

Step It Up Hawaii Media Campaign

The Step It Up Hawaii media campaign was designed to encourage adults to walk at least 30 minutes, five days a week. Walking 30+ minutes, five days a week is easy when you break it up into three shorter 10 minute walks. Regular walking can give you more energy and make you feel better and look better. Television ads, radio ads, mall ads, posters, news stories and community events statewide all played a role in promoting the walking message.

TV Ads

Mall Ads

One Step
Step Up the Energy
Super Duke
Couple
Friends

Walking Posters

Body Benefits
Fun Facts
Easy Steps to Get 30+ Minutes a Day

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