

## **HAWAII DEPARTMENT OF EDUCATION**

### **Type:**

- Media campaign
- Other: interactive website/technology

### **Setting:**

- School-based
- Community-based

### **Partners:**

- State health department
- State physical activity council
- State AAHPERD association
- Local parks/recreation department
- Other state organization: American Cancer Society
- Colleges/universities: University of Hawaii
- Media outlet(s): local TV station KGMB
- Other: Pacific Resources for Education and Learning
- Other: Web design company and Internet hosting company

### **Goal:**

- To increase youth physical activity levels and access to current information on youth physical activity opportunities across the state.

### **Description:**

An interactive website ([www.808HYPA.com](http://www.808HYPA.com)) was created to provide parents and youth with current information on youth physical activity opportunities around the state. Site visitors can search the database by activity, cost, age, location, dates and times of registration, etc. The site includes an online survey and hit counter to keep track of use and gain public feedback on the site. The second major project was the production of a media campaign, including a 30-second commercial to be aired on Hawaii's local TV station KGMB for nine months.

### **Successes:**

- An increasing number of agencies are uploading activity information to the website.
- An Internet hosting company donated hosting costs.
- Local TV station KGMB produced a story to promote the website.
- Nine agencies, education entities, and businesses collaborated on the project.
- The website's back end database and administration are almost totally automated. The site automatically deletes activities that expire, according to their dates.



**Challenges:**

- Developing a user-friendly website poses design challenges. County and city website protocols were incompatible with a public-access site, and their internal systems were not compatible. The design of the back end database is critical to the success of the interactive website.

**Strategies for sustainability:**

- The website is completed and will be hosted at no cost for one year.
- Funds from the tobacco settlement will be used to continue the project in subsequent years.
- The Hawaii Physical Activity Committee will continue to pursue grant opportunities and act as a long-standing group in support of statewide physical activity promotion.

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