UH Medicine, Community Partners Launch Hawai'i 5-2-1-0 |

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The University of Hawai'i at Mānoa John A. Burns School of Medicine (JABSOM), its Department of Pediatrics, and the Hawai'i Initiative for Childhood Obesity Research and Education (HICORE) are launching a new community campaign to prevent childhood obesity. Several local healthcare organizations are supporting this collaborative effort.

Based at the JABSOM Department of Pediatrics, the ***Hawai'i 5-2-1-0 Let's Go*** Initiative aims to prevent childhood obesity through a coordinated, health education campaign which promotes a healthy lifestyle message. This new initiative is modeled after successful programs in other states. It will provide practical tools and materials for Hawai'i's doctors and families to address this issue.



Kenneth Nakamura, MD, addressing the audience.

“A 2003 population-based study of children entering kindergarten in Hawai‘i found that 28.5% were either overweight or obese. The problem was worse in rural communities where 30-40% of Hawai‘i’s kindergarteners were already overweight and obese. Obesity prevention clearly needs to be a priority for our community,” said Dr. Kenneth Nakamura, President of the American Academy of Pediatrics, Hawai‘i Chapter and Chair of the Department of Pediatrics at JABSOM.



Chancellor Virginia Hinshaw introduces the Hawaii 5210 poster.

The name Hawai‘i 5-2-1-0 sums up four key healthy lifestyle recommendations:

- 5 or more fruits or vegetables a day
- 2 hours or less of screen time a day
- 1 hour or more of physical activity per day
- 0 sugary drinks

The Hawai‘i 5-2-1-0 leaders understand the complex health disparities related to childhood obesity and will focus initial efforts on high- risk families and under-served communities in Hawai‘i as well as the

physicians and organizations who serve them. Clinical tools, continuing medical education seminars and educational materials are being developed to assist providers in engaging families in discussions about healthy lifestyles. The materials will reflect the culture and interests of Hawai‘i’s families and will be translated into several different languages spoken in Hawai‘i. The Hawai‘i 5-2-1-0 team will then develop a coordinated strategy to maximize the dissemination of the message to Hawai‘i’s families through additional community partnerships, as well as electronic and social media.



Also addressing the audience was May Okihiro, MD.

“We are very excited about collaborating with our community partners in this important endeavor. They have been crucial players, bringing both financial support and helping us to develop strategies to reach the families of Hawai‘i,” said Dr. May Okihiro Director, Hawai‘i Initiative for Childhood Obesity Research and Education (HICORE), Dept. of Pediatrics, JABSOM. She continued, “By working together, we can begin to address the issues that make it so difficult for families to make healthy lifestyle choices.”

Local healthcare leaders are partnering with the HICORE team by providing financial support and disseminating the materials in their clinics and health centers. To date, donors to the Hawai‘i 5-2-1-0 Initiative include HMSA Foundation, Kaiser Permanente, Hawai‘i Region, the Hawai‘i Primary Care Association, University Health Alliance and AlohaCare.

Other organizations will use the message and materials in their work in the community to promote healthy eating and active living. These include the Hawai‘i Nutrition and Physical Activity Coalition, the American Academy of Pediatrics – Hawai‘i Chapter, the Kapi`olani Medical Center for Women and Children, Kapi`olani Community College Culinary Arts Program, Hawai’i Association for Health, Physical Education, Recreation and Dance, Hawai’i After School All Stars, MedQuest Hawai’i, The Hawai’i Department of Health’s Healthy Hawai’i Initiative and Kaho`omiki, which oversees training of A+ Afterschool Program staff across the Islands.



Cristeta Ancog, MD, at podium, while a TV news camera-man captures her speaking.

“We look forward to using these materials and the Hawai‘i 5-2-1-0 message in our pediatric and family clinics as well as in our work with the community,” noted Dr. Cristeta Ancog, pediatrician, Kaiser Permanente, Hawai‘i Region and an active member of the HICORE team.

“We are very pleased to celebrate and support this unique partnership with the University of Hawai‘i, the major health plans in Hawai‘i and the community,” said Cliff K. Cisco, Senior Vice President, Hawaii Medical Services Association (HMSA) and Vice President HMSA Foundation. He continued, “By promoting a consistent message about healthy lifestyles across the state, we can raise awareness, create interest and catalyze change.”



VP of HMSA, Cliff Cisco, talked about promoting healthy lifestyles.

The Hawai‘i 5-2-1-0 Let’s Go Initiative will create an infrastructure that brings organizations and efforts together in the promotion of healthy lifestyles. Hawai‘i 5-2-1-0 will create an information exchange portal for local organizations and families to learn about and share activities related to healthy lifestyles. By working together and learning from each other, efforts to promote family wellness through healthy eating and active living will have a greater impact. **For more information** **www.hawaii5210.com**.



An attentive group participated in the event.

Community Partners Donated $137,000 to support Hawai'i 5-2-1-0. Pictured in the top photo with check, from left to right, front row: Joy Barua, Director of Community Benefit, Kaiser Permanente Hawai'i, Jennifer Dang, Nutrition and Physical Activity Coalition, Cliff Cisco, Vice President, HMSA Foundation & Senior Vice President, HMSA, Diane Tabangay, Executive Director of Child Care, YMCA of Honolulu, Laura Bonilla, Pediatric Service Line Director, Kapi`olani Medical Center for Women & Children, Susie Nguyen, AlohaCare, May Okihiro, MD, Principal Invesigator, Hawai'i 5-2-1-0; Department of Pediatrics, John A. Burns School of Medicine, Jerris R. Hedges, MD, MS, MMM, Dean, John A. Burns School of Medicine, Virginia S. Hinshaw, PhD, Chancellor, UH Manoa, Daniel Leung, Chair, Nutrition and Physical Activity Coalition; Kap`iolani Community College Culinary Arts, Back Row left to right: Susan LaFontaine, MPH, Director of Pediatric Rehabilitation Service, Kapi`olani Medical Center for Women & Children, Ken Nakamura, MD, Chair, Department of Pediatrics, John A. Burns School of Medicine, and President, Hawai'i Chapter of the American Academy of Pediatrics, Cristeta Ancog, MD, Pediatrician, Kaiser Permanente, Hawai'i Region, Raul Rudoy, MD, Former chair, Department of Pediatrics, John A. Burns School of Medicine, Lorna Lee, Disease Management Health Promotions Manager, AlohaCare, Linda Kalahiki, Senior Vice President and Chief Marketing Officer, University Health Alliance, Greg Willems, Vice President for Development, University of Hawai`i Foundation, Katie Richards, Department of Health, State of Hawai`i, Healthy Hawaii Initiative.