# HAWAI‘I DEPARTMENT OF HEALTH LAUNCHES COVID-19 PUBLIC AWARENESS CAMPAIGN FEATURING FRANK DE LIMA

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HONOLULU – Beginning March 30 through July 31, the Hawai‘i Department of Health (DOH) is launching the “Stay Healthy, Stay at Home” campaign on KHON2, iHeart Media, and in Honolulu Star Advertiser print and digital platforms. The goal of the campaign is to encourage adults, especially seniors, to practice social distancing and good hygiene to prevent further cases of COVID-19 in Hawai‘i.

During this time of uncertainty, the advertisements use local humor to empower residents with simple actions they can take to protect themselves and their loved ones from COVID-19.

Health Director Bruce Anderson, said, “We’re pleased to team up with Frank De Lima to remind everyone about the simple things you can do to keep yourself and others healthy. We urge everyone to do like Frank does in the videos—practice good hygiene and social distancing and remember to take care of your well-being and mental health.”

De Lima—a senior himself—was a natural fit for the campaign, having released his “Corona, Corona” song about the virus woes earlier this month. A longtime champion for health, he has partnered with DOH in the past, serving as the spokesperson for the successful “Prevent Diabetes Hawai‘i” social marketing campaign (2017).

As published in this month’s (March 2020) issue of the Hawai‘i Journal of Health and Social Welfare, 61,900 people in Hawai‘i who reported seeing a “Prevent Diabetes Hawai‘i” advertisement featuring Frank De Lima took a diabetes risk test online or on paper. Focus group data from this campaign were used to inform “Stay Healthy, Stay at Home,” and DOH hopes this will lead to equally favorable results.

“I appreciate the opportunity to work with the Department of Health once again and to use humor to help protect our island community,” said De Lima. “Now is the time for us to kokūa to help stop the spread of COVID-19: Take care of physical and mental health and stay home.”

View the advertisements and get the latest info about coronavirus at HawaiiCOVID19.com/resources (http://www.hawaiicovid19.com/resources) .

PDF: Hawai’i Department of Health launches COVID-19 public awareness campaign featuring Frank De Lima

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