

Native Hawaiian Audience Guidance

Guidance

This bundle provides guidance on engaging the Native Hawaiian audience in the Centers for Disease Control and Prevention's (CDC) National Diabetes Prevention Program (National DPP) lifestyle change program. Native Hawaiian persons are at higher risk for developing type 2 diabetes, yet they may be unaware of their increased risk.¹ The lifestyle change program is an inclusive program that serves diverse groups including those from Native Hawaiian communities. This is a companion piece to the Native Hawaiian promotional bundle found [here](#).

Effective delivery of the National DPP lifestyle change program requires cultural tailoring to meet the needs of participants. The following items are included in this document to assist you in tailoring your outreach to local Native Hawaiian audiences.

- **Audience insights.** This section will help you understand this audience and possible barriers to participation so you can effectively reach the specific Native Hawaiian audiences in your communities.
- **Social and digital media placement guidance.** To assist you in using the social media posts, these resources provide you with information to use various online platforms and networks. Instructions are included for both organic and paid efforts to suit any budget.

Audience Insights

To effectively promote your National DPP lifestyle change program to Native Hawaiian communities, it is important to begin with an understanding of the ways their key values and cultural assets contribute to LCP participation. These elements can then inform your messages and communication strategies. The Native Hawaiian persons in your community will have different backgrounds and practices than those in other areas, but there are some common characteristics that hold true for most Native Hawaiian persons—even those from different age, religious, and geographic groups. Please keep in mind that while these insights may generally be true for many Native Hawaiian individuals, they will not represent the experiences of everyone who identifies as Native Hawaiian.

When you understand an audience's priorities and motivations, it is possible to tailor your promotions to demonstrate how healthy living and type 2 diabetes prevention fit into the bigger picture of their lives. For Native Hawaiian audiences, some key ideas to keep in mind while creating materials to engage them include:

- **Family:** Native Hawaiian communities value family as one of the most important aspects of their lives. Native Hawaiian persons are often motivated by a desire to provide and care for their families.² The lifestyle change program can be marketed as a tool to support health so that Native Hawaiian individuals can continue to enjoy their time with loved ones they value.

¹ <https://www.nimhd.nih.gov/news-events/features/community-health/diabetes-risk-and-native-hawaiians.html>

² McElfish PA, Purvis RS, Esquivel MK, Sinclair KA, Townsend C, et al. Diabetes disparities and promising interventions to address diabetes in Native Hawaiian and Pacific Islander populations. *National Library of Medicine. Curr Diab Rep*; 19(5): 19. [doi:10.1007/s11892-019-1138-1](https://doi.org/10.1007/s11892-019-1138-1).

- **Faith:** Whether it be religion or spirituality, Native Hawaiian individuals often have strong ties to their faith and believe in a higher power. This belief is a strength among Native Hawaiian communities that comes with many other core values that tie faith and culture together. Consider partnering with faith-based organizations to reach Native Hawaiian audiences.³
- **Culture:** Native Hawaiian persons have strong ties to their culture and many have been working for linguistic and cultural revitalization. Including imagery of Native Hawaiian audiences, their native land, food, people, music, activity, language, and other cultural symbols will help to engage these individuals. These Native Hawaiian ways of life, traditions, and aloha spirit will resonate with the audience.³

Many of the values mentioned above are shared among the majority of Pacific Islander populations as well. For additional considerations for this audience, see the National DPP [Native Hawaiian Pacific Islander Audience Profile](#).

Social & Digital Media Placement Guidance

Digital media is an effective marketing tool to reach many audiences, including Native Hawaiian communities. Social media platforms such as Facebook and Instagram tend to be popular with Native Hawaiian persons and are perfect for both organic and paid media placement. Social media is also a convenient choice to fit any budget, since organic posts are free—and you can control the budget for any paid ads you'd like to run. In addition to using social media, you can also place ads on popular news stations (i.e., KHON2 News, KITV4 News, Hawaii News Now). This is a great strategy to engage the Native Hawaiian population in your community. Websites for local newspapers (i.e., Honolulu Star-Advertiser, Hawaii Tribune-Herald, The Honolulu Advertiser, Honolulu Star-Bulletin) or community events are just a few examples to consider for ad placement to reach your intended audience. Additional resources are provided below to guide you in successful social and digital marketing.

[Job Aid on Digital Marketing](#). This document provides key terms and a basic overview of social and digital media marketing. It is useful as an introduction and a foundational resource as you begin planning for digital engagement and advertising.

[Job Aid on Marketing the Lifestyle Change Program With Organic Social Media](#). The guidance in this job aid will help you to understand organic social media and how to implement a strategy to support your program's promotional efforts online. There are also tips for using social media to do partner outreach, as well as information on metrics and evaluation.

[Job Aid on Digital Display Ad Placement with Google Ads](#). This job aid offers insights, tips, and resources for using digital display ads for paid placements on the web. It explains what digital display ads are and where they can be placed to reach your audiences.

Community driven outreach. Partnering with community organizations is key to creating and sharing culturally tailored messages and ads in ways that community members can understand. When engaging Native Hawaiian organizations, start by learning about the organization's

³ Braun KL, Kim BJ, Ka'opua LS, Mokuau N, Browne CV. Native Hawaiian/Pacific Islander Elders: What gerontologists should know. (2014)

capacity for partnership work. Find out what health-related programs they are involved in, or other activities they conduct that you could join. Make sure the organization will also benefit from working with your program, such as providing them with reports of program successes. Maintain regular communication with organization leaders for continued opportunities to work together.

Engaging in Native Hawaiian non-profit, community, and faith-based organizations may be successful with this population, as members within their community—particularly those with a health background—are considered trusted sources of information. Leveraging peer educators may motivate Native Hawaiian persons to participate in health programs and initiatives.⁴

With the support of these tips and resources, you'll be well on your way to using digital media to engage Native Hawaiian audiences. You can use the insights above to guide your placement of the creative materials provided next in this bundle.

⁴ [NHPI Audience Profile](#)