

Healthy Eating + Active Living Coalition

Maui, Molokai and Lānaʻi

Opportunities to improve and support community health



February 28, 2019
Maui County Council Meeting
Healthy Families and Communities
Committee
Hawai'i Public Health Institute



Overview

- What is Public Health?
- HIPHI – Who We Are
- Maui NPAC ➡ HEAL: Healthy Eating and Active Living
- HEAL Committees
- Policies to improve and support community health

What is Public Health?

- Public health:
 - the health of the population as a whole, especially as the subject of government regulation and support.
 - the branch of medicine dealing with public health, including hygiene, epidemiology, and disease prevention

Hawaii Health Snapshot

40.8%

Adult obesity rate
40.8% for Native
Hawaiians

11%

Hawaii workers
commuting by active
transportation

70%

Middle schoolers that
do not meet national
physical activity
recommendations

1st

Hawaii ranking for
most dangerous state
for pedestrians over
age 65

Who is HIPHI?



- State-wide non for profit organization
- Member of the National Network of Public Health Institutes
- Funding from different federal, state, organizational sources and foundations



**WE LISTEN, LEARN AND FIGHT FOR POLICY
CHANGE THAT COMMUNITIES WANT.**

OUR PROGRAMS:



**COALITION FOR A TOBACCO-
FREE HAWAI'I**



HAWAI'I FARM TO SCHOOL HUI



**HEALTHY EATING, ACTIVE
LIVING (HEAL)**



**PERSPECTIVES ON
COMMUNITY HEALTH**



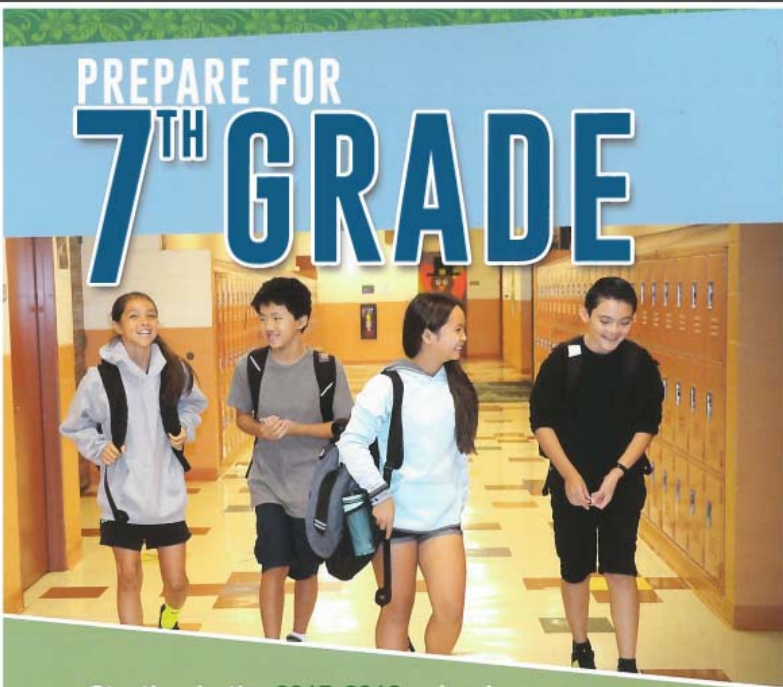
COALITION
for a
TOBACCO-FREE
HAWAII

Since 1996 – More than 20 years of advocating to reduce tobacco use, eliminate exposure to secondhand smoke and regulate ESD's.



Obesity Prevention Task Force

- Senate Bill 2778 - became Law July 2012 – Created Childhood Obesity Prevention Task Force.
- Each year, the Task Force pursues legislation to:
 - decrease consumption of sugary drinks
 - improve access to healthy food
 - improve the built environment and physical activity





**PREPARE FOR
7TH GRADE**

Starting in the **2017-2018** school year, all students entering 7th grade need to have a physical exam. (Act 118, law passed in 2016)

THINGS TO KNOW:

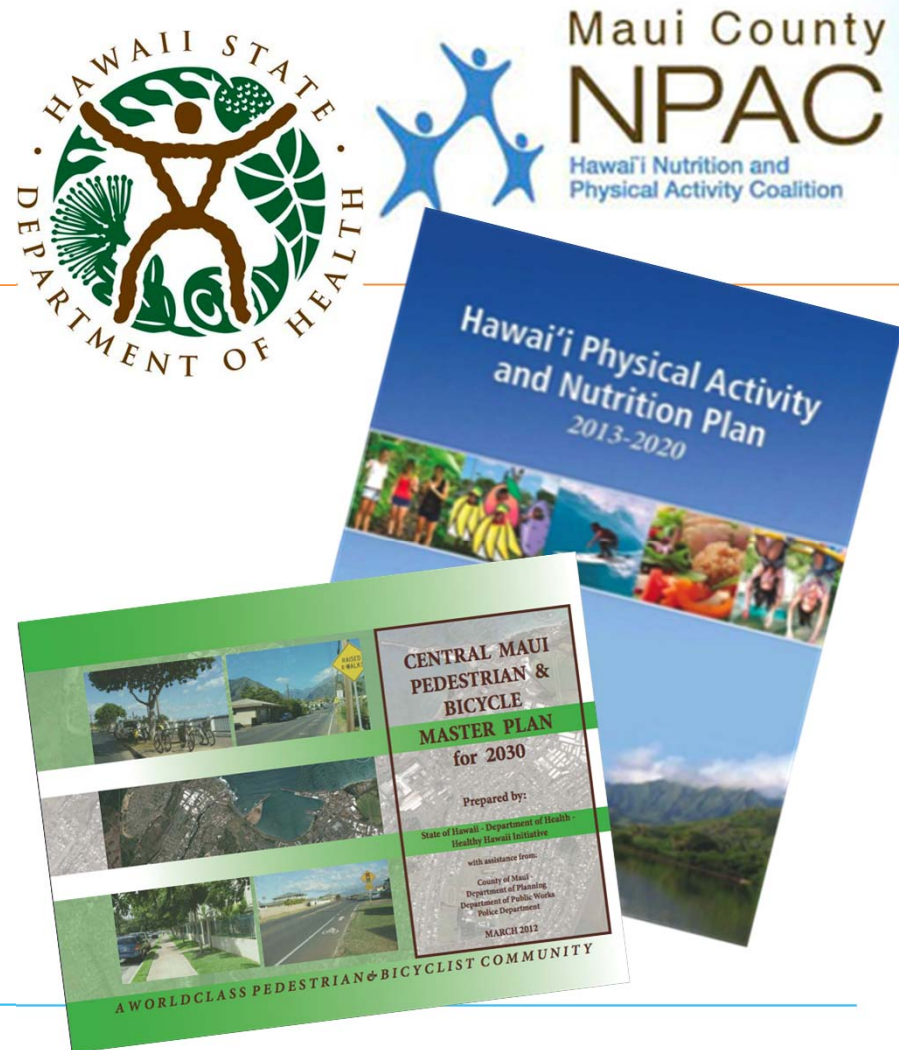
- * The physical exam should be done within 12 months before the start of 7th grade by a doctor, nurse, or other healthcare professional.
- * Let the school know if you need more time because of scheduling.
- * Form 14 should be filled out by the doctor's office and brought to school when you register your child for 7th grade.
- * Use the physical exam as a time for you and your child to ask the doctor or nurse questions about teen health and wellness issues.

For more information, visit www.hawaiipublicschools.org and search for "Physical Exam"

Maui Nutrition and Physical Activity Coalition

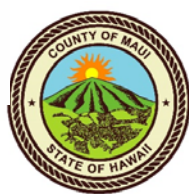
- **2006** convening of Hawai'i stakeholders
- Decision - county coalitions are necessary to reach the common goals of reducing obesity and chronic diseases such as heart disease and diabetes among all Hawai'i residents
- Maui NPAC forms in **2008**
- Physical Activity and Nutrition Summit in **2013**
- Central Maui Pedestrian and Bike Master Plan
- CTFH transitions to Hawaii Public Health Institute **2013**
- Maui NPAC transitions to HEAL in **2016**
- HEAL program transitions to a program of HIPHI (previously under UH) with funding from DOH.





Healthy Eating + Active Living

- HEAL is a statewide initiative
 - active coalitions in Maui County, Hawai'i Island, Kaua'i, O'ahu.
 - comprised of volunteer stakeholders representing various businesses, County departments, and organizations.
- The **mission** of the Healthy Eating Active Living (HEAL) Coalition is to create a future for Hawai'i in which all residents are physically active, eat healthy foods, and live in healthy communities.



UNIVERSITY of HAWAII*
MAUI COLLEGE





HEAL Committees

Pōhai 'Imi Ala
**BUILT
ENVIRONMENT**

enabling public spaces that
support active lifestyles
(i.e. greenways)

Pōhai 'Ai Pono
**ACCESS TO
HEALTHY
FOODS**

influencing local
food policy

Pōhai Wahi Hana
**WORKFORCE
WELLNESS**

improving wellness
programs within
the workplace



Built Environment

In partnership with  BLUE ZONES PROJECT®



COMPLETE STREETS ARE FOR EVERYONE.

- Promote community awareness of built environment projects and benefits
- Collaborate with key stakeholders, businesses, and landowners to build a system of connectivity to make it easier to exercise and safely walk to school, where feasible.

○ Priorities:

- Complete Streets policy and implementation
- Complete Streets Demonstration Projects
- Safe Routes to School programs
- Vision Zero

AND THEY'RE NEEDED!



HAWAII IS THE MOST DANGEROUS STATE FOR PEDESTRIANS OVER THE AGE OF 65.



LESS THAN 30% OF HAWAII PUBLIC SCHOOL STUDENTS, GRADES 6-8, ARE ACTIVE FOR AT LEAST 30 MINUTES PER DAY.



OVER 50% OF ADULTS IN HAWAII ARE OVERWEIGHT OR OBESE.



Access to Healthy Food

In partnership with  BLUE ZONES PROJECT®



- Increase access to local fruits and vegetables by supporting SNAP/EBT at Farmers Markets in Maui County and supporting the Maui Food Bank's Healthy Food Drive
- Outreach to key stakeholders to build capacity for a Food Policy Alliance for Maui County

○ Priorities:

- **Food Policy Alliance**
- **SNAP/EBT at all Farmers Markets and Farm Stands in the County**
- **Maui Food Bank Healthy Food Drive**
- **Choose Healthy Now**



GOOD
FOOD



GOOD
HEALTH



Workforce Wellness

In partnership with  BLUE ZONES PROJECT®



- Create a Workforce Wellness toolkit and resources
- Develop and implement a “HEAL Your Workplace” media campaign to promote HEAL and the benefits of workforce health in local businesses/organizations
- Priorities:
 - Workforce Wellness Toolbox
 - Workforce Wellness policies
 - Promotion of Stairwell prompts





Maui HIPHI Team & Maui Nui Youth Council

○ Priorities:

- Tobacco Flavor Ban
- youth vaping
- underage drinking
- underage marijuana use
- consumption of sugar sweetened beverages.



Policies to improve and support Community Health



LEARN MORE: HPIHI.ORG

Sugar-Sweetened Beverages

The Problem: Sugary drinks are a major contributor to unhealthy weight gain, type 2 diabetes, heart disease, and tooth decay.



The Health Consequences of Drinking Sugar-Sweetened Beverages

Sugar-sweetened beverages (SSBs) include soda, juice drinks, sports drinks, energy drinks, sweetened milk, sweetened waters, and sweetened tea or coffee drinks.

SSBs are the primary source of added sugars in the American diet. Because calories in liquid form are absorbed by the body at a faster rate and do not provide the same feeling of fullness from solid foods, the calories we drink only add to what we eat rather than replace calories. SSB policies such as taxation or offering healthier alternatives can lower consumption and reduce obesity, type 2 diabetes, heart disease, and tooth decay.

Policy Options to Reduce SSB Consumption

- Healthy Default Beverage**
Replace the sugary drink with a healthy drink in restaurant kids meals
- Sugary drink more**
Media (10% decrease) vs. Behavior (10% increase) - *Nation's*
- SSB Tax/Fee**
A fee can decrease consumption and generate revenue for health programs
- Warning Labels**
Parents are less likely to purchase SSBs for their kids after seeing a warning label.

63%	\$470	60%
YOUTH CONSUMPTION In 2011-2014, 6 in 10 youth drank a sugar-sweetened beverage on a given day.	HAWAII SPENDING The state spends an estimated \$470 million annually on obesity-related health issues.	OBESITY RISK Each additional sugary drink consumed daily increases a child's risk of becoming obese by 60%.

Healthy Policies for a Healthy Hawai'i

HEALTHY HAWAII VISION 2020

WE NEED YOUR SUPPORT!

Healthy Communities Physical Activity

- Complete Streets implementation
- State & county level goals for active transportation
- Health impact assessments
- Secured bike parking at state events & locations

Healthy Communities Nutrition

- Food systems task force
- More support for locally produced, healthy foods
- Institutional policies for access to healthy food & drink options
- Guidelines for healthier kids' meals
- Warning labels on sugar-sweetened beverages
- Sugar-sweetened beverage fee to fund public education

Healthy Schools

- Student fitness assessments in grades 5, 7, & 9
- Increase Health & PE requirements for middle school grades
- Strengthen wellness in child care licensing requirements
- Additional school physical exam requirements
- Nutrition & agriculture curriculum in all grades

Healthy Worksites

- State level worksite wellness policy
- Paid family leave
- State health risk assessment

Health Care Systems

- Reimbursement for preventive care



Presented as a public service by the Hawaii State Department of Health. This concept map represents the policy priorities proposed by 140 statewide partners and experts at the 2015 State Physical Activity and Nutrition Forum May 28, 2015, Hilton Waikiki Beach Hotel, Honolulu, Hawai'i.



MAHALO!

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Hawaii Public Health Institute



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