

Hawaii Primary Care Association Annual Conference

Presentation of the
Hawaii State Department of Health
Healthy Hawaii Initiative
Lola Irvin, M.Ed.
October 7, 2010



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Presentation Objective

- Overview of Department of Health, Healthy Hawaii Initiative (HHI)
- Highlights from adult and youth data on nutrition, physical activity, tobacco and obesity
- Summary review of HHI strategies and activities
- Strategies for social norm and behavioral change



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Act 304, 2000 Session

Chapter 328L Hawaii Revised Statutes

- ✍ Established Tobacco Settlement Special Fund (TSSF) from payments of master settlement agreement with US tobacco companies
- ✍ 60% of the TSSF to public health efforts
- ✍ Statutory authority that established Healthy Hawaii Initiative




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Act 304, 2000 Session

Chapter 328L Hawaii Revised Statutes

 Established Tobacco Settlement Special Fund (TSSF) from payments from tobacco settlements

 60%

 State Health

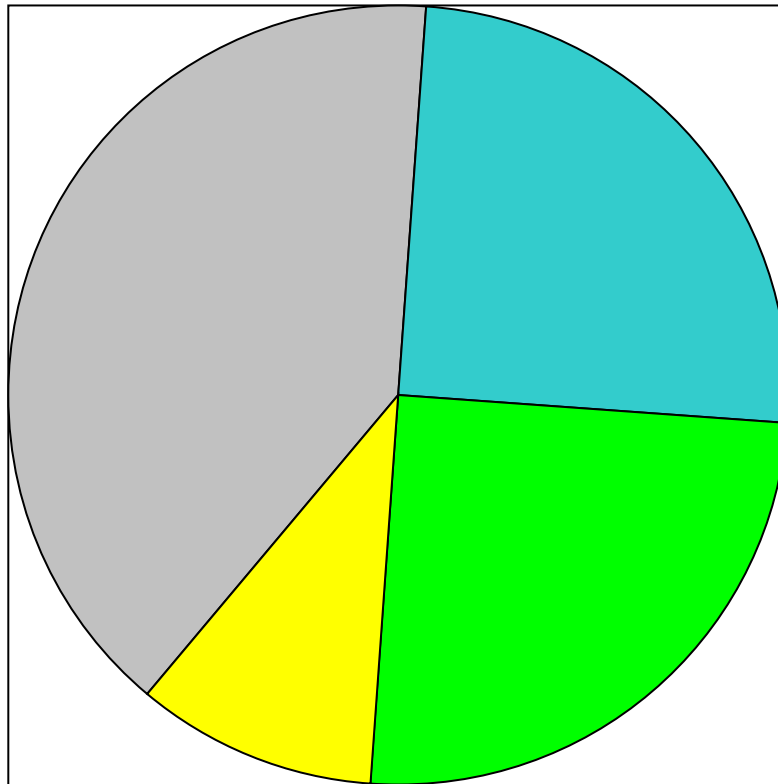
*MSA Recitals Section I.
...which will achieve for Settling States
and their citizens significant funding
for the advancement of public health,
the implementation of important
tobacco-related public health measures...*



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Tobacco Settlement Special Fund Structure 2000-2001



- 40% Emerg & Budget Reserve
- 25% Trust Fund
- 25% DOH HHI
- 10% DHS SCHIP

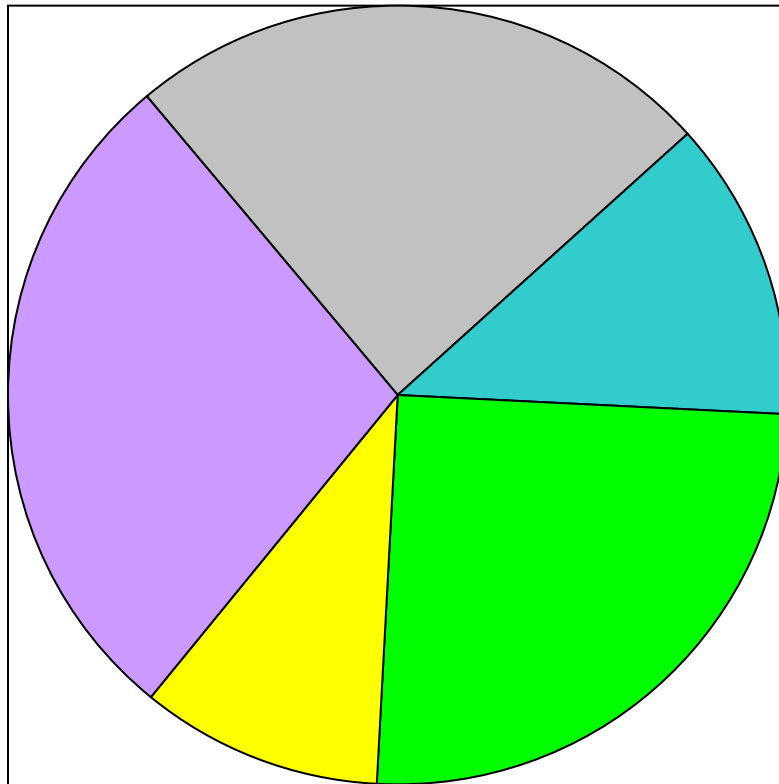


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Tobacco Settlement Special Fund Structure

July 1, 2002 and July 1, 2007*



- 24.5% Emerg & Budget Reserve
- 12.5% Trust fund
- 25% DOH HHI
- 10% DHS SCHIP
- 28% UH Med School

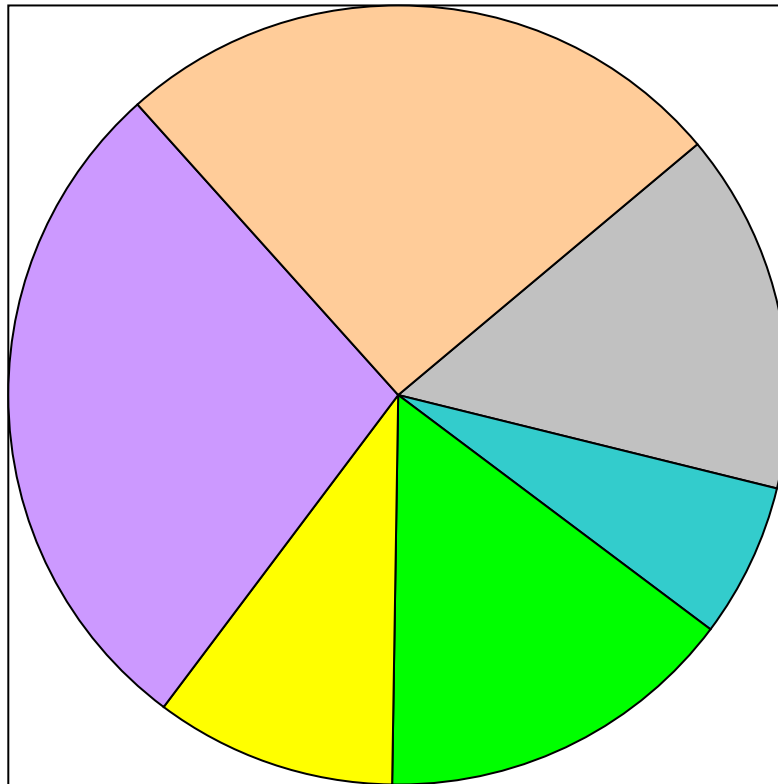


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Tobacco Settlement Special Fund Structure

July 1, 2009 to June 30, 2015: Pie chart view



- 15% Emerg & Budget Reserve
- 6.5% TPC Trust Fund
- 15% DOH HHI
- 10% DHS SCHIP
- 28% UH Med School
- 25.5% General Fund



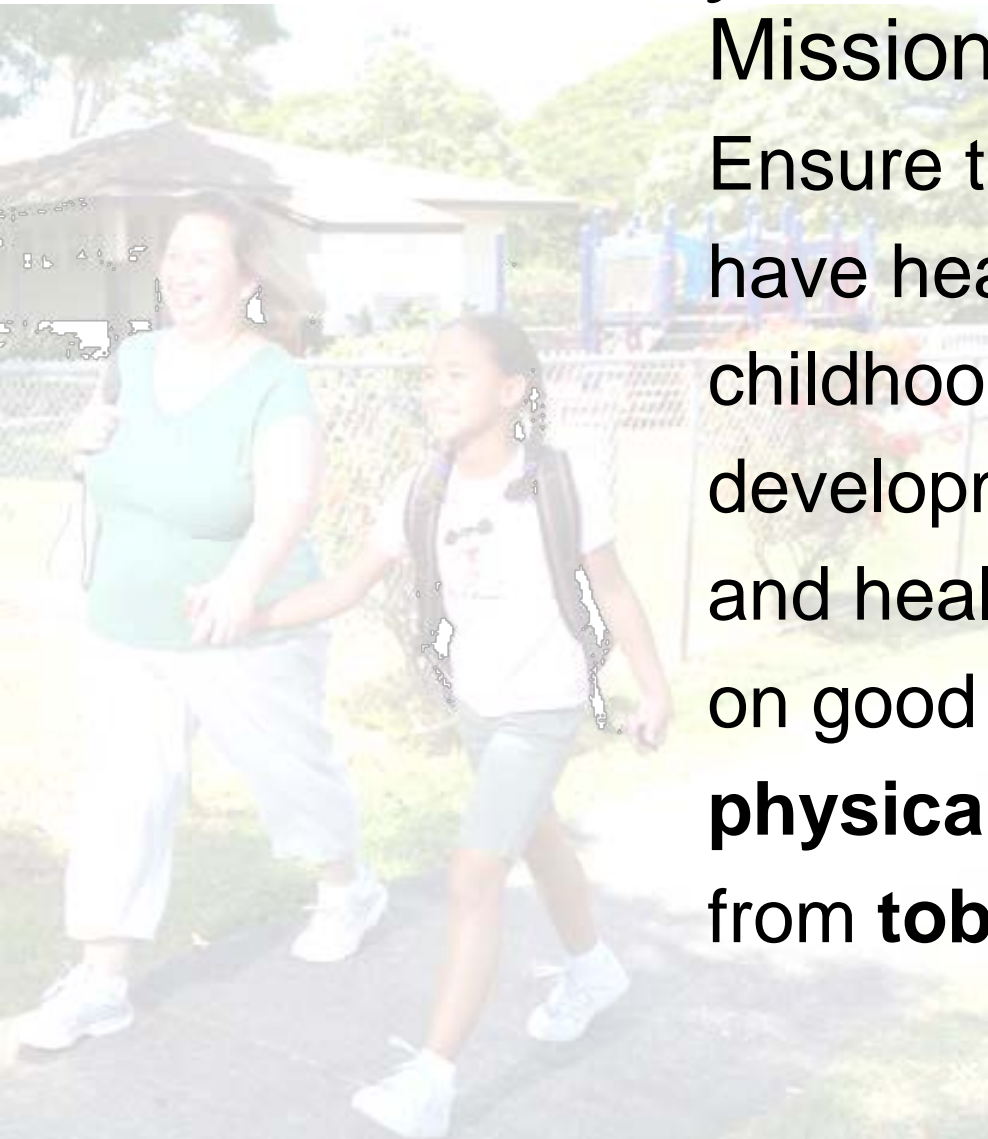
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Department of Health Healthy Hawaii Initiative

Mission

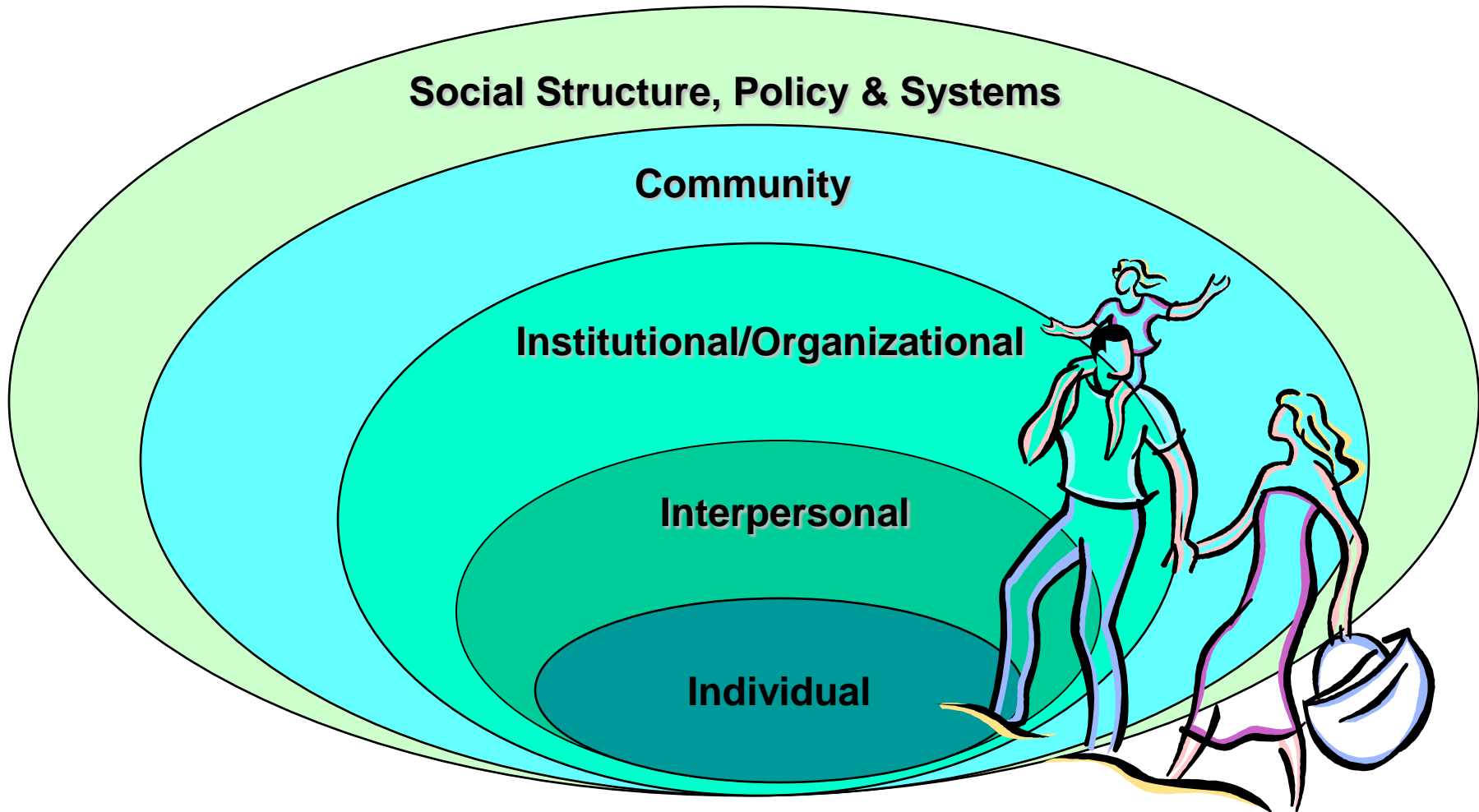
Ensure that people in Hawaii have healthy beginnings in early childhood, healthy growth and development through childhood, and healthy adult lifestyles based on good **nutrition**, regular **physical activity**, and freedom from **tobacco** use.



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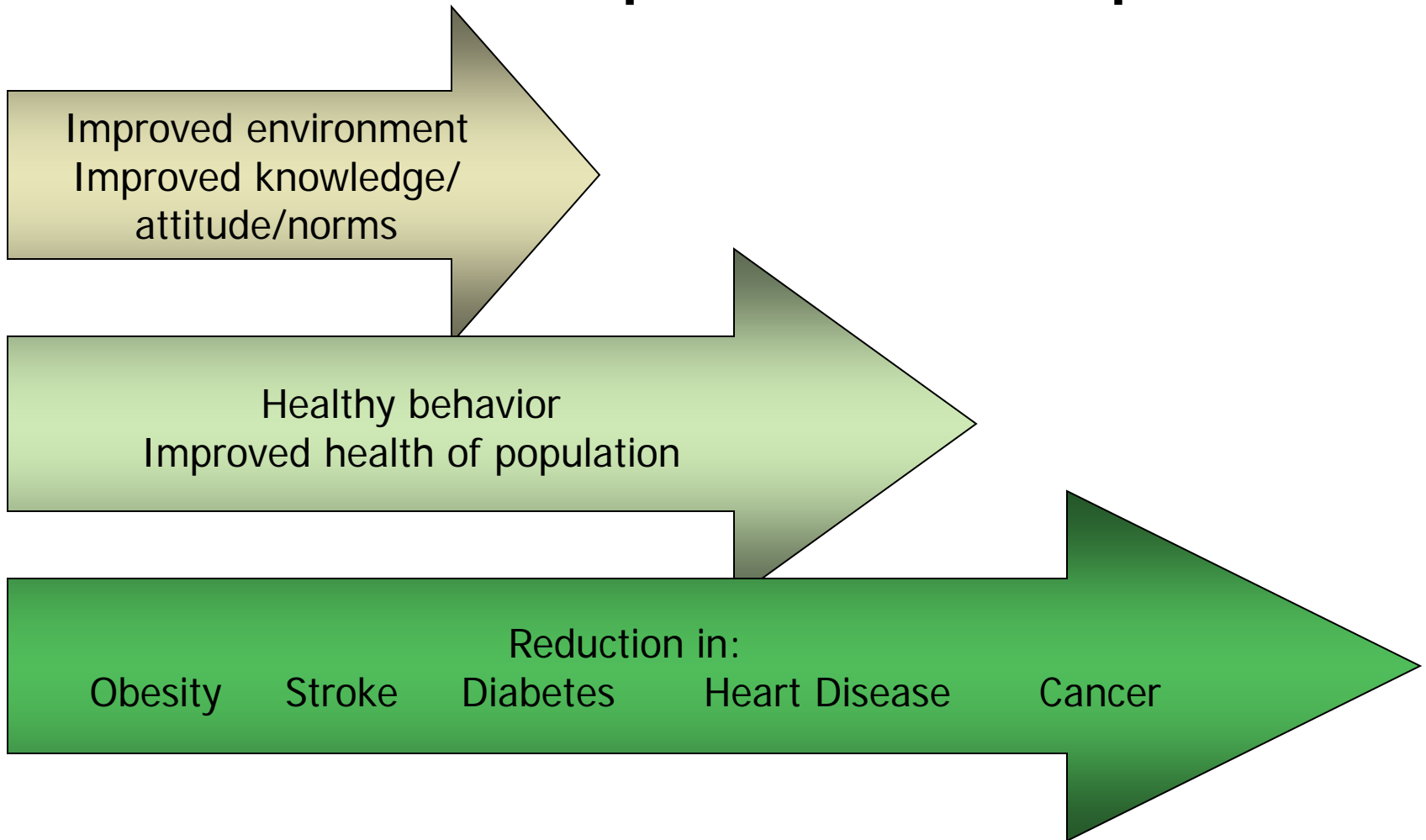
Socio-Ecological Framework



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What we hope to accomplish



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Department of Health Healthy Hawaii Initiative

*Director's Advisory Group (328L-4(2))
FY2000 recommendations:*

Components for Nutrition & PA

- ❖ Community Interventions
- ❖ School Health
- ❖ Public Education
- ❖ Professional Education
- ❖ Evaluation, Assessment, Research

Department of Health Healthy Hawaii Initiative

Building Public Health Capacity

- ❖ University of Hawaii Socio-Epi Project
Department of Public Health Sciences
- ❖ Hawaii Health Data Warehouse Project
www.hhdw.org
- ❖ Hawaii Health Matters
www.hawaiihealthmatters.org

Department of Health Healthy Hawaii Initiative

Addressing Tobacco

- ❖ Tobacco Prevention and Education Program (TPEP)
- ❖ Alcohol and Drug Abuse Division (ADAD)

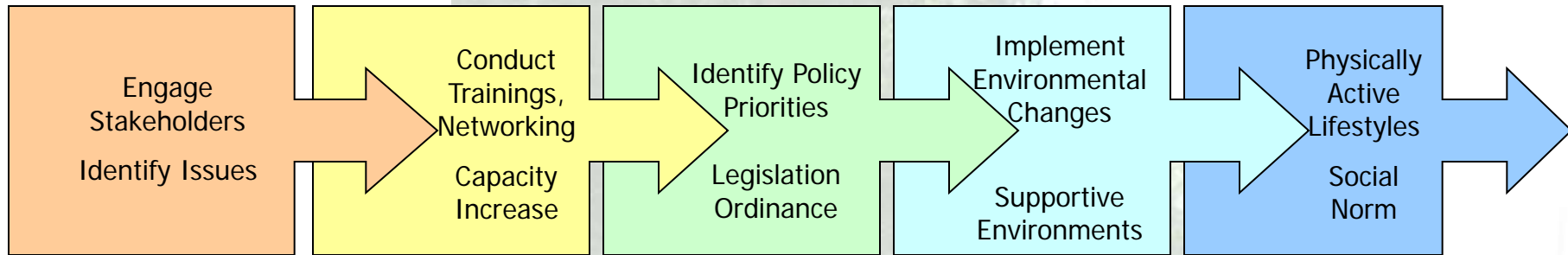
Quick Highlights by HHI Components



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Community Interventions



- Built Environment capacity building activities leading to policy changes
- Nutrition and Physical Activity Coalition development 2008-Present
- Worksite Wellness plan for government agencies
- Baby Friendly Hospital partnership project
- Comprehensive Community Intervention



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School Health

- Wellness Guidelines statewide implementation
- 8 Model School sites
- 15 Healthy Challenge schools
- School Food Services partnership and funding
- Hawaii School Health Survey Committee coordinate school-based data surveillance



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SNAP-Ed Program

USDA Supplemental Nutrition Assistance

- Waimanalo Elementary School garden-to-school curriculum adaptation project
- Kalihi Palama Health Center nutrition education modules
- YMCA A+ nutrition education
- School based nutrition education curriculum development
- DOE schools participation



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Public Education

Phase III: 2007-2008

- Step It Up!
- Fruits & Veggies. Good Choice!

Hawaii Theater for Youth

Olelo Youth Xchange



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Professional Education

HEALTHY EATING BUILDS STRONG FAMILIES
2-4 WEEKS: Taking care of Baby = Taking care of YOU!

DOCTOR'S TIPS FOR YOU AND YOUR FAMILY

- Plan your meals and snacks
- Don't skip meals or eat fast food
- Eat fruits and vegetables
- Drink water not soda
- Moms: Take your vitamins to keep your bones strong

DOCTOR'S TIPS FOR FEEDING YOUR BABY

- Breast milk is best for the baby
- Don't give your baby water or juice
- Honey is dangerous for babies

No TV for babies under 2 years

Child's Name: _____ Date: _____
Height: _____ Weight: _____
Notes: _____

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UNIVERSITY OF HAWAII DEPARTMENT OF PREVENTIVE MEDICINE

UH JABSOM Pediatric Intervention with HICORE

- Developed training for physicians, pediatric patients 0-5 years
- Physician office tools for families, available in English, Chuuk and Marshallese



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Hawaii Health Data Warehouse

site map | [news sign up](#) | [HDDW Users](#)

Hawai'i Health
DATA WAREHOUSE

ABOUT HDDW | HEALTH REPORTS & DATA | RESOURCES | SURVEYS | NEWS & EVENTS | CONTACT

News Articles

Toward
a Healthy Hawai'i 2010

How healthy are we? How does your own community measure up to others in your county and your state?

We are constantly bombarded with facts about the health of people in our community. Information is everywhere, yet is it often impossible to locate a specific statistic when we need it.

The reports available on this site are part of an effort by the Hawai'i Department of Health to provide you health-related information on a regular basis. The statistics cover each of Hawai'i's four counties and a variety of health indicators. Sources range from national surveys such as the Behavioral Risk Factor Surveillance Survey and Pregnancy Risk Assessment Monitoring System to data collected by the

Learn how to use these reports.
[CLICK HERE](#)

MOST REVIEWED REPORTS:

- [Vital Statistics](#)
- [Demographics](#)
- [Maternal and Child Health](#)
- [Glossary of Terms](#)

hhdw.org



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Hawaii Health Data Warehouse

hawaiihealthmatters.org

The screenshot shows the Hawaii Health Matters website. At the top right, it says "Hawai'i Health Matters" and "Powered by The Healthy Communities Network". On the left is a green sidebar with navigation links: Search, Advanced Search, Home, News, Community Snapshot, Topic Centers, Promising Practices, Submit Local Practice, Local Resources, Report Assistant, Report Center, and Related Data Links. Below these are sections for SPONSORS (Hawaii State Department of Health, Healthy Hawaii Initiative) and PARTNERS. The main content area is titled "COMMUNITY SNAPSHOT" and includes a "View the Legend" link and six indicators: Syphilis Incidence Rate (green arrow down), PBT Released (green arrow down), Households not making a livable wage (green arrow down), Overweight Teens (rainbow gauge), Deaths due to Motor Vehicle Crashes (red arrow up), and Hepatitis B Incidence Rate (rainbow gauge). Below this is an "IN THE NEWS" section with a "Feature Story" about whale sightings and an "About This Site" section. On the right, there is a "Featured Content" section for "Quality of Life in Hawaii 2009" and an "Air Quality Index" section for Honolulu showing "Good" conditions.



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Tobacco

❖ Tobacco
Prevention and
Education Program

❖ Alcohol and Drug
Abuse Division

- Updating 5 Year Strategic Plan
- Enforcement, HAR 11-81
- Youth counter-marketing
- Technical assistance
- Retail sales to minors enforcement
- Youth Tobacco Survey
- Alcohol, Tobacco and Other Drugs Survey



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Healthy Hawaii Initiative

Integration Across the Spectrum of Prevention



Early Detection
& Treatment

Primary
Prevention

Management
& Quality of Life



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Health Outcomes

- Heart disease: 191.8 deaths per 100,000 population in 2000 to 137.5 deaths per 100,000 population in 2007 (28% decrease)
- Strokes: 60.7 deaths per 100,000 population in 2000 to 38.9 deaths per 100,000 population in 2007 (36% decrease)



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Health Outcomes

- Diabetes new cases among adults: 6.7 new cases per 1,000 in 2000 to 6.5 new cases per 1,000 in 2007 (3% decrease)



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Health Outcomes

- Colorectal cancer new cases: 51.8 new cases per 100,000 population in 2000 to 46.3 new cases per 100,000 in 2007 (11% decrease)
- Lung cancer new cases: 51.5 new cases per 100,000 population in 2000 to 51.0 new cases per 100,000 population in 2007 (no change)



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Mid-Range Objectives

- Smoking among high school students: 24.5% in 1999 to 11.3% in 2009 (54% decrease)
- Smoking among adults: 19.7% in 2000 to 15.4% in 2009 (22% decrease)



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Mid-Range Objectives

- Percentage of high school students who consume fruits and vegetables 5 or more times a day: 21.1% in 1999 to 17.2% in 2009 (19% decrease)
- Percentage of adults who consume fruits and vegetables 5 or more times a day: 22.4% in 2005 to 23.5% in 2009* (5% increase; *was 28.7% in 2007)



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Mid-Range Objectives

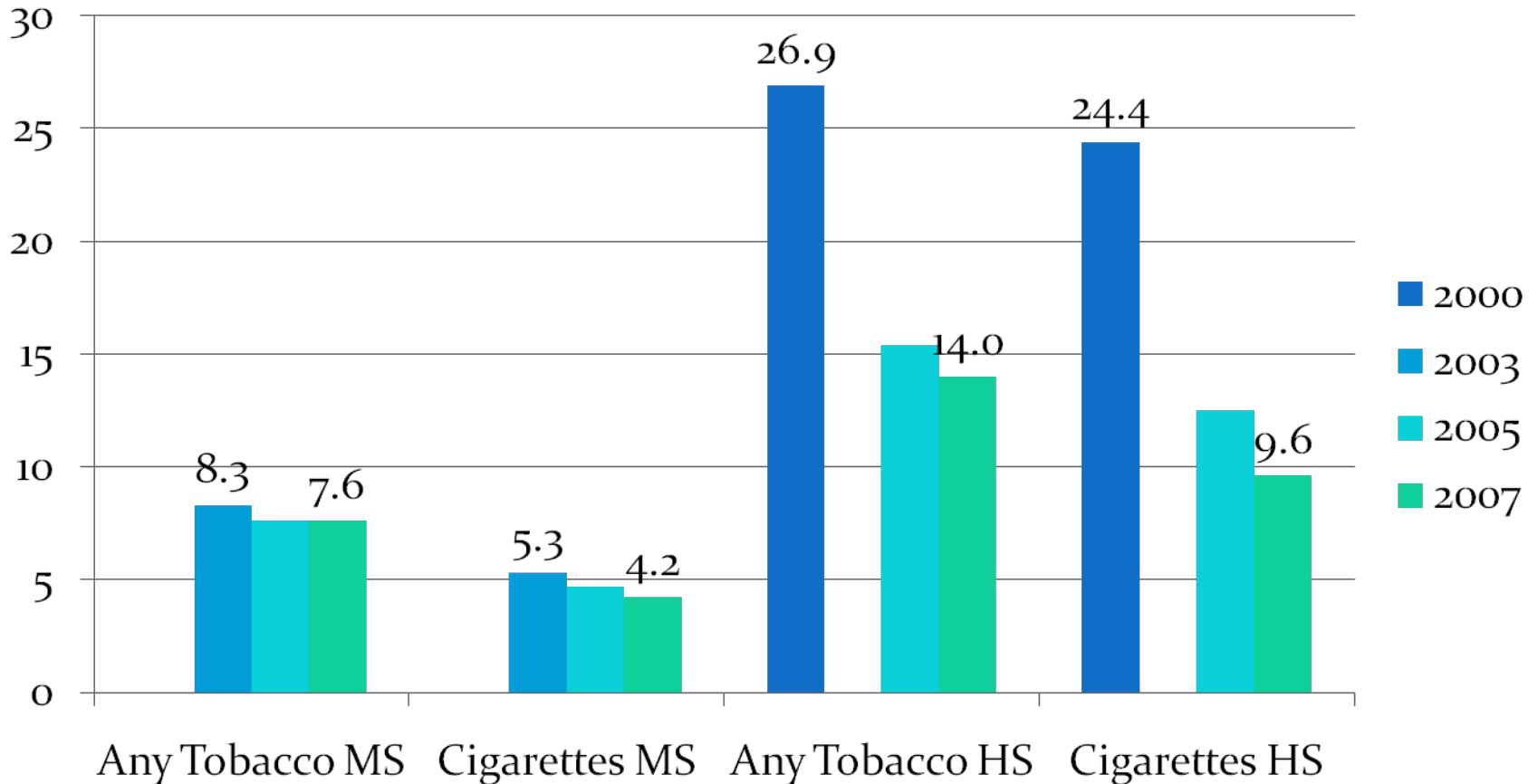
- Percentage of high school students who meet recommended level of physical activity: 30.2% in 2005 to 34.3% in 2009 (14% increase)
- Percentage of adults who meet recommended level of physical activity: 50.2% in 2001 to 53.2% in 2009 (5% increase)



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Hawaii Youth Current Tobacco Use



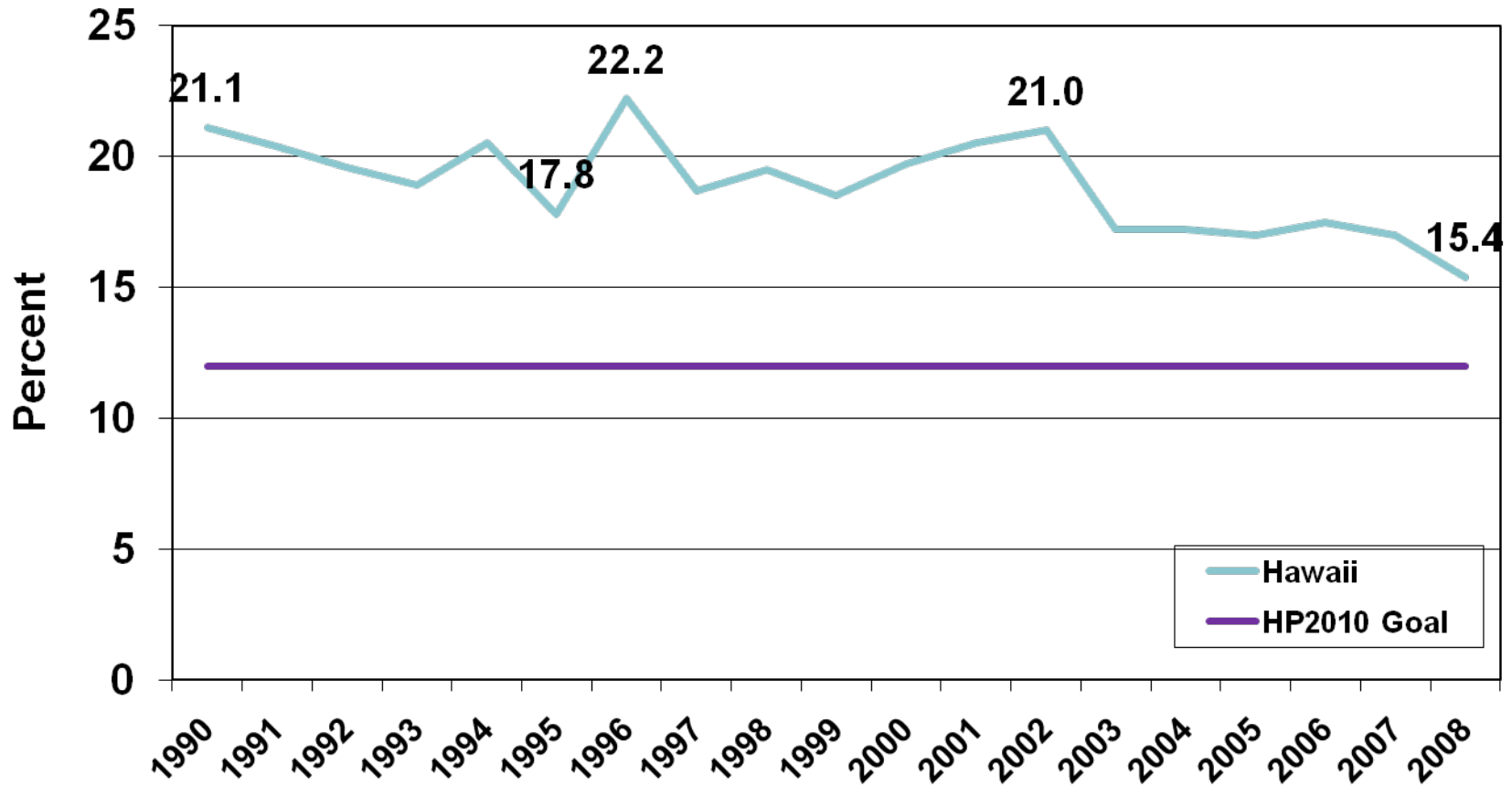
Source: Hawaii YRBS



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Adult Smoking Prevalence



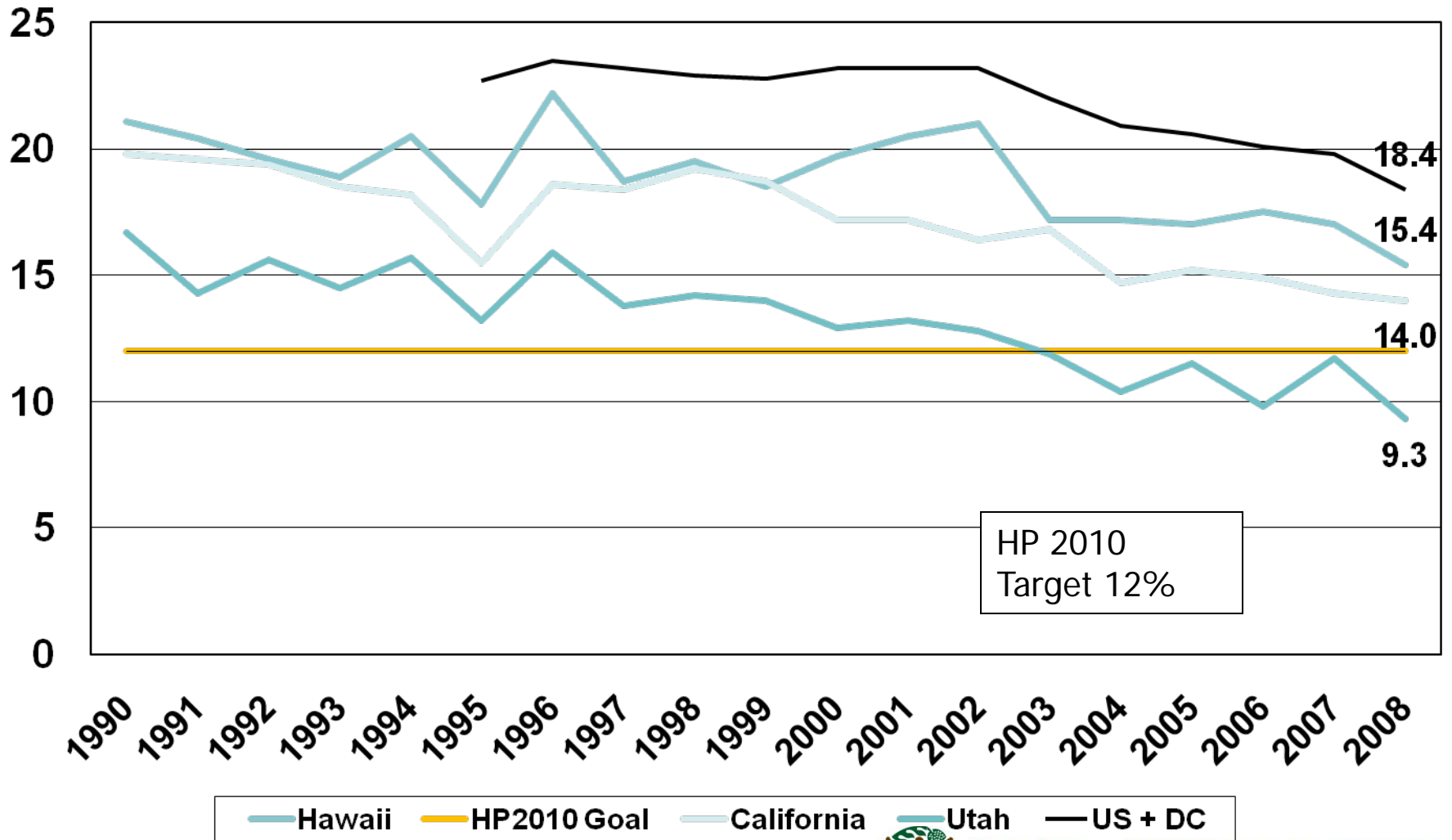
Source: Hawaii BRFSS



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Adult Smoking Prevalence by State



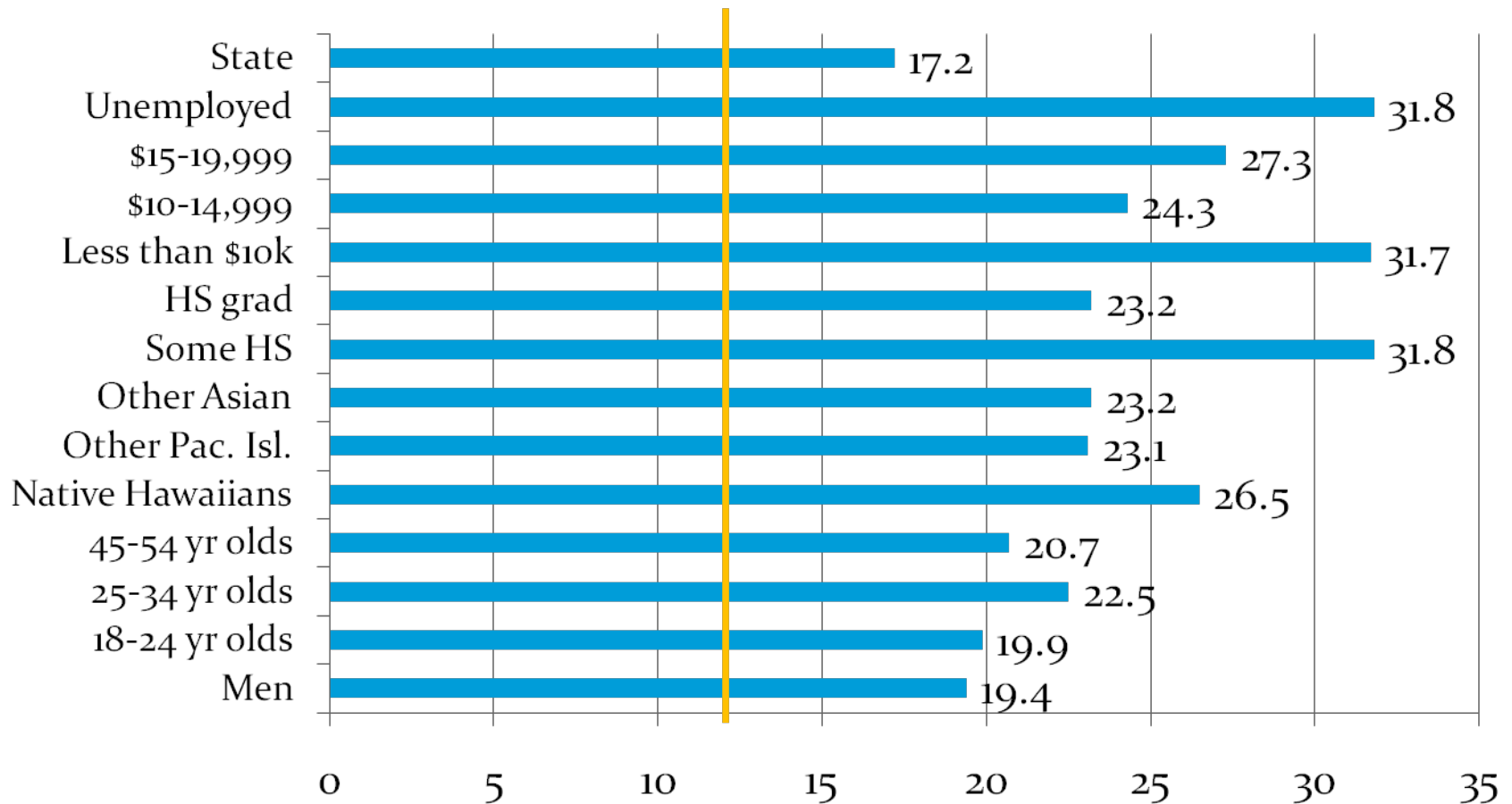
Source: BRFSS, CDC



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Adult Smoking by Disparities



Source: Hawaii BRFSS



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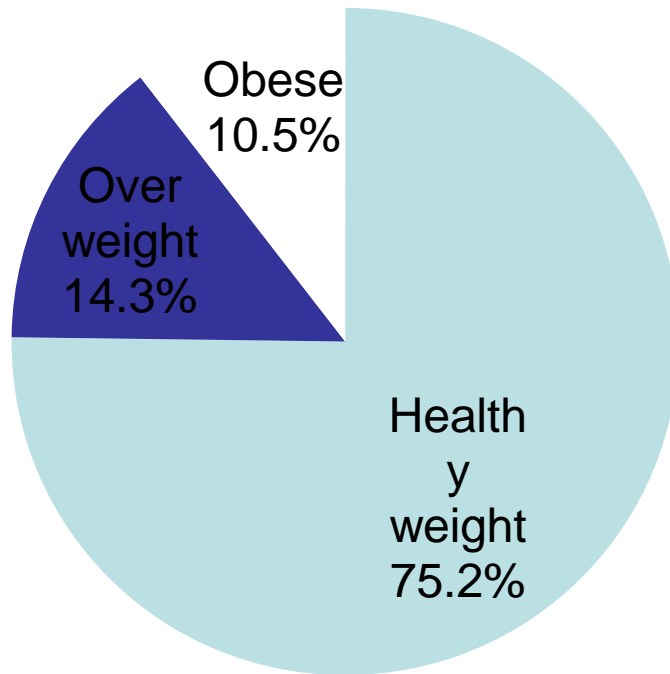


Overweight and Obesity Data

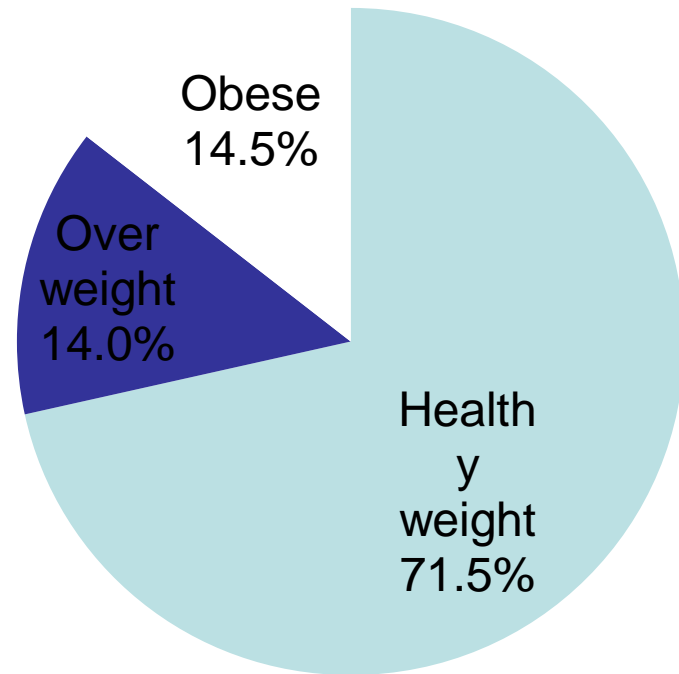
Hawaii 1995 to 2009

Youth Overweight and Obesity

Hawaii HS Students 1999



Hawaii HS Students 2009



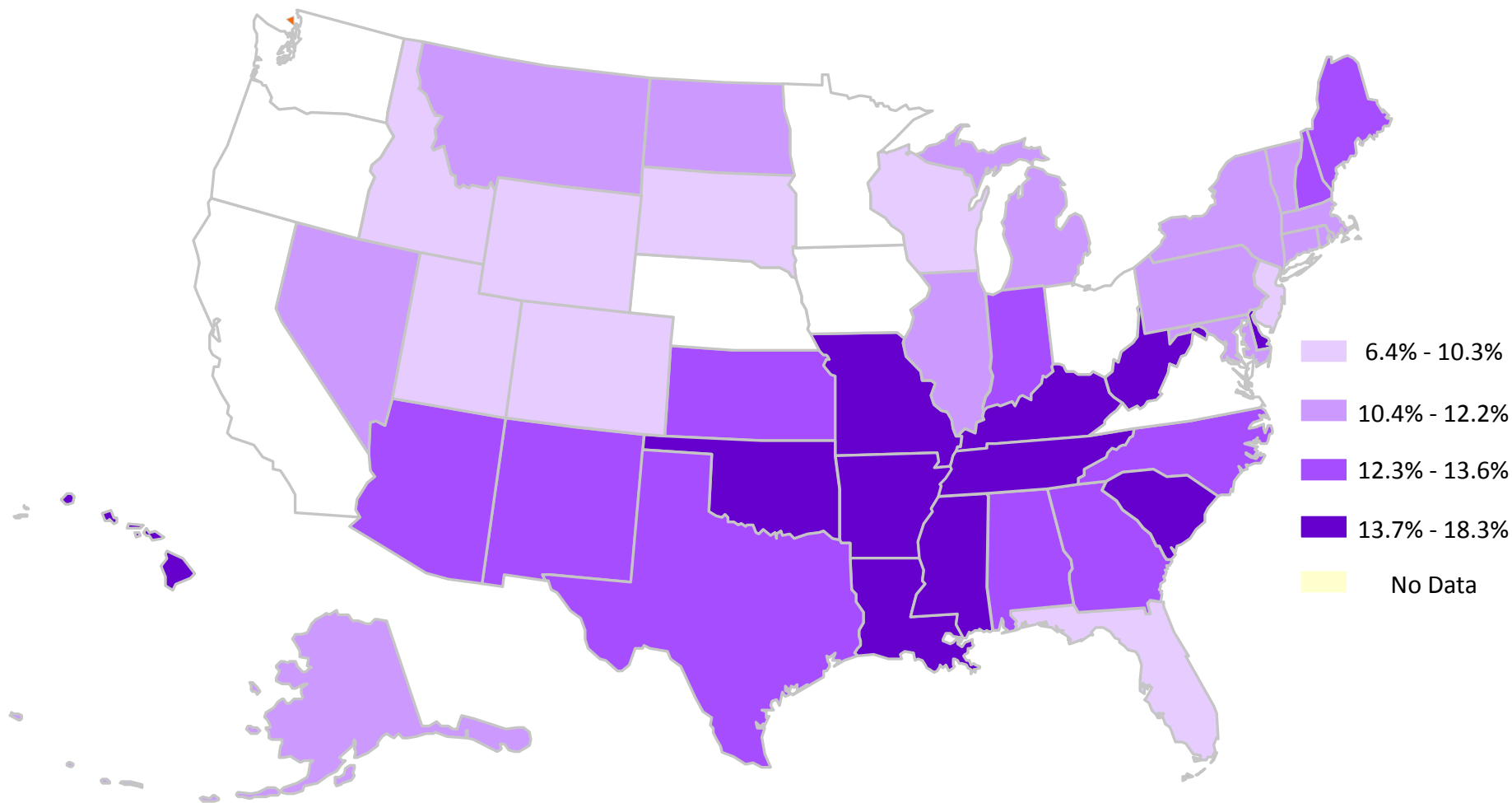
Source: CDC State Youth Risk Behavior Surveys



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Percentage of High School Students Who Were Obese,* 2009



* Students who were = 95th percentile for body mass index, by age and sex, based on reference data.

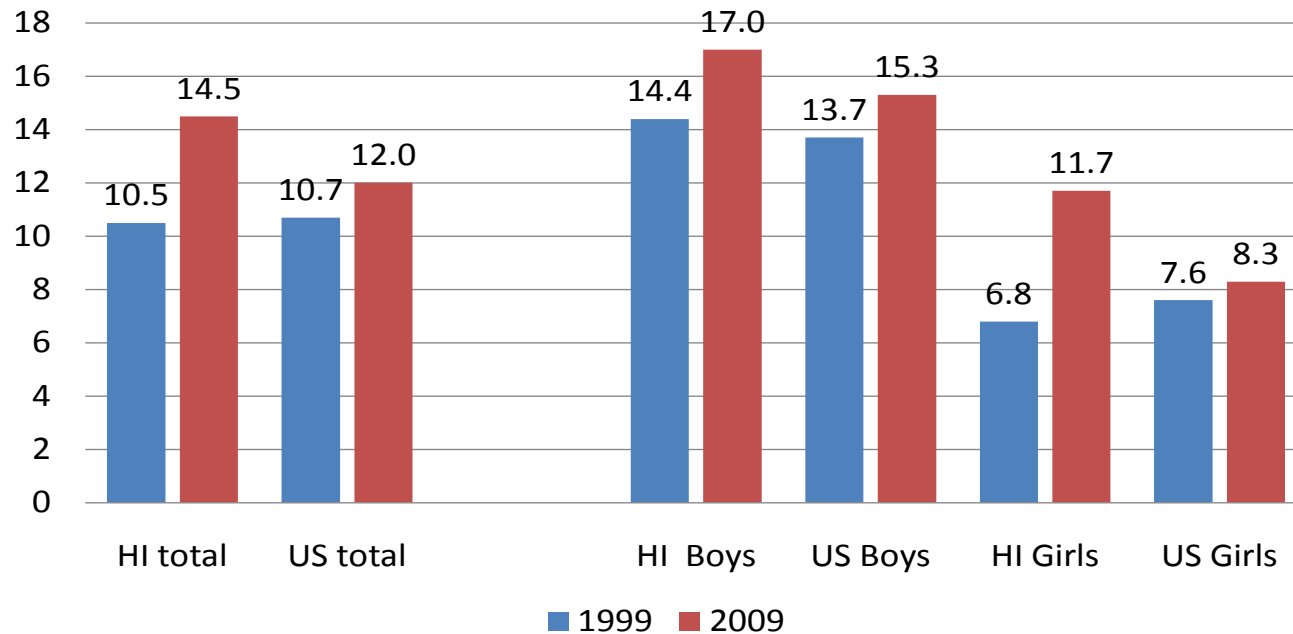


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Youth Obesity

Obesity by Sex, US & Hawaii 1999 vs 2009



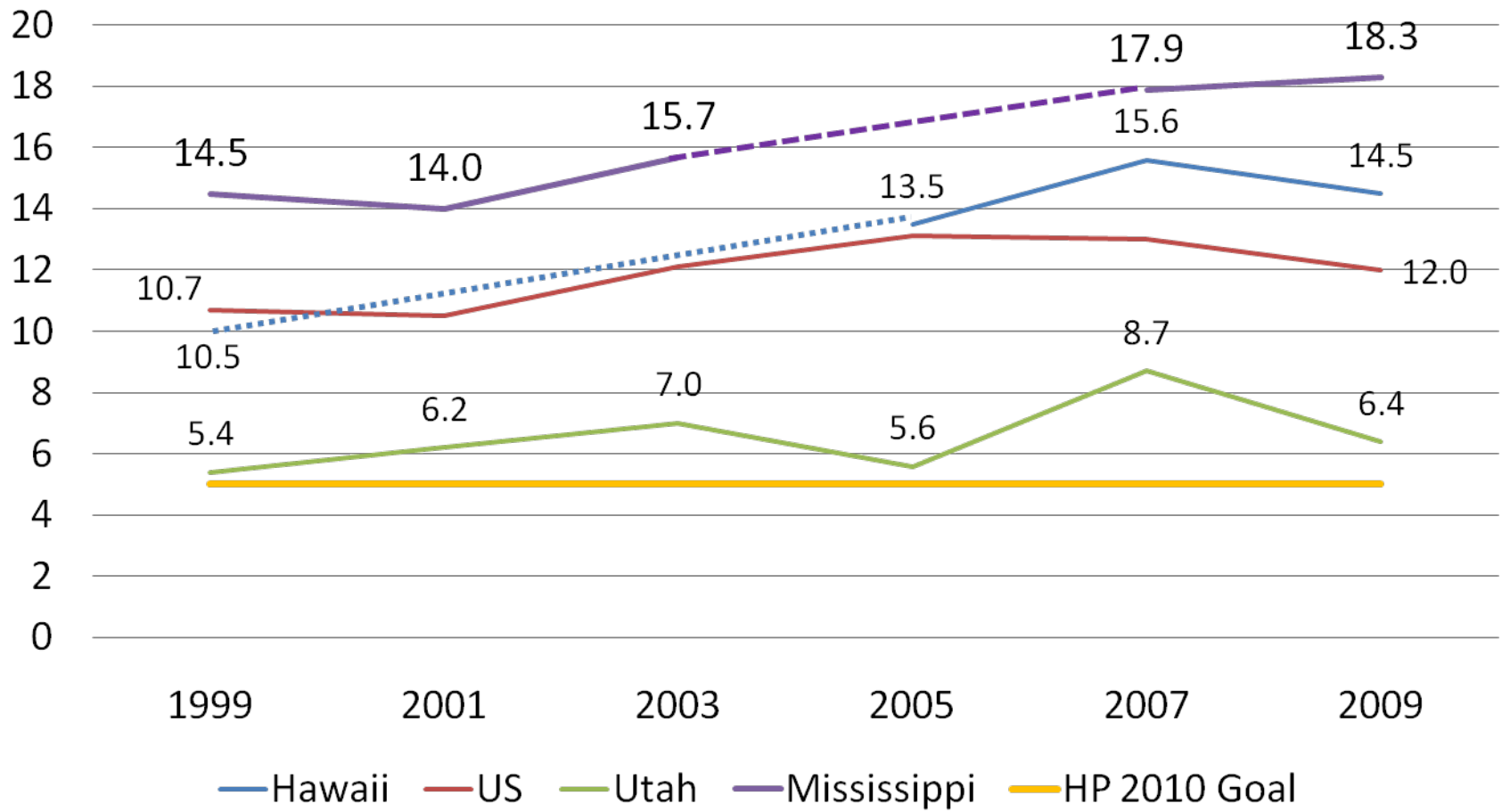
Source: CDC Youth Risk Behavior Survey



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High School Obesity Trend Data



Source: CDC State Youth Risk Behavior Surveys

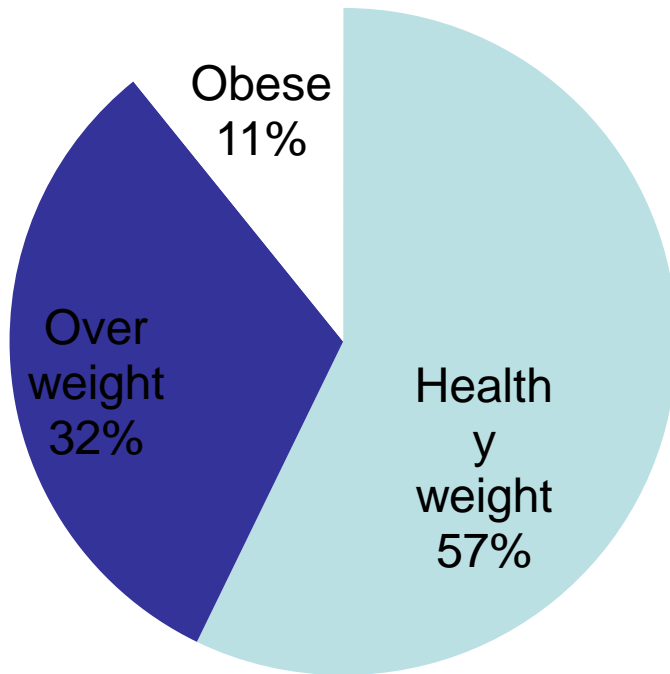


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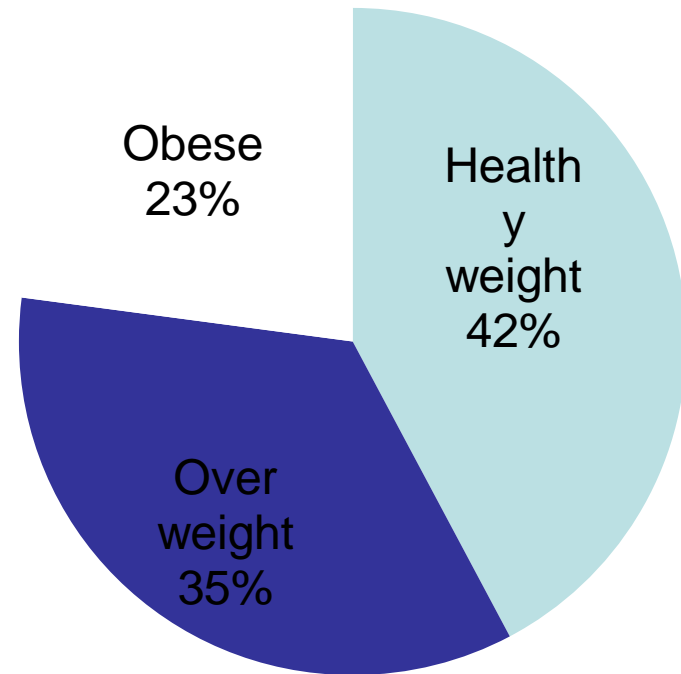
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Overweight and Obesity

Hawaii Adults 1995



Hawaii Adults 2009



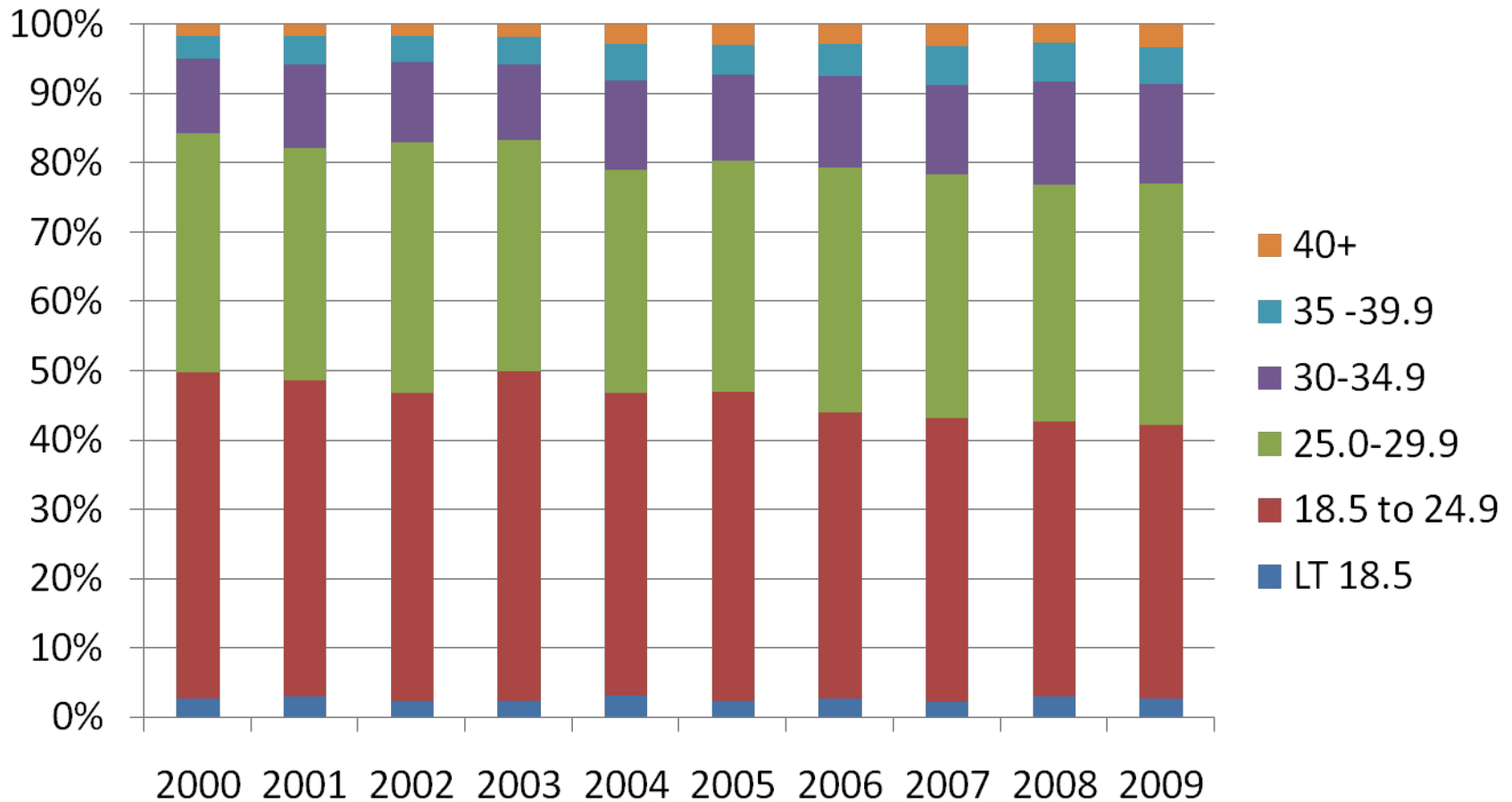
Source: CDC Hawaii Behavioral Risk Factor Surveys



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Expanded Adult Body Mass Index, Hawaii 2000-2009



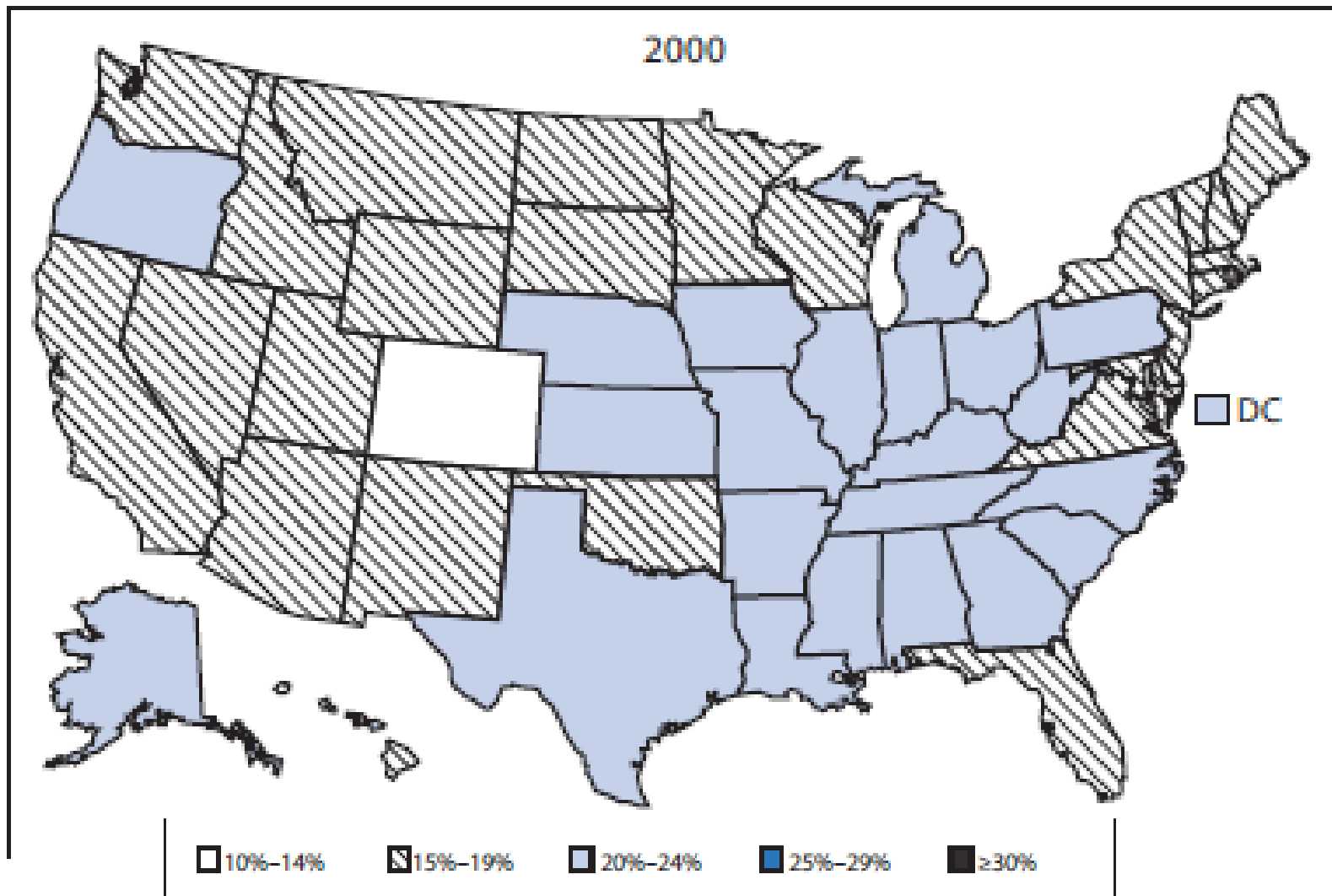
Source: HHDW, BRFSS



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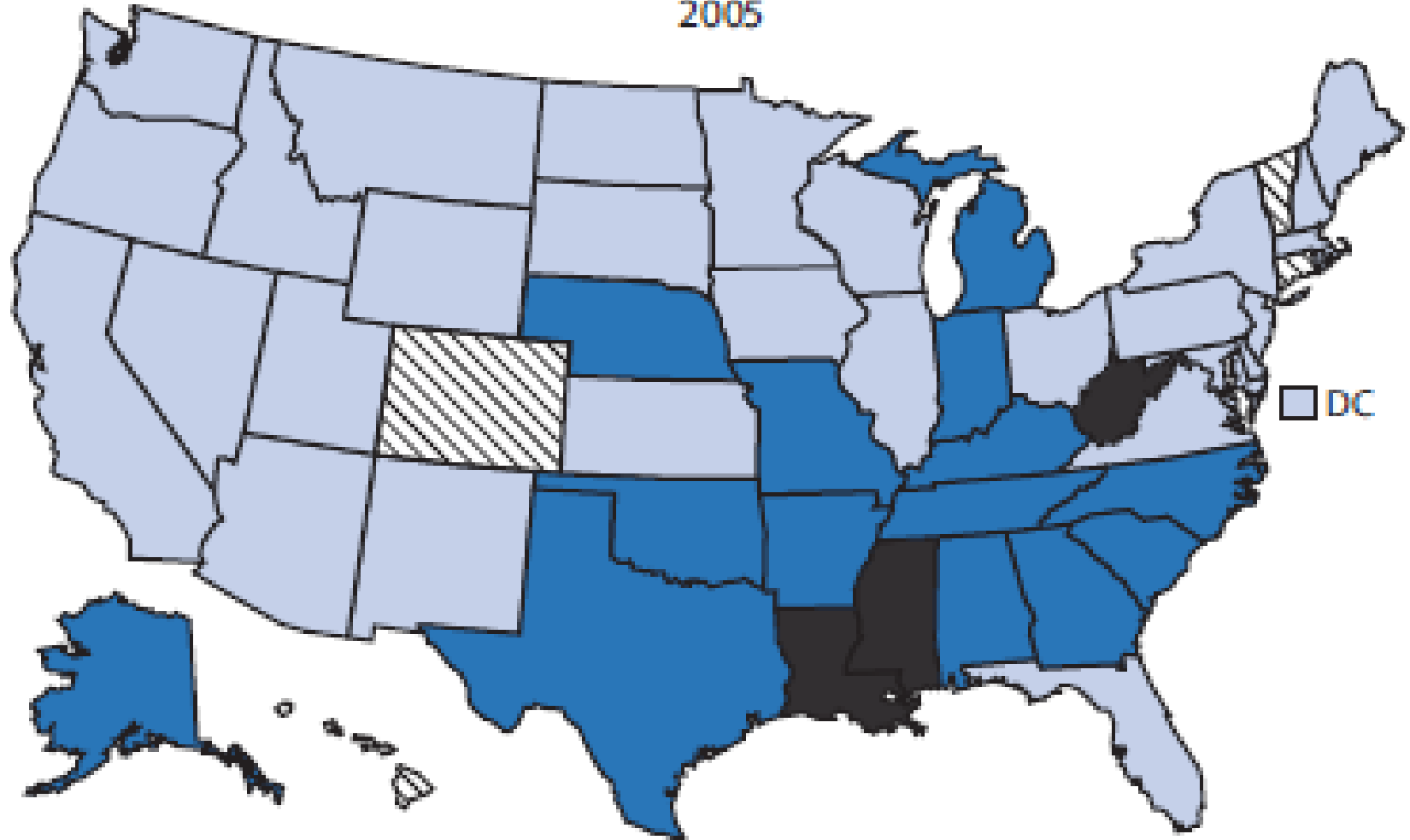
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FIGURE. Self-reported prevalence of obesity* among adults — Behavioral Risk Factor Surveillance System, United States, 2000, 2005, and 2009



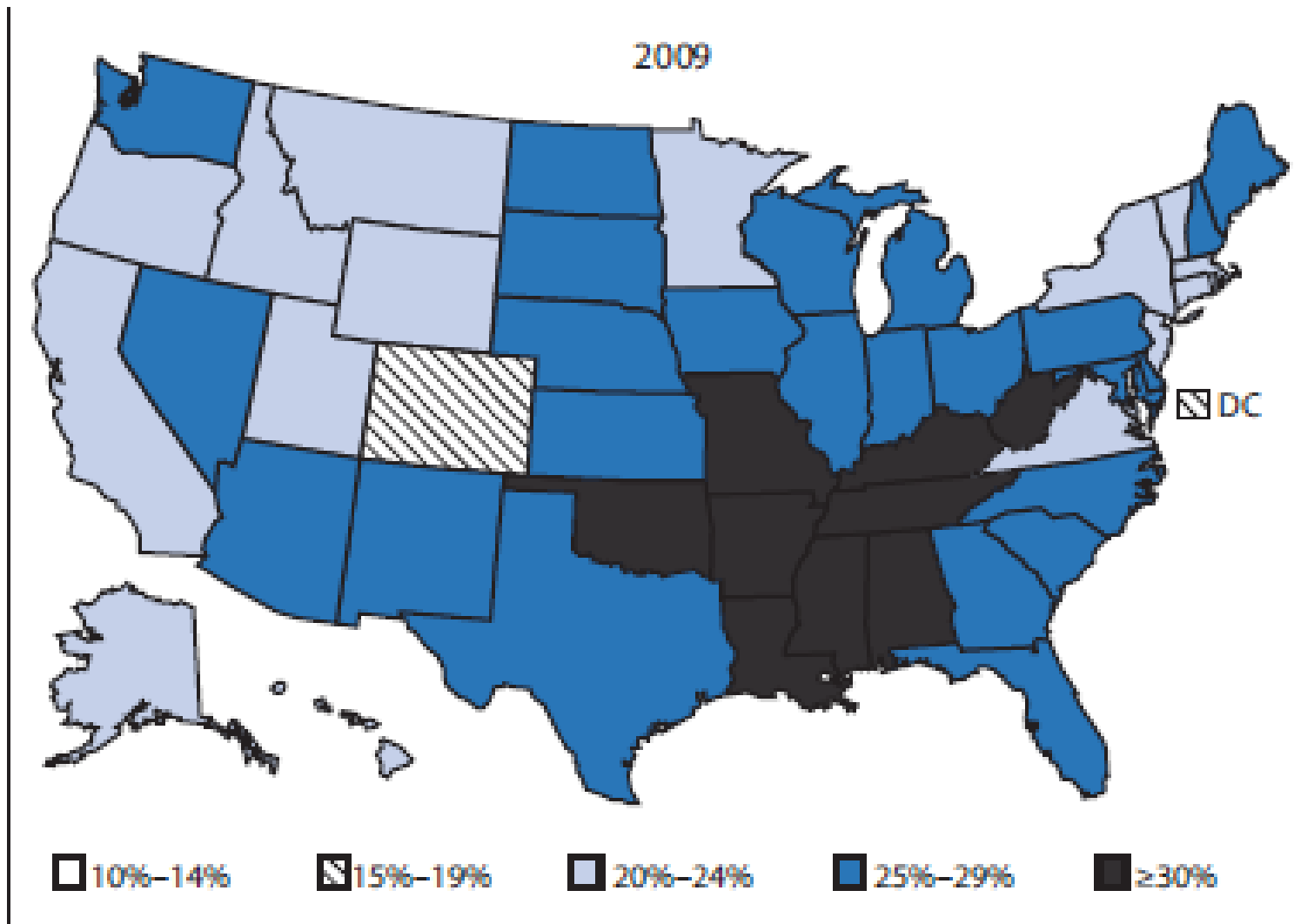
* Body mass index (BMI) ≥ 30.0 ; BMI was calculated from self-reported weight and height (weight [kg] / height [m]²).

2005



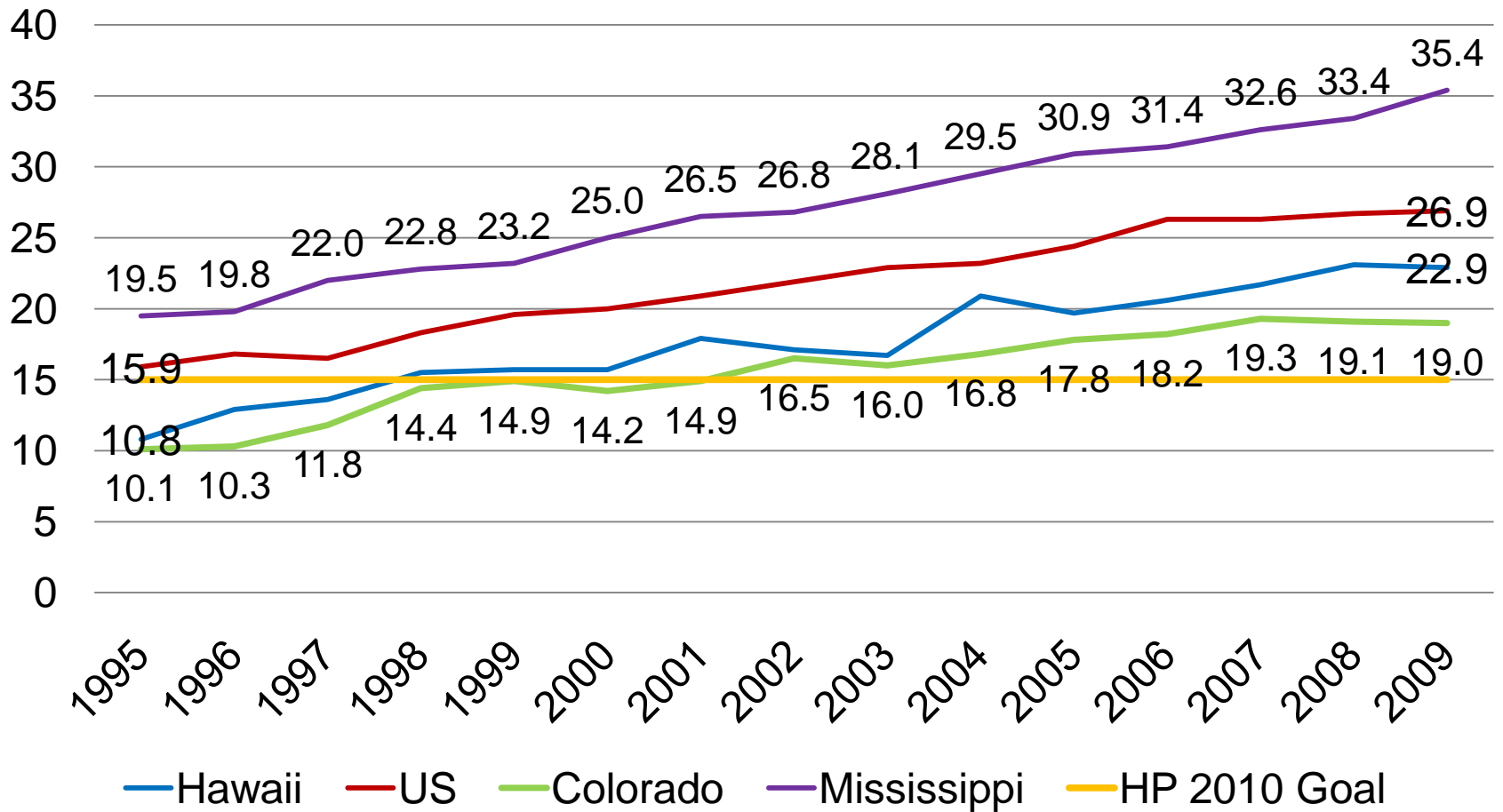
10%–14% 15%–19% 20%–24% 25%–29% ≥30%

* Body mass index (BMI) ≥ 30.0 ; BMI was calculated from self-reported weight and height (weight [kg] / height [m]²).



* Body mass index (BMI) ≥ 30.0 ; BMI was calculated from self-reported weight and height (weight [kg] / height [m]²).

Adult Obesity Trend Data



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Burden of Tobacco in Hawaii

- Tobacco* use is the single most preventable cause of death and disease in the Hawaii
- 153,700 Hawaii adults currently smoke cigarettes
- 1,200 people die each year due to cigarette smoking
- An estimated 24,000 persons suffer with at least one serious tobacco-related illness.
- Smoking costs the Hawaii \$335 million per year in direct medical expenses (\$117 million from Medicaid), and \$308 million per year in lost productivity



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Burden of Obesity

In the United States

- 72.5 million adults are obese
- \$147 billion estimated annual obesity-related medical costs
 - \$1,429 in additional medical expenses per obese person

In Hawaii

- 22.9% of adults are obese
- 226,400 adults
- \$323,525,600 annually in obesity related medical costs



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Moving Forward

Normalize
healthy eating,
physical activity
and living
tobacco free



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Moving Forward

Partnership building to mutually
acknowledge problem

Normalize
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physical activity
and living
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Moving Forward

Partnership building to mutually
acknowledge problem

Identify and engage circles of
influence and choice

Normalize
healthy eating,
physical activity
and living
tobacco free



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Moving Forward

Partnership building to mutually
acknowledge problem

Identify and engage circles of
influence and choice

Generate strategic policy, systems
And environmental changes

Normalize
healthy eating,
physical
movement
throughout the
day and living
tobacco free



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Thank you!



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