

The Hawaii Physical Activity and Nutrition (PAN) Plan 2013-2020

May 23, 2013



Why do a PAN plan?

- We have to, “CDC says so”
- Best practice
- Set common priorities across the state, for HAWAII
- Guide our collective work into the future
- Align with what is going on Nationally

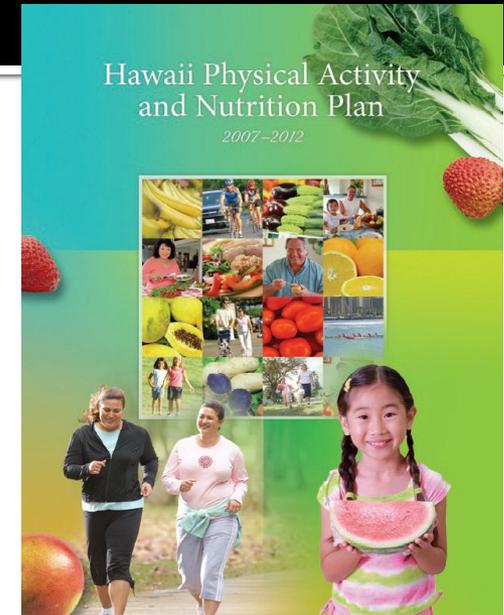
Context

- Past
- Present
- Future



Hawaii Accomplishments

- Hawaii PAN Plan 2007-2012
 - Community, Worksite, Schools, Health care
- PAN Supplement 2010-2012
 - breastfeeding, screen time, sugar-sweetened beverages and energy dense foods



Accomplishments



- Complete Streets
 - Act 54, SLH 2009
 - Resolutions by Kauai, Maui and Hawaii Counties
 - Bill 26, May 2012 by C&C of Honolulu

Accomplishments

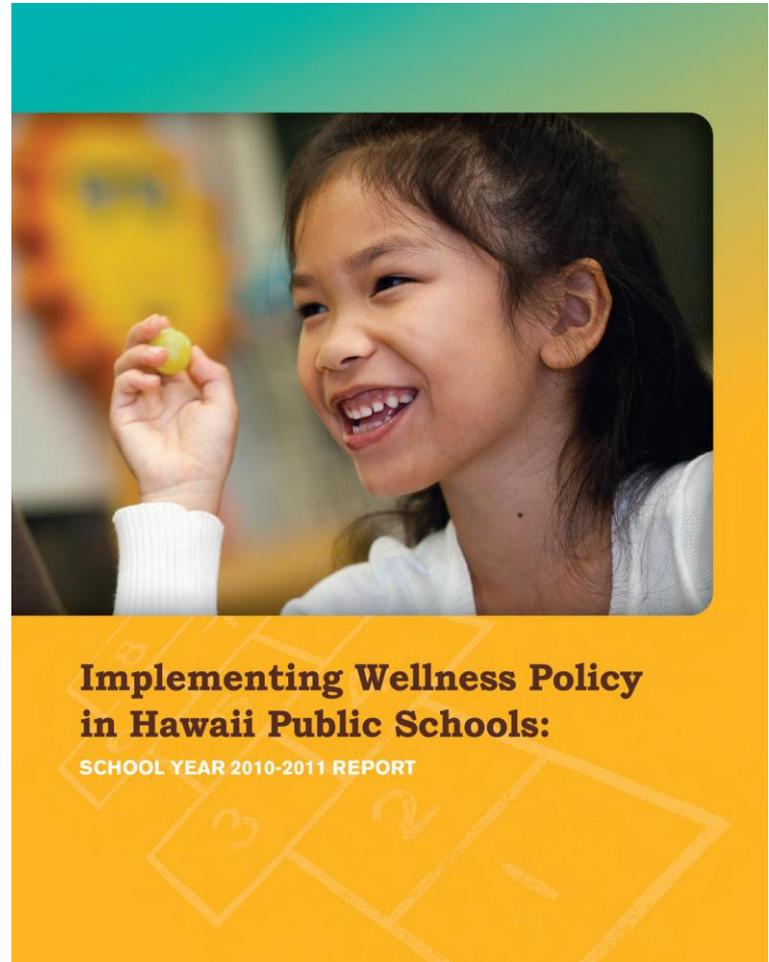
- Get Fit Kauai
- Maui Nutrition and Physical Activity Coalition



- Complete Streets Adoption
- SRTS Implementation
- Worksite Wellness Challenges
- Farmers Markets EBT Access

Accomplishments

- Schools
 - Wellness Guidelines
 - Public Law 108-265, Sec. 204
 - 77.6% average SAWS score 2011-2012 school year
 - Safe Routes to School
 - Act 100, SLH 2009
 - Act 317, SLH 2012



Accomplishments



- Baby Friendly Hospitals
- Breastfeeding in Workplace SB532 CD1, 2013 Session
- Healthcare reimbursement for obesity prevention task force HCR23 HD1, 2013 Session

Planning Process for PAN Plan 2013-2020

Guiding our work into the future

Core Planning Group

- HHI Staff
 - Lola Irvin, Katie Richards, Heidi Hansen-Smith, Jennifer Ryan, Tonya Lowery-St John
- UH-OPHS Staff
 - Jay Maddock, Michele Baker
- Consultant
 - Jodi Drisko, Parametrix Group, LLC

Planning Process for PAN Plan 2013-2020

Guiding Principles

- Incorporate lessons learned
- Build on successes
- Incorporate recommendations from
 - Childhood obesity prevention task force
 - Integrated chronic disease prevention
- Gathering input from stakeholders



Criteria for developing objectives

- Policy, Systems, Environmental Change
- Ability to Implement
- Measurable



PSE change

- **Policy** = a law, ordinance, resolution, mandate, regulation, or rule
 - “Big P”- state and county
 - “Little p”- organization policy
- **System** = Interventions in organizations that promote and enable new behaviors efficiently (e.g., SRTS, wellness team, bus stops, EBT-farmers markets)
- **Environment** = interventions involve physical or material changes to the economic, social, or physical environment. (e.g. sidewalks, new farmers market)

Sectors for 2020 Plan



Community Design and Access

Chair: Brad Kurokawa, Vice-Chair: Dr. Corilee Watters

Educational Systems

Chair: Dr. Kuulei Serna, Vice-Chair: Curt Okimoto

Healthcare Systems

Chair: Dr. Virginia Pressler, Vice-Chair: Dr. Robert Hirokawa

Worksite, Industry & Business

Chair: Selene Legare, Vice-Chair: Betsy Scheller

Planning Process

- Sector Chairs, Vice-Chairs meeting (Aug. 2012)
 - Experts develop 1st draft of 20 objectives
- Elicit participants for sector feedback (Sept)
n=113
- Sector specific community input (Dec)
 - 98 responses were received
- Revise, add two more objectives
 - Many objectives had major revisions based on input
 - Removed “By 2020” language

Planning Process – Look how far we have come

- HHI listserv review/comment of draft objs (Feb)
 - Sent to ~1,000, received 172 responses
- High levels of agreement

Sector	Agree+Strongly Agree
Media	89.2%
Community Design/Access	77.4%-86.1%
Education	78.4%-92.7%
Worksite	63.4%-75.6% *
Healthcare	70.0%-75.6% *

Planning Process – Look how far we have come

- Revise again (March)
- Finalized objectives!
- Finish rest of PAN Plan
- Graphic design
- Printing
- PAN Summit Kickoff and begin planning
- Distribution

PAN Plan 2020

- Letter from the Director of DOH
- Acknowledgements
- Section 1: Introduction
 - Purpose of the Plan, Planning process, Stakeholder involvement, theoretical framework, sectors
- Section 2: Description of the Problem
- Section 3: Vision, Goals and Objectives
- Section 4: Surveillance and Evaluation

PAN Plan 2013-2020 Objectives

Statewide Media/Social Marketing

- **Objective 1:** Implement a coordinated statewide social marketing campaign promoting healthy eating and active living.

Community Design and Access

Community Design and Access

Physical Activity

Objective 2: Designate and allocate a minimum of 10% of federal and state highway transportation funds to implement complete streets, bicycle and pedestrian plans, greenbelt and trail systems, and Safe Routes to School programs.

Objective 3: Implement state and county-level “complete streets” policies.

Community Design and Access

Objective 4: Increase by 10% the percentage of people who use active transportation to commute to work or school by expanding opportunities for active transportation (e.g., bike share programs, public transit, transit-oriented development, Safe Routes to School, Work and Recreation).

Objective 5: Develop and implement processes at the state and by every county to include physical activity priorities when determining building design and location, land-use planning and transportation decisions (e.g., revise, disseminate, and utilize the Healthy Community Design Assessment/Checklist).

Community Design and Access

Nutrition

Objective 6: Increase to 80%, the number of farmers markets that accept SNAP EBT transactions.

Objective 7: Enact at least two statewide policies to increase access to healthy food and decrease access to unhealthy food/drinks.

Objective 8: Define and identify issues related to access and consumption of healthy food in each county and develop strategies to address them.

Educational Systems

Educational Systems

Objective 9: Require quality, comprehensive Health and Physical Education in DOE schools.

Objective 10: Establish a data collection system to measure, track and report student health data.

Objective 11: Assess, develop, and enact child care license requirements and create child care wellness guidelines to establish minimum standards based on national recommendations for childhood obesity prevention (e.g., physical activity, healthy foods, breastfeeding support, and screen time).

Educational Systems

Objective 12: Increase educational opportunities for students and staff to learn about nutrition and agriculture.

Objective 13: Develop and implement standards to increase access to healthy drinking water at all schools.

Objective 14: Prohibit sugar-sweetened beverages on school campuses during instructional time.

Worksite, Industry, Business

Worksite, Industry, Business

Objective 15: Establish at least two statewide policies designed to increase the number of worksites offering wellness programs for their employees and/or support program implementation.

Objective 16: Develop a statewide infrastructure to provide worksite wellness resources and technical assistance to employers.

Objective 17: Increase the number of residents who complete a health risk assessment through their employer or employer's insurance plan.

Healthcare Systems

Health Care Systems

Objective 18: Incentivize health promotion and disease prevention through a combination of mechanisms, including but not limited to: a) paying for performance, b) adopting patient centered medical home approaches, c) maximizing use of community care network, and d) offering shared savings.

Objective 19: Routinely assess patients' weight and risk status through standard biometric measurements (BMI, waist circumference, etc.) and provide appropriate nutrition and physical activity counseling and/or referrals by all primary care practitioners.

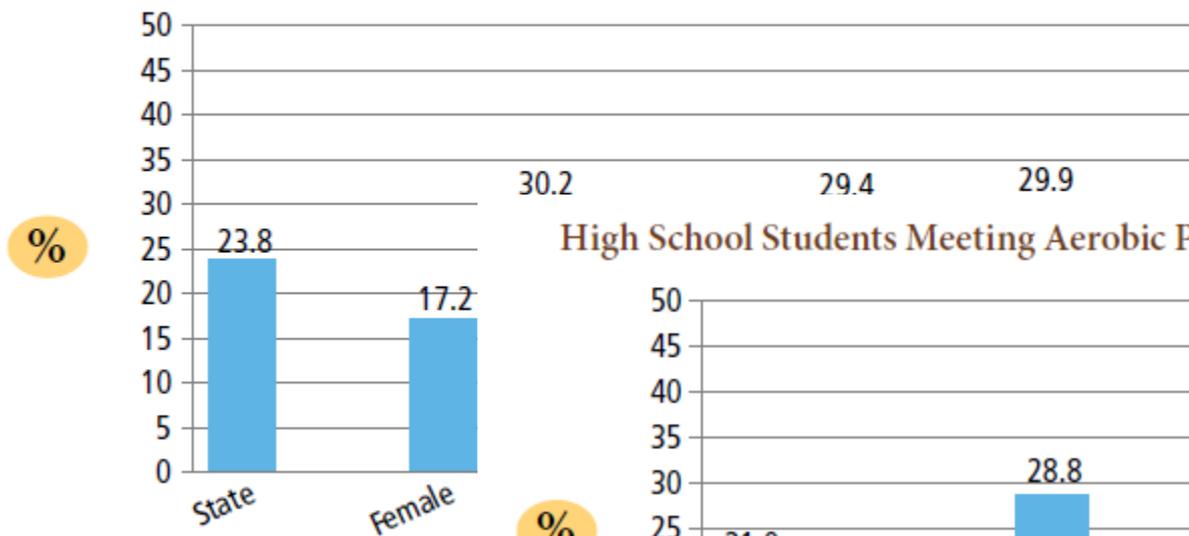
Health Care Systems

- Objective 20:** Increase to 50% the percentage of overweight and obese adults in Hawai'i who report being asked about their weight by their health care provider in the last year.
- Objective 21:** Modify health insurance benefits to allow for reimbursement, for those with a BMI of 30 or higher for adults and BMI at or above the 95th percentile for children, for registered dietitian and physical activity services to assist with proper nutrition and physical activity.
- Objective 22:** Increase by 20% the duration of exclusive breastfeeding through six months by adopting policies and practices that support breastfeeding.

Monitoring Progress

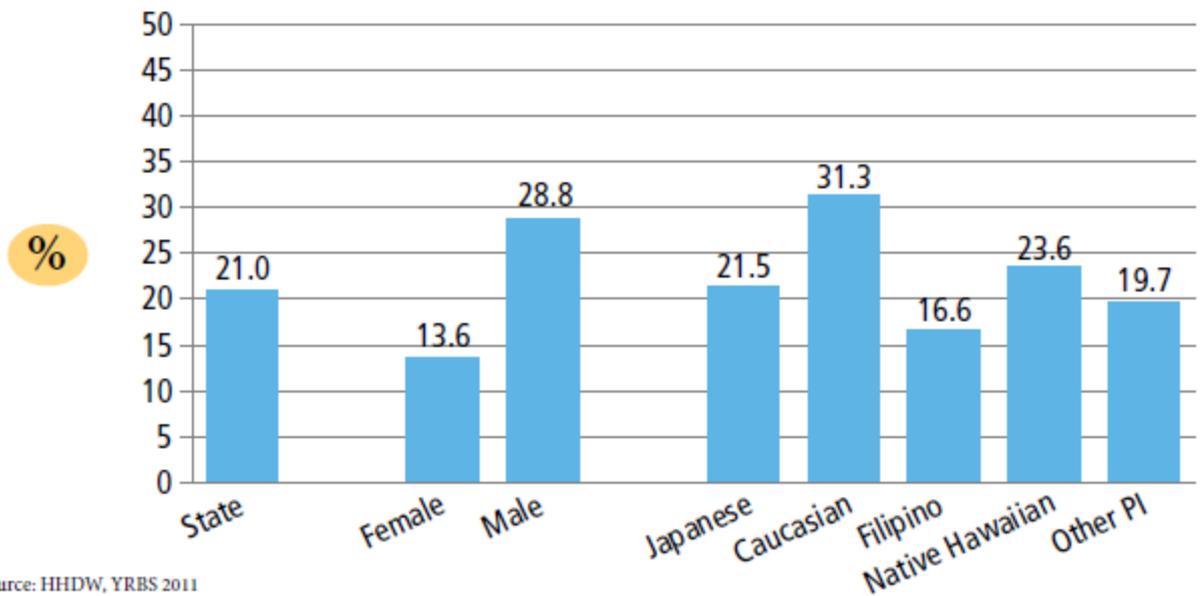
Physical Activity

Adults Meeting Aerobic & Strengthening Physical Activity Recommendations



Source: HHDW, BRFS 2011

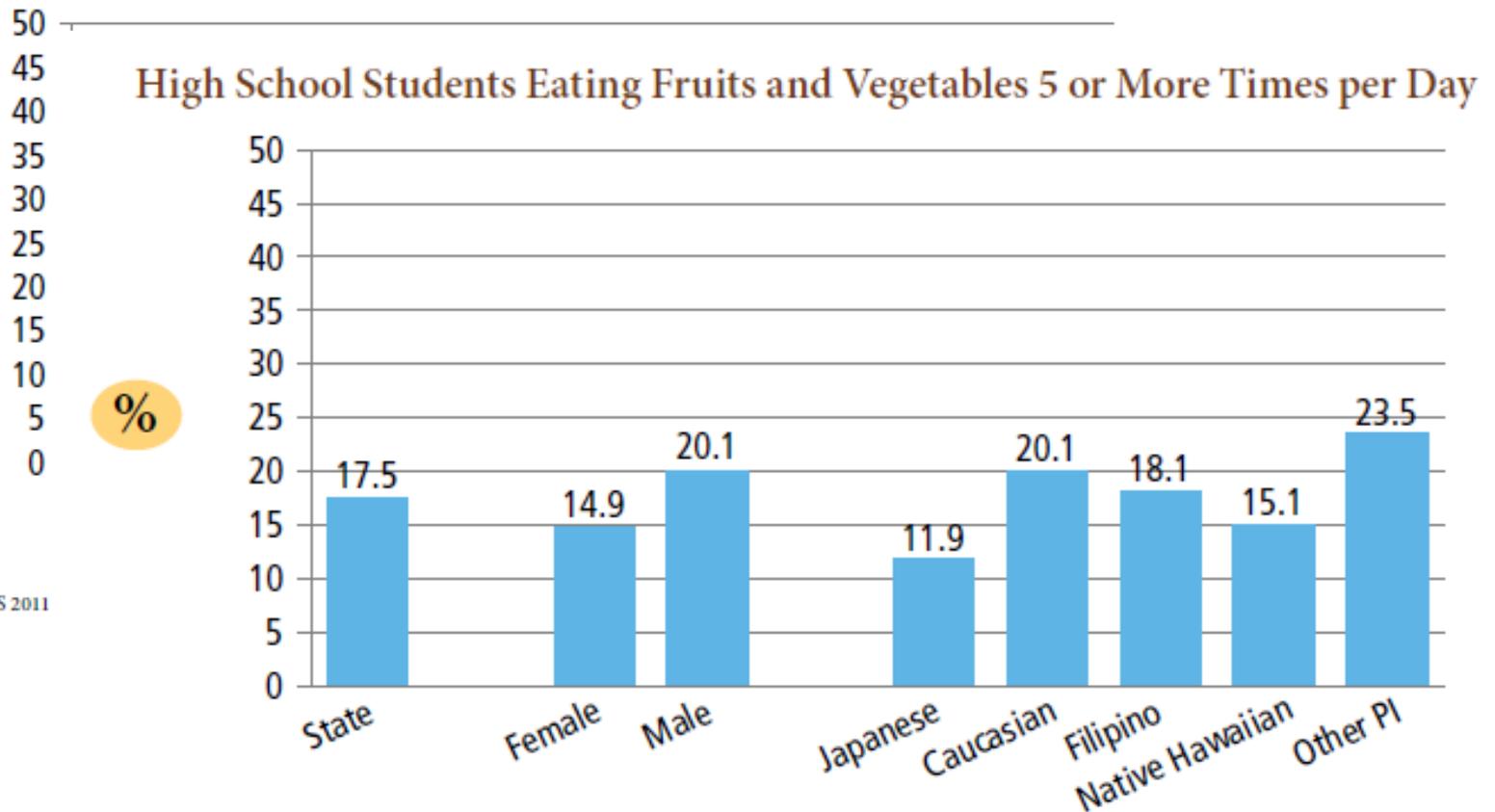
High School Students Meeting Aerobic Physical Activity Recommendations



Source: HHDW, YRBS 2011

Fruit & Vegetable Consumption

Adults Eating 5 or More Fruits and Vegetables per Day

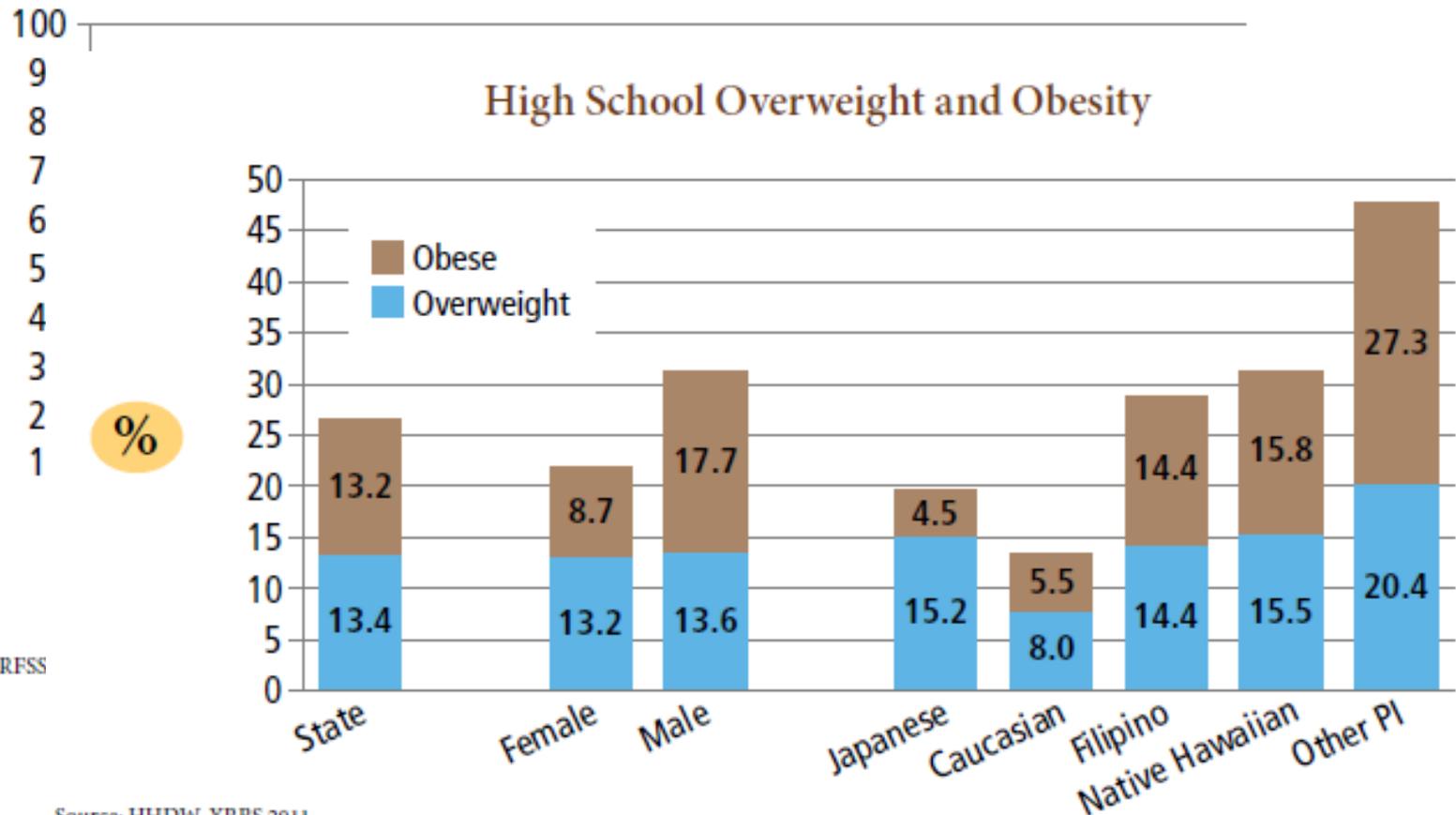


Source: HHDW, BRFSS 2011

Source: HHDW, VRBS 2011

Overweight & Obesity

Adult Overweight and Obesity



Source: HHDW, BRFSS

Source: HHDW, YRBS 2011

How Are We Doing?

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See indicators for: [Honolulu](#) | [Hawaii \(County\)](#) | [Kauai](#) | [Maui](#) | [Hawaii \(State\)](#)

IN THE NEWS

Feature Story

NEW SEAT BELT LAW

Back & front seat passengers

\$92 fine for the driver



About This Site

Hawaii Health Matters is a one-stop source of non-biased data and information about community health on the islands, and healthy communities in general. It is intended to help

Featured Content

[Hawai'i Physical Activity and Nutrition Plan 2013-2020](#)



[Hawaii Physical Activity and Nutrition Plan](#)

Air Quality Index

Honolulu

Current Conditions



Good

Pollutant: Particles (PM2.5)

Observed at:

05/22/13 7:00 HST



How Are We Doing?

Hawai'i Health Matters
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Physical Activity and Nutrition Plan Tracker

PAN PLAN TRACKER

The [Hawai'i Physical Activity and Nutrition Plan 2013-2020 \(PAN Plan 2020\)](#) describes strategies to increase physical activity and healthy eating, with long-term goals of reducing overweight, obesity, and chronic disease among all Hawai'i residents. Its purpose is to provide a framework for policy makers, public and private organizations, and community members to work together to educate, advocate for policies, and build an environment that allows our residents to embrace a physically active and nutritionally sound lifestyle.

Hawai'i can significantly increase physical activity and improve nutrition through collaborative, coordinated efforts of organizations, governments, and individuals working together to implement this updated Physical Activity and Nutrition Plan. Over 200 stakeholders from across the state provided guidance, expertise, and input for this plan. It focuses primarily on policy, systems, and environmental changes that will transform our communities, schools, work places, and health care so the healthy choice will be the easy choice.

Vision
We envision a future for Hawai'i in which all residents are physically active, eat healthy food, and live in healthy communities.

Goals
Through healthful eating and regular physical activity, Hawai'i residents will:

1. Reduce their burden of disease;
2. Increase years of healthy life; and
3. Reduce health disparities.

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PAN Plan Tracker

Tracker for State: Hawaii

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Indicator	Current and Target	Status
1. Long-Term Outcomes		
<u>Adult Fruit and Vegetable Consumption</u> NEW	Current: 11.4 percent Target: 21.1 percent	
<u>Adults who Drink Non-Diet Soda or Pop at Least Once Per Day</u>	Current: 21.5 percent Target: 15 percent	
<u>Adults who Meet Aerobic and Strengthening Activity Guidelines</u> NEW	Current: 23.8 percent Target: 26 percent	
<u>Adults who Meet Aerobic Physical Activity Guidelines</u> NEW	Current: 58.5 percent Target: 64 percent	
<u>Adults who Meet Muscle Strengthening Guidelines</u> NEW	Current: 32.1 percent Target: 35 percent	
<u>Adults who Participate in Physical Activity Outside of Work</u> NEW	Current: 78.7 percent Target: 80.8 percent	
 <u>Adults with a Healthy Body Weight</u> NEW	Current: 41.5 percent Target: 44 percent	

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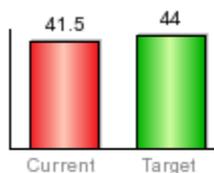
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PAN Plan Target

Target Not Met



Unit: percent
[View the Legend](#)

Adults with a Healthy Body Weight

NEW

Value:	41.5 percent
PAN Plan Target:	44 percent
Measurement Period:	2011
Location:	State : Hawaii [View All Location Types]
Comparison:	PAN Plan Tracker
Categories:	Health / Exercise, Nutrition, & Weight Health / Diabetes Health / Other Chronic Diseases

What is this Indicator?

This indicator shows the percentage of adults aged 18 years and older with a body mass index between 18.5 and 25. According to guidelines from the National Institutes of Health (NIH), a BMI of less than 18.5 is considered underweight, a range of 18.5 to 24.9 is deemed normal, 25.0 to 29.9 is regarded as overweight, and a BMI of 30 or more is considered obese.

Why this is important:

Maintaining a healthy body weight decreases one's risk for disease and premature death. Being overweight or obese substantially increases the risk for coronary heart disease, type 2 diabetes, hypertension, some forms of cancer, and certain musculoskeletal disorders, such as osteoarthritis. According to the National Center for Health Statistics, one in three American adults is obese and two in three are either overweight or obese. Reducing weight gain among those who are in the normal weight range, and promoting weight loss among those who are overweight or obese, will increase the percentage of adults at healthy weight.

Technical Note: Values are not shown where the total unweighted response count is less than 50.

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PROMISING PRACTICES

- [Smart Meal Program](#)

Technical Note: Values are not shown where the total unweighted response count is less than 50.

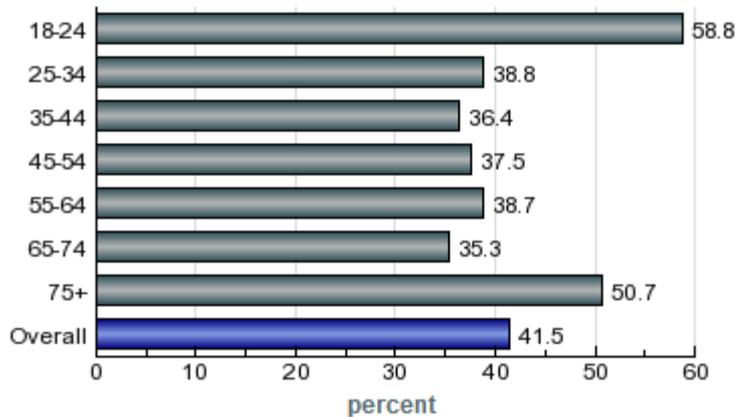
Source: Behavioral Risk Factor Surveillance System

URL of Source: <http://www.hhdw.org/cms/index.php?page=brfss-reports>

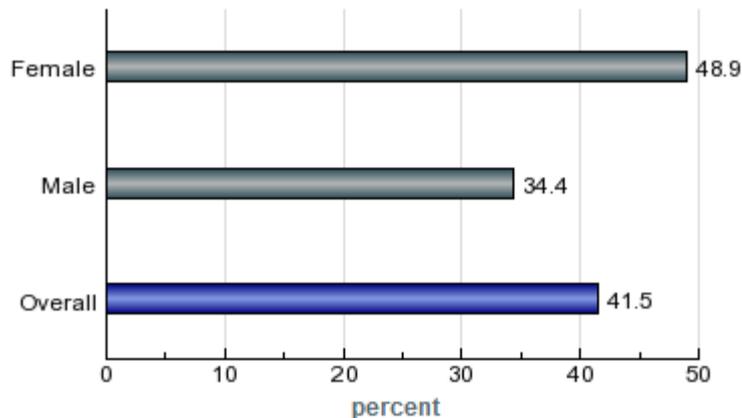
URL of Data: <http://www.hhdw.org/cms/index.php?page=weight-control-2>

Maintained By: Hawaii Department of Health

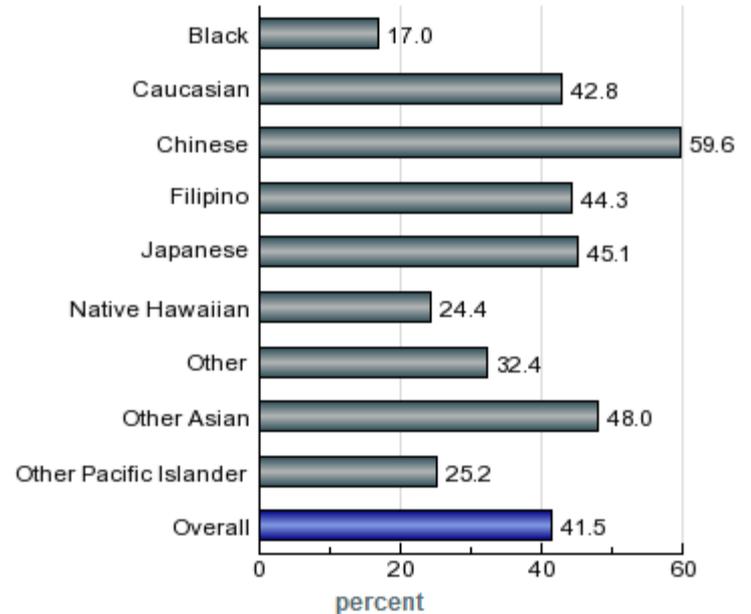
Adults with a Healthy Body Weight by Age



Adults with a Healthy Body Weight by Gender



Adults with a Healthy Body Weight by Race/Ethnicity



Zoom to: State : Hawaii



View by: All Location Types

[Create Indicator Comparison Report](#)

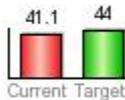
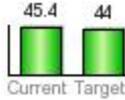
[How are these indicators calculated?](#)

[Return to Community Dashboard Home](#)

Adults with a Healthy Body Weight All Location Types

Comparison: PAN Plan Tracker

View by:

Location	Percent	Status
County : Hawaii	39.1	 Current Target
County : Honolulu	41.1	 Current Target
County : Kauai	45.5	 Current Target
County : Maui	45.4	 Current Target
State : Hawaii	41.5	 Current Target



View by:

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INDICATORS

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PROMISING PRACTICES

- [Smart Meal Program](#)
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PAN Plan Target



Unit: percent
[View the Legend](#)

Adults with a Healthy Body Weight

NEW

Value:	45.5 percent
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Comparison:	PAN Plan Tracker
Categories:	Health / Exercise, Nutrition, & Weight Health / Diabetes Health / Other Chronic Diseases

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Source: Behavioral Risk Factor Surveillance System

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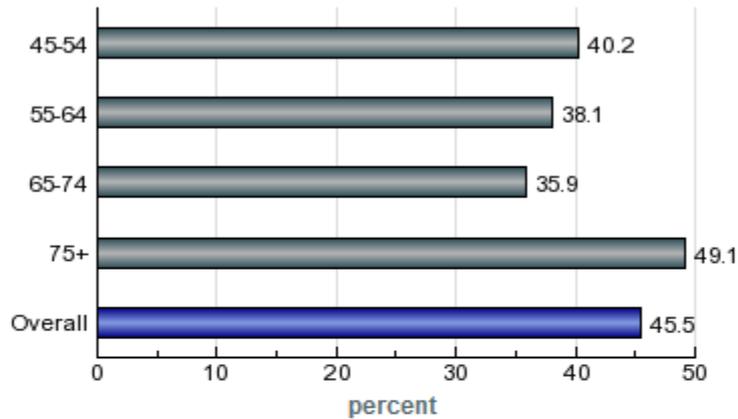
URL of Source: <http://www.hhdw.org/cms/index.php?page=brfss-reports>

URL of Data: <http://www.hhdw.org/cms/index.php?page=weight-control-2>

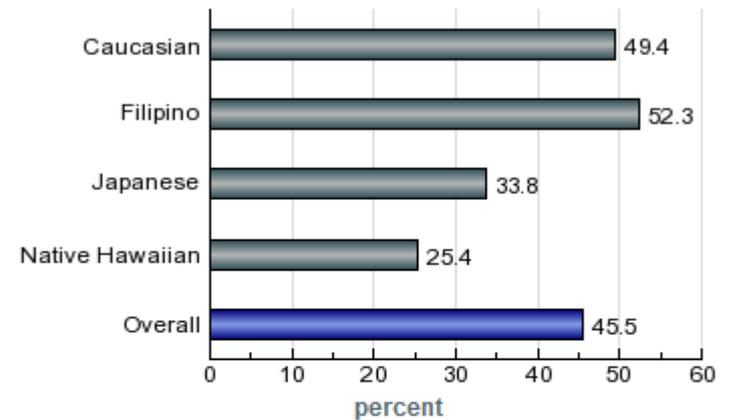
Maintained By: Hawaii Department of Health

Kauai County Detail Data

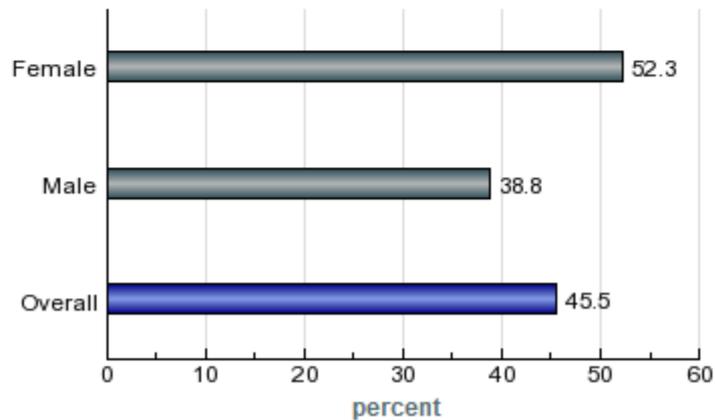
Adults with a Healthy Body Weight by Age



Adults with a Healthy Body Weight by Race/Ethnicity



Adults with a Healthy Body Weight by Gender



Zoom to: County : Kauai

View by: All Location Types

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Objectives by Setting

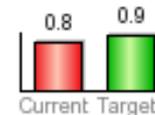
2. Media

Statewide Media Plan that Promotes Healthy Eating and Active Living **NEW** **Current:** Target Not Met

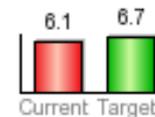


3. Community Design and Access - Physical Activity

Workers Commuting by Bicycling **NEW** **Current:** 0.8 percent
Target: 0.9 percent



Workers Commuting by Public Transportation **Current:** 6.1 percent
Target: 6.7 percent

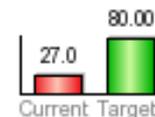


Workers Commuting by Walking **Current:** 4.6 percent
Target: 5.1 percent



4. Community Design and Access - Nutrition

Farmers Markets that Accept SNAP EBT Transactions **NEW** **Current:** 27.0 percent
Target: 80.00 percent



Statewide Policies that Increase Access to Healthy Food **NEW** **Current:** 0 policies
Target: 2 policies



Objectives by Setting

5. Educational Systems

Assessment of Health and Physical Education Content and Performance in Schools **NEW**

Current: Target Not Met



Certified Health and Physical Education Teachers **NEW**

Current: Target Not Met



Health and Physical Education Requirements in Grades 6 to 8 **NEW**

Current: Target Not Met



Integrated Wellness Guidelines in Childcare License Requirements **NEW**

Current: Target Not Met



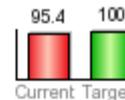
National Recommendations for Health and Physical Education Classes **NEW**

Current: Target Not Met



Schools with Gardens Used for Instruction **NEW**

Current: 95.4 percent
Target: 100 percent



Wellness Guidelines for Early Childhood **NEW**

Current: Target Not Met



6. Health Care Systems

Births Occurring in Baby-Friendly Facilities

Current: 9.0 percent
Target: 100 percent



Infants who were Breastfed Exclusively Through 6 Months

Current: 20.7 percent
Target: 25.5 percent



Insurance Benefits for Nutritional and Physical Activity Services **NEW**

Current: Target Not Met

