Utilizing Earned Media, Education and Networking to Advocate for Complete Streets

Sandra McGuinness, BA
NPAC: Nutrition & Physical Activity Coalition of Maui County
Pacific Global Health Conference
October 10, 2012
NPAC: Nutrition & Physical Activity Coalition of Maui County

- Formed in 2008
- Advisory board comprised of diverse community members representing the YMCA, Kaiser Permanente, American Cancer Society, Maui Bicycle Alliance, County Parks & Rec, AFL-CIO, the County’s three Native Hawaiian Health Care Systems
NPAC: Nutrition & Physical Activity Coalition of Maui County

- Mission: To improve the quality of life of Maui County residents by reducing obesity and chronic disease by promoting healthy eating and physical activity through environmental and policy changes, education and awareness.
Primary Areas of Focus:

- Worksite Wellness
- Built Environment
Built Environment

- Buildings (workplaces, housing, schools)
- Land Use (ag, industrial, residential)
- Public Resources (parks, bike paths, sidewalks, crosswalks)
- Zoning Regulations
- Transportation Systems
“We’ve engineered physical activity out of our daily lives”

- Mark Fenton

- Regular physical activity reduces rates of
  - Obesity
  - Diabetes
  - Chronic Diseases
  - Some cancers

- A generation ago, most of us walked to school

- Between 1977 and 1995
  - Walking declined by 42%
  - Driving increased to 89% of all trips
Education/Networking

- Increase awareness about the importance of the built environment
  - Presentations for
    - Public
    - Professional & Community associations
      - Rotary Clubs
      - American Institute of Architects
      - Community Associations
  - Collaborations with organizations such as AARP, HPHA, Native Hawaiian Health Care System, Alu Like, County of Maui, Y’s Pioneering Healthier Communities, Dept. of Health
Education/Networking

– Presentations, Workshops and Technical Assistance Training for County Government Leaders and Employees

- Mayor and staff
- Department of Planning
- Department of Public Works
- Planning Commission
- Departments of Transportation, Fire Safety, Police, Housing & Human Concerns, Office on Aging, State Dept of Transportation
Designing Livable Communities

ACTIVE LIVING COMMUNITY WORKSHOP

Mark Fenton
Transportation and Public Health Consultant

June 2, 2008  Cameron Center, Maui

Creating Livable Communities for An Aging Population

When
Tuesday, July 7, 2009  4:30 p.m. to 6:30 p.m.

Where
Maui Beach Hotel
Elaine Room

Light Refreshments will be provided.

Register
cgwcc@aarp.org  or
244-2082

In the next 21 years (by 2030) Hawaii’s 65+ population will nearly double.

In Maui doing what it takes to ensure that our towns and neighborhoods are “age in place” friendly communities.

Learn about Hawaii’s new Complete Streets Law (Act 134), why we need it, and how it can help our aging populations (and all ages in between) maintain their independence.

Find out how Housing Variance, Universal Design, and Mixed Use Development can help people to age in place.

Call 244-7095 or email smcgowan@hawaiicable.org for NPAC info

A Free Community Forum featuring

Kathleen Ron Aoki
Deputy Director, Maui County Planning Dept

Sgt. Barry Aoki
Maui County Police Department

Deborah Asakawa
Executive on Aging
Maui County Office on Aging

Rita Bermens
Project Director
Aging with Aloha Coalition
Smart Growth presentation
Steps to good health focus of Maui group, its gathering

National expert is keynoter, will lead ‘walk audit’ Jan. 27

KAANAPALI — A former national race-walking team member and one of the nation’s foremost experts on walking and health will speak at the Nutrition & Physical Activity Coalition (N-PAC) of Maui County’s biennial conference and annual meeting Jan. 27.

Mark Fenton, a public health and transportation consultant, will keynote the conference, to be held in the Holiday Inn of the Maui Beach Hotel, and will lead a "walk audit" around Kaanapali. He also will make presentations to the Maui Planning Commission during his Maui visit.

N-PAC, which began organizing on Maui in March, is a state Department of Health initiative whose mission is to reduce obesity and chronic disease by promoting healthy eating and physical activity through environmental and policy changes. The ultimate goal of the project of the Department of Public Health Studies of the University of Hawai‘i at Mānoa.

Health consultant Mark Fenton (wearing tie) leads residents of a walk audit, in which they would observe trails, sidewalks, ease of crossing and other features along Mahalani Street and Kaanapali Avenue. The outing was held last summer.

John A. Burns School of Medicine is to reduce the burdens of chronic, preventable diseases through promotion of governmental policies and legislation. Besides Fenton’s talk, the conference and annual meeting will have reports from task force chairs, a board of directors election and recognition of individuals and organizations who have done exemplary work in physical activity and nutrition. Conference participants also will be asked to share their thoughts about the public health priorities identified by the coalition, and to help prioritize and implement projects and programs.

Fenton has been offering N-PAC training and training workshops for the Health Department’s Healthy Hawaii Initiative. He was the host of the PBS show “America’s Walking” and was the editor at large for Walking Magazine. He wrote books including “Pedestrian Walking,” “The Complete Guide to Walking for Health, Weight Loss and Fitness,” and “The 60-Day Fitness Walking Program.”

Fenton is a five-time member of the U.S. national race-walking team. He also coached the U.S. men’s team at the 1995 World Championships and has worked with individual race walking competitors.

His study of the biomechanics of walking began while he was a student at the Massachusetts Institute of Technology, where he earned bachelor and master of science degrees. His current also includes teaching and research in pedestrian and bicycle safety.

Recently, Fenton has become a pedestrian advocate and supporter of the need for community, environmental and traffic policies that encourage the use of walking and bicycling.

He has local and national experience in drafting and advocating effective transportation policies.

The deadline for presentation and presentation is at 9 a.m. on Thursday, Jan. 27.

For more information or to register, call 808-270-4622, Maui County planner, or email mbrown@mauicounty.gov.

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Northshore Greenway is a path to a more physically fit Maui

The opportunity is a rare one, and a lot of work has gone into its development. The path is part of a larger plan to connect beaches and parks throughout the island. The community is the path in whatever nonmotorized manner they please — that is the first purpose of the path.

The other, ultimate purpose is to break up the long-standing crack that runs from Hookipa Beach Park and ends up at Kalathas Beach Park. The purpose of the completed path is to provide a nonmotorized route for locals to enjoy the beauty of the island, while at the same time improving safety for all who use the area.

Today, the path is the only one of its kind in the state. It is built around a series of paved and unpaved paths that wind through the hills of Northshore. The trail is protected by mature trees, providing shade and shelter from the sun.

The repair work on the path was completed in late 2019. The trail now features a new wooden bridge, a new entrance to the park, and a new overlook point.

The path is open to the public and welcomes all nonmotorized users. Whether you ride a bike, jog, walk, or run, the Northshore Greenway is a great place to get some exercise and enjoy the beauty of Maui.

For more information about the Northshore Greenway, visit <http://www.northshoregreenway.com>.

PAUL HANA

WHAT GOES AROUND...

I’ve begun to suspect you can take the concept of reduced consumption too far. For my last dinner around Maui in a Niseko Winter package, we ordered a spicy chicken with three different types of rice: sticky, jasmine, and sushi. I was told that the food had been prepared in a restaurant nearby, and that it was the best dish I had ever had in my life.

As I walked out of the restaurant, I realized that I had been so focused on eating that I had forgotten to look around. I saw a man walking down the street, drinking coffee and reading a newspaper. He had a backpack on his back, and a dog on a leash at his side.

I wonder if he knew that I was looking at him. Did he notice the way he was walking? Did he notice how he held his shoulders back? Did he notice the way his eyes followed me as I walked past?

I don’t know if he did. But I remember thinking that he looked like a man who knew what he was doing. A man who had lived a long and successful life. A man who had found his way through the world, and had left behind a legacy that would last for generations.

I think that’s the kind of man I want to be. A man who lives a simple life, and who knows how to find joy in the small things.

And so I sat in the coffee shop, sipping my coffee and reading my newspaper. And I thought about all the people who had come before me, and who had lived lives of purpose and meaning.

I’m going to try to be more like that man, I thought. I’m going to try to live a simple life, and to find joy in the small things.

The end.

PUBLISHER'S Note

Mai Magazine is a proud supporter of Maui’s marine life and the environment. We encourage our readers to support local conservation efforts and to make sustainable choices in their daily lives. For more information, visit <http://www.maimagazine.com>.
NPAC Advocates for Healthy Choices

Maui Nutrition and Physical Activity Coalition supports good nutrition, physical activity through environmental and policy changes, education and awareness.

March 1, 2012

Tom Blackburn-Rodriguez, The Maui Weekly

"Today's younger generation will not outlive the generation before them."

That was the chilling message delivered by Mike Morris, president and CEO of the Maui Family YMCA and board chair of the Maui Nutrition and Physical Activity Coalition (NPAC) at the Tuesday, Feb. 21, meeting of the Kihei Community Association held at the Lipoa Street campus of Kihei Charter School.

Sandra McGuiness, the Maui County coordinator for NPAC, an organization that got its start four years ago, stated her view of healthy eating directly and to the point. "The closer we get to dirt, the better the food is for us," she said, urging the audience to avoid processed foods that tend to have a high sugar, salt and cholesterol content.

"We are not as active as we should be, and we don't eat as well as we should," Morris said. "One result is that diabetes is showing up in younger people, and it used to be an old man's disease."

Morris pointed out that the cost to treat diabetes is projected to be $191 billion over the next 10 years—a cost that could be reduced significantly with an investment of $83 million in prevention programs.

According to Morris, 98 to 99 percent of medical costs in the U.S. are spent on treatment and only 1 to 2 percent on prevention.

Morris literally puts his mouth where his money is, having helped start the "Y Produce Express" program at his agency and 20 other business sites. The program makes weekly deliveries of fresh fruits and vegetables, pre-ordered from Kula Country Farms.

At the YMCA, healthcare premiums are 100 percent paid for employees—only if they take their annual exams and have mammograms and other preventative medical tests. If an employee declines, the YMCA will only pay for 50 percent of their medical premium.
Facebook

- County of Maui (2,531)
- Pioneering Healthier Communities (16)
- NPAC Maui County (52)
- S McGuinness (468)
- Mauinow.com (5279)
- Papa Ola Lokahi (903)
Complete Streets

- Act 54 (2009) State Law
- Maui County Resolution 12-34 (April, 2012)
  - Supports Act 54 and the Countywide Policy Plan
Key Elements

- Collaborations and Partnerships
- Presentations and Workshops
- Pre- and Post-Press Releases
- Participation in radio shows (talk shows, interviews)
- Utilization of community access television
  - Between July 2011 and January 2012 more than 350 airings of NPAC shows were televised on Akaku: Maui Community Television
Mahalo!

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