# Healthy Eating + Active Living Coalition
## Maui, Molokai and Lānaʻi

Public Health and the Built Environment

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# Overview

- What is Public Health?
- Social Determinants of Health
- Importance of Community Coalitions
- Planning Holistically: Becoming Producers of Health

# What is Public Health?

- Public health:
  - the health of the population as a whole, especially as the subject of government regulation and support.
  - the branch of medicine dealing with public health, including hygiene, epidemiology, and disease prevention

## Social Determinants of Health:

conditions in the environment where people are born, grow, live, work and age that affect health.

Economic Status

Housing

Healthcare Accessibility

Education

Neighborhood

Healthy Food Access

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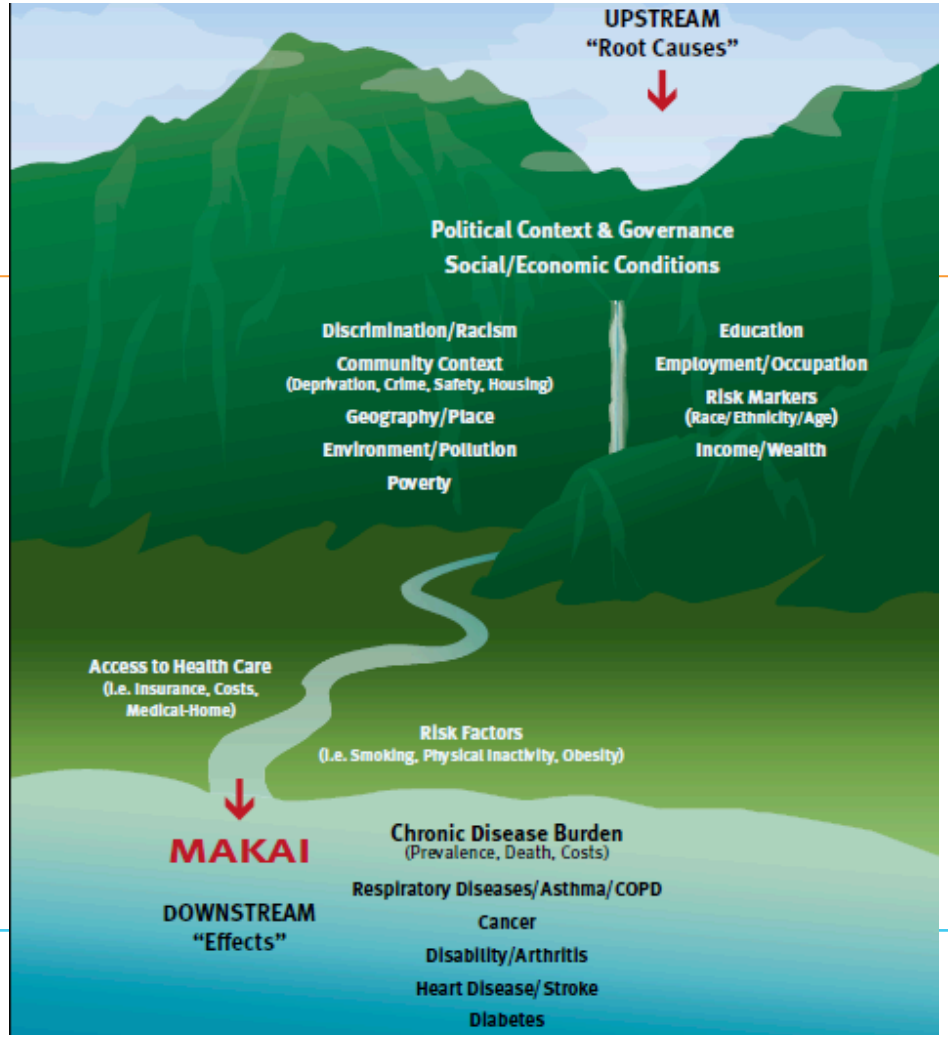
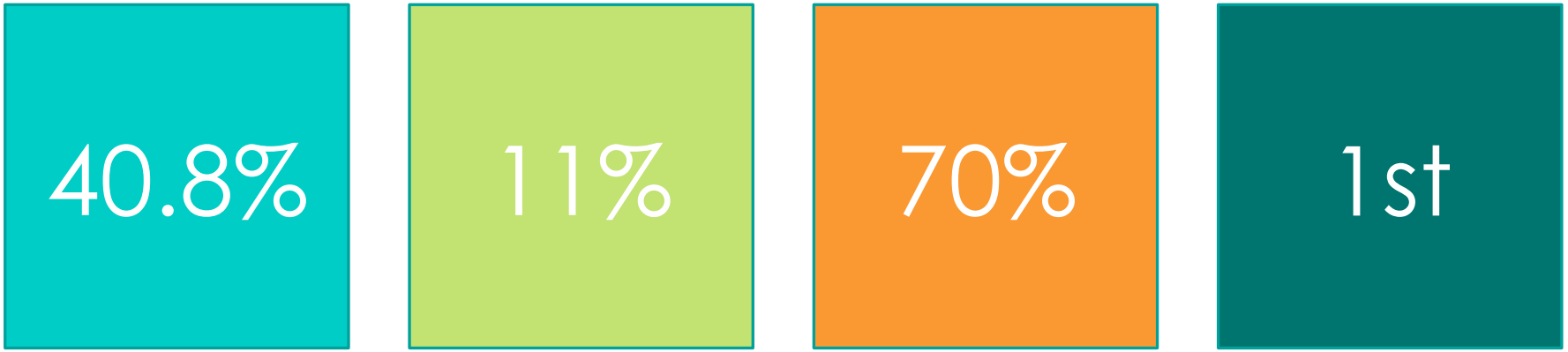
HEAL HEALTHY EATING ACTIVE LIVING

https://www.oha.org/health


UPSTREAM
"Root Causes"
Political Context & Governance
Social/Economic Conditions
Discrimination/Racism
Community Context
(Deprivation, Crime, Safety, Housing)
Geography/Place
Environment/Pollution
Poverty
Education
Employment/Occupation
Risk Markers
(Race/Ethnicity/Age)
Income/Wealth
Access to Health Care
(i.e. Insurance, Costs, Medical-Home)
Risk Factors
(i.e. Smoking, Physical Inactivity, Obesity)
MAKAI
DOWNSTREAM
"Effects"
Chronic Disease Burden
(Prevalence, Death, Costs)
Respiratory Diseases/Asthma/COPD
Cancer
Disability/Arthritis
Heart Disease/Stroke
Diabetes

# Hawai‘i Health Snapshot



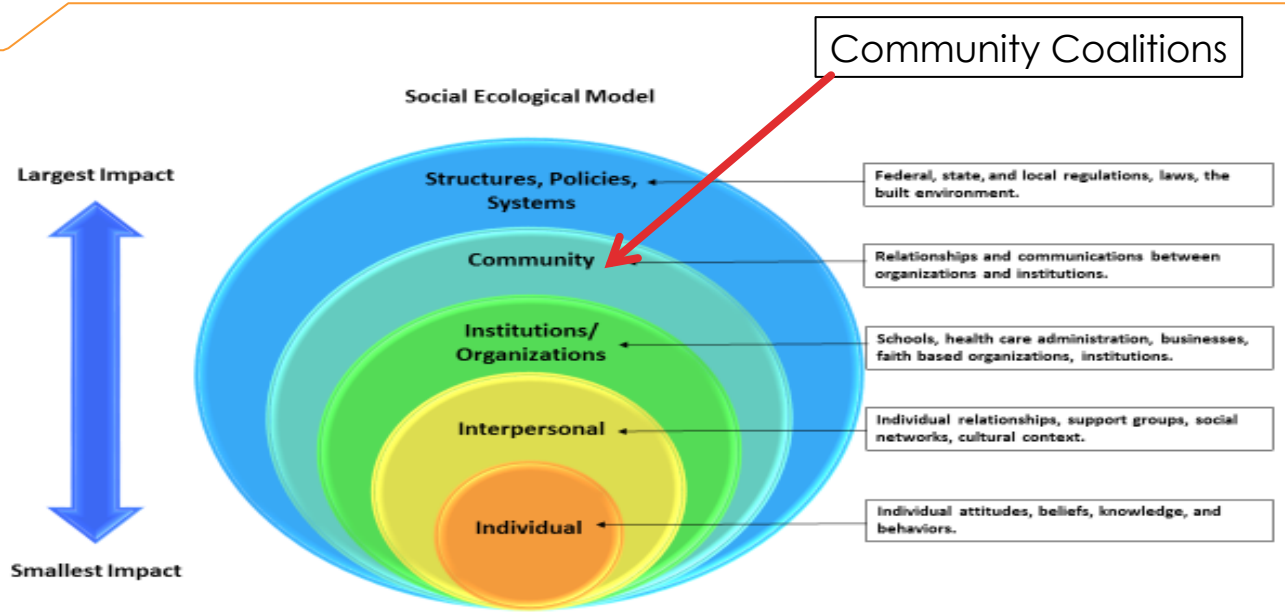

Adult obesity rate 40.8% for Native Hawaiians

Hawaii workers commuting by active transportation

Middle schoolers that do not meet national physical activity recommendations

Hawaii ranking for most dangerous state for pedestrians over age 65

# Social Ecological Model

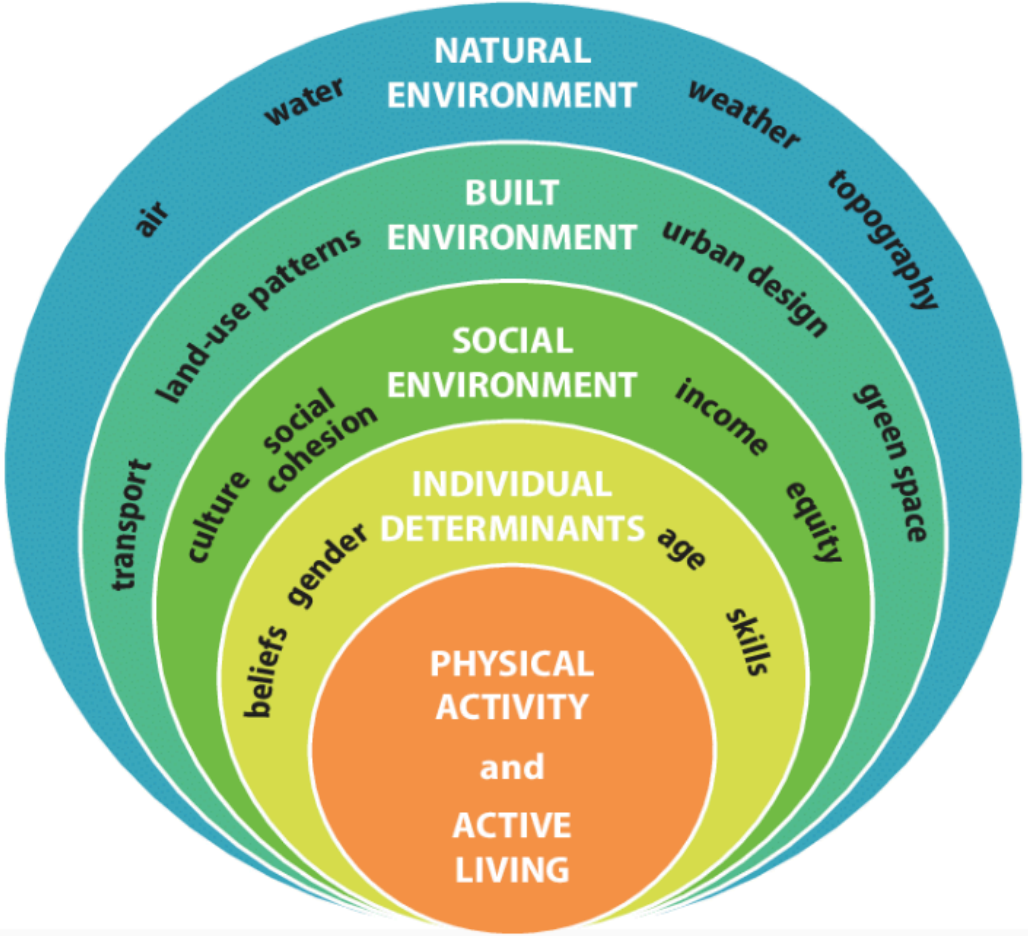


# Policy, Systems and Environmental Changes

Objectives should ***reflect or lead*** to policy, systems and environmental changes (the outermost rings of the Social Ecological Model)

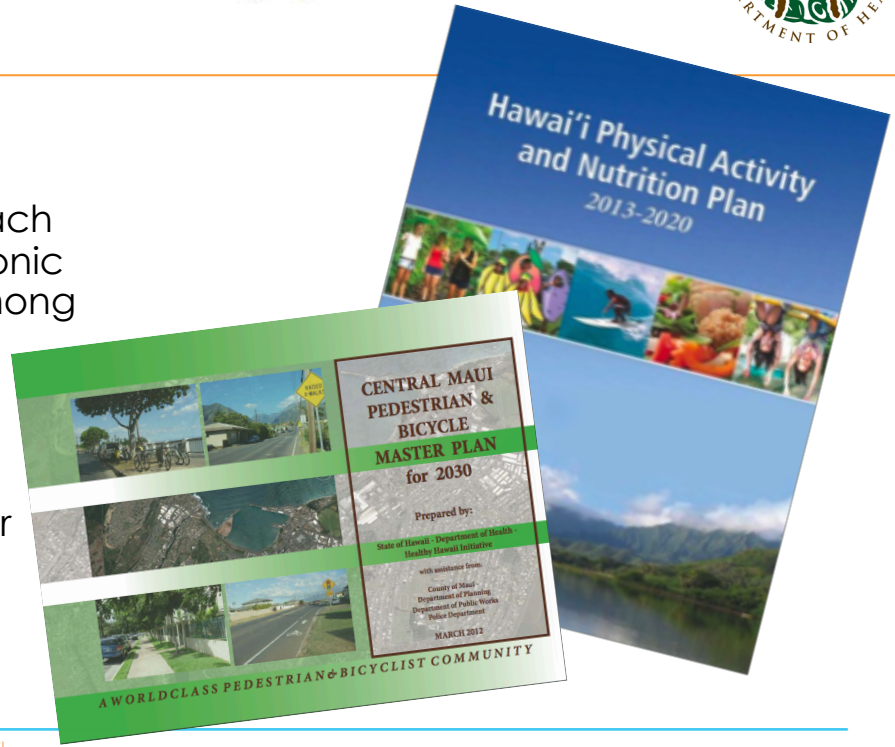
| Policy | Systems | Environmental Change |
|---|---|---|
| Policies at the legislative or organizational level.<br><br>For example institutionalizing new rules or procedures as well as passing laws, ordinances, or resolutions. | Changes made to rules within an organization.<br><br>Systems change and policy change often work hand-in-hand. Often systems change focuses on changing infrastructure within a school, park, worksite, or health setting. | Changes that are made to the physical/built environment.<br><br>Physical (Structural changes or programs or service), social (a positive change in attitudes or behavior about policies that promote health) and economic factors (presence of financial disincentives or incentives to encourage a desired behavior) |

# Built Environment- Social Ecological Model



# Importance of Community Coalitions

- **2006** convening of Hawai‘i stakeholders
- Decision - county coalitions are necessary to reach the common goals of reducing obesity and chronic diseases such as heart disease and diabetes among all Hawai‘i residents
- Maui County NPAC forms in **2008**
- Physical Activity and Nutrition Summit in **2013**
- Central Maui Pedestrian and Bike Master Plan for 2030
- Maui NPAC transitions to HEAL in **2016**



# Importance of Community Coalitions

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HEAL
HEALTHY EATING ACTIVE LIVING

BLUE ZONES PROJECT®

the YMCA

MAUI FOOD BANK
*Helping the Hungry*

MSGN
MAUI SCHOOL GARDEN NETWORK

MAUI FOOD INNOVATION CENTER

Maui MPO
Maui Metropolitan Planning Organization

we are MAUI
PLANNING FOR THE FUTURE
COUNTY OF MAUI
DEPARTMENT OF PLANNING

COUNTY OF MAUI
STATE OF HAWAII

BOYS & GIRLS CLUBS OF MAUI

UNIVERSITY of HAWAI'I®
MAUI COLLEGE

- The ***mission*** of the Healthy Eating Active Living (HEAL) Coalition is to create a future for Hawai'i in which all residents are physically active, eat healthy foods, and live in healthy communities.

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# HEAL Committees/ Focus Areas

# Built Environment

In partnership with Blue Zones Project®

- Promote community awareness of built environment projects and benefits
- Collaborate with key stakeholders, businesses, and landowners to build a system of connectivity to make it easier to exercise and safely walk to school, where feasible.

- **Priorities:**
  - **Complete Streets policy and implementation**
  - **Complete Streets Demonstration Projects**
  - **Safe Routes to School programs**
  - **Vision Zero policy**

VISION ZERO
NO MORE TRAFFIC DEATHS

COMPLETE STREETS
HAWAII
Walk, Bike, Drive, Ride

SafeRoutes
Hawaii Safe Routes to School

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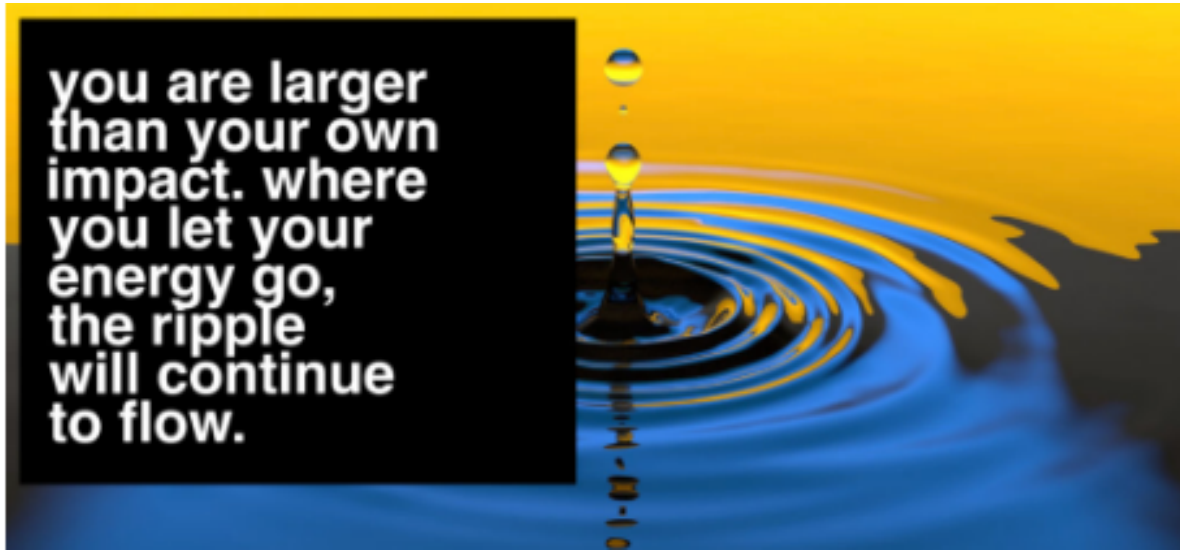
COALITION FOR A TOBACCO-FREE HAWAII

# Becoming a Producer of Health

- Integrating public health and health impacts into work
- Cross sector communication
- Advocating for health
- Ripple effect
- Stay Motivated, Inspired and Plan
- Most Importantly Implement

# Becoming a Producer of Health



# MAHALO!

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