



Hawaii Physical Activity and Nutrition Newsletter

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News from Hawaii PAN Partners

Get Fit Kauai Hosts Complete Streets Workshop on April 20

Kauai County Council recently passed a resolution supporting Complete Streets, which is a new way of designing roadways to focus on moving people, not just moving cars. Complete Streets is a method of building roads to accommodate all users, including pedestrians, bicyclists, motorists and bus riders. Planning and designing for "out-of-automobile" trips will create opportunities to reduce cost, congestion and pollution while increasing health, safety and livability. Mark your calendars for a free Complete Streets Public Workshop, presented by Paul Zykofsky, manager of the Center for Livable Communities at the Local Government Commission, on Wednesday, April 20th from 6 – 8 pm at the Kauai War Memorial Convention Hall. The workshop is sponsored by NPAC/Get Fit Kauai, Communities Putting Prevention to Work and the National Complete Streets Coalition. Registration is not required. Refreshments will be served and everyone attending has a chance to win a bike and helmet.

For more information please contact Bev Brody at 808-212-4765.



Bike Sharing Comes to Hawaii!

The Department of Health, Healthy Hawaii Initiative, B-Cycle, and Momentum MultiSport will launch a pilot bike share program in Kailua in May! Check it out at www.hawaiiibcycle.com.

YMCA Healthy Kids Day

The YMCA of Honolulu is glad to announce that they will be hosting the 3rd Annual YMCA Healthy Kids Day on Saturday, April 16, 2011.

The event will be held at the Bishop Museum and they are very excited that the exhibit will feature Dinosaurs! YMCA of Honolulu will also be partnering once again with the Hawaii Foodbank, whose Annual Food Drive is on the same day, and collecting canned goods for families in need through out the state.

For more information, contact Susan Nakamura at 541-5467 or snakamura@ymcahonolulu.org.

HAHPERD Physical Education Conference: "Waves of Opportunity"

The 2011 Statewide Physical Education Conference, sponsored by the Hawaii Association for Health, Physical Education, Recreation and Dance (HAHPERD), will be held on Thursday, May 5, 2011, at the University of Hawaii Manoa Campus Athletic Complex from 8:00 to 3:00. Keynote speaker Jane Panicucci, Vice

President of Project Adventure, will address the topic of ADVENTURE PLAY. National experts and local leaders in HPERD will lead breakout sessions. For information on attending, presenting and/or exhibiting, go to <http://www.hahperd.org> or contact Shelley Fey at sfey@punahou.edu.



Community

Hawaii's Vital Signs: 2009 Births, Deaths, Abortions and Fetal Deaths Data

By, Dulce Belen, HHDW, dbelen@hhdw.org, 855.946.5899 x22

Who has the highest birth rate among race-ethnicities in Hawaii? When comparing birth rates by age and ethnicity, which have higher birth rates in 2009? These are just some of the latest data now available from the 2009 Vitals Reports at the Hawaii Health Data Warehouse website, www.hhdw.org.

Hawaii Health Data Warehouse now has the [2009 Vital Statistics data](#), captured by the Hawaii State Department of Health, Office of Health Status Monitoring (OHSM). This includes birth and death certificates, as well as information on fetal deaths and Intentional Termination of Pregnancy (ITOPS). For your convenience, HHDW has categorized and broken down the data into several dimensions for reporting purposes:

- [Live births in Hawaii](#)
- [Leading Causes of Deaths](#)
- [Residential Deaths](#)
- [Standard Fetal Deaths](#)
- [Abortions](#)
- [Tobacco Use in Pregnancy](#)

For instance: Concerning birth rates, the 2009 data on [Live Births in Hawaii, by Mothers' DOH Race-Ethnicity and Mothers Age](#), shows that Caucasian women tend to have their babies later in life relative to other ethnicities. In 2009, only 0.5% of babies born to Caucasian women were birthed by mothers less than 18 years of age, as compared to 3.3% born to mothers aged 40-45 years. For Native Hawaiians, the trend is reversed, with 4.7% of all babies born to Native Hawaiians having mothers less than 18 years of age, as compared to 2% born to mothers aged 40-45 years.

Be sure to visit the website, www.hhdw.org to explore the wealth of data and information on Vital Statistics data as well as several other data sources, including Behavioral Risk Factor Surveillance System (BRFSS), Pregnancy Risk Assessment Monitoring Survey (PRAMS), Youth Tobacco Survey (YTS), Youth Risk Behavior Survey (YRBS), and Hawaii Health Survey (HHS). HHDW has a new *mailing address and phone number*:

PO BOX 89-4813, Mililani, HI, 96789: New phone number is toll-free 855-946-

• HHDW 2009
Vital Statistics
data available

supporting this collaborative effort.

Based at the JABSOM Department of Pediatrics, the Hawaii 5-2-1-0 Let's Go Initiative aims to prevent childhood obesity through a coordinated, health education campaign which promotes a healthy lifestyle message. This new initiative is modeled after successful programs in other states. It will provide practical tools and materials for Hawaii's doctors and families to address this issue.

The name Hawaii 5-2-1-0 sums up four key healthy lifestyle recommendations:

- * 5 or more fruits or vegetables a day
- * 2 hours or less of screen time a day
- * 1 hour or more of physical activity per day
- * 0 sugary drinks

Clinical tools, continuing medical education seminars and educational materials are being developed to assist providers in engaging families in discussions about healthy lifestyles. The materials will reflect the culture and interests of Hawaii's families and will be translated into several different languages spoken in Hawaii.

The Hawaii 5-2-1-0 team will then develop a coordinated strategy to maximize the dissemination of the message to Hawaii's families through additional community partnerships, as well as electronic and social media.

Local healthcare leaders are partnering with the HICORE team by providing financial support and disseminating the materials in their clinics and health centers. To date, donors to the Hawaii 5-2-1-0 Initiative include HMSA Foundation, Kaiser Permanente, Hawaii Region, the Hawaii Primary Care Association, University Health Alliance and AlohaCare.

Other organizations will use the message and materials in their work in the community to promote healthy eating and active living. These include the Hawaii Nutrition and Physical Activity Coalition, the American Academy of Pediatrics – Hawaii Chapter, the Kapiolani Medical Center for Women and Children, Kapiolani Community College Culinary Arts Program, Med Quest Hawaii, Hawaii After School All Stars, The Department of Health Healthy Hawaii Initiative, the Hawaii Association for Health, Physical Education, Recreation and Dance (HAHPERD), and Kahoomiki, which oversees training of A+ Afterschool Program staff across the Islands.

The Hawaii 5-2-1-0 Let's Go Initiative will create an infrastructure that brings organizations and efforts together in the promotion of healthy lifestyles. Hawaii 5-2-1-0 will create an information exchange portal for local organizations and families to learn about and share activities related to healthy lifestyles.

By working together and learning from each other, efforts to promote family wellness through healthy eating and active living will have a greater impact.

To find out more go to: www.hawaii5210.com.

[Worksite](#)

Fit For Work, Fit For Life

By, Linda Kalahiki, UHA, lkalahiki@uhahealth.com, 808-522-5570

• UHA Hopes their Wellness Program becomes an Epidemic!

Promoting a healthy workplace — who can argue with that? But it takes a consistent and well-organized program to keep employees on track toward a healthy lifestyle. “The bottom line is we want to keep everyone alive,” said Max Botticelli, CEO of UHA, Hawaii health insurer that was named Healthiest Workplace in 2010.

“Health care costs are going up on a steep curve and we want to bend that curve,” said Botticelli. “If we’re going to encourage people to live a healthier lifestyle we have to begin at home.” For the 80 percent employees participating in the program, “home” includes the office.

To boost participation in their Wellness Program, the company offers two hours paid exercise time per week. To further fine-tune its workforce, complimentary on-site health assessments of height, weight, blood pressure, and a health questionnaire are conducted twice a year. For employees who complete a more in-depth physical checklist, UHA offers rewards in the form of gift cards.

“Our major goals are eating a healthier diet and to exercise,” said controller Gerald Hew, an avid cyclist, who picks up fresh fruit, skimmed milk and yogurts for the staff dining area. Also provided are healthy breakfast cereals. Low-sugar drinks and snacks are available in the vending machine.

UHA’s program came about five years ago sparked by the death of an employee from complications from diabetes. “We knew Dani was ill but feel we did not do as much as we might have done for her,” said Botticelli. “We decided then to become more proactive to identify employees who are at risk.”

Identifying areas of concern and offering practical suggestions paid off. “Since the program started in 2006 our health care expenses for employee participants have dropped almost 100 percent,” said chief marketing officer Linda Kalahiki.

Member services representative Roberta who quit smoking two years ago and lost weight with the program also values the positive outlook and encouragement to make lasting changes promoted by UHA. “Working at UHA has changed my life,” she said. “It feels good to have an employer who genuinely cares about you.”

Extending workplace wellness to their clients will be a priority for UHA in the months ahead. “Employers have a big stake in promoting a healthy workplace and that could mean lower health-insurance premiums and increased productivity,” said Botticelli. “One of our goals for 2011 is to meet with as many of our clients as possible and help them develop a program that fits with their employees.”

“A healthy life is a better life,” he said. “We’re hoping our Wellness Program becomes an epidemic.”

Kauai “On The Road to Wellness” Worksite Wellness Challenge Awards Trophy!

By Bev Brody, NPAC- Get Fit Kauai,
bbrody1@hawaii.rr.com, 808-212-4765

On Friday, January 21, 2011, an Award’s Luncheon was held to honor the efforts of the 7 competing teams in the Kauai *On the Road to Wellness* Worksite Wellness Challenge. The top 3 teams were awarded with certificates and the top team with a perpetual “Bronze Running Shoe” trophy. The Sheraton Kauai Resort won the



• Kauai honors On the Road to Wellness participants

island-wide, six-month *On The Road to Wellness* Worksite Challenge with a 420 percent improvement in workplace health. The Sheraton will display the bronze *On the Road to Wellness* trophy for one year, and then will pass it on to next years winner.

The changes made by the Sheraton included; healthy meal options for employees, health assessments, healthier meeting refreshments, free on-site Zumba classes, a biggest loser challenge, and multiple wellness workshops. Other participants in the wellness challenge included: Kauai Island Utility Cooperative, Wilcox Memorial Hospital, Hawaiian Airlines, Kauai District Health Office, County of Kauai and Kauai Community College. All participants made amazing improvements to their worksite wellness programs. The challenge was sponsored Get Fit Kauai (Nutrition and Physical Activity Coalition) Worksite Wellness Task Force. A new challenge will kick off in summer 2011. For more information, visit www.getfitkauai.com.

Schools/Childcare Facilities

Konawaena Elementary Takes First Step in Addressing Childhood Obesity Prevention

By, Kathleen Mishina, DOH Public Health Nursing, kmmishin@hawaii.rr.com

Konawaena Elementary School is taking childhood obesity seriously. 54 fourth grade students are learning how to develop healthy, active lifestyles by eating healthier and making sure they increase the amount of physical activity they do everyday. In August 2010, Healthy Konawaena 5-2-1-0: It's Not a Diet, It's a Lifestyle! began as a one year demonstration project to test the 5-2-1-0 education strategy. The project is a collaborative effort between Konawaena, a DOE public school, and the Kona Public Health Nursing office of the Hawaii State Department of Health. 5-2-1-0 represents four very simple goals that students can learn to prevent childhood obesity. Students are asked to work toward increasing fruits and vegetables to 5 servings per day, to reduce TV or screen time to less than 2 hours per day, do moderate to vigorous exercise up to 1 hour a day, and to avoid or greatly limit sugar sweetened drinks like soda and canned juices.

One of the objectives of this project is to have students to learn that they can make healthy choices for a healthy lifestyle and that they must start doing this when they are young. Konawaena Elementary chose to test 5-2-1-0 as part of the health and PE curriculum with two fourth grade classes. If successful, the plan is to incorporate 5-2-1-0 into other grade level curriculum.

Students have been enthusiastic about their participation in a "demonstration project" and have stated their desire to grow up healthy and active. Students are encouraged to use 'goal trackers' for each of the 5210 benchmarks. Throughout the year students are asked to choose and focus on one goal at a time before moving on to a new goal.

"The majority of students are already pretty active but many have no idea about nutrition," observes Kathleen Mishina, Public Health Nurse, consultant for the project. "We know that overweight and obese children have an increased risk for developing chronic diseases like diabetes, heart disease and hypertension as teens or young adults. What this means for our Healthy Konawaena team is that we have a lot of work to do to educate our students. It's going to take more than doctors telling their young patients and their parents to change eating habits and get more exercise. It's going to take all of us working together to give students the information they need to stay healthy throughout their formative years. We know teachers can have a lasting, positive influence on students' desire to stay healthy.

- Elementary School takes childhood obesity seriously

We hope that by incorporating 5-2-1-0 into grade level health and PE curriculum, more students will receive appropriate knowledge and skills to practice healthy lifestyle choices and to reduce their risk for childhood obesity.” Healthy Konawaena 5210 is funded through a grant from the HMSA Foundation.



National Highlighted Programs, Projects, and Initiatives

- Resolution passed affirming the importance of physical activity

Senate Passes Resolution Encouraging Physical Activity

U.S. Senator Bob Casey (D-PA) applauded the passage of a bipartisan resolution he introduced with Senator Richard Burr (R-NC) affirming the importance of exercise and encouraging the development of incentives to promote physical activity to combat obesity, reduce chronic disease and lower health care costs. “Exercise is a key component of a healthy lifestyle and it prevents disease, death and saves the government and taxpayers money,” said Senator Casey. “I applaud the passage of this resolution and encourage everyone to make exercise a part of their lifestyle.”

[Source: <http://www.ncppa.org/home/news/39/>]

- Major savings seen from biking investments in Portland

Portland’s Biking Investments to Yield Major Savings:

The city of Portland has invested heavily in biking over the last two decades, creating hundreds of miles of interconnecting bike paths that allow residents to commute to work, shop at local businesses and ride for pleasure. A recent analysis shows these investments will help its residents significantly lower their health care costs and save on fuel; up to \$594 million in reduced health care spending and as much as \$218 million in lower fuel costs. These estimates are based on the city’s planned investments of up to \$605 million in biking improvements by 2040.

[Source: <http://journals.humankinetics.com>]

- Program aims to have one million adults/kids earn active lifestyle award

“Million Pala Challenge”

Fuel Up to Play 60, launched by National Dairy Council and the National Football League, is working with the President’s Council on Fitness, Sports and Nutrition for the “Million PALA Challenge” (.pdf), which aims to have one million US adults and kids completing the requirements to earn a Presidential Active Lifestyle Award (PALA). To earn a certificate, students must get their recommended daily physical activity (60 minutes of physical activity 5 days a week) for 6 weeks.

[Source: <http://fueluptoplay60.com/>]

- National Partnership for Action launches strategy to strengthen and expand community-led efforts to achieve health equity

HHS Announces Plan to Reduce Health Disparities

The U.S. Department of Health and Human Services recently launched two strategic plans aimed at reducing health disparities. The HHS Action Plan to Reduce Health Disparities outlines goals and actions HHS will take to reduce health disparities among racial and ethnic minorities. HHS also released the National Stakeholder Strategy for Achieving Health Equity, a common set of goals and objectives for public and private sector initiatives and partnerships to help racial and ethnic minorities and other underserved groups reach their full health potential. The strategy, a product of the National Partnership for Action (NPA), incorporates ideas, suggestions and comments from thousands of individuals and organizations across the country. The NPA was coordinated by the HHS Office of Minority Health.

Racial and ethnic minorities still lag behind in many health outcome measures. They are less likely to get the preventive care they need to stay healthy, more

• Physical Activity and Public Health Course – Sept. 13, 2011

• Hawaii-specific resources

likely to suffer from serious illnesses, such as diabetes or heart disease, and when they do get sick, are less likely to have access to quality health care.

The Affordable Care Act offers the potential to address the needs of racial and ethnic minority populations, by bringing down health care costs, investing in prevention and wellness, supporting improvements in primary care, and creating linkages between the traditional realms of health and social services.

For more information about the plans and the National Partnership for Action, visit:

<http://www.hhs.gov/news/press/2011pres/04hdplan04082011.html>

For more information about health disparities and the Affordable Care Act, visit:

<http://www.hhs.gov/news/press/2011pres/04/hdstrategy04082011.html>

2011 Physical Activity and Public Health Courses

The Physical Activity and Public Health Course (PAPH), sponsored by the University of South Carolina Prevention Research Center and the Centers for Disease Control and Prevention, is entering its 17th year of successful training for researchers and public health practitioners. The PAPH course offerings feature an 8-day Postgraduate Course on Research Directions and Strategies and a 6-day Practitioner's Course on Community Interventions. The faculty for the courses is composed of nationally recognized experts in public health research and practice.

The Research Course serves post-doctoral personnel and is designed to develop research competencies related to physical activity and public health. The Practitioner's Course is for those professionally involved or interested in community-based initiatives to promote physical activity.

Approximately 25 fellows are accepted for each course. Criteria for acceptance include educational background, experience, professional position, and potential to enhance public health research and practice.

The 2011 Physical Activity and Public Health Courses will be held September 13-21, 2011 at The Sea Pines Resort and Conference Center in Hilton Head, SC. For more information and to apply, please visit our website at www.sph.sc.edu/paph or contact Janna Borden at (803) 576-6050 or jsborden@mailbox.sc.edu.



Featured Resources and Research

Hawaii

- Resources
 - **Download the Hawaii 5-2-1-0 Let's Go Resources**
The Hawaii 5-2-1-0 Let's Go Initiative aims to prevent childhood obesity through a coordinated, health education campaign which promotes a healthy lifestyle message.
Click here: <http://www.hicore.org/31/hawaii-5210>
 - **Hawaii Food Policy Council**
The Hawaii Food Policy Council's mission is to promote access to a safe culturally appropriate, nutritious diet through a sustainable and resilient food system that maximizes community self-reliance and social justice for island residents. We provide a forum for thoughtful discussion, research, program development and advocacy. Everyone is welcome to participate

and get involved in this shared community effort.
For more information click here: <http://www.hawaiiifoodpolicycouncil.org/>

National

• National-level research

- Research
 - **To what extent have sweetened beverages contributed to the obesity epidemic?**
Objective: A systematic literature review was conducted to determine whether sweetened beverage intake increases the risk for obesity, and the extent to which it has contributed to recent increases in energy intake and adiposity in the USA. *Design:* The search included studies published between 1970 and 2010 that examined secular trends, mechanisms, observational associations and intervention outcomes. Observational and intervention studies were abstracted and systematically evaluated for quality. *Conclusions:* All lines of evidence consistently support the conclusion that the consumption of sweetened beverages has contributed to the obesity epidemic. It is estimated that sweetened beverages account for at least one-fifth of the weight gained between 1977 and 2007 in the US population. Actions that are successful in reducing sweetened beverage consumption are likely to have a measurable impact on obesity. [Woodward-Lopez, Kao, and Ritchie \(2011\). "To what extent have sweetened beverages contributed to the obesity epidemic?" Public Health Nutrition. 14: 499-509.](#)
 - **PHYSICAL ACTIVITY IN US ADULTS:**
The Physical Activity Guidelines for Americans was released in 2008, which recommends adults obtain at least 150 minutes/week of moderate-intensity of physical activity, 75 minutes/week of vigorous-intensity, or a combination moderate and vigorous physical activity. A recent analysis of National Health Examination Survey accelerometer and self-report measures of physical activity report only 9.5% of men and 7.0% women met the current physical activity guidelines. Estimates of physical activity were much higher using self-report measures versus accelerometers. [Tucker, Welk and Beyler \(2011\). "Physical Activity in U.S. Adults: Compliance with the Physical Activity Guidelines for Americans." American Journal of Preventive Medicine 40\(4\): 454-461.](#)

Grants

• PAN-specific grants

2011 PEP Grant Applications Released!

Each year, the Carol M. White Physical Education Program (PEP) awards millions of dollars to schools and community-based organizations to initiate, expand, and improve physical education programs.

Release Date: March 29, 2011

Due Date: May 13, 2011

- [Click Here](#) to view the Synopsis
- [Click Here](#) to view the Full Announcement and Application

Grants with Funding Deadlines:

- [Health Impact Project](#)

- National Gardening Association
- Aetna Grant Programs
- Active Living Research
- Pennsylvania Fresh Food Financing Initiative
- Impact of Health Communication Strategies on Dietary Behaviors: R21
- Impact of Health Communication Strategies on Dietary Behaviors: R01

On-going Grant Opportunities:

- Bikes Belong Grant Program
- Community Facility Grants
- Kaiser Permanente Cares for Communities: National Community Benefit Fund Grants
- National Association of Chronic Disease Directors: Funding Opportunities
- Finish Line Youth Foundation



Conferences, Trainings, and Professional Development

Hawaii

- **UH School of Public Health Alumni Association - Scholarship Fundraiser**
 - April 17, 2011
 - 3:00p.m. – 7:00 p.m.
 - Hawaii Imin International Conference Center
 - Tickets \$40
 - Donations are also welcome
 - For more information contact Ana Jimenez McMillan (808) 497-8448
- **HAHPERD Physical Education Conference: “Waves of Opportunity”**
 - May 5, 2011
 - 8:00 a.m. - 3:00 p.m.
 - University of Hawaii Manoa Campus Athletic Complex
 - For more information: <http://www.hahperd.org> or contact Shelley Fey (sfey@punahou.edu)
- **Hawaii Food Policy Council Meeting – General Meeting**
 - May 3, 2011
 - 6:00p.m. - 8:00 p.m.
 - Place: [Church of the Crossroads](#)
 - General Meetings are open to the public - please bring a plate, fork, and small local dish to share.
 - <http://www.hawaiifoodpolicycouncil.org/>

National and International

- **58th Annual American College of Sports Medicine (ACSM) Meeting**
 - May 31-June 4, 2011
 - Denver, Colorado
 - <http://www.acsmannualmeeting.org/>
- **2011 Association of State and Territorial Public Health Nutrition Directors (ASTPHND) Annual Meeting**
 - June 12-14, 2011

• Selected conferences and other professional development opportunities

- o Salt Lake City, Utah
 - o *Leading the Way in Public Health Nutrition and Physical Activity: Blazing New Trails*
 - o http://www.astphnd.org/newsletter.php?issue_id=13&sid=123be3
-

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