



EXECUTIVE SUMMARY

Healthy Hawai‘i Strategic Plan 2030



VISION

Healthy People, Healthy Communities, Healthy Hawai'i

MISSION

Shape environments, policies, and systems to support wellness and improve the quality and years of life for Hawai'i's people

GOALS

- » Improve health and wellness.
- » Decrease premature death and disability from chronic disease.
- » Increase quality of life years among Hawai'i residents.
- » Reduce health disparities.

INTRODUCTION

The Healthy Hawai'i Strategic Plan 2030 (HHSP) Executive Summary provides an overview of the HHSP, a ten-year roadmap for preventing and reducing chronic disease in the state.

In Hawai'i, chronic diseases are among the most prevalent, costly, and preventable of all health problems. Sixty-four percent of adults are living with at least one chronic condition such as diabetes or heart disease, and chronic diseases account for the top three leading causes of death.^{1,2} The rapidly increasing prevalence of chronic disease conditions and their associated risk factors makes the coordination of chronic disease prevention and management efforts essential. Coordinated practice improves collaboration between stakeholders, reduces duplication, and leverages resources to effectively address common risk factors through evidence-based policy, systems, and environmental change.

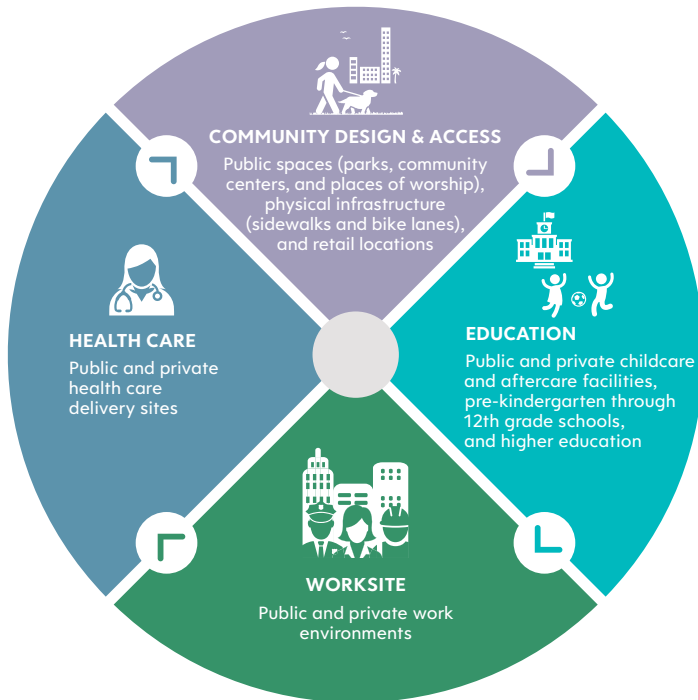
The HHSP coordinates and aligns activities for the following chronic disease prevention and management areas:

- » **Asthma**
- » **Cancer**
- » **Diabetes**
- » **Heart Disease and Stroke**
- » **Physical Activity and Nutrition**
- » **Tobacco**



PLAN FRAMEWORK

The HHSP incorporates principles of the Social Ecological Model and is organized into four sector areas: Community Design and Access, Education, Health Care, and Worksite. The plan prioritizes goals, objectives, and strategies that lead to policy, systems, and environmental change. Objectives were developed using current data, best practices, and evidence-based science, and reflect one or more cross-cutting themes.*



SECTOR AREAS

Places (both physical & virtual) where policy, systems, and environmental change can be established to support the formation and maintenance of healthy behaviors, achieving health equity, and maximizing chronic disease prevention, management, and treatment.

» POLICY, SYSTEMS AND ENVIRONMENTAL CHANGE

Integral to the framework and design of the HHSP is the focus on policy, systems, and environmental change. The plan’s long-term goals, objectives, and strategies were developed to align with national guidelines and recommendations and to reflect or lead to policy, systems, or environmental change.

POLICY	SYSTEMS	ENVIRONMENTAL
<p>Policies at the legislative or organizational level.</p> <p>Institutionalizing new rules or procedures as well as passing laws, ordinances, or resolutions are examples of policy changes.</p>	<p>Changes made to rules within an organization.</p> <p>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.</p>	<p>Changes that are made to the physical/built environment.</p> <p>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).</p>

*Additional information on the plan framework can be found at the following website: www.HHSP.hawaii.gov

BACKGROUND

The past two decades have seen unprecedented increases in chronic disease and obesity due to pronounced changes in the environment, behavior, and lifestyle. The annual costs of chronic diseases in Hawai'i are projected to be \$9 billion in direct medical costs and an additional \$3.2 billion in indirect costs due to lost employee productivity (average per year 2016–2030).³ If the current trend continues, by 2030 the projected cost per Hawai'i resident would be \$8,300 per year.³ Through better prevention and treatment of chronic diseases, these projected rates can be significantly reduced.³ Additionally, minimizing preventable hospitalizations would improve health equity, reduce health care costs, and prevent overwhelming the state's health care system during crises such as the COVID-19 pandemic. A study in the *Journal of the American Heart Association*, published in 2021, estimated almost two-thirds of COVID-19 hospitalizations in the U.S. to be attributed to obesity, diabetes, hypertension, and heart failure.

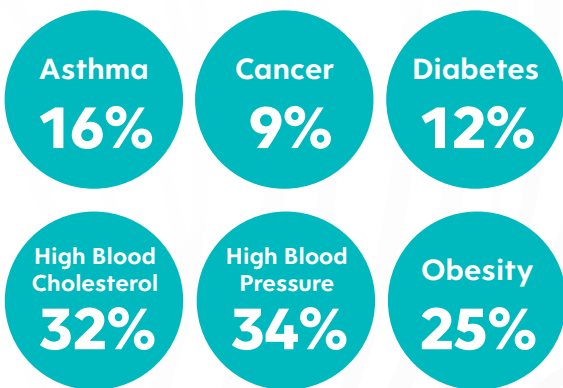
Most chronic diseases can be prevented by eating well, being physically active, avoiding tobacco, and getting regular health screenings. Tobacco use is the single most preventable cause of death and disease,

followed by physical inactivity and poor nutrition.^{4,5} These three risk factors are major contributors to the development of chronic diseases such as asthma, diabetes, many types of cancer, and heart disease and stroke.⁶

The COVID-19 global pandemic highlights the necessity for a comprehensive approach that supports innovative changes in both the public health and health care delivery systems. Adopting such an approach would address the needs of all people, including priority populations, by promoting efficient coordination between public health and health care and adapting to rapidly changing circumstances that impact population health.

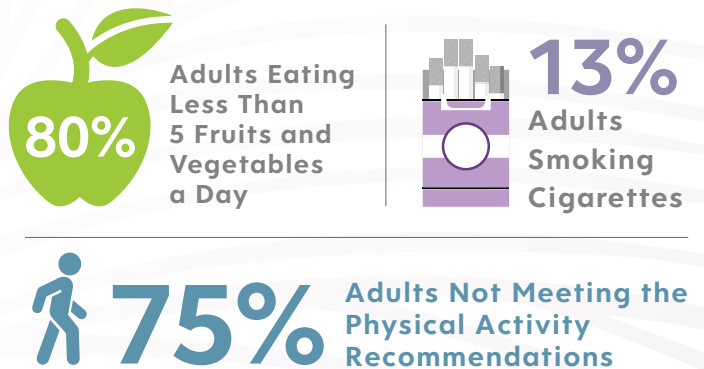
Partners across the state of Hawai'i who developed the HHSP are committed to preventing chronic disease for all residents. Recent success in large-scale public health interventions is the result of going beyond programming to focus on policy, systems, and environmental change approaches. The HHSP is a strategic plan that focuses on creating higher order environmental, policy and systems changes that make healthy behaviors the “default” choice.

Adults with Chronic Diseases, Hawai'i



Hawai'i Behavioral Risk Factor Surveillance System, 2017, 2018

Risk Factors for Chronic Diseases



Hawai'i Behavioral Risk Factor Surveillance System, 2015, 2017, 2018

Priority Populations

Hawai'i is one of the most diverse states in the nation. The state's main population groups are Native Hawaiians, Japanese, Chinese, Filipinos and Caucasians. Hawai'i has a larger percentage of Native Hawaiians, Other Pacific Islanders, and multiracial subgroups than the rest of the country.

Non-Caucasian minorities, including large immigrant populations from Asian and Pacific Islander nations, comprise 74% of the population.⁷ Although Hawai'i has consistently placed a high value on providing accessible, top quality health care for all, health disparities between population groups exist.

Numerous social, economic, and environmental factors influence the health of individuals and populations. For example, people with a quality education, stable employment, safe homes and neighborhoods, and access to high-quality, preventive health services tend to be healthier throughout their lives and live longer. Conversely, people with behavioral health disorders, those identifying as a sexual and gender minority including lesbian, gay, bisexual, transgender, queer and/or questioning (LGBTQ), or persons of low socioeconomic status, often face inequitable health outcomes. Where you live directly affects your health in a number of ways, from the accessibility of healthy food, to the availability of green space to be physically active, to access to primary health care.⁸ In Hawai'i, life expectancy ranges by zip code from 73 years to 87 years, a 14 year difference.⁸ Inequity is also found across ethnic and non-English speaking communities. The COVID-19 pandemic and climate



change are bearing out the disparate vulnerabilities across communities in Hawai'i. The HHSP recognizes and prioritizes the importance of addressing health equity and priority population groups that are more likely to experience poor health outcomes.

People with access to quality education, stable employment, safe homes and neighborhoods, and preventive health services live healthier, longer lives.

Achieving Health Equity

Research suggests social determinants of health may be the most important factors in health outcomes and health equity.

To ensure that individuals and communities across the state achieve their full health potential, the HHSP addresses social determinants of health domains such as education; health care and quality; and neighborhood and built environments.

The plan also provides insights on population characteristics, disease data and trends, and existing health inequities. Communities that are most vulnerable or more likely to experience disparities have been identified and prioritized.

Social Determinants of Health



Social determinants of health are conditions in the places where people live, learn, work, and play that affect a wide range of health and quality-of-life risks and outcomes.

ADAPTED FROM THE CENTERS FOR DISEASE CONTROL AND PREVENTION

Advancing Health Equity



A “one size fits all” approach to expanding opportunities for improved health is like expecting everyone to be able to ride the same bike. Aiming for “Equity,” rather than “Equality,” provides a more tailored approach to addressing the unique needs of our most vulnerable populations.

Objectives and Strategies



The HHSP objectives strive to create sustainable change that will transform our communities, schools, health care, and worksites to support the health of the people of Hawai'i. Stakeholders developed the HHSP objectives to shape policy, systems and environmental change in the four sector areas: Community Design and Access; Education; Health Care; and Worksite.

The objectives are showcased by sector area and include key strategies, baseline, and target measures. The HHSP is meant to be a living document that is reviewed and updated throughout the plan's timeframe. Implementation of the plan will be a collective effort by individuals and organizations across the state.



Objectives with this icon are being worked on by multiple program areas.

*Additional background information, including definitions of some terminology used in the objectives and strategies, can be found on the following website: www.HHSP.hawaii.gov

Community Design and Access Sector Objectives

The Community Design and Access Sector includes places in the community where people live and play, such as public spaces (parks, community centers, and places of worship), physical infrastructure (sidewalks and bike lanes), and retail locations.



GOAL >> All of Hawai'i's people will live in communities that have access to tobacco- and nicotine-free settings, healthy food choices, physical activity opportunities, evidence-based chronic disease self-management programs, and minimal exposure to unhealthy options through policy, programs, communications, and environmental supports.

OBJECTIVE

BASELINE: 0 TARGET: 1

ASTHMA-01

Develop and deliver at least one promotional activity to increase awareness of asthma education resources for non-clinical professionals.

STRATEGIES

- Identify stakeholders to establish a communications workgroup
- Convene communications workgroup regularly to develop messages tailored for targeted audience (e.g., coaches and/or caregivers)
- Identify media outlets that will reach targeted audience
- Disseminate messages through promotional activities (e.g., social media messages, posters, brochures, or other printed materials) and evaluate messages

OBJECTIVE

BASELINE: 0 TARGET: 1

ASTHMA-02

Establish and sustain a funded, statewide Asthma Control Program Coordinator position to address the burden of asthma in the State of Hawai'i.

STRATEGIES

- Provide written support and/or meet with the Director of Health to document the need of a State Asthma Control Program
- Provide written support/testimony to legislature to fund the Asthma Control Program Coordinator position

OBJECTIVE

BASELINE: 0 TARGET: 2

CANCER-01

Develop at least one multi-island, small media campaign to promote Hepatitis B virus and Human Papillomavirus (HPV) vaccinations to prevent cancer.

STRATEGIES

- Identify stakeholders such as DOH Hepatitis Program and Hawai'i Comprehensive Cancer Coalition's (HCCC) Vaccine-Preventable Cancer Workgroup to establish a communications workgroup to develop a small media campaign
- Identify and secure resources for the campaign
- Evaluate the effectiveness of the campaign

OBJECTIVE

BASELINE: 0 TARGET: 6

CANCER-02

Develop at least one multi-island, small media campaign to increase awareness about each of the following topics: cancer as a chronic disease; the importance of family history for cancer; clinical trials; palliative care and hospice; prostate cancer; and cancer survivorship and issues faced by cancer survivors.

STRATEGIES

- Collaborate with cancer partners like the University of Hawai'i Cancer Center and Kokua Mau, the Hawai'i Genomics Program, and the HCCC Quality of Life Action Team to establish a communications workgroup to develop a small media campaign
- Identify and secure resources to develop the campaign
- Evaluate the effectiveness of the campaign

OBJECTIVE

BASELINE: 0 TARGET: 1

CANCER-03

Develop at least one cancer survivorship and caregiver resource guide that will include follow-up care, lifestyle, psychosocial, and financial information.

STRATEGIES

- Establish a working group to develop the cancer survivorship resource guide in partnership with the HCCC Quality of Life Action Team
- Evaluate the validity and value of the cancer survivors and caregivers' resource guide
- Identify and secure resources to develop and update the guide

OBJECTIVE

BASELINE: 4.80% TARGET: 5.80%

CANCER-04

Increase by 20%, the proportion of adults who are diagnosed with cancer and participated in a cancer-related clinical trial.

STRATEGIES

- Address barriers to clinical trial participation and increase promotion of counter messages through outlets such as print, broadcast, and web-based media
- Integrate clinical trials into the training curriculum of academic institutions
- Identify and implement strategies to improve efficiency and resources related to clinical trials coordination for physicians
- Support access to clinical trials for neighbor island residents diagnosed with cancer

OBJECTIVE

BASELINE: 0 TARGET: 1

DIABETES-01

Establish at least one fully recognized National Diabetes Prevention Program site in the State of Hawai'i that provides online or distance learning.

STRATEGIES

- Support new organization(s) with the capacity to deliver the Diabetes Prevention Program (DPP) virtually or via telehealth by facilitating and maintaining access to necessary technology
- Provide technical assistance to organizations in obtaining distance and hybrid National Diabetes Prevention Program (NDPP) CDC recognition
- Connect referring organizations to distance learning DPP sites

OBJECTIVE

BASELINE: 19 TARGET: 22

DIABETES-02

Establish at least three new American Diabetes Association recognized or Association of Diabetes Care and Education Specialists accredited Diabetes Self-Management Education and Support sites.

STRATEGIES

- Support new organizations seeking recognition or accreditation by covering the application fees on a once-in-a-lifetime basis and providing technical assistance
- Collaborate with American Diabetes Association, Association of Diabetes Care and Education Specialists, and local Diabetes Self-Management Education and Support (DSMES) sites to provide training and mentoring to new organizations

Develop and deliver at least two promotional activities to increase awareness of the preventability of heart disease and stroke.

STRATEGIES

- Identify stakeholders to establish a communications workgroup
- Convene communications workgroup regularly to develop messages tailored for targeted audience
- Identify media outlets that will reach targeted audience
- Disseminate messages through promotional activities (e.g., social media messages, posters, brochures, or other printed materials) and evaluate messages

Increase by 50%, the number of food outlets that participate in a statewide healthy food incentive program(s).

STRATEGIES

- Secure long-term funding for Hawai'i's Double Up Food Bucks program, which matches Supplemental Nutrition Assistance Program (SNAP) food stamp dollars spent on Hawai'i-grown produce
- Implement a statewide Produce Prescription Program, which enables participants to redeem "prescriptions" for produce at participating markets and grocery stores

Enact at least two statewide policies to increase access to healthy food and/or decrease access to unhealthy food/beverages.

STRATEGIES

- Enact a fee on sugar-sweetened beverages, where revenue is allocated to obesity prevention initiatives
- Establish long-term, state funding for a Double Up Food Bucks SNAP incentive program

Establish and sustain a funded Food Access Coordinator in each county to facilitate an active coalition.

STRATEGIES

- Food access coalitions will create and implement county-level action plans aimed at increasing access to, and consumption of, healthy food
- Secure county funding to support the activities of the coordinator and food access coalition

OBJECTIVE

BASELINE: 0 TARGET: 1

PHYSICAL ACTIVITY AND NUTRITION-04

Establish and sustain a funded, statewide Breastfeeding Coordinator to facilitate efforts supportive of breastfeeding exclusivity and duration.

STRATEGIES

- Assess statewide resources and capacity to fund and establish state-level breastfeeding coordinator position
- Develop scope and position description to include knowledge of indigenous cultures and breastfeeding support needs
- Identify gaps and strategically integrate the breastfeeding coordinator position in a way that bridges these gaps

OBJECTIVE

BASELINE: 0 TARGET: 5

PHYSICAL ACTIVITY AND NUTRITION-05

Develop guidelines to promote healthy food donations and purchase of healthy food to be adopted by 100% of Hawai'i food banks.

STRATEGIES

- Convene a working group with representation from Hawai'i's foodbank network, to develop guidelines for healthy food donations

OBJECTIVE

BASELINE: 0 TARGET: 50

PHYSICAL ACTIVITY AND NUTRITION-06

Increase by 50 miles, the total miles of low-stress pedestrian infrastructure including, but not limited to, sidewalks and trails.

STRATEGIES

- Incorporate the specifications for "desirable" level of service described in the Hawai'i Department of Transportation's Pedestrian Toolbox into the development of low-stress pedestrian infrastructure
- Increase Safe Routes to Schools and Safe Routes to Parks programs and projects
- Develop policies to encourage shade tree planting, to increase canopy cover, on high volume pedestrian corridors and trails
- Increase share of state and county transportation budgets dedicated to pedestrian infrastructure
- Implement Vision Zero and Complete Streets policies to increase safety and comfort of pedestrian experience

OBJECTIVE

BASELINE: 0 TARGET: 100

PHYSICAL ACTIVITY AND NUTRITION-07

Increase by 100 miles, the total miles of low-stress bicycle infrastructure including, but not limited to, protected bike lanes and off-street paths.

STRATEGIES

- Increase Safe Routes to Schools and Safe Routes to Parks projects
- Develop policies to encourage shade tree planting, to increase canopy cover, on high volume bicycle corridors and trails
- Increase share of state and county transportation budgets dedicated to bicycle facilities
- Implement Vision Zero and Complete Streets policies and projects to increase safety and comfort of bicyclist experience

	BASELINE	TARGET
State	0	1
County	0	4

OBJECTIVE

PHYSICAL ACTIVITY AND NUTRITION-08

The state and each county will identify and adopt mode-share goals and measurements that prioritize walking and wheelchairs, bicycling, and transit use.

STRATEGIES

- Develop context-appropriate county-level Transportation Demand Management (TDM) Plans to establish mode baselines
- Develop more inclusive and comprehensive metrics for measuring active transportation beyond work and school commutes
- Support development of community Safe Routes to School (SRTS) plans, funding of SRTS infrastructure, free transit for minors, etc

OBJECTIVE

BASELINE: Pending TARGET: Increase by 10%

PHYSICAL ACTIVITY AND NUTRITION-09

Increase by 10%, the proportion of existing urbanized land zoned to support walkable communities.

STRATEGIES

- Promote Equitable Transit Oriented Development (ETOD), town centers, mixed-use development, and upzoning for new development and zoning updates
- Adopt parking policy reforms to reduce parking oversupply, unbundle residential parking, reduce or eliminate parking minimums, and/or shift costs
- Change Level-of-Service to Vehicle Miles Traveled (VMT) in environmental review of new development

OBJECTIVE

BASELINE: 0 TARGET: 5

TOBACCO-01

Enact at least five more county or state policies to decrease access to all tobacco products, including electronic smoking devices or other novel, emerging tobacco products.

STRATEGIES

- Establish regulatory parity for cigarettes, electronic smoking devices (ESDs), and emerging products, etc (e.g. impose taxes, licensing/permitting/restricting online sales, etc)
- Prohibit the sale of all flavored tobacco products including menthol

OBJECTIVE

BASELINE: 0 TARGET: 2

TOBACCO-02

Establish at least two more statewide policies that increase access to cessation services.

STRATEGIES

- Establish a MedQUEST policy that requires health plans to offer expanded evidence-based cessation service options
- Establish a policy to formally coordinate services between the Hawai'i Tobacco Quitline (HTQL), community cessation providers, and a private or public insurance provider to promote access to services to consumers
- Establish a policy that requires insurance companies to expand reimbursement for youth cessation

OBJECTIVE

BASELINE: 0 TARGET: 2

TOBACCO-03

Establish at least two more county or state policies that eliminate exposure to secondhand smoke.

STRATEGIES

- Enact a smoke-free multi-unit housing ordinance in all four major counties
- Establish policies that increase resources for smoke-free policy enforcement (at parks, beaches, public housing, etc)

Education Sector Objectives

The Education Sector includes places such as public and private childcare and aftercare facilities, pre-kindergarten through 12th grade schools, and higher education.



GOAL >> All of Hawai'i's educational settings will promote tobacco- and nicotine-free lifestyles, healthy eating, daily physical activity, and health management through programs, policies, environmental supports, and professional development opportunities.

OBJECTIVE

BASELINE: 7 TARGET: 8

ASTHMA-03

Increase by 10%, the number of sites implementing CDC-recommended school- and/or community-based Asthma Self-Management Education programs.

STRATEGIES

- Expand the number of Asthma Self-Management Education (ASME) programs by facilitating partnerships with school- and community-based organizations
- Promote ASME programs with the new and existing partners

OBJECTIVE

BASELINE: 13 TARGET: 14

ASTHMA-04

Increase by 10%, the number of facilitators delivering CDC-recommended school- and/or community-based Asthma Self-Management Education.

STRATEGIES

- Expand the number of ASME programs by connecting potential volunteers
- Promote volunteer opportunities with new and existing partners

OBJECTIVE

BASELINE: Pending TARGET: Increase by 5

CANCER-05

Increase by five, the number of schools that implement 1 to 2 of the recommended CDC Sun Protection Guidelines.

STRATEGIES

- Conduct an assessment of the readiness of one or more schools to implement one or more of the recommended CDC Sun Protection Guidelines
- Partner with cancer partners such as the Hawai'i Skin Cancer Coalition to promote the recommended CDC Sun Protection Guidelines

OBJECTIVE

BASELINE: Pending TARGET: 100%

CANCER-06

100% of eligible school-based clinics become Vaccines for Children providers.

STRATEGIES

- Conduct an assessment of eligible schools to determine their ability to become Vaccines for Children (VFC) providers
- Partner with the HCCC's Vaccine Preventable Cancers Workgroup to promote the importance of making vaccines (e.g., HPV) available

OBJECTIVE

BASELINE: 0 TARGET: 1

HEART DISEASE AND STROKE-02

Adopt a wellness policy designed to provide access to blood pressure cuffs and blood pressure education at public college campuses.

STRATEGIES

- Leverage partnerships within the University of Hawai'i system to identify campus wellness/health services coordinator
- Explore potential partnerships and link available resources at American Heart Association

OBJECTIVE

	BASELINE	TARGET
Health Education courses	0	1
Physical Education courses	0	1

PHYSICAL ACTIVITY AND NUTRITION-10

Adopt at least one policy to require annual courses in Health Education and Physical Education from grades K-8, in the Department of Education, that are aligned with national recommendations for instructional time and teacher licensing.

STRATEGIES

- Support a Board of Education policy change to require annual courses in Health Education in grades K-8 in Department of Education (DOE) public non-charter schools
- Support a Board of Education policy change to require annual courses in Physical Education in grades K-8 in DOE public non-charter schools

OBJECTIVE

BASELINE: 0 TARGET: 1

PHYSICAL ACTIVITY AND NUTRITION-11

Develop a system to monitor and support implementation of the Early Childhood Care and Education Wellness Guidelines.

STRATEGIES

- Convene both public and private early learning community stakeholders to determine barriers to implementation of Hawai'i's Early Childhood Care and Education (ECE) Wellness Guidelines
- Collaborate with ECE stakeholders to create a physical activity and nutrition ECE setting focused training curricula developed from the Hawai'i ECE Wellness Guidelines
- Partner with leaders in the early learning community to identify and implement incentives to support provider implementation of the ECE Wellness Guidelines

OBJECTIVE

BASELINE: 30% TARGET: 50%

PHYSICAL ACTIVITY AND NUTRITION-12

50% of public non-charter schools participating in the Safety and Wellness Survey will meet at least 90% of the wellness guidelines.

STRATEGIES

- Create a toolkit to share with all participating public schools that highlights resources for the four lowest scoring wellness guidelines
- Create a social media campaign to educate families and community stakeholders on the DOE safety and wellness guidelines and opportunities to support wellness in schools
- Conduct a study to evaluate qualities/characteristics/infrastructure/resources that contribute to the schools with the lowest Safety and Wellness Survey (SAWS) score and the highest SAWS score

OBJECTIVE

BASELINE: 0 TARGET: 1

PHYSICAL ACTIVITY AND NUTRITION-13

Establish and sustain a funded statewide Food Systems Education Coordinator position to support 'āina-based education, which promotes healthy eating in preschool through grade 12 (P-12) education settings.

STRATEGIES

- Assess statewide resources and capacity to fund and establish a statewide Food Systems Education Coordinator position
- Develop scope and position description to include knowledge of 'āina-based education
- Identify gaps and strategically integrate the Food Systems Education Coordinator position in a way that bridges these gaps

OBJECTIVE	BASELINE: Pending TARGET: All colleges and universities in Hawai'i	TOBACCO-04
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All colleges and universities in the State of Hawai'i will provide tobacco-free education and offer cessation services to their students, staff and faculty.

STRATEGIES

- Provide tobacco prevention and cessation information at incoming student orientation sessions
- Support student health groups to conduct peer-led tobacco cessation and prevention promotion throughout all campuses
- Create linkages between community tobacco treatment specialists, the Hawai'i Tobacco Quitline and universities to tailor promotions to students and increase access to cessation services for young adults

OBJECTIVE	BASELINE: 0 TARGET: 1	TOBACCO-05
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Develop and adopt at least one "alternative to suspension" model policy for youth vaping or tobacco offenses in Department of Education schools.

STRATEGIES

- Develop and adopt best practice enforcement responses/guidelines for youth vaping/tobacco offenses to guide law enforcement or Department of Education (DOE) school officials
- Pilot test a model alternative to suspension policy at a public or private school in Hawai'i and use results to inform expansion into other schools

OBJECTIVE	BASELINE: Pending TARGET: All colleges and universities in Hawai'i	TOBACCO-06
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All colleges and universities in the State of Hawai'i will have a 100% smoke-free or tobacco-free campus policy.

STRATEGIES

- Conduct outreach to universities and colleges without tobacco-free policies to provide education and information about the benefits of implementing a tobacco-free campus
- Provide technical support to individual private colleges and universities to encourage adoption of tobacco-free campus policies

OBJECTIVE	BASELINE: 0 TARGET: 10	TOBACCO-07
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Conduct at least ten more educational campaigns for parents or youth influencers to provide information about tobacco/vaping prevention or cessation statewide.

STRATEGIES

- Develop culturally appropriate educational campaigns for use in school systems such as, the Hawaii Association of Independent Schools, Charter School Commission, and Hawaii State Department of Education
- Develop education campaigns that can be used in a variety of media types (radio, television, mall ads, social media, etc)

Health Care Sector Objectives

The Health Care Sector includes places such as public and private health care delivery sites.



GOAL >> All of Hawai'i's health care systems will promote health equity and maximize utilization of prevention, early detection, and evidence-based chronic disease self-management services by improving coverage, health information technology, programs, practices, and guidelines.

OBJECTIVE

BASELINE: 0 TARGET: 6

MULTIPLE PROGRAM AREAS

ASTHMA-06 • DIABETES-03 • HEART DISEASE AND STROKE-06

By 2025, identify six Health Information Technology priorities to enhance population health.

STRATEGIES

- Identify key Health Information Technology (HIT) stakeholders to establish a HIT workgroup
- Convene HIT workgroup regularly to identify the HIT priorities to enhance population health

OBJECTIVE

BASELINE: 0 TARGET: 50%

MULTIPLE PROGRAM AREAS

ASTHMA-07 • DIABETES-04 • HEART DISEASE AND STROKE-07

Meet 50% of identified Health Information Technology priority goals.

STRATEGIES

- Implement priorities identified by the HIT workgroup (e.g., implement bidirectional referral systems between health care organizations and self-management education programs or create a GIS map of chronic disease cases to inform targeted health communication and resource utilization)

OBJECTIVE

BASELINE: 0 TARGET: 5

MULTIPLE PROGRAM AREAS



ASTHMA-08 • DIABETES-05 • HEART DISEASE AND STROKE-03

By 2025, identify five measurable outcomes indicative of team-based care and monitor over time.

STRATEGIES

- Identify key stakeholders to establish a team-based care workgroup
- Convene team-based care workgroup regularly to identify measurable outcomes indicative of team-based care
- Report identified outcomes at least annually

OBJECTIVE

BASELINE: Pending TARGET: Increase by 5%

MULTIPLE PROGRAM AREAS



ASTHMA-09 • DIABETES-06 • HEART DISEASE AND STROKE-04

Improve identified measurable team-based care outcomes by 5%.

STRATEGIES

- Implement priorities identified by the team-based care workgroup (e.g., increase use of pharmacists in medication management to increase physical patient panels, increase use of non-physician telehealth for Asthma Self-Management (ASME), or increase use of Community Health Workers (CHW) in patient care coordination)

OBJECTIVE

BASELINE: 1 TARGET: 5

ASTHMA-05

Establish coverage of Asthma Self-Management Education programs by Medicaid.

STRATEGIES

- Identify existing literature/guidance/cost benefit analysis on ASME coverage
- Collaborate with Medicaid and provide guidance on ASME coverage and eligibility

OBJECTIVE

BASELINE: Pending TARGET: Increase by 10

CANCER-07

Increase by ten, the number of health care systems that use Health Information Technology to address Hepatitis B vaccination.

STRATEGIES

- Identify key HIT stakeholders to establish a HIT workgroup
- Convene HIT workgroup regularly to identify the HIT priorities to enhance Hepatitis B vaccination rates
- Assess capacity of partner Federally Qualified Health Centers (FQHCs) to track and remind providers about Hepatitis B immunization rates
- Compile best practice models to increase immunization rates using HIT at FQHCs
- Identify and secure resources to implement HIT at partner FQHCs

OBJECTIVE

BASELINE: 0 TARGET: 10

CANCER-08

Increase by ten, the number of new community pharmacies that implement activities to increase Hepatitis B vaccination.

STRATEGIES

- Identify pharmacies that serve communities at risk for Hepatitis B (e.g., Asian and Pacific Islander populations)
- Develop a workplan for increasing patient recruitment and reimbursement
- Identify and secure resources to implement the workplan

BASELINE	TARGET
LUNG: 8.5%	LUNG: 9.5%
BREAST: 87.0%	BREAST: 97.4%
CERVICAL: 82.7%	CERVICAL: 92.6%
COLORECTAL: 75.1%	COLORECTAL: 84.1%

OBJECTIVE

CANCER-09

Increase the proportion of adults receiving lung, breast, cervical, and colorectal cancer screenings.

STRATEGIES

- Partner with the Hawai'i Primary Care Association to increase and implement evidence-based interventions (EBI) at FQHCs
- Identify resources and secure funding for implementation
- Evaluate the effectiveness of the implementation of the EBI

OBJECTIVE

BASELINE: 36.7% TARGET: 41.1%

CANCER-10

Increase the proportion of adults who have an Advance Health Care Directive.

STRATEGIES

- Develop an educational and promotional program that emphasizes the importance of advance care planning and having an Advance Health Care Directive
- Provide education to health professionals about the benefits of advance care planning that includes sensitivity to culturally diverse patient needs
- Educate employers on the importance of advance care planning, especially Advance Health Care Directive

OBJECTIVE

BASELINE
TREATMENT SUMMARIES: 43.8%
CANCER SURVIVORSHIP CARE PLANS: 32.1%

TARGET
TREATMENT SUMMARIES: 49.5%
CANCER SURVIVORSHIP CARE PLANS: 33.1%

CANCER-11

Increase the proportion of cancer survivors who have received treatment summaries and cancer survivorship care plans.

STRATEGIES

- Conduct an assessment of Commission on Cancer accredited cancer programs in the state on their methods of providing treatment summaries and cancer survivorship care plans
- Develop a plan in partnership with the HCCC Quality of Life Action Team members to educate cancer survivors on the benefits of treatment summaries and cancer survivorship care plans
- Develop a training for health care providers on ways to increase utilization of treatment summaries and cancer survivorship care plans

OBJECTIVE

BASELINE: 0 TARGET: 1

HEART DISEASE AND STROKE-05

Establish coverage for medication therapy management and/or self-measured blood pressure monitoring by Medicaid.

STRATEGIES

- Identify and review existing literature/guidance on Medication Therapy Management (MTM) and Self-Measured Blood Pressure Monitoring (SMBPM) reimbursement
- Collaborate with Medicaid and provide guidance on reimbursement for MTM and/or SMBPM

OBJECTIVE

BASELINE: Pending TARGET: Increase by 5%

PHYSICAL ACTIVITY AND NUTRITION-14

Increase by 5%, the number of people enrolled in nutrition and physical activity programs that are offered by health system payers.

STRATEGIES

- Expand coverage for Diabetes Prevention Programs (DPPs), or evidence-based DPP-like programs (e.g., Pili ‘Ohana Department of Native Hawaiian Health)
- Work with providers, health system payers, and worksites to increase awareness of and referrals to covered PAN programs
- Participate in Health Information Technology (HIT) workgroup to discuss potential referral options between health care organizations and self-management education programs related to physical activity and nutrition

OBJECTIVE

BASELINE: 0 TARGET: 12

PHYSICAL ACTIVITY AND NUTRITION-15

Implement a Hawai‘i-specific hospital recognition program to incentivize promotion of exclusive breastfeeding through adoption of best practices that 100% of maternity care hospitals will participate in.

STRATEGIES

- Develop a statewide maternity care hospital recognition program, which sets policies and standards to support exclusive breastfeeding
- Convene a Hawai‘i hospital recognition program workgroup to create, administer, and evaluate the program

OBJECTIVE

BASELINE: 0 TARGET: 6

PHYSICAL ACTIVITY AND NUTRITION-16

Establish comprehensive coverage for lactation consultation services and lactation supplies by all health insurance companies in the State of Hawai‘i.

STRATEGIES

- Engage lactation consultants and other breastfeeding stakeholders to:
 - Develop reimbursement models for Medicaid and commercial payers
 - Pilot coverage processes

OBJECTIVE

BASELINE: 0 TARGET: 5

TOBACCO-08

Implement at least five more health systems change policies or projects for tobacco cessation per the Clinical Practice Guidelines and Million Hearts Tobacco Cessation Change Package.

STRATEGIES

- Integrate assessment, referral, and treatment interventions for tobacco/nicotine use in routine care in health care systems using electronic health records
- Provide staff and clinician education about cessation services to increase referral to treatment after identifying patients with tobacco/nicotine addiction

	BASELINE	TARGET
Professional training programs	Pending	5
Health specialty organizations	Pending	2

OBJECTIVE

TOBACCO-09

Integrate brief intervention education into at least five more health professional training programs as a graduation requirement, and into at least two health specialty organizations (e.g. American Academy of Pediatrics, American College of Surgeons, American Physical Therapy Association) as continuing education offerings.

STRATEGIES

- Identify relevant “health professional training programs”—such as pharmacy, nursing, medicine, dental hygiene, respiratory therapists, psychology, and other related allied health programs, where brief intervention education can be incorporated
- Coordinate brief intervention trainings with the behavioral health and substance use treatment communities

Worksite Sector Objectives

The Worksite Sector includes places such as public and private work environments.



GOAL >> All of Hawai'i's worksites will create a culture of wellness through supportive programs and policies that promote tobacco-and nicotine-free workplaces; breastfeeding; healthy food and beverage choices; physical activity and active commuter opportunities; health screenings; and early detection, risk reduction, and self-management of chronic diseases.

OBJECTIVE

MULTIPLE PROGRAM AREAS

ASTHMA-11 • CANCER-13 • DIABETES-07 • HEART DISEASE AND STROKE-09
PHYSICAL ACTIVITY AND NUTRITION-19 • TOBACCO-12

Implement a statewide, comprehensive worksite wellness recognition program that at least 10 very small-, 15 small-, 10 medium-, and 5 large-employers will participate in.

STRATEGIES

- Identify stakeholders and convene an advisory group to develop a Hawai'i-specific, evidence-based worksite wellness recognition program that includes the following areas:
 - Asthma
 - Cancer
 - Diabetes
 - Heart Disease and Stroke
 - Physical Activity and Nutrition
 - Tobacco
- Pilot the recognition program with a group of diverse employers and modify the program based on their feedback.

BASELINE:

very small = 0
small = 0

medium = 0
large = 0

TARGET:

very small = 10
small = 15

medium = 10
large = 5

OBJECTIVE

BASELINE: 0 TARGET: 1

ASTHMA-10

Establish at least one statewide policy designed to increase access to evidence-based chronic disease prevention and management programs that address asthma at worksites.

STRATEGIES

- In collaboration with Objective Asthma-11, identify stakeholders to establish an advisory group to develop a Hawai'i-specific worksite wellness recognition program
- Convene workgroup regularly to draft a policy

OBJECTIVE

BASELINE: Pending TARGET: Increase by 5

CANCER-12

Increase by five, the number of employer groups that adopt a policy that allows time off for cancer screenings.

STRATEGIES

- Assess the employer groups ability to establish a policy that allows time off for cancer screenings
- Partner with selected employer groups to develop a policy
- Implement the policy and evaluate the effectiveness of the policy

OBJECTIVE

BASELINE: 0 TARGET: 1

HEART DISEASE AND STROKE-08

Establish at least one statewide policy designed to increase access to evidence-based chronic disease prevention and management programs that address heart disease and stroke at worksites.

STRATEGIES

- In collaboration with Objective Heart Disease and Stroke-09, identify stakeholders to establish an advisory group to develop a Hawai'i-specific worksite wellness recognition program
- Convene workgroup regularly to draft a policy

OBJECTIVE

BASELINE: 0 TARGET: 2

PHYSICAL ACTIVITY AND NUTRITION-17

Establish at least two statewide policies designed to increase physical activity and/or healthy food options in government worksites.

STRATEGIES

- Establish a comprehensive worksite physical activity policy
- Establish a policy that requires nutrition standards for worksite vending machines and for meetings/events where food is served

Establish at least one statewide policy that supports breastfeeding exclusivity and duration.

STRATEGIES

- Establish a statewide Paid Family Leave policy, which will support mothers' ability to breastfeed by providing leave time for mothers to care for their newborns
- Encourage employers to adopt an Infant at Work policy, which allows employees the option of bringing their infants into the workplace and can support exclusive breastfeeding
- Encourage employers to adopt a Work from Home policy, which provides telecommuting options for breastfeeding mothers

At least five more large employers (including the State and Counties) will offer health plans that promote tobacco treatment coverage per U.S. Preventive Task Force recommendations.

STRATEGIES

- Engage unions to make changes to provide cessation coverage with no co-pay in insurance plans
- Facilitate employers' capacity to offer programs or insurance plans that incentivize cessation or offers cessation services with no co-pay

At least fifteen more worksites in the State of Hawai'i will have 100% tobacco-free policies.

STRATEGIES

- Develop and define criteria for 100% tobacco-free worksite campuses
- Develop tobacco-free campus policies for state and county departments



Healthy People,
Healthy Communities,
Healthy Hawai'i

IMPLEMENTATION

Continued coordination and active stakeholder engagement are needed to achieve the HHSP objectives by 2030. Program area stakeholder groups continue to meet regularly to implement the plan's objectives and strategies, and to monitor and evaluate progress. The HHSP is meant to be a dynamic document that is assessed and updated throughout the plan's timeframe. Stakeholder group membership is expected to change to assure an inclusive, community-based participatory approach to realize the plan's goals.

ADDITIONAL INFORMATION

The HHSP supports and reinforces the following comprehensive, chronic disease prevention and management strategic plans for the state:

- Hawai'i Asthma Plan 2030
- Hawai'i Cancer Plan 2030
- Hawai'i Diabetes Plan 2030
- Hawai'i Heart Disease and Stroke Plan 2030
- Hawai'i Physical Activity and Nutrition Plan 2030
- Hawai'i Tobacco Prevention and Control Plan 2030



Please refer to the Healthy Hawai'i Strategic Plan 2030 (HHSP) for comprehensive details and information related to this executive summary: www.HHSP.hawaii.gov

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The HHSP can be accessed, downloaded, and interacted with
at the following website: www.HHSP.hawaii.gov

Non Discrimination in Services

We provide access to our programs and activities without regard to race, color, national origin, language, age, sex, religion, or disability. Write or call the Chronic Disease Prevention and Health Promotion Division or our Affirmative Action Officer at P.O. Box 3378, Honolulu Hawai'i 96801-3378 or (808) 586-4110 (voice/TTY) within 180 days of a discrimination incident.