



**Optimizing our keiki's health
Reducing risk related to unhealthy
lifestyles in Hawaii:
*Turning education to action***

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Waianae Coast Comprehensive Health Center

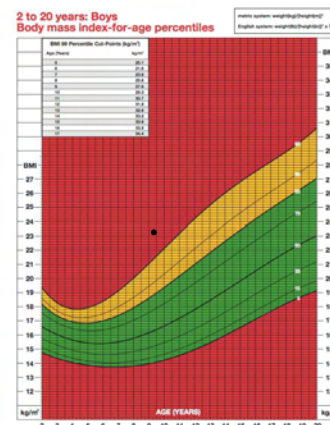
Objectives

- By the end of the presentation, the participant will be able to:
 - Describe the disparities in childhood obesity prevalence in Hawaii.
 - Describe the rationale behind the Hawaii 5210 Initiative
 - List some of the activities taking place at the clinical and community levels to promote healthy eating and active living among Hawaii's families.





Kanoa

- 10 years old
- Part-Hawaiian, Chinese, Filipino
- From Waialua, Oahu




- Height: 4 feet 2 inches
- Weight 100 lbs
- BMI is 24
- BMI % for age is 98% = obese

So what?





¹ Age BMI ≥ 95% (Girls)	Probability of obesity at 35 yrs
3-5 years	20-39.9%
6-11 years	40-59.9%
12-20 years	60%



- Higher BMI in childhood --> greater likelihood of obesity later in life





¹Guo et al, Am J Clin Nutr 2002




Waialua









Kanoa

- 10 years old
- Part-Hawaiian, Chinese, Filipino
- From Waialua, Oahu
- Grandfather died of diabetes at age 60
- Mother had diabetes during pregnancy
- Mother breastfed but only for 2 weeks









Kanoa

- Lives with mother, 2 sisters, grandmother and aunty
- 3 bedroom house
- Mother works in Honolulu at Hawaiian Tel
- Kanoa attends Waialua Elementary School
- Not doing well in reading – below average
- Sometimes does not complete homework
 - Stays in for recess
- Interested in sports
 - Expensive, no transportation





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Screen Time



- Number of hours per week kids, ages 6-11 years, spend watching TV – **28**
- Minutes per week most parents talk with their children = **38**
- Children spend more time watching television than in any other activity except sleep
- Average high school graduate spent **15,000-18,000** hours watching TV but only **12,000** hours in school
- Number of 30-second TV commercials seen in a year by an average child: **20,000**





Influence of media

- Child targeted advertisement budget now exceed \$15 billion (2007)
- Goal: emotional connections → establish brand loyalty
- Children ≤ 8 years have difficulty distinguishing between programming and advertisements
 - even if they do recognize an advertisement, they do not understand the intent of advertising to persuade.




Mixed up messages



HICORE

What Kanoa Eats




THE TYPICAL PLATE LUNCH



- 1200+ calories
- \$6.95
- Add soft drink
– \$8.50
– 1500+ calories
- Why?






The world has changed.



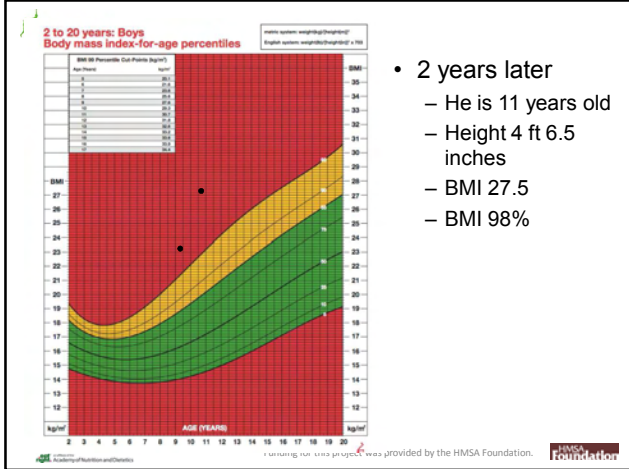
Item	Calorie Difference
Bagel (3-inch diameter)	210 calories
Bagel (6-inch diameter)	350 calories
Cheeseburger (3.5 oz)	333 calories
Cheeseburger (6.5 oz)	590 calories
Soda (6.5 ounces)	85 calories
Soda (20 ounces)	290 calories
French Fries (2.4 ounces)	210 calories
French Fries (6.9 ounces)	610 calories



Social Norm in Hawaii





HICORE

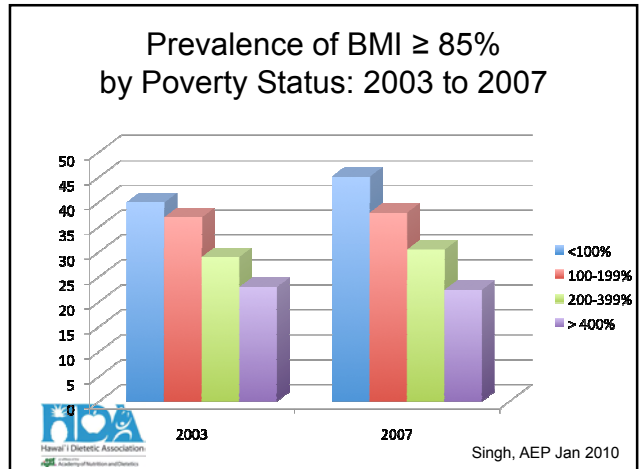
Kalihi

Hawai'i Dietetic Association
College of Health and Human Services

Grape DRINK - 120 calories/ 8 ounces

Grocery store cupcake 300 to 400 calories

2 oz bag - 340 calories



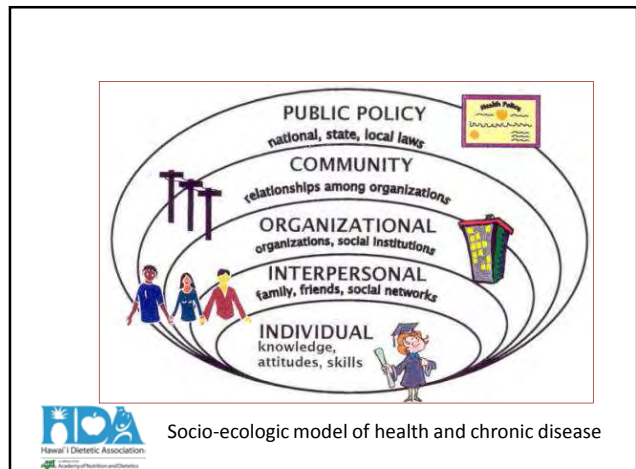
Current State of Hawaii's Children Health

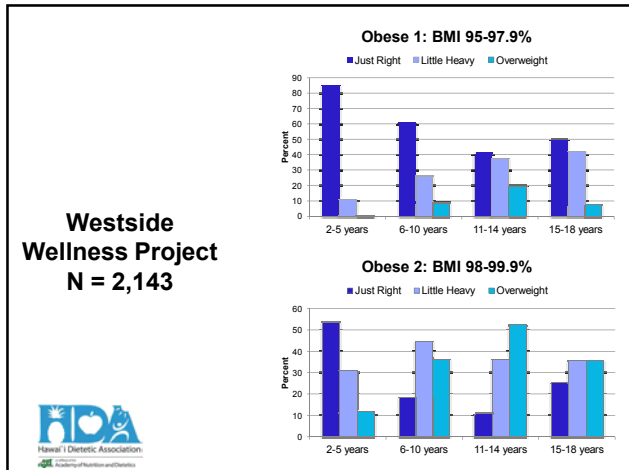
- Unclear - no regular BMI surveillance screening
- BMI collected at school entry but data is not analyzed systematically
- Pobutsky et al. Hawaii Medical Journal, Oct 2006
 - Form 14 data at school entry (2002-2003)
 - N=10,199
 - 28.5% of Hawaii's children at school entry are overweight or obese



	% Obese	% OW	% OW/OB
State (N=10,199)	14.4	14.1	28.5
Aiea (N=247)	8.1	17.8	25.9
Castle (N=370)	15.4	13.5	28.9
Farrington (N=483)	15.5	17.2	32.7 ←
Kahuku (N=188)	19.7	16.0	35.7 ←
Kaiser (N=119)	7.6	10.1	17.6 ←
Kalani (N=249)	7.6	10.1	20.5 ←
Leilehua (N=553)	13.4	15.9	29.3
Nanakuli (N=148)	17.6	10.8	28.4
Waialua (N=59)	22.0	17.0	39.0 ←
Waianae (N=302)	15.9	14.2	30.1
Waipahu (N=483)	19.9	12.6	32.5 ←

Hawaii (N=1310)	15.1	15.2	30.3
Central Hilo (N=215)	16.3	14.0	30.3
Hilo (N=241)	17.0	14.5	31.5
Honokaa (N=200)	16.5	18.0	34.5 ←
Kau (N=41)	14.6	17.1	31.7
North Kona (N=221)	15.4	13.1	28.5
South Kona (N=120)	8.3	14.2	22.5 ←
Kauai (N=488)	12.5	16.4	28.9
Central Kauai (N=233)	9.0	14.2	23.2 ←
West Kauai (N=141)	14.9	22.0	36.9 ←
Maui County (N=1167)	17.9	13.8	31.7
Baldwin (N=203)	17.2	17.7	34.9
Hana (N=17)	35.3	11.8	47.1 ←
Kekaulike (N=275)	15.6	12.7	28.3
Lahainaluna (N=124)	27.4	17.7	45.1 ←
Lanai (N=30)	20.0	26.7	46.7 ←
Molokai (N=67)	17.9	13.4	31.3





Addressing the Child or Youth and the Family

- The world has changed – obesity is one symptom
- Recognize what is important:
 - To the Parent:
 - Family history, Long term health
 - Control
 - To the child
 - Being cool and like everyone else
 - Having choice. Being positive

Consider avoiding the Ohhh words



The child and family

- Emphasize family goals
- Emphasize family and healthy living vs. weight/BMI
- Increase confidence and self-efficacy
- Strategize how to make goals work (ie: Parenting)
 - Parents - Control what you can control
 - **Parents decide what is served and when it is served**

Kids decide what to eat and if they want to eat

Hawai'i Dietetic Association
Academy of Nutrition and Dietetics

Strategies (ie: parenting)

- Give parents permission to set limits
 - Encourage consistency
 - Recognize difficulty – new behavior for parents
 - Choose limits that they can stick to
 - Ex: To cook only 1 main dish vs. 2 or 3
- Give parents permission to say NO or to do the tasks they think are best
 - Ex: Not buying juice
 - Ex: Not buying the candy at the check out stand



Strategies - Parenting

- Celebrate success
- Life long process
- Anticipate difficulties and that you want to see them back NO MATTER what



Reducing Childhood Obesity Through Policy Change: *A Framework for Action*



- Addressing socioeconomic factors
 - Poverty, education
- **Changes to the social and physical environment so that default choices are healthy ones**
- Clinical interventions
- Education and counseling



Frieden, Dietz, Collins – Health Affairs,
March 2010

Framework for Action Social and Environmental Changes

- **Increasing Physical Activity:** Policies that make physical activity easier, safer and more attractive
 - Increasing active transportation and recreation
 - Community design (sidewalks, bike paths)
 - Reducing sedentary behavior



Social and Environmental Changes Food Policies




- **Altering relative food prices**
 - Sugar-sweetened beverage tax
 - Incentives to local farms to grow fruit and vegetables
 - Coupons so fruits and veggies are relatively less expensive
- **Shifting our exposure to food**
 - Ensuring the supplies of fresh drinking water
 - Expand availability of fresh and healthy foods
 - Remove unhealthy food from schools, health care facilities
- **Improving the image of healthy food while making unhealthy food less attractive**
 - Restrict food advertising targeted at children
 - Voluntary ad restrictions, banning ads, counter-advertising



HICORE

Target Behaviors Sweetened Beverages

- Soft drinks account for 1/2 of all added sugar intake in US diets
- Study of 4th and 5th graders - sweetened beverages accounted for 51% of average daily intake of beverages consumed
- SSB are the single largest contributor to calorie intake in the US


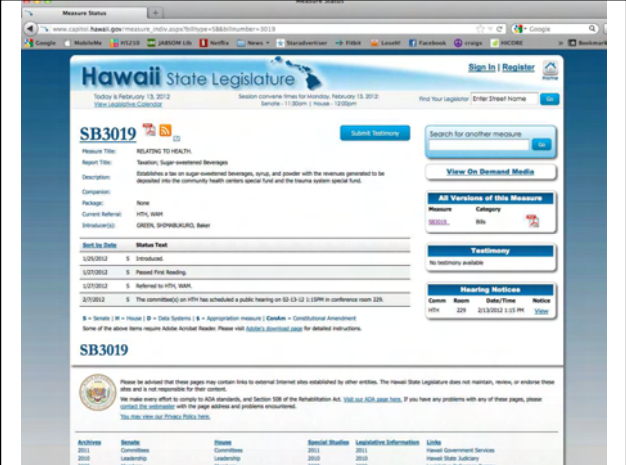
Sugar Sweetened Beverages

- 1 of every 4 drinks consumed in American are carbonated beverages
- In 2004, Americans spent \$66 billion on carbonated beverages (and billions more in noncarbonated soft drinks)
 - \$850 per person
 - 52 gallons per person




SSB Tax

- Studies demonstrate that changes in the relative prices of foods and beverages lead to changes in how much people consume
- Several studies estimate at a 10% increase in SSB price (about 1 cent/ounce) could reduce consumption by 8-11%
 - ↓ consumption by 8,000 calories/person/year → 2.3 lbs of weight gain/year
 - ***This would be likely the single most effective measure to reduce the obesity epidemic***

Hawaii State Legislature

SB3019

Measure Title: RELATING TO HEALTH

Report Title: Repeals Sugar-sweetened Beverages

Description: Establishes a tax on sugar-sweetened beverages, spirit, and powder with the revenues generated to be deposited into the community health centers Special Fund and the trauma system special fund.

Companion: None

Current Referral: HHS, WSM

Introduction: GREEN, SPINER/KUJO, Baker

Date	Action	Notes
1/25/2012	Introduced	
1/27/2012	Placed First Reading	
1/27/2012	Referred to HHS, WSM	
2/15/2012	The committee(s) on HHS has scheduled a public hearing on SB 3019 at 1:00PM in conference room 228.	

SB3019

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Archives	Senate	House	Special Session	Legislative Information	Links
2012	Committees	Committees	2012	2012	House Government Services
2010	Leadership	Leadership	2010	2010	Hawaii State Judiciary
2008	Statistics	Statistics	2008	2008	Legislative Information System

Hawaii Dept. of Education Wellness Guidelines

- Required by P.L. 108-265 (2004) as a condition of participating in the National School lunch program.
- BOE Health, Wellness, and Safety Policy 1110-6 (2006)
- DOE Wellness Guidelines (2007)



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Components of the Wellness Guidelines

- School-level committee or council
- Nutrition standards
- Nutrition and health education
- Physical activity
- Professional Development
- Monitoring

See **DOE Wellness Toolkit Online For More**
Info: <http://doe.k12.hi.us/foodservice/toolkit/index.htm>



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Criteria for Snack Foods (per serving)

- **Calories** ≤ 200 calories
- **Total Fat** ≤ 8 grams
- **Saturated Fat** ≤ 2 grams
- **Trans Fat** ZERO
- **Sodium** ≤ 200 mg
- **Sugar** ≤ 8 grams
- **Dietary Fiber** ≥ 2 grams
(recommended)



Criteria for Beverages

All Students

- Water
- Nonfat and low-fat (1%) milk in 8-oz. portion
- 100 percent fruit juice in 4-oz. portion
- Caffeine-free

High School Students After School Only

- Caffeine-free, non-fortified beverages with less than 5 calories per portion
- Sports drinks for athletes participating in more than one hour of physical activity



Timeline

- DOE released guidelines electronically in September 2007.
- Full implementation by school year 2011.



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met all the guidelines for food and beverages given or sold on campus, and about a third met the recommended minutes for required PE classes.

	SCHOOL WITH A WELLNESS COMMITTEE	ALL FOOD AND BEVERAGES GIVEN OR SOLD MET COMPLIANCE	ALL REQUIRED HEALTHY PE CLASSES MET RECOMMENDED MINUTES	ALL REQUIRED PE CLASSES MET RECOMMENDED MINUTES	MINIMUM 20-MINUTE PE PER DAY AND EXERCISE TO BE ACTIVE	OVERALL WELLNESS QUALITY SCORE
HONOLULU COMPLEX						
Farrington	75%	0%	67%	50%	92%	65%
Kaiser	100%	0%	50%	67%	83%	61%
Kalani	71%	0%	57%	29%	86%	62%
Kaimuki	78%	0%	78%	67%	86%	67%
McKinley	20%	0%	80%	60%	100%	54%
Roosevelt	90%	0%	80%	40%	100%	67%
CENTRAL COMPLEX						
Aiea	71%	0%	71%	20%	100%	52%
Moanalua	60%	0%	80%	20%	80%	52%
Radford	100%	0%	63%	13%	100%	57%
Lelehua	90%	0%	40%	50%	90%	61%
Mililani	71%	0%	100%	43%	100%	69%
Wahiawa	67%	0%	0%	0%	100%	56%
LEEWARD COMPLEX						
Campbell	56%	11%	67%	22%	78%	59%
Kapolei	50%	0%	17%	50%	83%	57%
Pearl City	100%	0%	88%	13%	100%	65%



- **5** fruits, **roots** and veggies
- **2** hours or less of screen time
- **1** hour or more of physical activity
- **0** No sugary beverages every day



Healthy Breakfast Consumption

- Kids who eat breakfast
 - Have healthier weight
 - Improved school attendance
 - Have more focus and energy
 - Do better on standardized tests
 - Have improved classroom behavior



Adequate Sleep

- Adults and children who don't get enough sleeps have higher risk of obesity, chronic disease, poor focus and attention.
- Children who get adequate sleep are more likely to do better academically

Age	Sleep Needs
Toddlers (1-3 years)	14 to 15 hours
Preschoolers (3-5 years)	11 to 13 hours
School-age children (5-10 years)	10 to 11 hours
Twteens and Teens (10-17 years)	8.5 to 9.5 hours
Adults	7 to 9 hours



HICORE Hawaii Initiative for Childhood Obesity Research and Education

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About | Collaborations | Research | Education | News | Events | Hawaii 5-2-1-0 Let's Go!

Research and Education Targeting Childhood Obesity

Providing collaborative and multi-disciplinary leadership in research and education targeting childhood and adolescent obesity in Hawaii to improve the health and wellness of Hawaii's families now and for future generations.

Research

- Current Projects
- Hawaii Health Matters
- Pacific Diabetes Program
- Pacific Kids DASH for Health (PacKDASH)
- Hawaii Youth Metabolic Study
- Healthy Pacific Child Program & Health Foods Hawaii!
- Pacific Islands Families Study

Education

- Pediatric Obesity Prevention Training "Meet Child Visit: A Family Obesity Prevention Opportunity"**
Earn CME now! 2010-2011
- Unnatural Causes: Social Determinants of Childhood Obesity**
May 13, 2010, 12:30 - 1:30 pm
- An Epidemic of Poor Nutrition & Physical Inactivity: Local Strategies to Turn**

Updates

- Resources on Health Affects of Sugar Sweetened Beverages
- School Funds at the Forefront of Research Initiatives
- LHI DHHS Awards Wellness and Prevention Grants to 44 Communities

VISIT NEWS

Simple Steps for a Healthy Ohana

HAWAII 5210 LET'S GO!

5 FRUITS, ROOTS & VEGETABLES

Fruits, roots and vegetables, including your vegetables cut up into small and sweet potatoes, are packed with nutrients. To get the amount recommended, most of us need to increase the amount of fruits, roots and veggies we consume.

- The color matters - include at least one fruit and an vegetable at every meal and snack.
- When possible, avoid buying - try shopping locally or growing.
- Try a little bit - Offer new fruits, roots and vegetables at least once a week. Introduce the foods to your new children one by one. It can take 10-15 tries before the child likes the new food.

2 HOURS OF SCREEN TIME

Two hours or less of computer, internet and TV screen time every day. Increased screen time has been linked to lower reading scores, behavioral problems and unhealthy weight.

- Encourage your entire family to decrease screen time to 2 hours or less each day.
- Keep the TV and computer in a central location outside of your child's bedroom.
- Place your family - even if the TV is low rating and you are about the size.

1 HOUR OF PHYSICAL PLAY

Activity that makes your heart pump faster and your body breathe harder make you strong, helps you feel good and there clearly kids in the family are more likely to be active adults.

- Use gradual steps to increase your physical activity level.
- Do short amounts of activity several times a day, with the goal of 60 or more minutes each day.
- Physical activity includes fun - swimming, surfing, walking, walking, biking, jumping, stretching, and more.

0 SUGARY DRINKS

Sugary drinks such as sodas, sweetened tea, sports drinks, fruit punch and other fruit-flavored drinks have little health benefit. Sweetened beverages add empty calories, about 100 calories and 9 teaspoons of sugar per 12-oz can of soda.

- Encourage your family to limit sweet drinks. Children & teens should not drink it, and adolescents should limit consumption.
- Be wary of commercial "low calorie" or "diet" drinks. "Zero or punch" often contain more than 100 calories and 10-15 grams of sugar.
- Avoiding sugary sodas and sports drinks can help reduce your child's weight.

For more information please contact us at www.hawaii5210.com

HAWAII 5210 LET'S GO!

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EXPLORE HAWAII 5210

About

5 Fruits, Roots & Vegetables
Fruits, roots and vegetables, including your vegetables such as large green and sweet potatoes, are packed with nutrients.

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1 Hour of Physical Play
Activity that makes your heart pump faster and your body breathe harder make you strong, helps you feel good and there clearly kids in the family are more likely to be active adults.

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LEARN MORE

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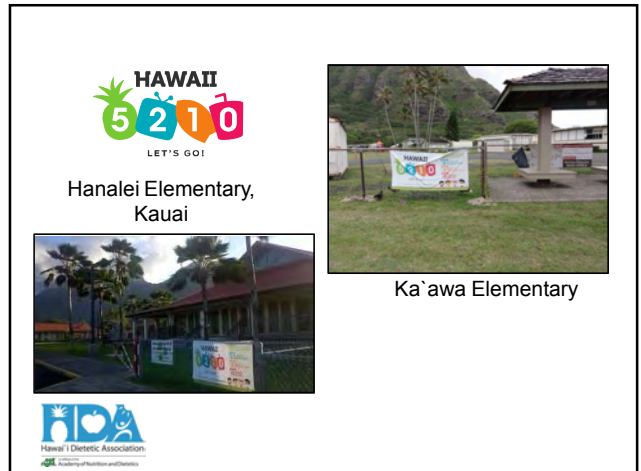
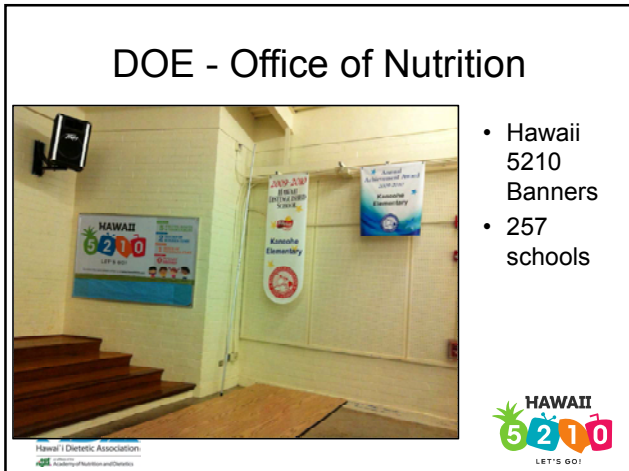
Healthcare

Hawaii 5210 Let's Go and Healthcare

Pediatric health care providers are very concerned about the rise in childhood obesity but this sensitive and very personal issue can be difficult to address. The Hawaii Initiative for Childhood Obesity Research and Education (HICORE) and the Hawaii 5210 initiative are developing tools to help pediatric providers gather information about patient lifestyles, counsel kids and their parents on growth and risk for obesity-related chronic disease and educate them about healthy lifestyles using the 5-2-1-0 framework. These materials are available for you to download and print. Providers can also get colored copies from many local health plans including HMSA, UHA, Kaiser Permanente and AetnaCare.

Recent Posts

- Breast Feeding May Cut Obesity Risk in Kids of Diabetic Moms
- Paper Diet Linked to Early Signs of Heart Flakes in Obese Kids
- Starting solid foods earlier linked to obesity risk.



Messaging at work... 2012 Hawaii 5210 Keiki Run

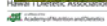


SSB are the single largest contributor to calorie intake in the US

- February 18, 2012
- 1,450 kids
- \$28,000 raised for School Wellness Programs



Hanalani Elementary



**Hawaii 5210
Let's Go!
Song and
Flash Mob
Dance**



Pearl Harbor Commissary



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Local Teacher Wins UnitedHealth HEROES Grant of \$1000

Posted April 9, 2012 | Categories: [Schools](#)

Early this February, home economics teacher Suzanne Nozaki of Pahoa High & Intermediate School received a \$1,000 UnitedHealth HEROES Grant from Youth Service America (YSA) and UnitedHealth Group for her Eat Your Lawn program.

UnitedHealth HEROES grants support youth-led service-learning initiatives addressing childhood obesity, healthful food choices and active lifestyles.

One of 282 grant recipients nationwide, Nozaki's program includes activities which help youngsters to improve their food choices, as well



Recent Posts

- Familiarity With Television Food Ads Linked to Obesity
- Sacred Hearts Academy Wellness Program - 5-2-1-0 Go!
- The Winners of the Jamba Eat Healthy Coloring Contest announced!
- Parent Academy Workshop starting May 2nd
- Hawaii Fruit Smoothies
- Power Breakfast! Puka Egg (Bird's Nest) Toast with Hawaiian Salsa
- Rachael Ray's Yum of Healthy School Meal Contest!
- 2nd Annual Honolulu SK For Kids - Sunday, April 29



Sacred Hearts Academy Wellness Program - 5-2-1-0 Let's Go!

Posted April 30, 2012 | Categories: [Schools](#), [Family](#)



Recent Posts

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- 2nd Annual Honolulu SK For Kids - Sunday, April 29
- Michelle Obama on 'Biggest Loser' to Fight Childhood Obesity
- Local Teacher Wins UnitedHealth HEROES Grant of \$1000



Categories

- Family
- Featured
- Fun News
- Healthcare
- Ideas
- Links
- Program
- Recipes
- Schools

Late March, the Sacred Hearts Academy students experienced an energetic launch to the school's new wellness program - 5-2-1-0 Let's Go!



Hawaii 5210 Go! Kits

- Resource toolkit to assist healthcare providers and other community members to link with schools and parents
- Focus
 - DOE Wellness Guidelines that we can impact
 - Initial focus - Breakfast, sleep
 - Subsequent - other 5210 behaviors

We Need YOU!

- You have more power to influence that you think
- Maximize your positive influence in the clinic and community
- Helping to influence policy and systems
 - It takes less time than you think
 - Sign a petition
 - Email a form letter
 - Talk to a class or a teacher group
 - Talk to the school principal or counselor
 - Talk to church members, team parents, coaches...

Thank you!

- Acknowledgement: Our funders
 - HMSA, Kaiser Permanente, UHA
- www.hicore.org
- Hawaii5210.org
- Contact
 - okihirom@hawaii.edu

