

STATE OF HAWAII  
DEPARTMENT OF HEALTH  
HEALTH RESOURCES ADMINISTRATION  
CHRONIC DISEASE PREVENTION AND HEALTH PROMOTION DIVISION

FUNCTIONAL STATEMENT

Under the general direction of the Deputy Director, Health Resources Administration, plans, directs, and coordinates chronic disease prevention and management and health promotion activities within the scope of Federal and State laws, rules, regulations, and policies.

Administers the distribution of the Tobacco Settlement Special Fund (TSSF), implements the Department's health promotion strategies with the TSSF allocation, and administers the Tobacco Prevention and Control Trust Fund per Chapter 328L-5, HRS. Serves as a liaison and advisor to the Director with recommendations from the Advisory Board and on the goals of the Tobacco Prevention and Control Trust Fund.

Supports the Tobacco Prevention and Control Advisory Board which shall advise the Department on the administration of the Tobacco Prevention and Control Trust Fund per Chapter 328L-5, HRS.

Implements the Healthy Hawaii Initiative in the Department per Chapter 328L-4, HRS as a comprehensive and integrated framework to address nutrition, physical activity, and tobacco use.

Develops statewide strategic plans for tobacco prevention and control, chronic disease prevention and management, and promotion of healthy behavior and lifestyles that include: developing and implementing effective and cost effective programs; developing adequate standards and benchmarks to evaluate success; and assessing the effectiveness of programs. Provides technical leadership in coordinating activities to provide uniform health promotion and chronic disease prevention and management services throughout the State.

Develops and maintains relationships and strategic partnerships with other organizational entities, public, private, and inter- and intra-departmental offices, to develop sustainable changes through policy, systems, and environmental changes.

Increases collaboration and capacity of stakeholders that serve low income, rural or disparate populations through information, education, and empowerment to reduce health disparities among populations disproportionately affected by chronic disease conditions as compared to the general population.

Develops operating budget, justifies budget before reviewing and approving authorities, and exercises control over funds appropriated.

Prepares grant applications and administers funds awarded to support the Healthy Hawaii Initiative and chronic disease prevention and management services, research and education.

Represents the Department in providing information and making presentations before the Legislature and community groups, both public and private, related to the Healthy Hawaii Initiative and chronic disease prevention and management.

Advises on the need for public health regulations, drafts legislation, drafts rules and rule amendments, and develops policies and procedures related to chronic disease prevention and management and promotion of healthy behavior and lifestyles.

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Establishes, supports, and manages data collection systems to standardize data collection, utilization, analysis, and reporting to evaluate and improve public health practice.

Recommends to the Deputy Director, Health Resources Administration, changes needed to the Division's organizational structure and programs and after approval, directs implementation.

**TOBACCO SETTLEMENT FUNDS ADMINISTRATION**

Oversees the administration, management and distribution of the Tobacco Settlement Special Funds (TSSF) per Chapter 328L-2, HRS and the Department's utilization of the funds allocated for health promotion and disease prevention programs per Chapter 328L-4, HRS and tobacco prevention and control programs per Chapter 328-5,-6, HRS.

Develops, monitors, and implements policies, procedures, and practices of the Department for the use of the TSSF.

Responds to, monitors, and maintains documentation of legislative activities that impact the distribution and use of, reporting on, and auditing of the TSSF.

Develops response to administrative and external requests for information on the TSSF distribution, budget and expenditures, evaluation and outcomes of TSSF supported interventions, including annual legislative reports and requests for information.

Provides administrative support to the Tobacco Prevention and Control Advisory Board and assists in the oversight of the Tobacco Prevention and Control Trust Fund.

Provides reports to the Division Administrator to assist in advising the Director of Health related to recommendations received from the Tobacco Prevention and Control Advisory Board and on the goals of the Tobacco Prevention and Control Trust Fund.

Develops, executes, and monitors contracts, including reviewing and making recommendation for approval of the contracts utilizing Tobacco Prevention and Control Trust Fund per Section 328L-5.

Coordinates the activities funded by the Tobacco Prevention and Control Trust Fund with the chronic disease and health promotion activities in the Primary Prevention and Chronic Disease Management Branches.

Develops and maintains relationships and strategic partnerships with other organizational entities, public, private, and inter- and intra-departmental offices.

Increases stakeholder collaboration and capacity through information, education, and empowerment.

Represents the Department in providing information and making presentations before community groups, both public and private, related to the TSSF distribution and in particular the portions for public health services per Chapter 328L-2, -4, -5, and -6, HRS.

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**CENTRAL ADMINISTRATIVE SERVICES**

Develops and monitors controls and procedures on fiscal operations, contract processing and management, and personnel actions in accordance with the Division, Department, State, and federal requirements.

Establishes, maintains and oversees a system to review and coordinate all fiscal, contractual, and personnel actions to assure conformance with the Division's authorized expenditure.

Advises and assists the Division in the preparation of the Division's budget and finalizes the Division's budget for the Director's approval.

Coordinates with the Tobacco Settlement Funds Administration to determine the annual distribution of the TSSF from the master settlement agreement payment to the State, and implements the appropriate procurement method or transfer of the fund portions.

Maintains accounts and prepares budget and expenditure reports for the TSSF.

Identifies, coordinates, tracks and otherwise participates in the receipt and administration of the Division's appropriations and grant awards.

Verifies billings and makes payments for goods and services as directed and authorized by the Division Administrator.

Plans, administers, monitors and maintains controls over the Division's expenditure plan. Monitors, controls and assists organizational segments of the Division in meeting their staffing and fiscal requirements within the Division's authorized expenditure plan.

Provides technical support to appropriate Division staff on maintaining personnel records, including vacation and leave records, employee performance appraisals and other personnel related documents.

Oversees and coordinates the Division's recruitment and hiring practices and procedures to ensure the Division is compliant with Department and State policies as well as other legal requirements; and processes the Division's worker's compensation, injury, and disability cases.

Provides consultation and technical assistance on matters related to budgets, contracts, fiscal requirements, personnel actions, and logistic services to all organizational segments of the Division.

Provides technical assistance to organizational segments of the Division on matters relating to the procurement and monitoring of services and goods to ensure compliance with applicable State and federal laws, rules, regulations, and guidelines, including fiscal requirements.

Administers and monitors the management of the Division's contracts to assure budget accuracy, format correctness, and timely execution of documents.

Supports day-to-day Division operational requirements with respect to office space, equipment, communications, supplies, intra-and inter-state travel, training, etc.

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Oversees, manages, and ensures completion of required physical inventory efforts to account for all assets purchased and maintained by the Division or service providers supported by Division resources that are required to be maintained on the Division's inventory list.

Provide timely reporting of government procurement and program activities through the State procurement and related reporting sites, and per request through the Uniform Information Practices Act to support transparency in government. Maintain and update inventory of procurement records in keeping with state Records Retention rules.

CLERICAL SUPPORT SERVICES

Provides secretarial and clerical support to the: Division Administrator; Health Policy, Communication, and Planning Office; Surveillance, Evaluation, Epidemiology Office; Central Administrative Services Office; and Tobacco Settlement Funds Administration.

SURVEILLANCE, EVALUATION, AND EPIDEMIOLOGY OFFICE

Oversees the development and maintenance of an information infrastructure for the collection and utilization of data and enhances public access to selected data collected by the Department. Provides chronic disease epidemiology support for the Division.

Oversees the development of data collection, use, sharing, and reporting standards for the Division and Branches.

Develops, oversees and manages databases and health surveillance for the Department and the Division. Establishes and manages data use and data sharing agreements with other data owners.

Oversees and maintains the Hawaii Data Warehouse (HHDW) and the Hawaii School Health Survey in partnership with the Department of Education.

Develops, executes, and monitors contracts to enhance, maintain, and utilize health management and data collection systems.

Provides statistical data and information to programs within and outside the Department.

Provides program evaluation guidance to develop goals and objectives, identify and develop measures, and consultation on program evaluation and data collection methods.

Provides data support and technical assistance to the Health Policy, Communication, and Planning Office and the Primary Prevention and Chronic Disease Management Branches in developing strategic plans, evaluation, and program monitoring.

Conducts research, including designing and implementing statistical systems, and preparing statistical reports and tables.

Provides training to Department personnel to increase competencies in utilizing data systems for assessment, evaluation, and reporting.

Generates data reports and publications for the Division and Department.

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RISK FACTORS SURVEILLANCE STAFF

Oversees the development and implementation of surveillance, research, evaluation, and assessment of data for the CDPHPD.

Plans and coordinates the Behavioral Risk Factor Surveillance System (BRFSS) that surveys the adult population in Hawaii regarding smoking, diet, drinking, and other behaviors to estimate health risks.

Provides contract and grant management activities, to include: completing federal grant applications; completing required federal and state reports; fiscal oversight of expenditures; developing Requests for Proposals; and executing and monitoring contracts and agreements.

Coordinates the survey instrument and data with the federal Center for Disease Control (CDC) and aligns the BRFSS with other surveillance systems.

Oversees the transfer of data to the CDC and the HHDW.

Provides statistical reports and data to programs within and outside the Department to assist in planning, policy development, and educating the public on risk factors.

HEALTH POLICY, COMMUNICATION, AND PLANNING OFFICE

Coordinates, guides, and provides technical support for: policy development, social marketing, health communications, and planning.

Responsible for leadership in policy development in the Division. Provides consultation, training and technical assistance on the development of policies that will advance Division goals. Keeps abreast of nationally recommended best practices and policies to guide the Division's strategies. Analyzes Division activities to determine public impact.

Coordinates with Surveillance, Evaluation, and Epidemiology Office, and the Primary Prevention and Chronic Disease Management Branches on policies, plans, data and surveillance systems.

Coordinates and assigns legislative bills for tracking and Departmental response. Develops administrative rules and coordinates the public hearing process.

Facilitates and coordinates workgroups from across the division to develop systems of care for the prevention and management of chronic disease across the sectors of society.

Seeks external funding, including grant opportunities that meet Division health objectives and provides technical support and final review of proposals and applications. Provides guidance and training on grant writing.

Follows Department communication policies, procedures and plans. Provides information to the media, including press releases and public reports, through the Department's Communication Office.

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Incorporates national public health information on chronic disease and health promotion in communication to the public and community.  
Develops public information strategies and evaluates effectiveness.

Develops critical health messages to partners, groups, media and the public, ensuring accuracy, timeliness and public comprehension.

Provides consultation, technical support, resource identification and media coordination to the Primary Prevention and Chronic Disease Management Branches for social marketing campaigns. Generates unearned and earned media for healthy lifestyle promotion and chronic disease management.

Establishes guidelines for quality, formatting, and production for official publications developed by the Division, such as state strategic plans.  
Reviews strategic plans prior to publication.

Provides support and consultation for all electronic and print materials developed within the Division.

PRIMARY PREVENTION BRANCH

Serves as the liaison with national experts to inform partners of national prevention guidelines, best practices and recommendations, current science, and trends for health promotion.

Provides technical expertise and consultation on the primary prevention of obesity and chronic diseases. Informs partners on national and local promising and best practice prevention strategies and interventions, and development of action and evaluation plans for implementation.

Conducts needs assessments to identify and prioritize public health needs, issues and barriers to inform strategic planning and appropriate intervention development for primary prevention of obesity and chronic diseases.

Seeks resources and funding opportunities to address public health issues in the prevention of obesity and chronic diseases.

Responsible for translating evidence-based best practice policies and strategies into community/population-based interventions for the primary prevention of chronic disease and obesity (also known as non-communicable diseases) using public health methodology. Coordinates with the Division and Chronic Disease Control Branch to develop integrated approaches across the continuum of chronic disease to maximize population reach, health outcomes, and cost efficiency.

Serves as the Department lead on population-based public health approaches and interventions to reduce barriers in the areas of nutrition, physical activity, and tobacco use. Coordinates with the Department and Division in developing systems and environmental strategies to increase opportunities for people and communities to live and have access to healthy lifestyles, healthy eating behavior, physical activity recreationally and in daily living, and living tobacco free.

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Facilitates collaborations and develops partnerships between state and county agencies, and private and public organizations to develop and advance strategies that will have population-based impact in healthy lifestyles and wellness.

Implements and reports on the Healthy Hawaii Initiative primary prevention program activities per Chapter 328L-4, HRS.

Develops and evaluates progress, assess effectiveness of implemented strategies, and monitors risk factor reduction.

Provides public health science, technical, planning and quality assurance oversight to the Branch programs and contracted community agencies.

Oversees Branch operations, adhering to administrative, fiscal and personnel policies and procedures in accordance with Division, Department, State and Federal regulations and guidelines.

**NUTRITION AND PHYSICAL ACTIVITY SECTION**

Develops, implements, and evaluates evidence-based, culturally appropriate strategies and interventions in nutrition and physical activity in the community for the primary prevention of chronic disease and obesity.

Identifies key stakeholders and develops, facilitates, and maintains stakeholder and community relationships to work cohesively in implementing evidence-based primary prevention strategies and interventions.

Develops with community input state strategic plans with measurable objectives to address increasing nutrition and physical activity.

Provides technical assistance and consultation on national public health nutrition and physical activity guidelines and recommendations and increases awareness, knowledge, and skills on applying public health science and strategies integrating nutrition and physical activity. Facilitates adoption of evidence-based approaches to maximize community resources and assets towards effective program interventions.

Provides technical assistance and training for community and stakeholder/coalition building and community mobilizing to advance policy, systems, and environmental changes.

Monitors progress on interventions and conducts evaluation of intervention activities.

Assists the Primary Prevention Branch in identifying policy gaps and opportunities for obesity prevention and improving healthy lifestyles. Facilitates collaboration among organizations to increase support for policy and systems changes.

Develops, implements and evaluates school-based interventions for healthy nutrition, physical activity, and obesity prevention.

Addresses the nutrition and physical activity needs of low-income/disparate populations. This includes participating in the United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Education Program (SNAP-Ed) through the Department of Human Services. Manages the planning,

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budgeting, reporting, and accounting for the Department and Division participation in SNAPEd.

Develops partnerships, manages contracts, and provides technical assistance to community organizations on workplans, implementation, and evaluation plans to provide nutrition education programs through SNAPEd. Assures compliance with USDA guidance and restrictions for community organizations to participate in and people served through SNAPEd.

TOBACCO PREVENTION AND CONTROL SECTION

Provides the statewide framework to prevent tobacco use initiation, promote cessation, eliminate exposure to secondhand smoke, and identify/eliminate tobacco-related disparities among population groups.

Collaborates with chronic disease programs to address prevention in diseases for which tobacco is a major cause or risk factor, including multiple cancers, heart disease, stroke, pulmonary diseases, as well as reproductive and pregnancy complications, low birth weight, and sudden infant death syndrome.

Links chronic disease management and control programs to the Hawaii Tobacco Quitline and local community-based cessation services.

Implements educational programs, anti-tobacco media campaigns, and the enactment and enforcement of government policies, regulations and statutes to create tobacco-free social norms.

Monitors surveillance data on tobacco-related attitudes, behaviors, and health outcomes by demographic characteristics such as ethnicity, age, social-economic status, education, sexual orientation, and other social determinants of health.

Assesses prevalence rates on smoking, other tobacco and nicotine-based product use, secondhand smoke exposure, and tobacco cessation rates by adults and youth in Hawaii.

Collects community-specific data to promote innovative and culturally appropriate tobacco control interventions through community involvement.

Promotes system wide changes to implement tobacco-free policies in all community health centers and behavioral health facilities, integrating tobacco cessation for the behavioral health and homeless populations.

Supports community-based coalitions on five islands utilizing the health data and information to promote environmental, policy and systems change through prevention programs, awareness campaigns, and capacity building within specific population groups.

Supports local and statewide trainings, conferences, workshops, and provides technical assistance on best practices for tobacco use prevention and cessation programs.

Provides leadership in promoting laws, regulations and policies related to tobacco control and prevention.

Advocates for the statewide enactment of regulations, policies and laws pertaining to the control and prevention of tobacco use.

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**CHRONIC DISEASE MANAGEMENT BRANCH**

Provides scientific and clinical expertise of the Department of Health in managing and controlling the financial and human costs of chronic disease through the development and implementation of chronic disease control programs. Identifies and targets the major chronic diseases organized through the Chronic Disease Detection and Control Section and categorized into units as the Asthma, Cancer; Diabetes and Heart Disease and Stroke; and the Bilingual Services Section.

Seeks and procures federal and private funding for chronic disease management and control, and innovative health service programs. Promotes medical and clinical standards; and establishes guidelines and protocols that reflect the newest and best practices in chronic disease control for statewide implementation.

Assists the Department and Division in developing population-based policies and system change initiatives for chronic disease management and control and in establishing clinical standards for statewide disease management and control programs such as Breast and Cervical Cancer, and Diabetes. Supports policy, system and environmental changes in the community, and in the health and health care delivery and insurance systems to remove barriers, promote good health practices, and increase quality of life among individuals diagnosed with chronic diseases.

Assists the Department and Division in developing and implementing health and disease surveillance programs and surveys related to the burden of chronic diseases. Prepares data and surveillance reports to include the relationship between the disease burden and risk and protective factors. These systems assess and identify dominant risk factors for non-communicable diseases within various age groups, socio-economic communities and ethnic populations.

Develops, implements, and evaluates disease control programs to lower the financial and human costs of non-communicable diseases such as asthma, cancer, diabetes, heart disease and stroke. To lower morbidity and mortality, develops and implements strategies and interventions, conducts data collection and surveillance, and communicates clinical and therapeutic management protocols established in federal guidelines for treatment standards. Maximizes community resources and assets, thereby conserving Department of Health resources and reducing the demand for services related to chronic illnesses and disease.

Assists the Department and Branch programs in monitoring "limited term and special projects" related to chronic illnesses, such as end-stage renal disease, hemophilia and lupus.

Develops, implements and evaluates initiatives designed for Hawai'i's multi-ethnic, multi-cultural and socio-economically diverse populations, with particular attention to the limited and non-English speaking populations.

Provides administrative, clinical or medical, technical, planning and quality assurance oversight to the Branch programs and community health agencies.

Oversees the Branch operations, adhering to administrative, fiscal and personnel policies and procedures in accordance with Division, Department, State and Federal regulations and guidelines.

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**CHRONIC DISEASE DETECTION AND CONTROL SECTION**

Develops and implements innovative strategies and interventions that support best practices in the chronic disease prevention and management field.

Develops community awareness of the methods, interventions, and factors related to reducing the risk of chronic disease based on health status and needs data.

Follows clinical and therapeutic management protocols in line with federal guidelines for treatment standards.

Provides clinical, medical and technical assistance to state and community-based health care services; advocates for compliance with federal and industry standards by applying state-of-the-art protocols, guidance and regulations.

Provides technical assistance and training to community health workers, teachers, coalitions, and other groups who educate communities about chronic disease detection and management.

For chronic disease-specific areas:

Collaborates with the Surveillance, Evaluation and Epidemiology Office and other health data organizations in developing and maintaining a comprehensive statewide chronic disease surveillance system that includes asthma, cancer, diabetes, heart disease and stroke.

Develops and monitors the chronic disease-specific state plans to meet the needs of communities throughout the state. Collaborates with key individuals and organizations to foster the development and implementation of plans and projects that address disease management.

Collaborates with the Primary Prevention Branch in developing and implementing culturally appropriate strategies, interventions and materials, as well as awareness campaigns and programs that address chronic diseases and conditions.

Advocates for the provision of appropriate disease management services in Hawaii's health care system to reduce state hospitalization and emergency department visit rates due to chronic disease-related conditions. Addresses gaps and supports capacity development in Hawaii's existing system of care for the delivery of chronic disease management programs and services. Promotes evidence-based knowledge and practices among healthcare professionals to improve disease management services.

Provides information on national and local scientific research, policies and legislation related to chronic disease management and control.

Educates the community on the burden of chronic diseases and their associated risk factors including the social determinants of health.

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Provides training in schools, communities and worksites for the development and delivery of appropriate chronic disease-specific programs.

Seeks, oversees and implements federal and other external grants and partnerships for chronic disease management and control.

BILINGUAL HEALTH AIDE SECTION

Provides language interpretive services for minority, immigrant and non-English and limited-English speaking population groups.

Assures access to, and understanding of health promotion, prevention, education and health services.

Interprets for and educates individuals, families and groups on preventive health measures and strategies, health resources within the community and State health regulations and requirements.