



DEPARTMENT OF HEALTH

News Release

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**DEPARTMENT OF HEALTH HOSTS FIRST STATEWIDE
PHYSICAL ACTIVITY AND NUTRITION SUMMIT**

HONOLULU – The Hawai'i State Department of Health (DOH) Healthy Hawai'i Initiative (HHI) today hosted the first statewide Physical Activity & Nutrition Summit, "Good Health: The Ultimate Bottom Line." The summit brought together representatives from businesses, schools, and state and community agencies to showcase best practices and guidelines in physical activity and nutrition.

"The summit fulfills many of the strategies identified in the Hawai'i Physical Activity and Nutrition Plan," said Health Director Chiyome Fukino, M.D. The plan, released in late August 2007, serves as an action plan to increase opportunities for healthy living in Hawai'i.

"Through the summit, we are increasing community awareness of the importance of physical activity and nutrition, educating employers on worksite wellness policies, and increasing education opportunities for everyone in the community to learn about ways to practice healthy living and good nutrition," said Fukino.

Mark Fenton, M.S., a nationally recognized expert in walkable, bicycle-friendly community policies and designs, served as keynote speaker.

"If you want to change behavior, you don't just tell individuals what you want them to do," Fenton shared with participants. "You have to influence family and friends, the institutions that affect them; schools, workplaces, health providers, communities and public policy, to make it easy and popular to engage in the desired behavior."

(more)

Also featured were national experts David Buckner and Judith McDivitt from the Centers for Disease Control, Adrian Bauman from the University of Sydney, and Bill Reger-Nash from West Virginia University. Local presenters described their approaches to promoting physical activity and healthy eating in workplaces, schools, and communities in Hawai'i; discussed the application of social marketing principles; and provided research to support their interventions. All of the speakers provided summit participants with toolkits that outlined steps participants could take to start implementing some of the approaches they learned about in their organizations.

"We must all work together to meet the challenge of reducing obesity and chronic disease in Hawai'i," said Governor Linda Lingle. "This includes working to increase opportunities for healthy living in our communities. Bringing together people from various sectors to form partnerships and develop strategies around physical activity and nutrition in Hawai'i is an important step toward achieving a healthier community. At the same time, people need to take individual responsibility to make healthy choices in what they eat and their exercise habits."

During a luncheon recognition ceremony, DOH recognized partners KTA Super Stores, Foodland, The Honolulu Advertiser, and the Department of Education for their valuable contributions to promoting healthy eating and physical activity in the state of Hawai'i.

"We need to make the time to ensure physical activity is a regular part of our lives," said Lt. Governor James R. "Duke" Aiona, Jr. "Our cities and towns have been designed and redesigned in ways that discourage walking and bicycling, and the time has come for change. Healthy living must be an integral part of planning for the future."

Along with the Department of Health, Kapiolani Medical Center, Department of Education, University of Hawai'i at Manoa, Kaiser Permanente, HMSA, Hawai'i Primary Care Association, and the Elderly Affairs Division, collaborated to develop the summit.

The Physical Activity and Nutrition Summit is a part of the Healthy Hawai'i Initiative's social-ecological approach to reduce the burden of chronic disease in Hawai'i by promoting physical activity, healthy eating and living tobacco free. For more information about the Healthy Hawai'i Initiative, to view toolkits from the summit, or download a copy of the Hawai'i Physical Activity and Nutrition Plan visit www.healthyhawaii.com.

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