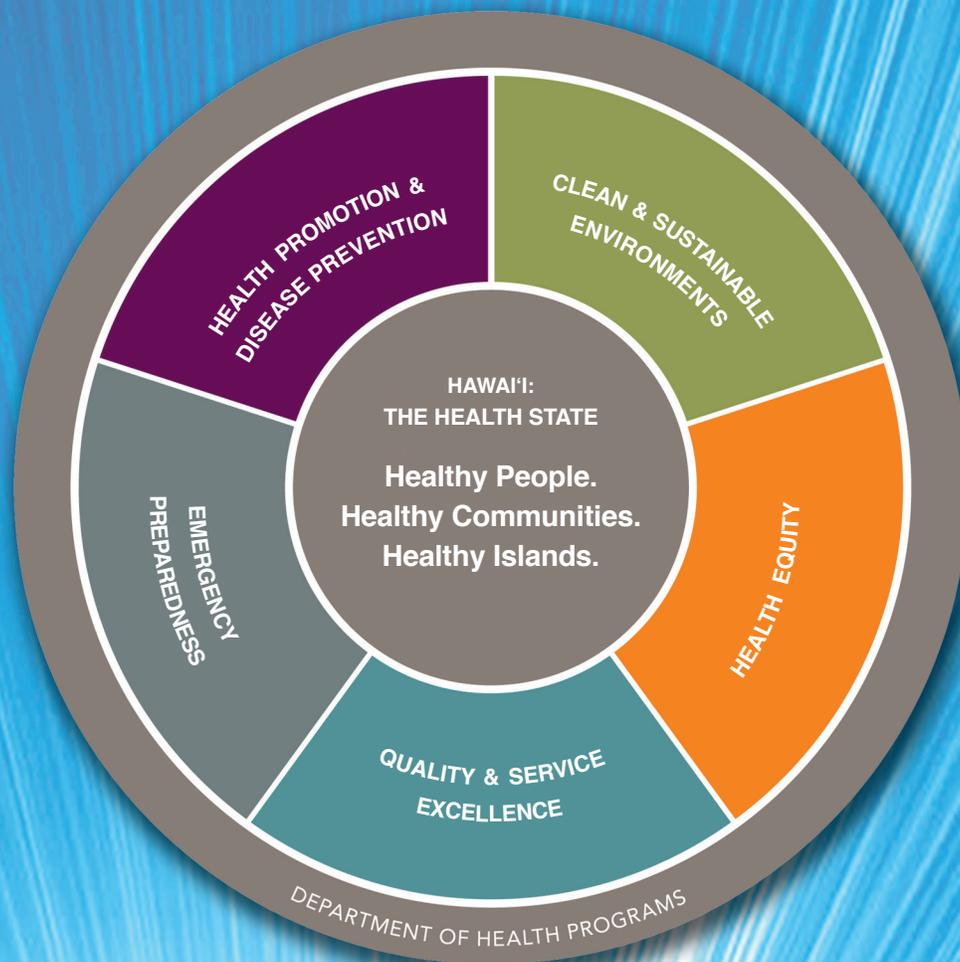


# The Hawai'i Department of Health Strategic Plan, FY 2011–2014



“ Foundations for Healthy Generations ”



Loretta J. Fuddy, A.C.S.W., M.P.H.  
*Director of Health*

Neil Abercrombie  
*Governor*

# Hawai'i The Health State

## Governor Abercrombie's New Day Agenda

**Sustainable  
Economy**

**Investing in  
People**

**Transforming  
Government**

**Clean & Sustainable  
Environments**

**Health Equity**

**Quality & Service  
Excellence**

**Health Promotion &  
Disease Prevention**

**Emergency  
Preparedness**

## "The Five Foundations for Healthy Generations"

Eliminate disparities and improve the health of all groups throughout the State of Hawai'i.

Create social and physical environments that promote and support good health for all.

Develop internal systems to assure timely consumer responsiveness and satisfaction.

Attain lifelong quality health free from preventable disease, disability injury, and premature death.

Mitigate, respond to, and recover from natural external or man made threats impacting individual and community well-being.

***Towards National Public Health Accreditation***

# A Proposal to Improve Public Health

Loretta J. Fuddy, A.C.S.W., M.P.H.  
*Director of Health*

Hawai'i and the nation have seen health care costs increase dramatically over time. The United States spends more on healthcare than any other country, mostly to treat preventable and non-communicable chronic diseases such as cardio-vascular disease, hypertension, diabetes, and obesity. Despite this enormous expenditure, we continue to see unprecedented rates of chronic diseases in children and adults. For the first time in over 200 years today's children may expect a shorter life span than their parents.

Geographic, economic, and educational barriers and other social inequities exacerbate poor health outcomes. Current societal norms and practices encourage lifestyle and behavioral choices the result in such preventable conditions as cardio-vascular disease, hypertension, diabetes, and obesity.

Financial, housing, and interpersonal stress often influence unhealthy habits like smoking, alcohol and substance abuse, and passive forms of entertainment. Our environment, both natural and built, affects our choices for physical activity and impacts diseases such as asthma and cancer. Unless significant societal changes are made chronic diseases will become an unsustainable burden for future generations.

Therefore, the Department of Health proposes the Foundations for Healthy Generations Initiative, a coordinated effort to address social determinants of health, or the conditions in which people are born, grow, live, work, and age. We will drive the public health system to achieve fundamental, cost-effective, and sustainable improvements in health status that will improve outcomes and reduce long term cost. We will empower personal responsibility and promote informed choices on the part of health care consumers.

Foundations for Healthy Generations harnesses the Department's expertise in behavioral health, environmental health, and public health to advance proven and promising practices such as promotion of healthy life choices, family and care-giver support, strengthening the safety net, and assisting individual and family decision-making. These are tools that allow families not only to prevent disease, but promote resiliency and survival in times of personal or social uncertainty.

The Initiative reaches beyond the Department of Health to harness the expertise of other State agencies and the private sector to influence key drivers of social determinants of health such as tax policy, built and natural environments, economic development, education and human services, housing and transportation, and natural resources. Health must be an integral part of all Hawai'i state policies.

Foundations for Healthy Generations assures that our island home promotes lifelong health and wellness in a sustainable and clean environment today and for future generations.

Foundations for Healthy Generations protects the people and environment of Hawai'i from unforeseen threats to health whether natural, biological, or manmade through a focus on emergency preparedness, response, and recovery.

Foundations for Healthy Generations connects with people across the lifespan, starting with preconception and perinatal health, through childhood and adolescence, and on to adulthood and the senior years with approaches appropriate to the unique and rich diversity of populations in Hawai'i.

Lastly, Foundations for Healthy Generations emphasizes administrative and service excellence to maximize tax payer return on investment, customer satisfaction, and public health impact.



*From left to right:  
Keith Yamamoto, Deputy Director, Administration  
David Sakamoto, Deputy Director, Health Resources  
Loretta Fuddy, Director of Health  
Gary Gill, Deputy Director, Environmental Health  
Lynn Fallin, Deputy Director, Behavioral Health*

# The Five Foundations for Healthy Generations

In keeping with the mission of the Department of Health to preserve and protect the health and environment of the people of Hawai'i the **Foundations for Healthy Generations** will:

- Establish *health improvement priorities* for the State of Hawai'i
- Establish *policies and best practices* for engagement of various segments of our state
- Provide *measurable goals and objectives* as a guidepost for action
- Establish evaluation and data needs to *identify risk and measure success*

## FOUNDATION 1: HEALTH EQUITY

**Goal: Eliminate disparities and improve the health of all groups throughout Hawai'i**

**Objective 1-1:** Improve access, affordability, and quality of care

- Expand telehealth services statewide
- Ensure integration of behavioral health with primary care
- Develop and strengthen partnerships to improve access for uninsured and underinsured individuals, rural communities, and others with limited access to health resources

**Objective 1-2:** Increase culturally- and community-oriented interventions

- Integrate community and family engagement in program development
- Establish the Office of Health Equity
- Improve health literacy for all demographic groups

**Objective 1-3:** Collaborate on longitudinal, unified, and interactive data systems to document health status and risk factors

- Improve data collection systems to increase the accuracy and consistency of data on race, ethnicity, and other determinants of health
- Increase dissemination of information from publicly available surveillance systems which track cultural, linguistic, environmental, and socioeconomic factors related to poor health outcomes
- Expand the health outcomes dashboard

**Objective 1-4:** Reduce stigma associated with health conditions

- Increase public awareness and interest in mental health issues
- Expand the person-centered care model
- Expand prevention and treatment programs focused on high-risk populations



## FOUNDATION 2: HEALTH PROMOTION & DISEASE PREVENTION

**Goal: Attain lifelong quality health free from preventable disease, avoidable disability, and premature death**

**Objective 2-1:** Improve quality of life and healthy development across all stages of life

- Support the healthy development of children and adolescents
- Support geriatric and long-term health care needs
- Increase access to preventive services throughout the life cycle, including mental health

**Objective 2-2:** Increase promotion of healthy choices and behaviors

- Promote key messages throughout programs and policies
- Promote good nutrition and physical health
- Promote positive social and emotional health

**Objective 2-3:** Increase adoption of evidence-based interventions to improve health

- Collaborate with stakeholders to address root causes of premature disease and death
- Influence system-wide changes in partnership with other agencies to address health-related issues of housing, education, safe communities, and health-promoting environments
- Implement meaningful use of client and community health data

## FOUNDATION 3: EMERGENCY RESPONSE & PREPAREDNESS

**Goal: Mitigate, respond to, and recover from natural external or man made threats impacting individual and community well-being**

**Objective 3-1:** Increase the State's readiness to mitigate external threats

- Increase DOH staff and partner agencies' knowledge of mitigating health and environmental threats
- Develop data sharing systems to report timely, accurate, clear, and useful information to monitor threats and make decisions
- Ensure residents and visitors are prepared for infectious, environmental, and terroristic threats

**Objective 3-2:** Increase the State's readiness to respond to external threats

- Increase DOH staff capacity to respond to health and environmental emergencies
- Expand collaboration with other response agencies
- Maintain necessary response supplies

**Objective 3-3:** Increase the State's capacity to recover from external threats

- Expand partnerships with other recovery agencies
- Ensure adequate funding and staff support to maintain oil and chemical emergency response and clean up

## FOUNDATION 4: CLEAN & SUSTAINABLE ENVIRONMENTS

**Goal: Create social and physical environments that promote and support good health for all**

**Objective 4-1:** Improve environmental protection

- Enforce state and national standards for clean air, land, coastal and inland water, drinking water, and wastewater systems
- Collaborate with stakeholders to protect the environment
- Support DOH staff capacity to protect the environment

**Objective 4-2:** Improve consumer health

- Strengthen environmental health protection policies
- Protect the public from harmful substances

**Objective 4-3:** Improve industry's ability to protect the environment

- Increase industry knowledge of environmental protection regulations and practices through educating businesses
- Continue to enforce environmental regulations



## FOUNDATION 5: QUALITY & SERVICE EXCELLENCE

**Goal: Develop internal systems to assure timely consumer responsiveness and satisfaction**

**Objective 5-1:** Increase the implementation of management science best practices

- Improve business processes and outcomes
- Increase transparency
- Cultivate an organizational learning philosophy
- Follow national recommendations and best practices
- Improve policy change control and compliance

**Objective 5-2:** Improve coordination of funding and prioritization across programs

- Maximize federal and private grant funding
- Maximize Medicaid and private revenues
- Maximize state funding

**Objective 5-3:** Improve customer satisfaction with DOH programs and services

- Increase coordination of multiple program service delivery
- Ensure the quality of foreign language interpretation and translation services for DOH programs
- Expand user-friendly web-based applications

**Objective 5-4:** Ensure timely, accurate, useful, and clear public health information and risk communication

- Expand integration of health information systems
- Ensure proper data and information for decision making
- Leverage social media to engage community discussion and promote health messaging

For more information on DOH programs, work plan details, and strategic plan updates, please visit:

<http://hawaii.gov/doh/strategicplan>

## OUR MISSION

The mission of the Department of Health is to protect and improve the health and environment for all people in Hawai'i.

## OUR VISION

Healthy People. Healthy Communities. Healthy Islands.

## WE VALUE:

- Diversity in our communities, stakeholders, and employees
- Excellence and quality improvement to maintain public trust and confidence
- Timely response to the unique needs of individuals, families, and communities
- Science-based decision-making and evidence-based practices
- Collaboration with strategic partners to improve public health
- Professionalism and dedication of our public health workforce

## OUR STRATEGIC INTENTS:

- Be passionate champions for public health
- Shape Hawai'i's health and environmental agenda
- Do the greatest good for the greatest number of people
- Promote environmental and social justice
- Advocate for the needs of the under-represented and vulnerable populations
- Improve the business practices of state government to assure quality and sustainability
- Achieve national accreditation

