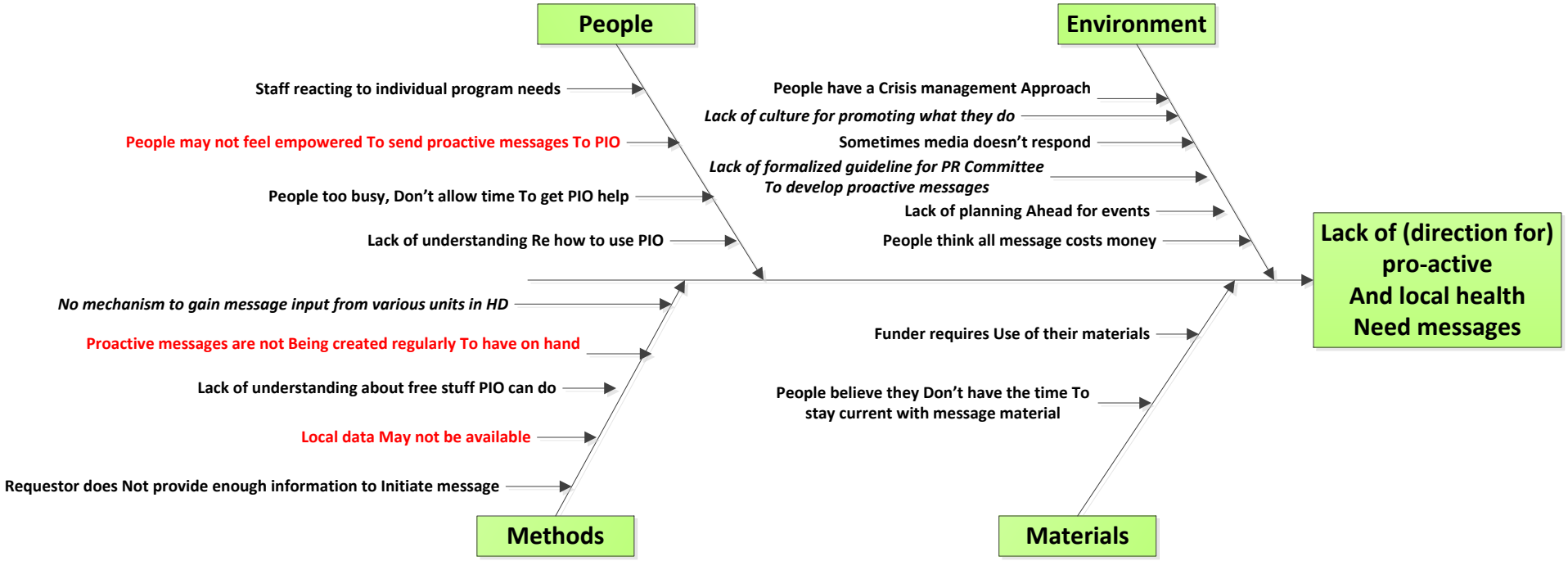
People
Staff reacting to individual program needs
People may not feel empowered To send proactive messages To PIO
People too busy, Don't allow time To get PIO help
Lack of understanding Re how to use PIO
Environment
People have a Crisis management Approach
Lack of culture for promoting what they do
Sometimes media doesn't respond
Lack of formalized guideline for PR Committee To develop proactive messages
Lack of planning Ahead for events
People think all message costs money
Lack of (direction for) pro-active And local health Need messages
No mechanism to gain message input from various units in HD
Proactive messages are not Being created regularly To have on hand
Lack of understanding about free stuff PIO can do
Local data May not be available
Requestor does Not provide enough information to Initiate message
Methods
Funder requires Use of their materials
People believe they Don't have the time To stay current with message material
Materials