

firstline

Summer 2017

Health PR Reimagined
Quarterly news from Palin Communications

Sam Kekovich promotes #LambFurAll with cheeky Australia Day campaign for pet owners

Australians have listened to Lambassador Sam Kekovich's annual tirades against un-Australianism for over a decade.

This year the "lambassador" joined forces with ADVANCE™ Super Premium Petfoods to turn his battle cry on its head. This year he urged dog owners across the nation to choose lamb for their canine companions on Australia Day. The kick-off coincided with the launch of Advance's new lamb variety for large/giant breed dogs.

ADVANCE™ and Palin worked together on an integrated campaign leveraging the tongue-in-cheek video to trigger earned editorial stories, drive social engagement and maximise views of the campaign content.

The video featuring Sam Kekovich generated **over 100,00 views and 1.3 million impressions.**



Social pet influencers helped lend credibility and drive awareness for the #LambFurAll campaign.

Editorial highlights included a segment on Ch7's Sunrise program and generated an **estimated 500,000 opportunities** to see campaign messages – many highly branded.

It also helped drive significant engagement for the ADVANCE® owned social media assets. The total number of people reached via posts **increased by a whopping 2,547%.**
[VIEW THE VIDEO HERE.](#)

Hearing loss no barrier for deaf children on the road to success

The Shepherd Centre, a leading charity organisation providing early intervention therapy for hearing impaired children, recently helped 47 families celebrate a huge milestone – watching their children head off to primary schools across NSW, ACT and Tasmania.

Following years of intensive therapy, these children will hit the ground running at 'big school', the vast majority with speech and language skills on par with – and sometimes exceeding – those of their hearing classmates.

The Shepherd Centre has an extraordinary track record of success with over 90 percent of the centre's graduates heading to mainstream schools with outstanding communication skills.

As you can imagine, these milestones created a perfect opportunity for stories in major metro and suburban media. Palin worked with long-term client The Shepherd Centre to trigger positive media coverage highlighting the back-to-school campaign with stellar results.

A wide range of earned editorial provided **nearly 700,000 opportunities** to see key messages about the importance of early intervention therapy in consumer media across January and February.



Leo Henderson was one of 47 deaf children who headed off to 'big school' thanks to help from The Shepherd Centre.

Reimagining health PR

They say that if a hammer is the only tool you've got, then everything looks like a nail.

The latest Palin blog looks at how the only tool PR people used to have was an ability to turn things into 'news'. Because good PR was always about being in the newspaper or on TV. It was simple and relatively one dimensional.

The emergence of content marketing and social media – along with trend toward thinking more broadly about the integrated use of owned, paid, shared and earned media – has changed all that.

Everything is now linked to (and helping to drive) everything else.

So much so that – as a client recently commented – "PR is not even just PR anymore . . ."

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Leveraging social influencer channels to collect data and drive earned editorial is all part of the reimagining of health PR.

It means good PR people bring more integrated, diverse solutions to the table than ever before.

To read more go to www.palin.com.au/blog

New option for West Australians with anxiety

There is good news for people living in Western Australia who suffer from anxiety, nervousness and other sleep related issues. Kava (Piper methysticum), is a medicinal South Pacific plant which has been shown to help reduce anxiety.

Recent updates to the Medicines and Poisons legislation mean Kava is now available across the state. This brings WA in line with the other Australian states where it has been available for many years.

Clinical research has shown Kava compares favourably to the efficacy of existing medications for the treatment of chronic anxiety. However unlike some other options, it has less risk of dependency and less potential for side effects such as lethargy and memory impairment.

Leading Australian natural therapies brand MediHerb pioneered research into the safety and efficacy of Kava for many years and partnered with the Palin team to leverage the regulatory development into earned editorial and social media conversation.

Highlights included a TV story which ran across the Channel 10 News network as well as coverage in the West Australian and on 6PR radio in Perth.

There were also numerous supportive social media posts including one on the Channel 10 Facebook page which achieved over 430,000 views.

People interested in natural options for anxiety related disorders should speak to a qualified natural therapies practitioner.



The legalisation of Kava was featured on Channel 10 News nationally.

The World of Home Care is About to Change Completely

Major changes to government-funded Home Care Packages will give elderly Australians and their families more choice when using their subsidy.

But this increased choice also presents a range of challenges. For example, how do the elderly and their families identify and evaluate the options available to them? And how do they know their choices are providing the right level of care?



Dr Peter Hanley handles questions with aplomb on Switzer Report.

Dr Peter Hanley, aged care expert and founder of National Care Management*, made himself available to answer these complex questions.

2UE Fifty Up Club was a major target as family members – often dubbed the “sandwich generation” – can be the decision makers for their elderly parents. Dr Peter Hanley went on the show for a full 10-minute segment to answer questions from the presenters and then callers. The coverage was amplified via social media with 2UE and National Care Management posting on their channels.

Dr Hanley was also invited to talk by The Switzer Report on Sky News Business with a live, in depth conversation about the changes to Home Care Packages. The interview later appeared on Switzer Online.

To reach the night owls, an interview was also arranged with 2GB Sunday Nights. While online retirement publication OverSixty printed a Q&A with Dr Hanley.

This targeted media campaign was part of an ongoing PR program for National Care Management as they launch new and innovative technologies for in home aged care.

*National Care Management was recently rebranded as CarePilot.

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