



Hawai'i Physical Activity and Nutrition Plan

2013-2020



PAN PLAN
IMPLEMENTATION
MAY 23
DISCUSSION
HIGHLIGHTS



May 24, 2013



We envision a future for Hawaii in which all residents are physically active, eat healthy foods, and live in healthy communities.



Statewide Media/Social Marketing

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



» Collaboration Opportunities:

- > Develop an online mechanism for shareable PAN content and outlines
- > Create mechanisms of distribution between organizations
- > Meantime DOH be temporary repository

» Will meet again to

- > Decide how to use content and outlets
- > Develop a calendar of PAN themes that all organizations can simultaneously promote

Media



Community Design and Access – Physical Activity

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



» Collaboration

Opportunities:

- > Share information across partners
- ❖ Counties are at different stages of implementation
- ❖ Gain from other's experiences and resources

» Acknowledged . . .

- > Lots already happening for every objective
- > Objectives 2 Assuring Resources & 4 Developing Processes advances Objective 3 Implementation of Complete Streets

Community Design >

Community Design and Access – Nutrition

- » **Objective 8:** Define and identify issues related to access and consumption of healthy food in each county and develop strategies to address them.
- » **Objective 7:** Enact at least two statewide policies to increase access to healthy food and decrease access to unhealthy food/drinks.



» Collaboration Opportunities:

- > Need to identify access and consumption issues
- > Develop new ideas for policy
- ❖ Achieve Objective 8 then 7

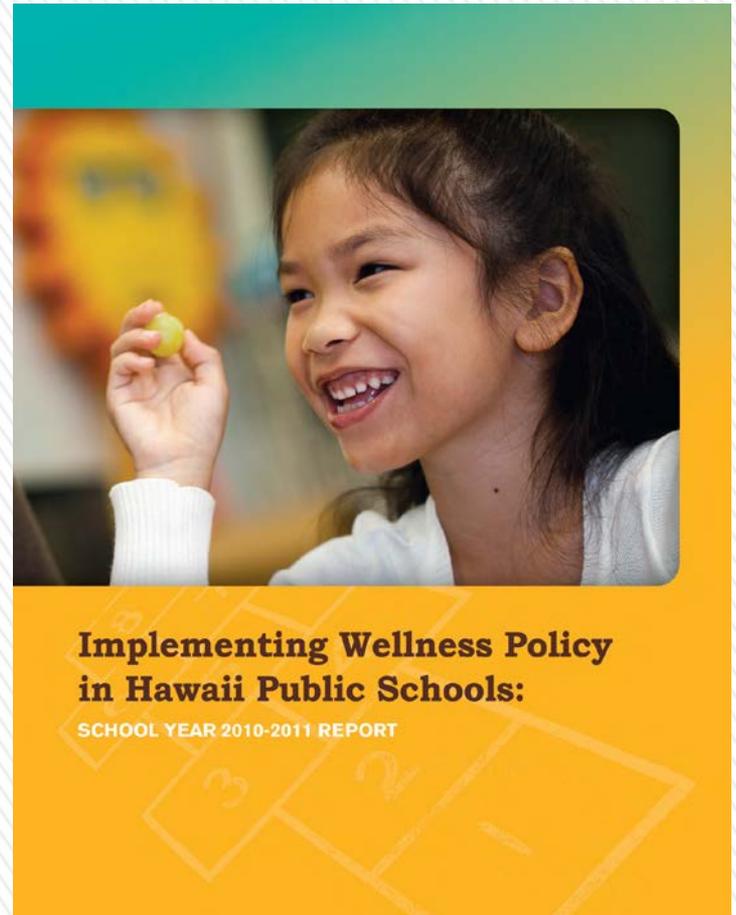
» Expressed . . .

- > Lots of interest and activity for access and consumption
- > Started brainstorming to focus ideas for work

Community Design >

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



» Collaboration

Opportunities:

- > Professional development for teachers and staff
- > Data collection, management and reporting
- > Identify champions in leadership positions
- > Connect early childhood policies and practices to K – 12

- > Advocacy and coalition building
- > Partnering and coordinating with community and parent organizations

» Acknowledged . . .

- > Lots already happening especially with broad support for Objective 12.

Educational Systems



Worksite, Industry, Business

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



» Collaboration

Opportunities:

- > Develop employer support group to discuss challenges, opportunities, resources
- > Share infrastructure
- > Develop website to share info
- ❖ Help create work plan
- ❖ Aggregate info, synthesize, and make local

» Happenings . . .

- > Group already met at 7:15 today sharing and discussing worksite wellness efforts
- > E.g. Maui NPAC developing toolkit that can have statewide application

Worksite



Healthcare Systems

- » **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.



» Collaboration Opportunities:

- > Objective 18 Incentivize health promotion and disease prevention being addressed through Healthcare Transformation Project
- > Objective 22 Exclusive breastfeeding systems change capacity building will continue
- > Include exclusive breastfeeding counseling as quality healthcare measure

» Acknowledged . . .

- > Reimbursement will increase and support achieving other objectives to
 - + 20: Ovwt and obese patients report BMI assessed
 - + 19: BMI routinely assessed, and counseling, referrals occur

Healthcare





With good health, we are able to fully enjoy and perpetuate the amazing quality that life in Hawaii offers!

