com
Hawaii's Department of Health

For more healthy eating and lifestyle choices go to:
www.HealthyHawaii.com



Benefits & Barriers to using Earned Media

- Credibility and Trust
- More weight with viewers
- No airtime/space cost
- Requires time, effort, preparation
- Limited control over message
- No set schedule or placement
- Repetition & message recall
- Building media relationships
- Establish yourself or agency as a trusted source



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Forms of Earned Media

- Press release or media advisory
- Press conference or media availability
- Pitching stories and exclusives
- Wire stories
- Guest columns
- Opinion editorials
- Editorial board meetings
- Local, national, and international news

