

## Foundations for Healthy Generations

Airing the second Monday of every month on Views 54 (6:30-7:00 p.m.)

Oahu 52 every Thursdays 12:00 p.m. – 12:30 p.m.

**July 9 (6:30-7 p.m.) Oceanic Cable Views Channel 54**

**July 12, 19, 26, Aug. 2, 9 (12-12:20 p.m.) Oceanic Cable Oahu Channel52**

### Episode #1 transcript:

(Music with adult and children singing)

Gotta get up -- It's a beautiful day, lucky that we live Hawaii nei

24/7 – 365 – swimmin' in the ocean anytime

Take the LEAP – L: Live healthy, E: Eat well, A: be Active, P: live Pono everyday

East side, take a little bike ride, West side, throw a little fishing line

(music fades out)

**Show Host:** Aloha Kakou and welcome to our first ever inaugural show.

I am Lorilyn Salamanca of the Women, Infants, and Children, WIC Service Branch of the Department of Health. As a public health nutritionist, I have worked with Hawaii families for the last eight years. Each month, the Hawaii Department of Health invites you and your friends, family and community to join us as we discuss public health programs, initiatives, issues and public health concerns.

In this episode, we'll provide an overview of the Department of Health and introduce you to its Director Loretta Fuddy who will discuss her background and vision for Hawaii.

Thank you for joining us.

**Narrated segment with photos:** The Hawaii State Department of Health is one of the largest, most diverse and multi-faceted state departments in Hawaii. With a broad mandate to monitor, protect, and enhance the health and environment of all people of Hawaii, the department is organized into four administrations: Health Resources, Environmental Health, Behavioral Health, and General Administration.

Each administration is led by a deputy director, and consists of a multitude of divisions, branches, and offices that run programs located throughout the islands. Three District Health Offices provide services in Hawaii, Maui and Kauai counties. Six attached agencies address specialized areas: Disability and Communication Access Board, State Council on Developmental Disabilities, Office of Environmental Quality Control, Executive Office on Aging, State Health Planning and Development Agency, and the Hawaii Health Systems Corporation.

With programs that range from prenatal to elder care; and registration of vital records to environmental protection; the department conducts assessments, develops policy, and assures access to health services to every member of the community. Our mission is to protect and improve the health and environment for all people in Hawaii.

**Host:** Welcome back. Our special guest for today is Director Loretta Fuddy. Director Fuddy, thank you so much for joining us today. I'd like to start by introducing you and ask you to share what your profession and personal backgrounds are.

**Fuddy:** Thank you Lynn, it's an honor to be here with you today. I'm a local girl and I was born and raised in Kaimuki as one of three children -- the middle kid, always the one trying to catch up with everyone. I come from a Portuguese and Slovakian background. I spent most of my life in Kaimuki and attended parochial schools: St. Patrick's and Sacred Hearts Academy. I was a kid of the 60's, so there was a lot of passion there coming from President Kennedy. I think between the nuns and President Kennedy, my hero, it's kind of instilled in me to have a real passion for helping people and serving people. I was always very active with groups from even small kid time.

Once I graduated from high school, I knew I wanted to do something that involved helping people, but I wasn't quite sure what. I thought maybe teaching, but I knew I needed a college education. Being the middle kid, we didn't have the resources for [college tuition], but it was very important to me, and I want to encourage everyone to get a college degree because it's very important for shaping your career.

So I worked throughout all of my degrees. I went on and got a bachelor's degree in Sociology, and from there I really learned more about social work and knew that was really what I wanted to do. I stayed out a year and worked at a bank, saved up all my money, and then went back to the School of Social Work at the University of Hawaii.

My passion was working with women and families and young children, and that's what I focused on. Then from there, my first job was with Catholic Charities up at Kalihi Valley Housing, pounding the pavement, working with the families there. That was my first introduction to public health. Public health nursing had an office at Kalihi Valley housing with Catholic Charities, so we worked closely with many of the families.

That's when my work evolved into public health. My first position with Department of Health was as a social worker with the Jefferson Orthopedic Unit that had children with physical delays. From there I went to the Maternal and Infant Care Project and Children and Youth Project, MICC & Y. Not Mickey Mouse (laughter)... it was a professional organization. It was an interdisciplinary team. It was from there that I really found the passion for public health and began to realize the importance of working one on one with families. But [I also came to recognize] the greater importance of working with policy and forming programs, so I went back to school and got my Masters in public health. Years later, I went on to Johns Hopkins to work on a doctorate in public health. So that laid the foundation and the passion for me working for almost 36 years now with the Department of Health.

**Host:** So, slowing building your career to the Director of Health position - what are you looking forward to the most in your new role?

**Fuddy:** I think what I am looking forward to the most is really working with my fellow colleagues. I am really very honored that we have such high quality, professional and dedicated staff. One of the issues that I've been looking at is - how do we harness all of that energy to make an impact for public health, how do we really pull together as a team? And part of that is putting together a strategic plan. I know we will be talking

more about that, but putting down some clear goals and objectives and having everyone aligned toward those goals and objectives, so that we can have a broader, collective impact. The other exciting thing is working with our other [state and private] agencies. I think Governor Abercrombie has really set the path for us to look at how we can more cooperatively work together. Because we know we can't impact health without looking at all of society.

**Host:** Another little known fact about you is that you are the first social worker to take on the role of Health Director... How do you feel this affects your tasks and responsibilities?

**Fuddy:** My first profession was social work, and when I began to get more involved in public health, I felt there was a natural marriage between social work and social medicine. When you look at public health, we look at the social determinants of health which means: what are those things that impact our health? Where you live, your ethnicity, your education, and all of those things are social work. So when you look at the elements of social work and how they impact health, I think it gives you a broader frame to look at public health. More importantly, when you look at health equity, you are looking at those things that contribute [to your health] from your social background, and how can we improve those areas. Social work has a really good foundation for that. Social work gives you a good ability to look at what are some of the needs of the community. Public health gives you the ability to really analyze those problems, use the data, and then come up with clear directions to improve health.

**Host:** That's a good segue to my next question... How do you see the healthcare community and the health department working together?

**Fuddy:** Public health is very different than when you go in to see your doctor – that's a one-on-one personal relationship. [Public health] is a relationship with the whole community and the society as a whole. When you look at [public] health, we need to look at those things in the community which impact health. We need to look at laws,

and we need to look at regulations, immunization, and ability to have safe streets, protection of the entire population, so it's a little different. One of those things we'll look at is for the whole community as opposed to one-on-one delivery of care. Now, there are some things we do [such as] health education and promotion -- you do that in WIC -- where you talk one-on-one with the families. But it's setting some clear educational guidelines, and setting some clear information that we get out there, that's uniform for everyone to have.

**Host:** Thank you. This is a great introduction about the department and about your personal background as well. At this point we are going to take a short break for some important public health messages...

#### Public service announcement #1:

Your work is done, but your day is far from over, and you know what you need for a little pick-me-up. Come on, you can do it, make that call.

"Hey how about a pau hana walk instead?"

Yes

[upbeat music]

Stay a step ahead, walk with a friend and let the calories burn off while the stress melts away

"After 30 minutes I have even more energy than when I started"

"And with her kids, she needs it!"

"Hey, let's step it up!"

#### Public service announcement #2:

You can still eat healthy at your favorite lunch place, if you make good choices

You can do it, go for the salad

Yes

"It's easy, I have some fruit instead of pastries at breakfast, then I have more veggies at lunch or dinner."

"I just feel healthier with more servings of fruits and vegetables everyday"

Fruits and veggies, good choice, good eating  
Real good.

### Public service announcement #3:

Did you know that taking a 10 minute walk can change your life?

Come on, you can spare 10 minutes

Take a step, one step. That's it! Yes!

"I started walking 10 minutes once a day, then twice a day, then three times a day.

Now I walk 30 minutes a day, five days a week... I feel better, I look better.

I do look better, don't I?"

"Oh yeah."

It all started with just one step.

Come on, step it up.

### Public service announcement #4:

If you'd like your family to eat healthier, make good choices here, so they can make good choices at home. Go for the fruit. Yes!

"It's true, it all starts in the store. And now each of us has one more serving of fruit and one more serving of vegetables every day."

Fruits and veggies, good choice, good eating.

"So ono!"

**Host:** The Department of Health's mission is to protect and improve the health and environment of all people in Hawaii and I hear the department has a new strategic plan and you've brought this beautiful document.

**Fuddy:** Yes, the department is very proud of this effort. We've worked collectively to put this together. It's called, "Foundations for Healthy Generations" because we know that we need a solid foundation to protect the health of our future generations, our children that are coming behind us. We need to look at the full life spectrum from infancy to senior life. We need to focus on some core pieces, so we have set down five

strategic intents. We need to look at health equity, one of the main foundations, to assure the health of all in the state. We know that chronic disease is one of the major cost drivers in our healthcare system, so our second platform is really looking at health promotion and disease prevention. Living in Hawaii, we know all too well the effects of a hurricane or tsunami or any kind of other threat, environmental or warfare, so we need to be prepared for that. We are one of the most isolated places in the entire world and we need to have our own resources so we can be better prepared to address a threat that comes from the outside, so that's our third piece. Our environment is very special to us, our water, our air, so we want to make sure we have a clean and safe environment. Those are our really core pieces of health, having good water, safe food, all of those things are critical to us. And of course our last piece is we always want excellence in service. So those are our five components or foundations for healthy generations, and we are having all of our programs align to this and help advance these five areas. It's very much in sync with the Governor's New Day Plan. It very much aligns with the three components that he has for a sustainable economy, transforming government, and investing in people. It really fits with those three components. He has three, we have five.

**Host:** I think for the audience, they may want to hear how this plan translates into their everyday lives, to their families, their communities, themselves... would you have some specific examples of how folks can see that?

**Fuddy:** I think much of what we do will be transparent. If we do our job right, you're not going to see much difference, except maybe in the service area. We really want to be responsive to our consumers. So, we would like have a more timely response to when you apply for a permit, when you apply for your vital records, and we're looking at all of our healthcare data systems and all of our applications processes to be very responsive to the community as they come in. We would like to improve the availability of services, and when we look at communities at risk, [the department] will be looking at how we can address [accessibility] better and how can we get more resources to [hard-to-reach] communities -- so that may be a difference [the public] will see. Our messaging

hopefully will be more unified, so when we come out with our public health messages like “Take the Leap” or “Living Healthy” or “Healthy Hawaii Initiative” -- all of those things we would like to have be consistent. So you get a clear message on what are health behaviors.

We'll also be looking at things legislatively as we try to improve our environment around us... as we look at having safe streets, as we look at having substance products not available to youths, taking those things off of the market, so protection for that.

**Host:** How can people find more information about the [department's strategic] plan?

**Fuddy:** The plans will be posted on our website and we'll let you know what that is. [www.hawaii.gov/doh] We will be distributing it to our community partners as well. The main thing is to engage with our [DOH] programs. Much of this is to keep us on target as health professionals. One to the things that we will be doing is putting out a dashboard which is exciting for us because we want to be more transparent. So the community will be able to see what those health issues that we are addressing are, and what kind of progress are we making. We will track that over time. So, when we are looking at chronic disease, are we impacting the obesity rates? Are we impacting the diabetes rates? Are we favorably reducing infant mortality? All of these things will be tracked, so the public can be more attuned to what it is that we are actually doing.

**Host:** To bring it to a more personal level, do you have any favorite health tips that you can share with the audience?

**Fuddy:** My favorite health tip, after just coming through a bout with the flu, is really to keep yourself healthy by having good nutrition, and taking time to deal with stress. This is always a stressful job, and I make sure I take some time to relax, and to exercise, and drink a lot of liquids because it's important to hydrate. I think that is one of the most important things, to take care of yourself and take care of your loved ones, to be attentive, and if there's anything that comes up, to come and ask questions.

**Host:** You mentioned “social determinants of health”... could you explain a little more about that?

**Fuddy:** When you look at health, everyone thinks that you get ill at one point in time, but it really is multiple things that impact your health, and a lot of that has to do with when we are growing up. That is why [there is so much focus on] the importance of early childhood, because those are critical times in life. How you deal with stress as a child will impact how you deal with stress as an adult. Those are important pieces, your nutrition that you had as a child will impact your health in the future. When you look at the social determinants of health, it's not only the food that you eat, it includes the family that you grew up in, and the experiences you had as a young child. It's our education level -- we do know that the higher your education, the healthier you are. Some of it has to do with where you live -- we know that rural communities are at greater risk for health conditions because they have limited access. Some of it has to do with your own cultural background because you may not reach out for health care. And so, we have to deliver healthcare differently -- we maybe need to “reach in” rather than “reach out.”

One of our important programs that I can talk about that we've received awards for is the Healthy Start Home Visitation program which is a perfect example of looking at the social determinants of health. We want to improve the health of a child, but what are we working with? We're working with the relationship between the mother and the father and the child, we're working with assuring that the child has early childhood education, and getting [the family] that kind of information. We're getting them the right information, like you have through WIC, and making sure that they have good nutritional pieces. We're working with the parents to make sure they bring their child in for immunizations and well child care. It may be helping them with transportation. It may be helping them find appropriate housing. All of these things contribute to health. So I think that's a good example of what we talk about [when we refer to] the social determinants of health.

**Host:** Are there any last minute thoughts you might want to share with the audience?

**Fuddy:** Public health is on the move. I believe that we have a department that's very passionate about public health. We're very dedicated. We want to use the science tools that we have, and we also want to use the new technologies that we have today to improve our ability to reach out to people and to touch their lives and improve [their health]. We really want to have these foundations for healthy generations.

**Host:** Thank you director, and thank you all from joining us today. For a transcript of the show please go to [www.hawaii.gov/doh](http://www.hawaii.gov/doh). Join us again next time for Foundations for Healthy Generations. Ahui hou!