

OLA



health is everything

HAWAII PRIMARY CARE ASSOCIATION IN AFFILIATION WITH HAWAII STATE DEPARTMENT OF HEALTH AND WALL-TO-WALL STUDIOS

PRESENT A FILM BY MATTHEW NAGATO "OLA"

DIRECTOR OF PHOTOGRAPHY JEREMY SNELL ASSOCIATE PRODUCERS STACEY HAYASHI KARA HENDERSON

EDITED BY JEREMY SNELL ALEXANDER BOCCIERI VISUAL EFFECTS BY WALL-TO-WALL STUDIOS SOUND DESIGN AUDIOBYTES

WRITTEN AND PRODUCED BY MATTHEW NAGATO

ola: [HAWAIIAN]
life, well-being

synopsis

Ola IS A DOCUMENTARY WHICH EXPLORES THE WIDESPREAD SOCIAL FACTORS THAT HELPED CREATE HAWAI'I'S HEALTH CARE CRISIS, AND OFFERS AN INTIMATE LOOK AT INDIVIDUALS WHO HAVE, IN THE FACE OF THESE CHALLENGES, BROUGHT HOPE TO THEIR COMMUNITIES.

Much of the health care debate has centered on transformation of the 'system,' which is generally considered to be the network of doctors, hospitals, and clinics, and how this network interacts with insurance companies, utilizes technology, and practices medicine. Yet, despite spending trillions each year on health care - \$9 BILLION in Hawai'i alone - the state of our health is worsening.

This obsession with the 'medical system' has permitted the social causes of poor health to go unnoticed. These 'determinants' - education, poverty, employment, housing, and nutrition, among others - actually account for the majority of health outcomes in our society, yet are rarely discussed in this context.

Throughout the documentary we hear directly from experts who understand the inner workings of the medical system, and learn to define health care as a complex, interconnected, and interdependent organism requiring an entirely new approach.

Most films about health care focus on sensationalizing the problem, or on the myriad parts of a broken system. In contrast, *Ola* is a film about hope and the power of communities to heal themselves. We travel to some of the most rural spots in Hawai'i and discover selfless individuals who've created innovative solutions to the challenges affecting their communities.

Ola honors our common island heritage and demonstrates that the path to a healthy, sustainable future for Hawai'i can be found in our oldest, most cherished values.

*evidence shows that
the ENVIRONMENTS
in which people live
directly affect their
health and mortality*

*GOOD HEALTH CARE
must include more than
the medical system*

PRODUCTION, EXHIBITION, AND DISTRIBUTION OF THIS FILM
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HAWAI'I STATE DEPARTMENT OF HEALTH

CHRONIC DISEASE MANAGEMENT AND CONTROL BRANCH

Asthma Control Program Bilingual Health Services Breast and Cervical Cancer Control Program Comprehensive Cancer Control Program
Coordinated Chronic Disease Program Diabetes Prevention and Control Program Healthy Communities Program
Heart Disease and Stroke Program Tobacco Prevention & Education Program

FAMILY HEALTH SERVICES DIVISION

Office of Primary Care and Rural Health



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ola

health is everything

the journey

These heroes show us,
by example, the power
of communities to
heal themselves.

WE ALMOST MISSED OUR FLIGHT. It was early, maybe 5:00 a.m., just another day of filming on another neighbor island; the kind of exhausted day when you find yourself on auto pilot. Until the moment you step behind the camera, it's hard to understand how involved making a movie is. How a thousand little details mean everything. And so it was that morning, when I saw through bleary eyes that we were about to fly to the wrong town, with no time to make the correct flight. It was in that moment that I realized filmmaking is not only a surreal experience, it's one you have to love deeply in order to make it through mornings like that.

You also have to love the subject of your movie, to care about the message you're conveying through words and images and sound. That kind of emotional investment doesn't come easily, and I know that as much as I enjoyed this experience, it's not every day that a subject comes along and captivates you enough to go through the grueling process of turning an idea into a movie.

When this film was first proposed, I wasn't very interested in doing it. Health care documentaries can be dark and scary things. The sky, after all, *is* falling. The health care system is collapsing and everyone is trying to fix something that seems on the surface to be beyond repair.

So, to make a film about social 'determinants' - one of those words that sounds vague but also ominous - and tell people that in order to be healthy we had to address...Poverty? Homelessness? Equity? Education? Now *that* was a scary idea.

Ultimately, it was the people who appear in our film that changed my perspective. I came to realize very quickly that what these heroes are doing in their towns is more than just affecting social issues or the health of people who live

there. They are showing us, by example, the simple power of communities to heal themselves.

I admire and have deep affection for everyone who welcomed us into their communities and into their lives. I hope we've done justice to their work while telling a compelling story about how interdependent we are. I am also eternally grateful to my dedicated crew, without whom this simply would not have been possible.

It is a privilege to live among the gifts that make Hawai'i such a unique, special place, and I wanted to ensure that this film was a love letter to our islands; culturally, visually, and emotionally. Because of those gifts, in the midst of scarcity we found abundance, in the midst of anguish we found joy, and in the midst of hardship we found hope. We found that health is everything.

In the end, we were able to get on the correct flight that morning. Which means that somehow, the Universe wanted to get this film made. It's hard to catch lightning in a bottle, or to have lightning strike twice but, with your help, perhaps we can do this again.

matthew nagato
PRODUCER