

**THE THIRTIETH LEGISLATURE
APPLICATION FOR GRANTS
CHAPTER 42F, HAWAII REVISED STATUTES**

Type of Grant Request:

Operating Capital

Legal Name of Requesting Organization or Individual: Dba:

Community First - Fiscal Agent for Hawaii Island Healthy Co.

Amount of State Funds Requested: \$ \$212,000

Brief Description of Request (Please attach word document to back of page if extra space is needed):

Hawai'i Island will soon be the first County in America that is Blue Zones certified. The Blue Zones 3+ year community-led project have effectively engaged more than 43,000 individuals, 31 schools, 62 worksites, 28 restaurants, 13 grocery stores, 10 faith groups, three community health centers, two hospitals and the County of Hawai'i and State Department of Health. Extensive data including the national Gallup Poll confirms that the project has successfully helped residents island-wide "live longer better." We must continue this work.

Amount of Other Funds Available:

State: \$ _____
Federal: \$ _____
County: \$ _____
Private/Other: \$ _____

Total amount of State Grants Received in the Past 5 Fiscal Years:

\$ N/A

Unrestricted Assets:

\$ N/A

New Service (Presently Does Not Exist): Existing Service (Presently in Operation):

Type of Business Entity:

501(C)(3) Non Profit Corporation
 Other Non Profit
 Other

Mailing Address:

670 Ponahawai Street, Suite 117

City: Hilo State: HI Zip: 96720

Contact Person for Matters Involving this Application

Name: Patti Cook	Title: Hawaii Island Healthy Coalition Executive Team
Email: cookshi@aol.com	Phone: 808-937-2833

Federal Tax ID#:

██████████

State Tax ID#

██████████

Mike Sayam
Authorized Signature

Mike Sayam
Executive Director, Community First
Name and Title

1/16/2020
Date Signed

received
01/17/20 2c 12:23 pm

Application Submittal Checklist

The following items are required for submittal of the grant application. Please verify and check off that the items have been included in the application packet.

- 1) Certificate of Good Standing (If the Applicant is an Organization)
- 2) Declaration Statement
- 3) Verify that grant shall be used for a public purpose
- 4) Background and Summary
- 5) Service Summary and Outcomes
- 6) Budget
 - a) Budget request by source of funds ([Link](#))
 - b) Personnel salaries and wages ([Link](#))
 - c) Equipment and motor vehicles ([Link](#))
 - d) Capital project details ([Link](#))
 - e) Government contracts, grants, and grants in aid ([Link](#))
- 7) Experience and Capability
- 8) Personnel: Project Organization and Staffing



AUTHORIZED SIGNATURE

MIKE SAYAMA, PH.D, EXECUTIVE DIRECTOR

COMMUNITY FIRST

PRINT NAME AND TITLE

1/16/2020

DATE



**STATE OF HAWAII
STATE PROCUREMENT OFFICE**

CERTIFICATE OF VENDOR COMPLIANCE

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs

Vendor Name: **COMMUNITY FIRST, INC.**

Issue Date: **01/15/2020**

Status: **Compliant**

Hawaii Tax#: 50900514-01

New Hawaii Tax#:

FEIN/SSN#: XX-XXX9123

UI#: XXXXXX2010

DCCA FILE#: 243953

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Compliant
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

Status Legend:

Status	Description
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	The entity is compliant with DLIR requirement
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAII REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant is awarded;
 - b) Complies with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
 - c) Agrees not to use state funds for entertainment or lobbying activities; and
 - d) Allows the state agency to which funds for the grant were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant.
- 2) If the applicant is an organization, the applicant meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is incorporated under the laws of the State; and
 - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant is awarded shall be conducted or provided.
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
 - b) Has a governing board whose members have no material conflict of interest and serve without compensation.

Pursuant to Section 42F-103, Hawaii Revised Statutes, for grants used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Community First.
(Typed Name of Individual or Organization)

Mike K. Sayama 1-16-2020
(Signature) (Date)

Mike K. Sayama Executive Director
(Typed Name) (Title)

Application for Grants

If any item is not applicable to the request, the applicant should enter "not applicable".

I. Certification – Please attach immediately after cover page

1. Certificate of Good Standing (If the Applicant is an Organization)

If the applicant is an organization, the applicant shall submit one (1) copy of a certificate of good standing from the Director of Commerce and Consumer Affairs that is dated no earlier than December 1, 2019.

Please see attached.

2. Declaration Statement

The applicant shall submit a declaration statement affirming its compliance with Section 42F-103, Hawaii Revised Statutes. ([Link](#))

Please see attached.

3. Public Purpose

The applicant shall specify whether the grant will be used for a public purpose pursuant to Section 42F-102, Hawaii Revised Statutes. ([Link](#))

This grant will be used for a public purpose, as detailed in the proposal, pursuant to Section 42F-102.

II. Background and Summary

This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Please include the following:

1. A brief description of the applicant's background;

Hawai'i Island will soon be the first County in America that is Blue Zones Certified. This rigorous, 3+year community-led project incorporating evidence-based health-wellness strategies has effectively engaged more than 43,000 individuals, 31 schools, 62 worksites, 28 restaurants, 13 grocery stores, 10 faith groups, three community health centers, two hospitals and the County of Hawai'i and State Department

of Health. Extensive data including the national Gallup Poll confirms that the project has successfully helped residents islandwide “live longer better.”

Further, the project has successfully woven together a wide array of organizations - public, private, and non-profit – to more effectively use their own strengths and resources, thereby enhancing their individual contribution to overall community health. Also, through improved community awareness and collaboration, the project has helped maximize community benefit. In effect, individuals and organizations were able to maintain their mission and focus – paddling their own wa’a (canoe), so to speak - but all these individual canoes are beginning to head in the same direction, achieving more meaningful **“collective impact.”**

However, the work is not done. Hawai’i Island still reports the most challenging health-wellness indicators in the state and some of the most troubling in the country.

HMSA provided funding to pilot Blue Zones in Hawai’i to determine if it was appropriate, culturally adaptable and effective. Now that we have solid evidence that it works, Hawai’i Island community leaders who, as volunteers, have guided the project to date have formed the **Hawai’i Island Healthy Coalition (HIHC)** to work with **Community First as its 501(c)3 fiscal agent** to further involve the wider community in this project. This will include securing funding partners to ensure sustainability.

HIHC is asking the Hawai’i State Legislature for Grant in Aid funding to support this sustainability initiative using Blue Zones Life Radius Strategies guided by recognized grassroots community leaders from around Hawai’i Island.

Bottom line: HIHC has effective Blue Zones health-wellness strategies that we know work. We have about 40 respected community leaders with a diverse array of expertise and connections from around Hawai’i Island who are committed to continuing the work. We have evidence of positive impacts. We now need to keep the momentum going as we secure public and private sector partnerships to carry the work forward.

2. The goals and objectives related to the request;

To continue the project after now receiving official Blue Zones Community Certification, volunteer leadership teams from East, North and West Hawai'i have formed a new, grassroots, island-wide Hawai'i Island Healthy Coalition (HHIC) to collaborate with HMSA, the Blue Zones Project/Sharecare team and more than two dozen existing and new project partners. To prioritize "next steps," the leadership teams have prepared a sustainability plan that identifies which of the Blue Zones' evidence-based strategies must be continued. A coalition of the volunteer leadership teams is now directing this initiative. This group (identified later in this application) includes about 40 community members with diverse skills, expertise and extended involvement - most from the very beginning – in the Hawai'i Island Blue Zones Project.

The goals of HHIC are to ensure the progress we have made with the health and well-being on Hawaii Island are sustained, and thus include:

GOAL 1: Maintain Blue Zones Project Life Radius Strategies and structure that have been developed to facilitate on-going activities, events, education, communication and advocacy through Community Engagement and Partner Collaborations.

GOAL 2: Develop, promote and advocate for strong health and well-being polices and projects. This will include creating A Wellness Policy Task Force.

GOAL 3: Continue to support and advocate for Blue Zones Project's evidence-based strategies related to healthy, affordable locally grown food access, healthcare, education, and built environment improvements that encourage physical activity.

Objectives:

1. Provide continued supports, training, advocacy and outreach for HHIC's Blue Zones Certified East Hawai'i, North Hawai'i and West Hawai'i (islandwide) Communities.
2. Work with HHIC's diverse cohort of islandwide volunteers to sustain improving health-wellness thru community engagement and partner collaboration using evidence-based Blue Zones Life Radius (**People, Places, Policy**) Strategies*.

This includes supporting community captains in each of the nine districts of Hawai'i Island to ensure islandwide "reach" and focus to further ensure inclusion of the most high-need residents and situations.

3. Hold at least one community meeting or event monthly in rotating Hawai'i Island districts to support BZP Strategies and develop, support and monitor health-wellness projects, partnerships and progress or issues in the region.
4. Continue to recruit individual pledges and recruit new partners. Will involve continued partnering with Hawai'i Island schools, worksites, healthcare services including community health centers, and/or in major community events as well as HIHC-initiated events.
5. Advocate for health-wellness policies and programs by participating in critical policy-related meetings and events including but not limited to the Hawai'i County General Plan Update, Hawai'i State Legislature, Vibrant Hawai'i, Community First, Blue Zones Project/Sharecare, Hawai'i County CDP meetings, Hawai'i Island Food Alliance (HIFA), People's Advocacy for Trails Hawai'i (PATH), Hawai'i Island Public Health Initiative (HIPHI), Hawai'i County Zero Vision, and related built-environment projects with State and County agencies and private partners. (This includes State DOT, DOH, DOA and DLNR as well as County Planning, PW and P&R).
6. Provide community education to support Blue Zones' Life Radius health-wellness strategies and evidence of progress in news and social media as appropriate.
7. Prepare and distribute an annual report reflecting islandwide health-wellness progress and ongoing challenges.

We know for something to be successful in our communities, it takes years of continual dedication and passion for a cause. HIHC's volunteer leadership teams have demonstrated this – and its effectiveness - over the past three-plus years.

In our ongoing work to improve the health and well-being of Hawai'i Island residents, we will focus on two areas: Policy and Community Engagement/Partner Collaborations.

Attachment A outlines specific focus areas, projects, activities and policy work deemed essential for Hawai'i Island, and the staffing and resources needed to continue this work

at a level that ensures continued community transformation around health-wellness. Needed staffing and resources exceed this GIA request but we believe that to achieve long term sustainability, we must develop a wider network of funding partners.

Hawai'i Island is characterized as having some of the biggest challenges in the state when it comes to the socio-economic factors associated with poor health outcomes. This includes the number of people in poverty or otherwise struggling economically ("ALICE" families), lower educational attainment, and higher unemployment. These social determinants play themselves out with Hawai'i Island residents having higher than average engagement in risky behaviors like smoking, vaping, alcohol use, over-eating, lack of physical exercise and lack of access to healthy, locally grown food. This, in turn, is related to higher rates of cardiovascular disease, diabetes, stroke and other health risks that lead to generally shorter life expectancy.

These upstream economic issues are troubling and warrant attention. However, these challenges aren't the total picture. Hawai'i Island has bigness, and it also has a high level of community "connectedness." There is cohesion in its many communities around the island—each with its own character, history and strengths. Blue Zones Project strategies tap into this "connectedness," producing new partnerships and innovative solutions that help make positive things happen. Without question, deep relationships and human connection are irreplaceable ingredients to improve community health.

Bottom line, we believe that "connected" people in a big place can get a lot done. **Hawaii Island has demonstrated through the Blue Zones Project significant results. But there is much more to be done and accomplished. This is what this GIA funding request is about.**

3. The public purpose and need to be served;

The public purpose is healthy communities. The need is to provide access, inspiration and motivation to health and well-being for every member of our county.

Community health flips the script on the adage, “You take care of you; I’ll take care of me.” Instead, public health experts agree that the health of a community can have far-reaching—and sometimes surprising—impacts on individual health and beyond.

Community health impacts everything—educational achievement, safety and crime, people’s ability to work and be financially healthy, life expectancy, happiness and more. Health impacts every facet of life, from a child’s ability to learn to an adult’s ability to work and live a full life, so health is critical for education and financial well-being.

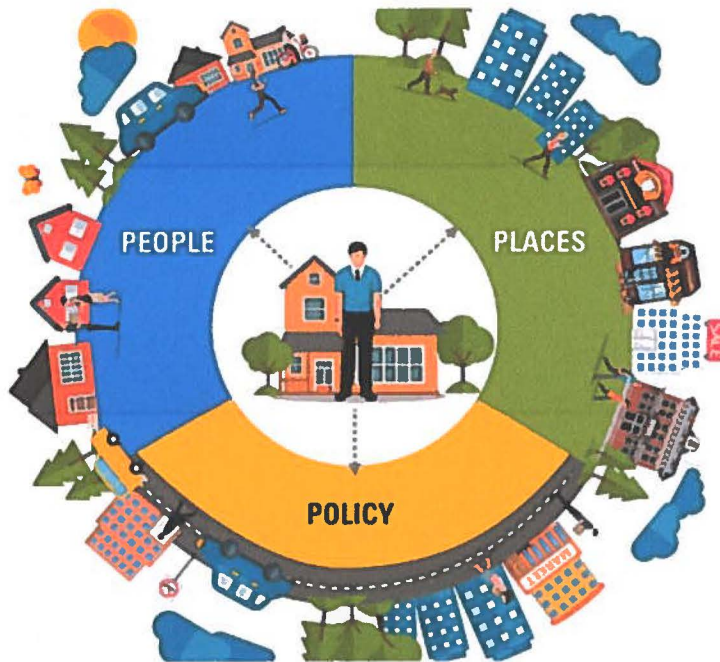
The effect of health on quality of life can also impact the desire to participate in civic duties like voting, supporting social services and leisure activities, according to **Healthy People 2020**, an initiative of the US Office of Disease Prevention and Health Promotion.

4. Describe the target population to be served; and

The target population to be served is everyone who lives, works and plays on Hawaii Island.

While we have made significant progress, there is still great need on Hawai’i Island to better reach and serve lower-income and otherwise marginalized populations, utilizing “culturally-appropriate” strategies and approaches, and working with key partners such as Vibrant Hawaii, Liliuokalani Trust, Hawai’i Community Foundation, The Food Basket, Community First, seniors groups, community health centers, schools, faith based organizations, etc. All of these organizations share a very similar “vision” of improving the health and well-being of our ‘ohana. We believe Blue Zones research provides very specific strategies that – with experienced local leadership – can improve conditions for the highest need members of our community. HIHC is committed to partnering and collaborating with all these groups and more to – together - transform our island into an even better and healthier place for **all** our ohana.

It is very important to note that the Blue Zones Project approach to community-wide well-being doesn’t just rely on individual behavior change. We work to improve community health by making permanent and semi-permanent changes on multiple levels - linking *people, places, and policy* to make healthy choices easy choices.



Blue Zones calls this visual the **Life Radius**. It is where 90% of our population lives, works, eats, learns and plays. It is within these areas that we focus our work. We will collectively collaborate with partners to improve communities through programs and policy. Success across America – and now here on Hawai'i Island - makes Blue Zones Project strategies with strong local leadership a proven model for transforming the health of populations and communities. We ask the legislature's help to sustain this work.

5. Describe the Geographic Coverage

The entire Hawaii Island.

III. Service Summary and Outcomes

The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request. The applicant shall:

1. Describe the scope of work, tasks and responsibilities;

Scope: This project will continue to build and expand on the collective impact the Blue Zones Project has experienced on Hawai'i Island with building stronger, healthier lives for our residents, organizations, businesses, etc.

Tasks: The work of continuing health-wellness improvement momentum for Hawai'i Island and expanding evidence-based results is now being continued by the community itself. The strong, committed volunteer Hawaii Island Healthy Coalition is leading this charge, sustaining existing strong partnerships and building new ones with community groups with the similar interests and values, helping to break down silos, truly building "collective impact" benefits for now and the future.

Responsibilities: Building and sustaining healthy communities are everyone's responsibility --- every man, woman, child, business, and organization that calls Hawai'i Island home. We believe there is an abundant reservoir of human, social, natural and financial capital that all can contribute and draw upon. The long, deep, trusted, committed relationships and networks that HIHC is privileged and honored to have, will, without funding make this work unattainable. Thus, we are seeking funding partners including the Hawai'i State Legislature which shares in this responsibility and has - thru the years - meaningfully invested in improved health and wellness for the people of Hawai'i. HIHC's proposal will enhance the many diverse projects and programs already underway by both the public and private sector.

2. Provide a projected annual timeline for accomplishing the results or outcomes of the service;

July 2020 – June 2021: Contract for the services of two staff to continue HIHC's Sustainability Plan implementation.

These are specific tasks to be addressed through the duration of GIA funding. Not included – as a GIA expenditure – will be continual work by HIHC volunteers to secure long-term funding partners to ensure sustainability.

1. Provide supports, training, advocacy and outreach for HIHC's Blue Zones Certified East Hawai'i, North Hawai'i and West Hawai'i (islandwide) Leadership Teams for their respective communities. Sustain continually improved health-wellness thru community engagement and partner collaboration using evidence-based Blue Zones Life Radius (People, Places, Policy) Strategies*. This includes supporting community captains in each of the island's nine districts to ensure islandwide "reach" and focus to include high-need residents and situations.

2. Hold at least one community meeting or event monthly in rotating Hawai'i Island districts to support BZP Strategies and develop, support and monitor health-wellness projects, partnerships and progress or issues in the region. Continue to recruit individual pledges and recruit new partners. Partner with BZP/Sharecare re: Hawai'i Island schools and worksites. Will also include partnering with healthcare providers including community health centers, and/or in major community events in lieu of HIHC-initiated events.
 3. Advocate for health-wellness policies and programs by participating in critical policy-related meetings and events including but not limited to the Hawai'i County General Plan Update, Hawai'i State Legislature, Vibrant Hawai'i, Community First, Blue Zones Project/Sharecare, Hawai'i County CDP meetings, Hawai'i Island Food Alliance (HIFA), People's Advocacy for Trails Hawai'i (PATH), Hawai'i Island Public Health Initiative (HIPHI), Hawai'i County Zero Vision, and related built-environment projects with State and County agencies and private partners. (This includes State DOT, DOH, DOA and DLNR as well as County Planning, PW and P&R).
 4. Provide community education to support Blue Zones' Life Radius health-wellness strategies and evidence of progress in news and social media as appropriate.
 5. Prepare and distribute an annual report reflecting islandwide health-wellness progress and ongoing challenges.
- 3. Describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and**

Hawai'i Island Blue Zone Certified Communities are led by prominent, experienced volunteer community leaders. Each region – East, North and West Hawai'i - has Co-chairs who will continue to plan, facilitate and coordinate meetings and community convenings on a regular basis. They meet monthly and will ensure that goals and outcomes are being met according to both HIHC's sustainability plan and specific requirements of this GIA including but not limited to timeline and budget.

The HIHC is responsible for recruiting and actively supporting contractor assignments and then holding themselves and contractors accountable for specific assignments and outcomes.

Throughout the past 3+ years of the Blue Zones pilot projects in the three Hawai'i Island communities, challenges to progress have been addressed head on through community brainstorming and also networking with national Blues Zones Project founders, staff and communities to find out how to better approach the obstacle or situation. Continual problem solving is critical; so is continual internal and external communications to demonstrate and celebrate progress – even when it reflects only “baby steps” forward.

4. List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.
- a. Number of individuals and organizations engaged in health and well-being activities and events
 - b. Community satisfaction with the work
 - c. Number of partnering community organizations
 - d. Evidence of enhanced health and well-being

Please see ATTACHMENT B - Value Highlights detailing evaluative evidence of progress made to date on Hawai'i Island. This was prepared before West Hawai'i is Community Certified – expected by April 2020 so does not include all the progress experienced on the west side of the island. Regardless, it provides clear evidence of improved health/wellness community wide. We will continue to document and share evidence as we move forward.

IV. Financial

Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.
 - a. Budget request by source of funds ([Link](#))
 - b. Personnel salaries and wages ([Link](#))
 - c. Equipment and motor vehicles ([Link](#))
 - d. Capital project details ([Link](#))
 - e. Government contracts, grants, and grants in aid ([Link](#))
2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2021.

Quarter 1 \$53,000	Quarter 2 \$53,000	Quarter 3 \$53,000	Quarter 4 \$53,000	Total Grant \$212,000
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3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2021.

As the HHC Sustainability Plan (**Please Attachment**) reflects, it has been determined that there is need for no less than four (4) contract positions to meaningfully implement Blue Zones Project strategies on Hawai'i Island to maintain momentum. Hence, we will be seeking enough funding to afford this plus expense. We do not believe we should ask the State Legislature to shoulder this single-handedly – in part because we need to become truly sustainable. Please note also that HHC leadership serves without compensation. All funding secured will be “invested” directly in proven Blue Zones Project strategies for Hawai'i Island.

4. The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.

HHC - n/a

5. The applicant shall provide a listing of all federal, state, and county government contracts, grants, and grants in aid it has been granted within the prior three years and will be receiving for fiscal year 2021 for program funding.

HHC - n/a

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2019.

HHC - n/a

V. Experience and Capability

1. Necessary Skills and Experience

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

HHC, though newly formed as a “coalition” is comprised of community Leadership Teams with a proven track record for competency in project management most notably including completing the rigorous processes required to secure Blue Zones' Community Certification for East, North and soon, West Hawai'i. We again call attention to **Attachment B** - Value Highlights for further evidence of progress. Through its bottom-up approach and grounded understanding in community development, each HHC leadership team member brings to the table expertise, skill sets and community connections that will lead this project – with enough financial support - to success.

Hawaii Island Healthy Coalition

East Hawaii Team

Team Member	Affiliation
Martha Yamada Co-Chair	Supervisor, Public Health Nursing, DOH
Carrie Fernandez Co-Chair	Trainer, Hawaii First FCU
Casey Hapbern	Executive Chef, Café Pesto
Chad Farias	Complex Superintendent, DOE
Charlene Iboshi	Prosecuting Attorney (Retired) – Experienced nonprofit board leader
Chris Seymour	Owner, Hilo Bike Hub
David DeLuz Jr	Owner, DeLuz Enterprises
Farrah Marie Gomes	Vice Chancellor, Student Affairs UHH
Julia Zee	Extension Agent, UH Manoa (Retired)
Kimberly Kobayashi	Program Manager, Community First – a health-wellness nonprofit
Kirstin Frost-Albrecht	Executive Director, The Food Basket
Mary Ann Otake	Chief Operating Officer, Hawaii First FCU
Richard Chinen	Vice President of Operations, KTA Superstores
Steve Ueda	President & CEO, Suisan
Helani Scholtz	Health Educator, DOH
George Applegate	World Ambassador, Hilton Naniloa Resort
Roann Okamura	Administrator, Elderly Affairs Division, County of Hawaii

North Hawaii Team

Team Member	Affiliation
Colin Miura HHC Chair	Director, KTA Superstores Waimea
Shirley Ann Fukumoto Co-Chair	Dean, Hawaii Preparatory Academy (Retired)
Patti Cook Co-Chair	Director of Development, Waimea Middle School & Waimea Cmty Assn.
Liana Honda	Manager, Hawaiian Health, Queens Hospital
Tom Cross	Manager, Westin Hapuna Resort
Sandi Tomiyama	Public Health Nurse (Retired)
Jane Sherwood	Director of Nursing, UHH (Retired)
Milton Cortez	Chief Operating and Chief Information Officer, Hamakua-Kohala Health
Janice English	Principal, Waimea Middle School
Lani Bowman	Deacon, St. Augustine Episcopal Church Outreach, Partners in Development / Tutu and Me
Scott Tamura	Principal, Waimea Elementary School

West Hawaii Team

Team Member	Affiliation
Jasmin Kiernan Co-Chair	Director of Innovation, West Hawaii Community Health Center (Retired)
Jane Clement Co-Chair	President, Kailua Village Business Improvement District
Nellie Medeiros	Marketing Officer, Hawaii Community FCU
Mana Purdy	Director, Assets and Operations, Liliuokalani Trust
Arelene Reilly	Director, KTA Superstores, Kailua-Kona
Tina Clothier	Director, Strategic Projects, PATH

**Applicant: Community First
As Fiscal Agent for Hawaii Island Healthy Coalition**

Richard Taaffe	CEO, West Hawaii Community Health Center
Joan Gannon	Community Volunteer – South Kona
Nani Damaso	Community Engagement Specialist, DOE
Val Overlan	Executive Director, PATH
Lee-Ann Heely	Director of Innovation, West Hawaii Community Health Center
Sandi Taosaka	Program Specialist, Hokupaa Youth Impact Program Specialist
Keith Hayama	Director, KTA Superstores, Keauhou
Robert Leopoldino	Owner McDonalds – Waimea and Kona

Community First, which is serving as fiscal agent for Hawaii Island Healthy Coalition, is increasingly being recognized as a convener of community and healthcare stakeholders islandwide. Toby Taniguchi is President and Chair of Community First. Mr. Taniguchi is a community leader whose contributions to Hawaii County and statewide have earned him unquestioned credibility and respect. It is his leadership, dedication and experience in building and supporting healthy communities that ensures success to meeting the goals and objectives of this GIA request. Mr. Taniguchi is President and COO of KTA Superstores and serves on many community and corporate boards. All the seven KTA stores on Hawaii Island are all worksite and grocery Blue Zones Approved businesses demonstrating the strong commitment to building strong communities on Hawaii Island.

Toby follows in the footsteps of a revered Hawaii Island community advocate – his father, the late Barry Taniguchi, who was deeply committed (time and resources) to community health, well-being and thus, the Blue Zones Project vision.

Mike Sayama, Ph.D. – Executive Director of Community First. Dr. Sayama has a doctorate in clinical psychology and has managed behavioral health service programs and was vice-president at HMSA in utilization management and customer relations and has worked extensively in East Hawaii with healthcare professionals and many community groups.

Community First's volunteer Board of Directors includes:

Mr. Toby Taniguchi	President and Chair
Dr. Scott Kronlund	Vice-President
Ms. Roberta Chu	Treasurer
Ms. Leslie Ka'iu Kimura	Secretary
Mike Sayama, PhD	
Mr. Dan Brinkman	
Ms. Charlene Iboshi	
Dr. Kevin Kurohara	
Kimo Alameda, PhD	
Mr. Darryl Oliveira	

Ms. Karen Teshima

The collaboration of Community First and HIHC brings together a very powerful team of community leaders with a proven track record in their own right, who - in this new partnership - are intent on, and capable of delivering results.

2. Facilities

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities.

HIHC - n/a

HIHC literally operates out of the trunk of its cars to provide in-community supports, activities, education and advocacy.

VI. Personnel: Project Organization and Staffing

1. Proposed Staffing, Staff Qualifications, Supervision and Training

The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide the qualifications and experience of personnel for the request and shall describe its ability to supervise, train and provide administrative direction relative to the request.

Staffing:

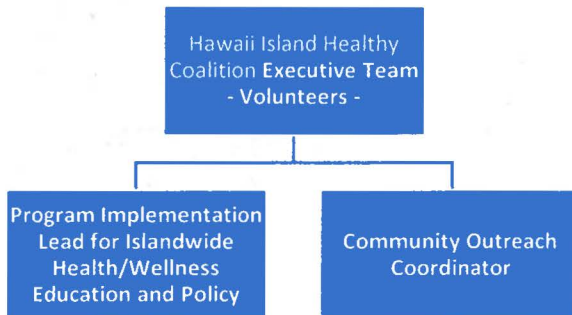
- 1 FTE Program Implementation Lead for Islandwide Health/Wellness Education and Policy. This position requires extensive experience in community development and evidence-based results.
- 1 FTE Community Outreach Coordinator. This position requires a minimum of four years' experience working in diverse communities utilizing culturally appropriate approaches and strategies.

Supervision will be done by the HIHC Executive Team.

2. Organization Chart

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organization chart that illustrates the placement of this request.

The two positions are contracted; therefore, the Executive Team will ensure all contract requirements are met on a timely basis and satisfaction.



3. Compensation

The applicant shall provide an annual salary range paid by the applicant to the three highest paid officers, directors, or employees of the organization by position title, not employee name.

All the volunteer leadership team members responsible for the Hawaii Island Healthy Coalition serve without compensation

VII. Other

1. Litigation

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgement. If applicable, please explain.

N/A

2. Licensure or Accreditation

The applicant shall specify any special qualifications, including but not limited to licensure or accreditation that the applicant possesses relevant to this request.

- ❖ East Hawai'i Blue Zones Project – Community Certification (December 2019)
- ❖ West Hawai'i Blue Zones Project – Community Certification (December 2019)
- ❖ West Hawai'i Blue Zones Project – Community Certification (Expected March-April 2020)

Blue Zones Project Community Certification is determined based on rigorous, evidence-based criteria across virtually all sectors of the community – individuals, schools, worksites, faith-based organizations, restaurants, grocery stores, healthcare providers, public and private agencies and service providers and policy makers. A comprehensive Certification Report validates each community having met or exceeded matrix requirements.

3. Private Educational Institutions

The applicant shall specify whether the grant will be used to support or benefit a sectarian or non-sectarian private educational institution. Please see [Article X, Section 1, of the State Constitution](#) for the relevance of this question.

HIHC - N/A

4. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2020-21 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2020-21, but
- (b) Not received by the applicant thereafter.

Funding is being sought from other sources, most immediately in the form of "bridge funding" from the Atherton Family Foundation.

HIHC as a coalition emerged to intentionally continue the health-wellness progress achieved for Hawai'i Island through its partnership with HMSA and Blue Zones Project/Sharecare (funded by HMSA). HMSA and Blue Zones Project/Sharecare have provided "seed funding" (in cash) and committed to fund "boots-on-the-ground" in-kind support focused on schools, worksites and communications at least through 2020. This is a good beginning for HIHC, but also the reason that Sustainability is at the heart of the coalitions' vision and plan going forward. The plan includes developing partnerships with other healthcare insurers and others – businesses, not-for-profits, etc. - with a shared vested interest in improved health-wellness including improved productivity and/or lower healthcare costs for themselves and/or members or clientele.

ATTACHMENTS:

- A. Healthy Hawai'i Island Coalition's Sustainability Plan
- B. Blue Zones Project/Sharecare's East Hawai'i & North Hawai'i VALUE HIGHLIGHTS – December 2019 – Includes specific evidence of improved health-wellness across numerous sectors and types of policy and community improvements.
- C. Blue Zones Project News Release: Hawai'i Island Communities Are First in State to Earn Blue Zones Certification (Jan. 4, 2020) – Includes specific evidence of progress across numerous sectors.
- D. Life Radius Overview

GIA Endorsements Letters:

- HMSA – Kathryn Matayoshi, Sr. Vice President, Chief Community Engagement Officer
- Blue Zones Project – Ann Hayashi, Executive Director
- Hamakua-Kohala Health – Irene Carpenter, CEO
- University of Hawai'i – Hilo – Farrah Marie Gomes, Vice Chancellor for Student Affairs
- Janet Lindsey – Waimea Resident, Community Advocate
- University of Hawai'i – Hilo – Tim Moore, Director Campus Recreation
- Helen Baptista – Honokaa Resident, Community Advocate
- West Hawaii Community Health Center, Dr. Lee-Ann Heely-Rolston, Director of Innovation and Transformation
- Reginald Botelho, Student, Kamehameha Schools
- Debra Toledo-Ebreo, Honokaa Resident, Community Advocate
- Allison Dupre, Student, UHH

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2020 to June 30, 2021

Applicant: Community First - Fiscal Agent for Hawaii Island Healthy Coalition

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
A. PERSONNEL COST				
1. Salaries (Contract)	141,500			
2. Payroll Taxes & Assessments	n/a			
3. Fringe Benefits	n/a			
TOTAL PERSONNEL COST	141,500			
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	1,000			
2. Insurance				
3. Lease/Rental of Equipment	3,000			
4. Lease/Rental of Space	1,000			
5. Staff Training	0			
6. Supplies	6,000			
7. Telecommunication	1,000			
8. Utilities	0			
9. Mileage	7,600			
10. Events	6,000			
11. Signage	5,400			
12. Printing/Copying	8,000			
13. media	8,000			
14	0			
15. newsletter distribution	3,500			
16. Fiscal Agent fee @10%	20,000			
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	70,500			
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	212,000			
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	212,000	Mike Sayama PHD	808 779-5618	
(b) Total Federal Funds Requested	0	Name (Please type or print) Phone		
(c) Total County Funds Requested		<i>Mike Sayama</i> 1.16.2020		
(d) Total Private/Other Funds Requested		Signature of Authorized Official Date		
TOTAL BUDGET	212,000	Mike Sayama PHD Executive Director Name and Title (Please type or print)		

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2020 to June 30, 2021

Applicant: Community First Fiscal Agent for Hawaii Island Health

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Program Implementation Lead for Islandwide Health-Wellness	1 FTE	\$78,000 (contract)	100.00%	\$ 78,000.00
Outreach Coordinator	1 FTE	\$60,000 (contract)	100.00%	\$ 60,000.00
Videographer		\$3,500 (contract)		\$ 3,500.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				141,500.00
JUSTIFICATION/COMMENTS:				

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2020 to June 30, 2021

Applicant: Community First Fiscal Agent for HIHC

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
			\$ -	
N/A			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				
JUSTIFICATION/COMMENTS:				

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
N/A			\$ -	
			\$ -	
			\$ -	
TOTAL:				
JUSTIFICATION/COMMENTS:				

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2020 to June 30, 2021

Applicant: ___Community First Fiscal Agent fo

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2018-2019	FY: 2019-2020	FY:2020-2021	FY:2020-2021	FY:2021-2022	FY:2022-2023
PLANS						
LAND ACQUISITION		N/A				
DESIGN						
CONSTRUCTION						
EQUIPMENT						
TOTAL:						
JUSTIFICATION/COMMENTS:						

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant: Community First Fiscal Agent for Hawaii Island Healty Coalition

Contracts Total: 141,500

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S. / State / Haw / Hon / Kau / Mau)	CONTRACT VALUE
1	Program Implementat Lead for Islandwide Proje	1-Jul-20			78,000
2	Outreach Coordinator	1-Jul-20			60,000
3	Videographer	10/1/2020			3,500
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BLUE ZONES PROJECT – HAWAI’I ISLAND Sustainability Goal: COMMUNITY COLLABORATION: Maintain Blue Zones Project structure that has been developed to help facilitate on-going activities and events through Community Engagement and Partner Collaborations.

Rationale: Sustainability refers to the ability of the Blue Zones Project on Hawai’i Island to help the community continue to strength and prosper in terms of health and wellness into the future with greater independence. It also refers to developing or improving community members’ skills, understanding, commitment, surroundings (built environment and public policies) and opportunities in ways that improve wellness and quality of life over time (a sustainability benefit). Sustainability of BZP’s philosophy, pillars and strategies – which are proven to be effective tools to help provide “lift” to community wellness, is our priority. We encourage all of our partners to consider their role in the health/wellness sustainability of their community.

STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Collaborate with leadership teams and community leaders, news media and other partners to develop and implement an effective engagement plan	2020-2023	Community Collaboration – Lead Facilitator Leadership Teams in 3 communities – incorporating entire Hawai’i Island	BZP approved organizations and volunteers HMSA Other businesses and organizations committed to health and wellness State Administration <ul style="list-style-type: none"> - Governor - Departments – especially DOH, DOE, Public Charters, DOA, DLNR & DHHS, University Legislative <ul style="list-style-type: none"> - GIA & CIP County <ul style="list-style-type: none"> - Admin & Depts - Council - Commissions & Advisory Committees Community Organizations <ul style="list-style-type: none"> - Non-profits 	Blue Zone staffed Island Lead Funding for projects, programs, events and to continue to communicate BZ pillars, strategies, and advocate for and/or recognize partners and progress.

			<ul style="list-style-type: none"> - Health agencies - Educational Institutions - Faith organizations - Trusts <p>Federal</p> <ul style="list-style-type: none"> - Congressional Team - Agencies – especially USDOH & USDA, & CDC <p>News Media</p>	
<p>Plan, promote, execute and manage community events and programs to support engagement plan by driving a critical mass of community residents' participation in health and well-being initiatives</p> <p>Attend and support major events to ensure visibility and direct contact with community w/ Blue Zones messaging and to capture stories for web and other outreach efforts.</p>	2020-2023		All four on-island BZP staff assist with this.	Budget to support events – signage, tent, t-shirts, other giveaways, maintain existing equipment (smoothie bikes), new games, recipe cards & tastings.
<p>Develop annual metrics and reporting system with and for program partners and community to evaluate and demonstrate progress, challenges and motivate continued and increased participation.</p>	2020-2023	BZ Hawaii Island staff, HMSA & state team working with Leadership Teams in 3 communities – incorporating entire Hawai'i Island	<ul style="list-style-type: none"> - Hawai'i Community Foundation – CHANGE Framework data - Vibrant Hawai'i data & strategies - Food Basket data - - DOH/DOE data - Gallop Poll 	Budget and staffing for publishing, posting and sharing out goals/metrics, advocate/sustain wellness thinking and policies, and celebrate continued growth / progress.

Consider periodic audits of certified locations and consider new ideas for sustained certification to maintain and grow engagement and wellbeing				
Develop community-based grass-roots strategies and coordinate delivery of supporting materials. This includes facilitating Purpose Workshops.	2020-2023		State Marketing Team working in collaboration with on-island BZP staff and Leadership Teams	
Collaborate with community organizations to engage residents in the places they gather – schools, restaurants, grocery stores, businesses, faith-based organizations and civic groups to help improve their health and well-being. Also participate in major community and school events – parades, festivals, health fairs, farmers markets, etc.	2020-2023		All boots-on-the-ground BZP staff with community Leadership Teams and community partners	Funding for projects, programs, events and to continue to communicate BZ pillars, strategies, and advocate for and/or recognize partners and progress.
Develop consistent year-round communications program and materials to sustain awareness of and engage community in events, programs, and maintain high public	2020-2023		One of three Healthy Communities Advocates specifically assigned to manage/execute communications plan in cooperation with lead facilitator, other	Funding for out of pocket expenses. Will require laptops, printer(s), printing, access to statewide BZP data management, direct mail templates. May require LCD projector and screen,

<p>profile that supports lifestyle choices and changes to “Live Longer Better.” Communications also to recognize and acknowledge significant progress & program partnerships.</p> <p>Execute and or work with the BZP State Marketing Team to execute awareness and engagement-building tactics, including but not limited to:</p> <ul style="list-style-type: none"> o Updating websites/social networking sites with community-specific content. o Writing promotional pieces using standard templates, including drafting and sending partner newsletters and direct mail (email and snail mail). o Maintaining and continuing to “grow” community database for each of three Hawai’i Island BZ regions and execute community-based direct mail and email campaigns. o Managing placement of BZP news stories and events with local media. 			<p>Communities Advocates, State team and community Leadership Teams</p>	<p>materials/supplies for engagement events.</p>
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<ul style="list-style-type: none"> o Managing placement of local advertising. o Coordinating local grass-roots strategies (yard signs, banners, rallies, etc.) 				
Recruit and organize an annual "Blue Day" in each of the three communities and possibly at the State Legislature.	2020-2023		Partner w/ other BZ communities and health/wellness organizations on "Blue Day" on island and at State Legislature.	Funding for out of pocket expenses.
Recruit and organize a base of community volunteers to assist with awareness-building activities, events and Purpose Workshops.	2020-2023		All four on-island BZP staff assist with this.	T-shirts

BLUE ZONES PROJECT – HAWAI’I ISLAND Sustainability Goal – POLICY: Develop, Promote & Advocate for Strong Health and Well-being Polices and Projects; Create A Wellness Policy Task Force; Increase Food Access

Rationale: *Blue Zones Project engages communities in transforming local, county and statewide policies to create lasting, sustainable well-being improvements. Blue Zones Project focuses on the three policy areas: Built Environment, Food Policy, and Tobacco Policy. Each policy area has established targets – developed in partnership with the community – designed to build upon the good work already taking place, achieve meaningful change, and recognize the scale, geographic boundaries, and other unique cultural and physical characteristics of Hawai’i County. Community-driven policies have a big impact on healthy choices. These include sidewalks, bike lanes, school and community gardens, mobile food markets, farmers’ markets, smoking cessation, and other community infrastructure and programs. These significantly impact our ability to move naturally, connect socially, and access healthy affordable food for all.*

STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Policy: Built Environment				
Support implementation of Complete Streets policy, Downtown Multi-Modal Plan, Transit Plan, and Safe Routes to School plans	2020-2023	<p>The proposed Islandwide Sustainability Facilitator’s primary role – in addition to coordinating islandwide program implementation with the three Healthy Communities Advocates, is as a public policy advocate, responsible for the overall effectiveness in generating and accelerating positive changes related to policy work within this community-wide health and well-being initiative. The public policy advocate will collaborate with policy partners to establish, implement, and communicate policy priorities and projects.</p> <p>Success is achieved when policies are passed, projects are implemented successfully, and the local businesses and organizations adopt the recommended changes to improve health and well-being.</p>	<ul style="list-style-type: none"> - State Legislature - State Agencies especially DOT, DOE, Public Charter Schools & DOA - County Admin & Departments - County Council - County Advisory Committees - CDP Action Committees - HIPHI - PATH/SRTS - BZP Community Leadership Teams - Other community partners 	<p>Islandwide Sustainability Coordinator – to serve as policy lead and coordinate other on-island activities w/ 3 Healthy Community Advocates</p> <p>Materials, supplies, printing, technology, travel as required. (also needed for other activities listed below)</p>
Partner with organizations providing advocacy training & support for residents		Islandwide Sustainability Facilitator & Community Leadership Teams		

STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Continue to support incorporation of BZP principles & strategies in Hawai'i County General Plan Update		Islandwide Sustainability Facilitator & Community Leadership Teams	County of Hawai'i and CDP Action Committees	
Continue to serve on Vision Zero Task Force and conduct capacity-building to support implementation		Islandwide Sustainability Facilitator & Community Leadership Teams	County of Hawai'i	
Continue to provide community input into street improvement projects so that they are Complete Streets projects		Islandwide Sustainability Facilitator & Community Leadership Teams	County of Hawai'i	
Continue to support county's efforts underway to align street design standards with subdivision codes to support multi-modal infrastructure in new or re-development to support BZ wellness strategies		Islandwide Sustainability Facilitator & Community Leadership Teams	County of Hawai'i & CDP Action Committees	
Provide community input into Community Development Plans across the island to ensure complete streets and BZ principles are reflected in them		Islandwide Sustainability Facilitator & Community Leadership Teams	County of Hawai'i & CDP Action Committees	
Adopt a Trails Master Plan mapping existing off-road trails, identifying gaps, and prioritizing future trail completion		Islandwide Sustainability Facilitator & Community Leadership Teams	County of Hawai'i & CDP Action Committees; DOT	
Continue work on NH Infrastructure Projects: <ul style="list-style-type: none"> • Support continued incorporation of BZP and CS principles into 		Islandwide Sustainability Facilitator w/ NH Community Leadership Teams	<ul style="list-style-type: none"> - DOT & SSFM - County of Hawai'i – Admin (PW) - County Council 	

<p>Parker Ranch Master Plan execution</p> <ul style="list-style-type: none"> • Waimea Safety Regional Plan street projects in next 2 years – ensure that there is community engagement and support for this plan to make sure it happens, especially roundabout at intersection of Kawaihae Road & Lindsey Road fronting Parker School and Waimea Park • Ala 'Ohi'a road has sidewalks and bike lanes but there are no benches, see project to completion, putting in benches along both sides to allow elderly to walk and have places to rest (BZP raised money for benches via sponsorships) • Support long-dreamed of Waimea Trails & Greenways project implementation • Support addition of sidewalks along Puakalo Street in Honoka'a to make it safer for kids to walk to the elementary, middle and high school • Improve Mamane Street to Plumeria Street to add sidewalks to safely connect downtown Honoka'a to the community college 			<ul style="list-style-type: none"> - NH Cmty Leadership Team - Community organizations (WCA, SKTSC) - Parker Ranch - Waimea Trails & Greenways 	
STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Continue work on WH Infrastructure Projects:		Islandwide Sustainability Facilitator w/ WH Community Leadership Teams	<ul style="list-style-type: none"> - DOT - County of Hawai'i – Admin (PW) 	

<ul style="list-style-type: none"> • Partner with PATH and county/state agencies for Phase III of Queen's Lei 16.7 shared use pathway connecting Palani Road to UH Palamanui College • Continue work on Oneo Bay Connector and Alternative Traffic Circulation Project and Construction with county on connectively from Kailua Village to Queen K • Continue to work with County, Path, Kona Commons connecting existing bike lanes and pedestrian paths from Palani Road to Makala Blvd. Build connectivity throughout Kona Downtown/Shopping area for safe multi-modal usage • Work with County, PATH, Schools to increase shoulder width in front of Holualoa Elem school; increase shoulder width and add delineators along corridor between Honaunau school and Kainaliu 			<ul style="list-style-type: none"> - County Council - WH Cmty Leadership Team - Community organizations (KKCC, Kailua Village) - PATH - Schools 	
STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
<p>Continue work on EH Infrastructure Projects:</p> <ul style="list-style-type: none"> • Support the expansion of the Hilo bayfront trail and hold community events along the trail to promote its use • Add sidewalks and bike lanes along Kawili street connecting UH Hilo to the community college 		<p>Islandwide Sustainability Facilitator w/ EH Community Leadership Teams</p>	<ul style="list-style-type: none"> - DOT - County of Hawai'i – Admin (PW) - County Council - EH Cmty Leadership Team - Community organizations (DIA, HICC, JCCI, etc.) 	

<ul style="list-style-type: none"> • Add bike share stations at harbor when Kalaniana'ole Complete Streets project is completed • Support expansion of bike share in triangle zone connecting university, harbor, and resort area 			<ul style="list-style-type: none"> - PATH - Schools - University 	
STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Policy: Food Environment				
Work with Department of Ag and HIFA partners to ensure that the statewide directory of growers is up to date for Hawaii Island and ensure awareness of this resource with restaurants, schools, hospitals and other institutions wanting to source locally. (Resource list of local farmers to streamline ability to source locally.)		Islandwide Sustainability Facilitator	<ul style="list-style-type: none"> - DOA - HIFA - Kohala Center, County and State R&D departments - Schools - Hospitals - Other large buyers 	
Lead, with HIFA, the establishment of a County commission focused on food and agriculture so that the advisory body is sustainable despite political changes		Islandwide Sustainability Facilitator	<ul style="list-style-type: none"> - HIFA - County Admin - County Council - Farmers organizations - All food system stakeholders 	
Partner with The Kohala Center, County and HIFA to help local growers connect with existing farmers markets so more local produce and products are offered at these markets.		Islandwide Sustainability Facilitator	<ul style="list-style-type: none"> - Local farmers & consolidators - Kohala Center - HIFA - Farmers markets 	
Promote island wide gleaning project launched through HIFA & Food		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - HIFA - Food Basket 	

Basket by creating and launching educational campaign, recruiting volunteers and increase awareness			<ul style="list-style-type: none"> - Community food pantries - Community orgs 	
STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Support ongoing allocation of State and County funding for the non-profit sector working on food security, built environment, housing, and other determinants of health		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - State Legislature - State DOA & DOH - County Admin - County Council - Cmty stakeholders 	
Partner with BZ Approved grocery stores to hold cooking demos and distribute recipes that feature Hawaii island grown products that are eligible for Da Bux to promote that program		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - Food Basket - BZP approved Grocery Stores - HIFA - Local farmers 	
Work with communities to create community gardens.		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - SNAP (gardening supplies & seeds) - Community orgs - Faith orgs - County/State & private landowners – land & water 	
Continue to support creation of certified kitchen in North Hawaii, advocate for it to be included in Dept of Ag's budget in 2020 Legislative session; project includes grass fed meat processing facility to support mobile slaughterhouses.		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - State Legislators - DOA - DOH - Potential community entrepreneurs - Farmers/ranchers - HIFA 	
Continue to participate in Kohala Center-led county-wide assessment of need for certified kitchens		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - Kohala Center - DOA - DOH 	

			<ul style="list-style-type: none"> - Potential community entrepreneurs - Farmers/ranchers - HIFA 	
STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Support improved farm to school initiative		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - DOE Food Services - Farmers/ranchers - Legislators - Schools 	
Support North Kohala Ag water study by DOA/DLNR, Senator Lorraine Inouye & Kohala CDP groups		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - DLNR - DOA - State Legislature - Kohala CDP groups - Kohala landowners - Kohala farmers/ranchers 	
Support "growing" DOA & CTAHR budgets to support farmers by assisting with invasive species eradication or management, food inspection/food safety, pest management, local produce consolidation, marketing, development and sales of value added products, and locally grown and produced product marketing.		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - State Legislators - Farmers/ranchers - Farm Bureau - HIFA - All on-island business & labor groups - HIPHI 	
Policy: Smoke-Free Environment				
Support vaping products flavor ban at 2020 state legislature by leveraging BZP social media and email network to recruit individuals and organizations, including youth, to write letters of support, reach out to legislators, and go to Honolulu to mitigate aggressive tobacco industry lobby		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - State Legislators - HIPHI - Schools - County Admin & Council - Mayor's Active Living Advisory Cmte 	

STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Work with HIPHI, DOE, public charter schools and private schools to incentivize teachers to use the tobacco and vaping toolkit for classroom lessons and persistently convey healthy, smoke-free message to students, families, communities		Islandwide Sustainability Facilitator and Healthy Communities Advocate focused on Schools	<ul style="list-style-type: none"> - Health organizations - HIPHI - Public, Public Charter & Private Schools - DOE 	
Work with HIPHI, TFHI to change contracts for Tobacco Counselors funded by tobacco settlement fund to allow them to spend their time educating youth in schools as well as adults which their current contracts limit them to.		Islandwide Sustainability Facilitator and Healthy Communities Advocate focused on Schools	<ul style="list-style-type: none"> - HIPHI - DOH 	
Use BZP social and news media and email network to better educate community about the dangers of vaping, especially to children and adolescents (under 25).		Islandwide Sustainability Facilitator and Healthy Communities Advocate focused on Communications	State BZP team	
Recruit more people across the County to get trained to provide tobacco and vaping education in schools so that this is available more widely.		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates		

STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Other Policy Priorities				
Attend and participate in all Community Development Plan Action Committees Meetings – Ka’u, Puna, Hamakua, North and South Kohala, and Kona. Support community priorities – health care, built environment, etc.		Islandwide Sustainability Facilitator	<ul style="list-style-type: none"> - Keep 3 Healthy Community Advocates informed - CDP Action Committees 	
Produce printed/emailable public policy priorities to inform candidates about what we need and want them to support.		Islandwide Sustainability Facilitator and Healthy Communities Advocate focused on Communications	<ul style="list-style-type: none"> - LWV 	Supplies – printing & possible signage
Support/participate in candidate forums – forums are information/education, not partisan politics. Advocate for BZP policy and program priorities – ie, food self-reliance, built environment, anti-vaping – ecig issues, health programs and services.		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - Election forum sponsors - LWV - BZP Community Leadership Teams 	
Support federally funded community health centers, SNAP and school lunch subsidies through advocacy/testimony on the federal level		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - Hawaii Congressional team - BZP Community Leadership Teams - DOE Food Services - Food Basket - Community orgs 	
Continue to partner on Vibrant Hawaii anti-poverty initiative to provide community input and support for built environment, housing, food, and other improvements to reduce disparities, provide education on BZ lifestyle principles for the ALICE population		Islandwide Sustainability Facilitator and 3 Healthy Communities Advocates	<ul style="list-style-type: none"> - Vibrant Hawai'i participants - HCF - BZP Community Leadership Teams 	

BLUE ZONES PROJECT – HAWAI’I ISLAND Sustainability Goal – SCHOOLS: Continued promotion of health and wellness islandwide; Within schools continue to build investment in “owning” what health and wellness looks like for their community so that it is something “alive” in the home, in the classroom and on the campus and at school events.

Rationale: Extensive research links healthy eating and physical activity with academic achievement: Physical health and nutrition connect directly to one’s physical and mental health, effective study habits, readiness to learn, and regular sleep patterns. Evidence shows that the physical and social-emotional health of students is directly linked to their academic progress, so by working together, we can ensure that young people are developing healthy life-long living habits, are able and motivated to make healthier choices and will be more ready to learn.

STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Schools				
Continue building awareness and relationships at schools. <ul style="list-style-type: none"> • Who are champions? 	2020-2023	Blue Zones staff as convener, connector	Public Schools - Complex level leads – CAS; School leadership, teachers and staff Public Charters Private Schools (including Kamehameha Schools) Designated School Wellness Teams PATH, HIPHI, Kohala Center, other youth-related NGOs (Tutu & Me, Liliuokalani Trust) Legislature and DOE/Public Charter Commission DOH & USDA – school food services, farm-to-school, school gardens & school garden network	Blue Zones staff as convener, connector & assist with implementation (one staff member to focus on this at least 20 hours/week) Supplies - flyers, posters, banners, t-shirts, equipment and materials for student-family-classroom events, programs and lessons. Events & communications support to share and celebrate progress
Continue building awareness and relationships at schools <ul style="list-style-type: none"> • How do we build investment? • How do we attract more schools? 			Individual Schools & their leadership teams	

<ul style="list-style-type: none"> • Share new relevant research & relevant public policy shifts • Media to support and celebrate progress • How do we engage University campuses? 			<p>Health partners in the respective communities</p> <p>Newly formed Vibrant Hawai'i education work group</p>	
STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
<p>Deeply understanding what individual schools are "most into" and aligning / showing connection</p> <ul style="list-style-type: none"> • What are the most pressing issues and needs? • What are schools already doing? 			<p>School leadership inclusive of student leadership and voice</p>	
<p>Collective approach to health & wellness on the island</p> <ul style="list-style-type: none"> • Monitor alignment of initiatives (i.e.: Na Hopena A'o; SEL/Trauma Informed Schools training and resilience strategies; Harwood Community approach; School gardens & School Garden Network 			<p>Initiative leaders (if external) and District leaders</p> <p>DOE – Food Services</p> <p>DOH</p> <p>Hawai'i Island School Gardens & School Garden Network</p> <p>Kokua Hawai'i</p>	
<p>Connect between the circles / layers - school and its families and students; Local community; Island policy; state policy</p> <ul style="list-style-type: none"> • How do we bring school voice to community initiatives? • How do we bring community initiatives to the schools? 			<p>Community organizations</p> <p>Individual schools</p> <p>Complexes</p>	<p>Space and time for teams to work together and learn</p> <p>Teams across schools allowed and encouraged to work together</p> <p>Celebration of champions</p>

BLUE ZONES PROJECT – HAWAI'I ISLAND – SCHOOLS SUSTAINABILITY PLANNING

What does success look like?

- Space and time for teams to work together and learn
- Teams across schools allowed and encouraged to work together
- Celebration of champions
- Student leadership & empowerment
- At the schools – identify and support ambassadors
- In the community; leading the voice for change – also, identify and support ambassadors
- In their homes; bringing family along if they aren't on board yet – providing tools, tips, incentives to support and motivate improved nutrition and movement
- Teacher leadership & empowerment
- Community org presence at schools
- Schools included in policy and community org places

General Notes

- Tina: Schools have a req wellness component; schools wellness team
- Richard: Request for Information (RFI) to come out from the Sup / District: What are the needs at the schools? The thinking about statewide - what can they do to embed health care providers at schools?
- Tom: Find a way to think about after school care and early childhood ed; as well as child care provision before school for parents at work sites - work with schools
- Martha: Summits are good to highlight; but the more the schools and their students are taking ownership - that is the important component; How do we ensure that 1) there is a structure to work with and 2) empowered leadership 'on the ground' ... Continue time for schools to meet, work and plan together - Strong engagement
- Martha: Consider the systems and structures as well as the parents and teachers
- Tom: Lunch programs and supplementing programming for physical activity; gardens ... What would it look like for state to understand Blue Zones brand?
- Tina: Institutionalized safe routes to schools as something that is also powerfully centralized in the school system; DOE initiative required at all schools
- Lia: Synthesize the things the schools could access that are initiatives and articulate how they complement each other; Shift from or address the inclination to competition to collective - what is possible in collaboration: How to help schools see themselves in BZ and make sense of "the things" (or "their thing") in the larger picture / goal of a healthier and happier community
- Martha: CAS support in East Hawaii and distinct place to work on this has allowed for this to 'explode in East Hawai'i'; Schools' Wellness Teams decide Who/What are the leadership team's strengths, needs and challenges for Phase 2
- Sandy: Schools' successful Wellness Teams need to be allowed to build energy / inspiration / provide guidance to others

BLUE ZONES PROJECT – HAWAI’I ISLAND Sustainability Goal – WORKSITES: Maintain & Grow Worksite Wellness By Sustaining & Deepening Engagement of Existing Sites, & Identifying Process for Recruiting Additional Worksites & Workforce Groups

Rationale: We now have the benefit of years of *published, peer-reviewed research* on the impact of worksite wellness programs. It is this information that we use to back up the seven (7) most meaningful reasons for employers and workforce groups such as labor unions to establish and maintain a wellness program. Seven (7) reasons: *Build and sustain high employee morale. Improve employee health choices. Reduce elevated health risks. Reduce health care costs. Improve productivity. Decrease absenteeism. Improve employee recruitment, retention and job satisfaction – wellbeing.*

STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Worksites: Recruitment and Support				
<p>Develop and/or nurture new/expanded partnerships with major chambers of commerce, business associations, HIEDB, Rotary and others – including public agencies, NGOs and labor unions -- to launch and/or support wellness initiatives for member employers/businesses/organizations or workforce groups.</p> <p>Also, expand engagement of grocery stores, restaurants and faith-based organizations.</p>	2020-2023	BZP Healthy Community Advocate	Chambers, Business Associations, Rotaries, worksite wellness committees, not-for-profits e.g. community health centers, NGOs, labor unions	<p>One position – part time function</p> <p>Supplies/materials to support, educate, motivate, advocate, recognize progress.</p>
<p>Provide Wellness resources for both approved and new employers or work groups. Provide on-going support to employers and employees. This includes access to collateral and resources to support worksite wellness.</p>		BZP Healthy Community Advocate	Carol – I moved the blue copy to the left to this box to consolidate instead of having it hang as a separate item...	<p><i>Note: Currently overall, BZP pays for:</i></p> <p><i>- up to \$100 per restaurant for printing Blue Zones menus. The printing and reprinting should be done annually for maintenance. We have approximately 26 restaurants to maintain Island wide. That would be \$2,600 for menu printing just for currently approved restaurants. Should add at least 5 restaurants annually</i></p>

or \$500 additional for each of the 3 years (2020-2023)
- promotional flyers encouraging people to eat at approved restaurants is something new we are doing. I'm guessing around \$500 worth of flyers printed annually.
- other promotions another \$500 for food samples, restaurant gift cards purchased for incentives. Estimated cost annually around \$3,100.

Grocery overall costs are mainly signage. \$5,000-\$10,000 annually for 13 stores. Ideal would be about \$1,000 per store annually. This amount is just for current approved grocery stores.)

T-Shirts for wellness events and recognition: \$ _____

Banners: Annually replace Approved worksite, restaurant and grocery store banners: \$125x__ = \$ _____

New: Introduce worksite wellness incentives, recognition and/or rewards: \$200/worksite = \$ _____

STRATEGIES AND ACTIONS	TIMELINE	IMPLEMENTATION LEAD	SUPPORTING PARTNERS	RESOURCES
Provide employers with building their worksite wellness program toolkit, develop measurement tools, and work with employers to adapt and implement. Help identify what data and how data will be collected to help employers and motivate employees. BZP staff track outcomes to provide to employers and funders.		BZP Healthy Community Advocate		
Establish (if not present or strong), support and maintain an effective, active worksite wellness committee for each worksite (approved and new) by providing step-by-step instructions, one-to-one support, guidance and user-friendly worksite wellness toolkit with training and materials.		BZP Healthy Community Advocate		Supplies/materials to support, educate, motivate, advocate, recognize progress.
Plan and implement, with partners, a 2020 Healthiest Year Initiative, promoting wellness programs and establishment of wellness committees for businesses/worksites on Hawaii Island - for approved and new worksites/businesses/organizations.		BZP Healthy Community Advocate		
Provide social media and other kinds of recognition for wellness initiatives for worksites.		BZP Healthy Community Advocate focused on Worksites to collaborate w/ Community Advocate focused on communications. Also work with islandwide facilitator and state team.		
Establish & facilitate routine meetings via zoom, in person, etc. with worksites				Meeting expenses including printed materials, snacks, promotional materials: \$ _____



East Hawaii & North Hawaii VALUE HIGHLIGHTS

Process Highlights

- 43 Blue Zones Project Approved™ worksites
- 26 Blue Zones Project Approved schools
- 21 Blue Zones Project Approved restaurants
- 9 Blue Zones Project Approved grocery stores
- Nearly 35,000 residents have signed the Personal Pledge or participated in a Blue Zones Project hosted activity.
- 57 percent of East Hawai'i residents and 72 percent of North Hawai'i residents are aware of Blue Zones Project; 29 percent and 28 percent are engaged with the Project respectively.
- Four bike-share stations with 36 bikes were established in East Hawai'i.
- More than 14 miles of new bicycle lanes have been added in the county from 2015–2019.
- Blue Zones Project has partnered with organizations and the county to help bring more than \$104 million in grants and new funding to Hawai'i Island since the Project's start in 2015.
- From 2015–2019, Hawai'i County has invested \$99,816,454 in Complete Streets projects to improve walkability, bikeability, and liveability.
- The new General Excise Surcharge Tax (GET) will raise \$25–50 million in revenue annually from 2020 to 2030 for projects to improve public transportation, roadways, pedestrian paths, bicycle paths, trains, and ferries. Blue Zones Project played a key role in mobilizing testimony to support the GET surcharge tax.

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- The county's first food coalition—the Hawai'i Island Food Alliance (HIFA)—was established with a dedicated food-access coordinator position funded by the Department of Health and Hawai'i County. Two very successful Hawai'i Island food summits have been held with more than 180 participants, and a third summit is planned for 2020.
- The Food Basket, with support from Blue Zones Project, applied for and won \$1million in federal funds to match \$1 million raised by nonprofits, foundations, health plans, businesses, and farmers markets, and received \$100,000 from the Hawai'i legislature to fund the expansion of the Da Bux double-up bucks program from Hawai'i Island to the entire state of Hawai'i.
- 55,000 pounds of produce has been delivered to 5,000 families through Da Bus mobile produce market and Da Bux double-up bucks program.
- From February 2018 to July 2019, SNAP recipients received \$28,000 worth of produce for free through the Da Bux double-up bucks program, and Da Bus mobile produce market served more than 400 SNAP recipients and 600 non-SNAP recipients. During this time period, Da Bus mobile market purchased \$17,000 worth of produce from Hawai'i Island farmers, supporting the local food system.
- There has been a 50 percent increase in the number of farmers markets accepting SNAP/EBT across the county, from 10 farmers markets in 2015 to 15 markets in 2019.
- Produce distribution by the Food Basket has more than doubled since the start of the Project, from 30,000 pounds of produce in 2015 to 75,000 pounds of produce in 2019.
- Blue Zones Project successfully advocated for the state's passage of House Bill 1895, which requires retailers of electronic smoking devices to register with the Attorney General's office in order to sell and creates a civil offense if the retailer is selling unregistered.
- The Kohala Center, with support from Blue Zones Project, the Food Basket, and HIFA, won \$350,000 to fund Da Bus mobile produce market that provides produce and nutrition education in 12 USDA-designated food deserts across Hawai'i County.

Outcomes Highlights

- East Hawai`i residents who are engaged with the Project have an overall well-being score that is 4.5 points higher than those who are aware of but not engaged with the Project. North Hawai`i residents who are engaged with the Project have an overall well-being score that is 8.3 points higher.
- Engaged residents are more likely to be thriving in their life evaluation; 72 percent of those engaged in East Hawaii and 89 percent of those engaged in North Hawaii are thriving compared to 55 percent and 64 percent, respectively, of those who are aware but not engaged.
- Produce consumption is significantly higher among engaged residents in East Hawai`i, with 64 percent of engaged residents reporting that they consume five or more servings of fruits and vegetables four or more days per week compared to 46 percent of those who are aware but not engaged.
- Engaged residents have higher social well-being than aware-but-not-engaged residents. The percent of engaged residents reporting they are thriving in social well-being is 18 points higher in East Hawaii and 13 points higher in North Hawaii.
- The percent reporting that someone in their life always encourages them to be healthy in East Hawaii is 22 points higher (66 percent versus 44 percent).
- Residents engaged in the Project also have statistically higher purpose well-being and are much more likely to report that there is a leader in their life who makes them enthusiastic about the future—54 percent of engaged residents in East Hawai`i report this versus 23 percent of aware-but-not-engaged residents.
- Adult smoking: According to the Behavioral Risk Factor Surveillance Survey (BRFSS), the adult smoking rate in Hilo has declined from 16 percent in 2015 to 14.2 percent in 2017. Ka`u-Puna saw a decline from 21.4 percent in 2015 to 19.3 percent in 2017. North Hawai`i saw a decline from 12.3 percent to 9.8 percent. The percentage of adults using e-cigarettes has declined island wide, from 6.1 percent in 2014 to 5.1 percent in 2017, according to BRFSS.
- Youth smoking: Island wide, cigarette use by high school youth has decreased from 11.4 percent in 2015 to 10.1 percent in 2017 according to the Youth Behavioral Risk Survey.
- Adult obesity: Decreased island wide from 25 percent in 2015 to 23.3 percent in 2017, according to BRFSS. The adult obesity rate in Hilo has dropped 2 percent, from 61.4 in 2015 to 60.3 in 2017.
- Adult diabetes: According to BRFSS, adult diabetes in North Hawai`i declined from 11.9 percent in 2015 to 10.8 percent in 2017.

- High blood pressure: The percentage of Hilo adults with high blood pressure has declined from 38.2 percent in 2015 to 33.7 percent in 2017, according to BRFSS.
- High cholesterol: Island wide, the percentage of adults with high cholesterol has declined from 35.4 percent in 2015 to 28.9 percent in 2017, according to BRFSS.
- Produce consumption: Fruit consumption has increased island wide, from 16.2 percent reporting that they consume three or more pieces of fruit per day in 2015 to 18.9 percent in 2017. In Ka'u-Puna, the number of people reporting they consume three or more pieces has increased from 17.5 percent in 2015 to 20.4 percent in 2017. Island wide, a participating grocery store chain has seen a significant increase in produce sales since 2015.
- Soda consumption: The percentage of adults who report that they do not drink soda that contains sugar increased from 41.2 percent in 2015 to 45.6 percent in 2017 island wide, according to BRFSS.
- Self-reported health: According to BRFSS, the percentage of adults who report that they are in good or better health has increased island wide from 82.2 percent in 2015 to 83.4 percent in 2017.
- Blue Zones Project Approved schools have seen reduced staff absenteeism, reduced student chronic absenteeism, decreases in suspensions, and improved compliance with state wellness guidelines.
- Blue Zones Project Approved worksites have seen increased staff satisfaction in their workplace, increased participation in team activities, and increased employee retention.
- Blue Zones Project Approved restaurants report increase in sales of plant-based items and having those items outsell meat-based entrees, as well as increased Yelp reviews highlighting their offering of plant-based options.
- Blue Zones Project Approved grocery stores have seen significant increases in produce, water, and plant-based deli item sales.

Additional Highlights

- Hawai'i County's Transit and Multi-Modal Transportation Master Plan was recognized with an award of excellence from the Hawai'i Chapter of the American Planning Association.

East Hawaii Testimonials

- *"I wish I would've done this 20 years ago! I finally got smart at 82-years-old. I lost 44 pounds within 10 months, I'm no longer a diabetic, and I can now walk without my cane. Blue Zones Project opened my eyes. I have completely changed my way of living – I'm telling you, this is the best thing that has ever happened to me!"*
 - Theresa Zendejas

Testimonial Video: <https://www.youtube.com/watch?v=yn1DmAlZYHs&t=1s>

- *"I've attended numerous Blue Zones Project events and joined a Walking Moai where I lost nearly 20 pounds! I initially got involved with Blue Zones Project by attending a cooking demo. I was looking to improve my health to present my best self. I also saw a Living in Paradise show that featured the Kickoff event, so it all just clicked for me at the right point in my life. I also wanted to get more involved in the community."*
 - Jodi Kunimoto
- *"As a participant in community activities and a Blue Zones Project volunteer, I have seen many examples of how the project has empowered individuals and organizations to make healthier choices. Blue Zones Project has been infusing jolts of healthy activity and information into the community, serving as a powerful catalyst for lifestyle change. I notice more Blue Zones checkout lanes at supermarkets, more walking groups around town, and a plethora of events throughout the year."*
 - Nicolas K. Los Baños
- *Blue Zones Project has helped me recognize my sense of purpose. I belong to the Rotary Club of Hilo Bay and have been a member for almost 30 years. I have served as a president, board member and chairs in various committees. Then a strange thought popped into my mind... 'What is my purpose in Rotary?' I was very serious about this because after being a Rotarian for 20 years, I really didn't know why I was involved with Rotary. I realized my purpose is to help others. I've also been a board member for Bay Clinic for a bit over five years and served as a chair for almost three years. I believe that good access and quality healthcare are basic needs of our communities, especially in the rural areas of the Big Island. Health service directly impacts the welfare of our communities by ensuring a consistent and productive workforce, strong and meaningful family units, a sense of community. I don't have any medical provider credentials, but I understand the need and I believe that a healthy community is a better community."*
 - Alan Okinaka

North Hawaii Testimonials

- *"We joined a Moai after moving to North Hawai`i in 2016 to get involved in the community. Joining a Moai provided us the opportunity to meet people in the village and become integrated into the community. It is a great group of people. Since joining the Walking Moai, we've become integral leaders in the community and have chaired the Health Fair and the Waikoloa Literacy Run, one of the largest events in the area."*
 - Vicki Coronel, Team Waikoloa Wanderers
- *"Our Potluck Moai has been meeting consistently since January 2016. It's created a special group of trusted friends. Catching up with each other has been something we look forward to and sharing unique dishes and recipes has been rewarding. We created themes for many of the potluck lunches such as Italian, Mexican, Asian, etc., so it was fun to try creative dishes that other people brought to the lunches. All of them were plant-based - a requirement we established from the beginning. My goal was to help others see how healthy food can be tasty. I have recipes for Sweet Potato and Black Bean Enchiladas and Edwin's Crispy Tofu with Special Sauce that I treasure. They are special memories of the first time we tried them together with our Moai."*
 - Landry Fuller
- *"I've volunteered with Blue Zones Project from the beginning of the project. When I see the Blue Zones banners, people wearing the shirts, or Blue Zones food aisle, I'm reminded that I made a commitment to be healthier and many times I have altered my shopping list based on the impact BZP has made in our communities."*
 - Milton Cortez
- *"I'm so glad I attended a Purpose Workshop. I learned how important taking time to figure out my life's purpose can add years to my life, as well as even more happiness and fulfillment. I liked that this workshop offered me the tools and time to interact with other people attending to clarify how knowing my life purpose really matters and can make a positive difference in my life, my family and community. Mahalo Blue Zones Project for offering free workshops and community support so people can choose to live a longer, healthier life!"*
 - Valerie Oram
- *"With Blue Zones Project and partnerships with the County, there has been a heightened awareness of moving naturally, active transportation, exercise. People have been saying, 'I want that safe place in my neighborhood, in my community. What can we do to make that happen?' We have been working island wide to develop policies to make for more walkable, bikeable communities. Walk to School days with Blue Zones Project and the new bikeshare locations have been impactful to the health and safety of Hawaii Island."*
 - Tina Clothier, PATH

INDIVIDUALS



43,156

individuals on Hawaii Island are engaged with Blue Zones Project.

2,243 residents joined a **moai** to socialize and support healthy behaviors.

2,530 residents have identified their gifts and purpose through attending a **purpose workshop**.

3,070 residents have **volunteered** in their community with Blue Zones Project.

26,284 residents have heard the **Blue Zones Story** to learn how to live longer, better.

9,029 residents took part in a **cooking or gardening demo** to learn how to grow and prepare healthy meals at home.

WORKSITES

62 worksites have become Blue Zones Project Approved:



- | | |
|---|---|
| 1. Big Island Toyota | 31. Kohanaiki |
| 2. Costco | 32. Kona Community Hospital |
| 3. County of Hawai'i Planning Dept | 33. Kona Health Center |
| 4. Cyanotech | 34. KTA Downtown Hilo |
| 5. Daniel K. Inouye College of Pharmacy | 35. KTA Express, Kealahakua |
| 6. Hamakua Health Center | 36. KTA Kailua-Kona |
| 7. Hawai'i Care Choices, formerly Hospice of Hilo | 37. KTA Keauhou |
| 8. Hawai'i Community College | 38. KTA Puainako |
| 9. Hawai'i Community Federal Credit Union - Kailua | 39. KTA Waimea |
| 10. Hawai'i Community Federal Credit Union - Kaloko | 40. KTA Support |
| 11. Hawai'i Community Federal Credit Union - Kealahakua | 41. KTA Waikoloa Village |
| 12. Hawai'i Electric Light Co. - Hilo | 42. Marriott Waikoloa |
| 13. Hawai'i Electric Light Co. - Kona | 43. Mauna Kea Beach Hotel & Resort Services |
| 14. Hawai'i First FCU - Hilo | 44. Mountain View Elementary School |
| 15. Hawai'i First FCU - Kamuela | 45. Natural Energy Lab of Hawai'i Authority (NELHA) |
| 16. Hawai'i Water Service Company | 46. North Hawai'i Community Hospital |
| 17. Hilo Intermediate School | 47. Office of Prosecuting Attorney HI County |
| 18. Hilton Grand Vacations | 48. Pahoa Elementary School |
| 19. HMSA Neighborhood Center Hilo | 49. Pahoa High and Intermediate School |
| 20. Hospice of Hilo - Hawaii Care Choices | 50. Royal Kona Resort |
| 21. Island Heart Care | 51. Sheraton Kona Resort and Spa |
| 22. Ka'u High and Pahala Elementary | 52. Starbucks Waimea |
| 23. Kahakai Elementary School | 53. State Building, Hilo |
| 24. Kalaniana'ole Elementary and Intermediate School | 54. The Westin Hapuna Beach Resort |
| 25. KBXtreme | 55. Tutu and Me North Hawai'i |
| 26. Kea'au High School | 56. UH Hilo, Mo'okini Library |
| 27. Keaukaha Elementary | 57. University of Hawai'i at Hilo |
| 28. Keonepoko Elementary School | 58. USDA Rural Development |
| 29. KKPCA Complex Hales | 59. Waiakea High School |
| | 60. Waiakeawaena Elementary |
| | 61. Waimea Elementary School |
| | 62. West Hawaii Community Health Center |

GROCERY STORES

13 grocery stores have become Blue Zones Project Approved:



- | | |
|------------------------------|-------------------------------|
| 1. Foodland Farms Mauna Lani | 8. KTA Puainako |
| 2. Foodland Kea'au | 9. KTA Waimea |
| 3. Foodland Waimea | 10. KTA Waikoloa Village |
| 4. KTA Kailua-Kona | 11. Sack N Save Downtown Hilo |
| 5. KTA Express, Kealahakua | 12. Sack N Save Kona |
| 6. KTA Keauhou | 13. Sack N Save Puainako |
| 7. KTA Downtown Hilo | |

RESTAURANTS

28 restaurants have become Blue Zones Project Approved:



- | | |
|--|---|
| 1. Akmal's Indian Kitchen | 15. Liquid Life |
| 2. Barefoot Zone | 16. Liquid Life Keaau |
| 3. Big Island Brewhaus | 17. North HI Community Hospital Cafeteria- Ka Hale Ai |
| 4. Cafe Pesto Hilo | 18. Redwater Café |
| 5. Cool Runnings Catering | 19. Sea Dandelion |
| 6. Ginger Café | 20. So Judy Affiliates |
| 7. Herbivores | 21. Sulsan Fish Market |
| 8. Hilo Hawaiian Hotel - Queen's Court | 22. Sushi Rock and Trio |
| 9. Honi Wai | 23. Sweet Cane Café |
| 10. Kohala Coffee Mill | 24. Sweet Potato Kitchen |
| 11. Kohala Village HUB | 25. Sweet Thunder Products LLC |
| 12. Kona Coffee and Tea | 26. Under the Bodhi Tree Restaurant |
| 13. Krua Thai | 27. Wa'ole Lounge |
| 14. Lualima Food Patch | 28. WikiFRESH |

SCHOOLS

31 schools have become Blue Zones Project Approved:



- | | |
|--|--|
| 1. Chiefess Kapiolani Elementary School | 16. Keonepoko Elementary School |
| 2. Ha'aheo Elementary School | 17. Kohala Elementary School |
| 3. Hawai'i Academy of Arts & Science Public Charter School | 18. Kohala Middle School |
| 4. Hawai'i Preparatory Academy | 19. Konawaena High School |
| 5. Hilo Intermediate School | 20. Konawaena Middle School |
| 6. Honaunau Elementary School | 21. Kua o Ka La NCPCS |
| 7. Ka'u High and Pahala Elementary School | 22. Mountain View Elementary School |
| 8. Kahakai Elementary School | 23. Na'alehu Elementary School |
| 9. Kalaniana'ole Elementary and Intermediate School | 24. Pa'auilo Elementary School |
| 10. Kaumana Elementary School | 25. Pahoa Elementary School |
| 11. Ke Kula 'O Nawahiokalani | 26. Pahoa High and Intermediate School |
| 12. Kea'au Elementary School | 27. Parker School |
| 13. Kea'au High School | 28. Waiakea High School |
| 14. Kealahake High School | 29. Waiakeawaena Elementary |
| 15. Keaukaha Elementary School | 30. Waimea Elementary School |
| | 31. Waimea Middle School |



Facebook 2,233 followers
Instagram 1,119 followers

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FOR IMMEDIATE RELEASE

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HAWAI'I ISLAND COMMUNITIES ARE FIRST IN STATE TO EARN BLUE ZONES CERTIFICATION

East Hawai'i and North Hawai'i outperform the state in well-being trends.

Hawai'i Island - January 4, 2020 - East Hawai'i and North Hawai'i have been named Certified Blue Zones Communities®, joining only 13 other communities with this well-deserved designation across the country. The community celebration in Waimea today drew a crowd with live music, free healthy food samples and a congratulatory program acknowledging community members dedicated to well-being.

Brought to Hawai'i by HMSA, Blue Zones Project® is a community-led initiative with a mission to enhance the well-being of Hawai'i's people by continually improving the environments where we live, work and play. Through dedication of community leaders and support of the Blue Zones Project – Hawai'i Island team, the efforts to make healthy choices easily available have proven successful and have resulted in this milestone.

Senior Vice President and Chief Community Engagement Officer, Kathryn Matayoshi of HMSA commends the communities for reaching this goal, "We're so proud of our Hawai'i Island community members. Over the past five years, North and East Hawai'i have had nearly 35,000 residents engaged with Blue Zones Project, to better their own health and the health of their family, friends, neighbors, and community. With that kind of passion it's no wonder Hawai'i is one of the healthiest states in the nation."

Mayor Harry Kim also congratulates the communities on their dedication, "Our goal has always been to make Hawai'i a nice place to live. Not just the sense of place, but for us as people and families, for a healthy lifestyle. I consider this community certification to be a really great thing for all of us. Blue Zones Project represents the lifestyle we strive for on Hawai'i Island. I congratulate the Blue Zones Project team and the residents of Hawai'i Island for working toward this and participating in improving wellness in the community."

The initiative is modeled after the best practices in the Blue Zones® - regions in the world with the highest concentration of centenarians, or people who live to be 100 years or older. Blue Zones Project implements these best practices within communities and partners with worksites, schools, grocery stores, restaurants, civic organizations and policymakers to improve access to healthy resources. Health and well-being highlights of the work performed over the five year period include:

- North Hawai'i has outperformed the state well-being trends, seeing 18.2% fewer health risks than expected. East Hawai'i has seen 5.7% fewer health risks than expected. *(source: Community Well-Being Index)*
- Adult smoking rate has declined in North Hawai'i and in Hilo. *(source: Behavioral Risk Factor Surveillance Survey or BRFSS)*
- Blue Zones Project has partnered with community organizations and the County of Hawai'i to help bring over \$104 million in grants to Hawai'i Island since the project's launch in 2015.

Improving wellness for children in public schools:

- Blue Zones Project Approved™ Schools saw improved compliance with state wellness guidelines and scored better than state averages. Seventy-five percent of Hilo-Waiakea schools exceeded state wellness guideline average scores, and 88% of Ka'u-Kea'au-Pahoa schools did the same in 2018. *(source: Hawai'i State Department of Education – Wellness Guidelines)*
- Available data shows that Blue Zones Project Approved schools saw an average 16% decrease in disciplinary incidents, and 21% reduction in chronic absenteeism since engaging with Blue Zones Project. *(source: School Quality Survey)*

Healthy options increase bottom line at grocery stores:

- Grocery stores saw a 16% increase in produce sales and a 32% increase in water sales since becoming engaged with Blue Zones Project.
- Sixty-one percent of East Hawai'i residents and 72% of North Hawai'i residents indicated that there are always healthy options at their grocery stores.

Overall health and well-being improvement on the job:

- Twenty-nine worksites in East Hawai'i and 14 worksites in North Hawai'i have worked to make healthy options more readily available for their employees by becoming Blue Zones Project Approved. Employers set aside time for walking breaks and volunteer opportunities, encouraged standing meetings, developed policies to promote healthy snacking and offered workshops for employees to find their purpose. These practices resulted in reduced absenteeism, increased engagement and improved job satisfaction.

Healthier choices at popular, local restaurants:

- Thirteen restaurants in East Hawai'i and 10 restaurants in North Hawai'i became Blue Zones Project Approved. These restaurants offered healthier menu options to meet customer demand. Many restaurants also saw a sales increase of vegetarian and vegan options and improved reviews on platforms such as Yelp.

Dan Buettner, Blue Zones founder and National Geographic explorer, commends North and East Hawai'i on their leadership in well-being on a national basis, "When HMSA launched Blue Zones Project in Hawai'i with two communities on Hawai'i Island, they were pioneers in community wellness. I applaud the North Hawai'i and East Hawai'i communities for stepping up to the challenge and serving as spectacular examples of community-led change. From the partnerships developed to government support, the community has really illustrated the impact that working together for well-being can have at a grassroots level."

To learn more about Blue Zones Project, contact the Blue Zones Project – Hawai'i team at

BlueZonesProjectHawaii@sharecare.com, visit bzphawaii.com or follow us for well-being tips and tricks on Instagram and Facebook, @bzphawaii.

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About Blue Zones Project

Brought to Hawaii through an innovative sponsorship by HMSA, Blue Zones Project® is a community-led, well-being improvement initiative designed to make healthy choices easier through permanent changes to lifestyle, environment, policy, and social networks.

Established in 2010, Blue Zones Project is inspired by Dan Buettner, a National Geographic Fellow and New York Times best-selling author who identified five regions of the world — or Blue Zones® — with the highest concentration of people living to 100 years or older. Blue Zones Project incorporates Buettner's findings and works with cities to implement policies and programs that will move a community toward optimal health and well-being. Currently, 50 communities in the United States and Canada have joined Blue Zones Project, impacting more than 3 million Americans nationwide.

About HMSA

Caring for the people of Hawaii is our promise and our privilege. Working together with employers, partners, and physicians and other health care providers, we promote well-being; develop reliable, affordable health plans; and support members with clear, thoughtful guidance.

HMSA is the most experienced health plan in the state, covering more than half of Hawaii's population. As a recognized leader, we embrace our responsibility to strengthen the health and well-being of our community.

Headquartered on Oahu with centers and offices statewide to serve our members, HMSA is an independent licensee of the Blue Cross and Blue Shield Association.



Blue Zones Life Radius

How the Blue Zones Project Works

Inspired by the world's longest-lived populations, Blue Zones Project® is all about making healthy choices easier right here in Pottawatomie County. Dan Buettner discovered five areas around the world where people lived longer and healthier lives, places he called Blue Zones®. He noted nine common principles shared by these areas, The Power9®, and wrote about his findings for National Geographic and in his books, *The Blue Zones* and *The Blue Zones Solution*. But, his insights didn't end there. The Blue Zones Project incorporates insights from the Blue Zones to reverse engineer longevity in communities throughout the United States.

Blue Zones Project takes a unique approach by focusing on what we call the Life Radius, impacting places you learn, work, play, and pray. Individuals spend most of their time within 5 miles of where they live and where they work, their life radius. If the places within your life radius support healthy habits, you are more likely to succeed in maintaining your own well-being improvement choices. Check out some of the areas communities are coming together to support well-being in one another.

Life Radius

People

Blue Zones Project provides opportunities for individuals to connect with one another. Borrowing an idea from the Okinawan culture, people are encouraged to form “Moais,” groups that meet for a common purpose. Blue Zones Project facilitates connections through the formation of Walking Moais, Potluck Moais, and Purpose Moais. At Moai launch events, groups of 5-8 people are formed and these groups commit to meeting on a regularly for ten weeks. After ten weeks, many Moai participants find that they have gained valuable friendships and continue to meet.

Places

The places outside of our own home that we spend most of our time have a dramatic impact on our well-being. Blue Zones Project works with schools, worksites, restaurants, grocery stores, civic organizations, and faith-based communities to make the health choice the easy choice. These places select evidence-based practices that improve well-being in order to become Blue Zones Project Approved™. This status signals to individuals which places within their life radius support the healthy choices they have made.

Policy

Blue Zones Project works closely with community policy makers to adopt policies that are right for the individual communities to help the citizens and visitors alike in improved well-being. Experts in the fields of built environment, alcohol and tobacco, and food policy work with communities to highlight the assets and discover opportunities for improvement. An example of policy improvements include adopting a complete streets policy to improve accessibility for not only vehicles but also for pedestrians and bicycles as well.



January 13, 2020

To Whom It May Concern

HMSA brought Blue Zones Project ("BZP") to Hawaii with the hope that it would galvanize communities to take action collectively towards improving the health of their families. The focus of BZP on places, policies and people is only effective when that community has the leadership, desire and heart to take on, collectively, systemic change that supports individual behavioral and global policy changes.

The communities of North, East and West Hawaii took on the challenge, and their efforts have culminated in being the only county in the country where all communities are Certified Blue Zones Communities®. The data that has been collected is establishing the kinds of improvements in engagement, policy and health that such a holistic and collective approach can have. HMSA is grateful for the leaders and volunteers in the community who took the opportunity that BZP offered and made it a reality.

Now, the communities are moving forward to sustain that momentum. They have a plan that outlines their priorities and are looking to expand on the strong foundation they have established. It is a time of transition from the hard work of starting something up to the hard work of sustaining and growing the successful transformative efforts in workplaces, schools and community, to make healthy lifestyle choices a matter of course, and to make this a truly community-led effort.

Our hope is that many others will join in supporting and contributing to this work, so that the communities' will continue to flourish. Mahalo for considering becoming a part of this movement.

Sincerely,

Kathryn Matayoshi

Senior Vice President, Chief Community Engagement Officer



January 13, 2020

Re: Support for Healthy Hawaii Island Coalition

To Whom it May Concern:

I am pleased to write this letter in support of the Healthy Hawaii Island Coalition's application for funding.

Blue Zones Project was brought to Hawaii by the Hawaii Medical Service Association (HMSA) to help increase the overall well-being of our communities and to make Hawaii a healthier, happier place to live, work, and play. To accomplish that goal, Blue Zones Project works with all sectors of a community – in the areas of people, places and policy.

Communities on Hawai'i Island have embraced this model by showing the leadership, motivation, and collaboration to improve the well-being of their communities. This has been proven by a marked improvement in their well-being scores, which show that individuals engaged with Blue Zones Project in Hawaii have an overall well-being score that is significantly higher than those not engaged.

Part of Blue Zones Project's goal is to build capacity within community organizations to continue to drive toward long-term change. As the communities enter their next phase of work to ensure that this is sustained, they have begun to develop a plan whereby community organizations continue to work in areas of priority – which is aligned with our Blue Zones Project mission. In many respects, the Hawai'i Island communities have been a catalyst for this type of work across the state.

The Healthy Hawaii Island Coalition is the leadership entity that represents many community organizations. My hope is that you will support and contribute to their work to sustain their ongoing community well-being journey. We look forward to continued work with the Coalition in order to bring lasting change to the well-being landscape throughout Hawai'i Island and the state.

With aloha,

A handwritten signature in black ink that reads "Ann Hayashi".

Ann Hayashi
Executive Director, Blue Zones Project

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Hawaii by



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UNIVERSITY
of HAWAII
HILO

Office of the Vice Chancellor for Student Affairs

January 14, 2020

Dear Grant-In-Aid Review Committee,

I am pleased to submit this letter in support of the Community First Grant In Aid request to provide assistance for the Hawai'i Island Healthy Coalition (HIHC) to sustain the Certified Blue Zones health-wellness initiative. I serve as the Vice Chancellor for Student Affairs at the University of Hawaii at Hilo (East Hawaii) and am a resident of Kamuela (North Hawaii), so I am fortunate to be connected with both certified Blue Zones communities of the island.

Since 2015, I have served as part of the leadership team for both regions and have found the experience to be very fulfilling. For this reason, I have decided to continue my participation as a volunteer member of the HIHC. I first got involved in the Blue Zones Project as a way of better supporting the health and wellbeing of our students on campus. Since many of our students are residents of Hawaii Island, I recognized early on the potential long-term benefits not just for our students during the time that they are studying with us, but the lasting collective impact on the rest of their lives and our community for better and healthier futures.

During my time as a volunteer on both leadership teams, I have watched many organizations become certified Blue Zones sites, including our very own UH Hilo campus. Our division has formed a Blue Zones committee and has brought different opportunities to our campus as a part of the larger BZP initiative. Last year, we hosted a guest speaker from the local Alzheimer's Association who shared information about the condition and what people can do to help prevent it. We have also plotted one-mile paths across campus. The hope is that faculty/staff/students will engage in more walking during breaks and non-work hours.

In more than just one way, the Blue Zones Project has ignited the fire for folks who wanted a healthier lifestyle but wasn't sure how to achieve that. In becoming a certified worksite, we are now able to better align professional goals with personal goals for our employees. Research shows this has multiple benefits, starting with the most basic - we have happier employees who show up and produce high quality work. It's an amazing phenomenon to watch and even more amazing to be able to support!

Being Native Hawaiian myself and working with students who are of Native Hawaiian ancestry, I am always concerned about the statistics that are "out there." I am convinced that we have a better story to tell and being able to live healthier lives will allow more folks in our local community to not only rise to their aspirations, but more fully live them out.

I am thankful for the Blue Zones Project and appreciate that Community First agreed to be the fiscal sponsor for our grassroots Hawai'i County Healthy Coalition. We are a group of highly committed citizens who strive for a better Hawai'i County and see the continuation of health and wellness based on BZP principles as a truly worthwhile endeavor that has already started to help our community be healthier and better for all of our future generations. I hope you see the same value and humbly ask for your support of this Grant In Aid.

Mahalo,

Farrah-Marie Gomes, Ph.D.
Vice Chancellor for Student Affairs



UNIVERSITY
of HAWAII*
HILO

Division of Student Affairs
Campus Recreation Department & Student Life Center

January 15, 2020

Dear Grant In Aid Review Committee,

It is my pleasure to submit this letter of support for the Community First Grant In Aid request to assist the Hawaii Island Healthy Coalition in sustaining the Certified Blue Zones communities across Hawaii County. I served on the Blue Zone Advisory Committee that established UH Hilo as a Certified Institution. My wife serves on the Blue Zones leadership team for Waiakea Elementary School. I currently serve as the Director of Campus Recreation at the University of Hawaii Hilo. In this role, Campus Recreation strives to promote and facilitate a wide variety of health and wellness initiatives for the campus community. Blue Zones is one of these critical programs.

Creating an atmosphere that encourages individuals to develop life-long involvement in healthy lifestyles activities has been my life's work. Over the years, I have obtained numerous health and wellness certifications and been active with regional and national health initiatives such as Walk for Life, Kids Heart Challenge, Special Olympics and Blue Zones. Hilo Hawaii has significant health challenges that cannot be ignored, topping the nation in obesity, binge drinking, and diabetes. As an educator, I rely of programs such as Blue Zones to provide a consistent message and health related materials to educate the campus and the Hilo community.

In March 2018, the University of Hawaii at Hilo became Blue Zones approved. We had a celebration on our Campus Center Plaza with a corresponding news release to share this great news. Since then, we have activated both a campus Blue Zones committee and a separate Blue Zones committee within the Division of Student Affairs. The Campus Recreation staff serve on both committees. Our Fitness Coordinator is extremely passionate about this that she has assumed the lead role for the division committee.

Plans for the division committee this semester include a campaign around "out with the old and in with the new YOU – purge your processed snacks." With support from the Vice Chancellor for Student Affairs who will be purchasing the ingredients, the committee will also be hosting cooking demonstrations this semester.

Please consider fully supporting the Community First Grant In Aid to continue the benefits that Hawaii Island has started to reap from the health and wellness initiatives founded on Blue Zones concepts.

Sincerely,

Tim Moore

Timothy Moore
Director, Campus Recreation

200 West Kāwili Street, Student Life Center / Hilo, Hawai'i 96720-4091
Telephone: (808) 932-7610 URL: <http://hilo.hawaii.edu/rec/>
An Equal Opportunity/Affirmative Action Institution



January 15, 2020

Dear Grant-In-Aid Committee,

I'm honored for this opportunity to submit a letter of support on behalf of Community First. The purpose of this letter is to support the application for a Grant-In-Aid that will allow for the Hawaii Island Healthy Coalition (HIHC) to sustain the wellness and longevity work across Hawaii Island. HIHC is a committed group of leaders putting a strong focus on education and outreach to our diverse island communities, helping everyone to live longer better.

I am currently the Director of Innovation and Transformation at West Hawaii Community Health Center, serving approximately 17,000 patients across West Hawaii. The mission of my department is to strengthen the health literacy, wellness, and vibrancy of our island communities through outreach, education and collaboration. Our patients have a patient centered medical home at WHCHC and health literacy, wellness and vibrancy are core components of my department.

Prior to serving with WHCHC, I was honored to serve for the entire 3 year project timeline as the Blue Zones Project West Hawaii Organization Lead for West Hawaii and North Hawaii communities where my work, along side my BZP team members made great impact! There is a Danish Twin's study that discusses the attributes of an individual's life span. 20% is due to genetics. The other 80% is due to an individual's life habits and choices. HIHC will allow for the continued education and health literacy around health and wellness. We are also experiencing a health crisis where for the first time in history, our children's lives will be shorter than that of their parents – majority of this due to the unhealthy options and lack of resources in much needed underserved, rural areas. Our island wide efforts have culminated in getting Hawaii County is leading the world as a health and wellness role model, becoming the first County wide Blue Zones Project demonstration site. There is no other County in the State, across the Nation, or in the world that is in the process of becoming an approved County wide Blue Zones Project destination.

I am very excited that HIHC is taking the lead to sustain the great, much needed work of my Blue Zones Project colleagues and I humbly ask that your committee support the request of HIHC to carry on the health and wellness work making positive impacts around our island communities, helping everyone to live longer, better!

Thank you of your consideration,

Dr. Lee-Ann Heely-Rolston



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Honokaa, HI 96727
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Fax: (808) 775-9404

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Kamuela Location

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Suite 13/14
Kamuela, HI 96743
Phone: (808) 731-8641

January 15, 2020

To Whom It May Concern

RE: Support for Healthy Hawaii Island Coalition

Hamakua-Kohala Health is in full support of the Healthy Hawaii Island Coalition application for funding. As a Blue Zones approved worksite our organization has benefitted from the close partnership with the leadership now heading HHIC. Our mission is to provide quality healthcare to our communities and HHIC will be working in areas that we serve.

Hamakua Health Center, Inc. (HHC), d.b.a. Hamakua-Kohala Health operates four clinics, the original Hamakua Health Center in Honoka'a and a clinic in Kapa'au that was opened in 2006. Hamakua-Kohala Health is a Federally Qualified Health Center is a non- profit (501c-3) organization. The Health Center provides medical and behavioral health services to the communities of Hawi, Kapa'au, Hala'ula, Makapala, Kawaihae, Waimea/Kamuela, Waikoloa, Honoka'a, Kukuihaele, Waipio Valley, Pauilo, O'okala, Ninole, Laupahoehoe, and Hakalau. Our mission is, "[To] Provide quality healthcare that is responsive to our patients' and communities' needs." Our foundation and history on the Hamakua Coast and in North Kohala can be traced in both communities to the first dispensaries of the early plantation days.

HHC currently serves as a population of over 26,000 residents in the North Hawaii region of the Island of Hawaii (the districts of North Hilo, Hamakua, South Kohala, North Kohala) is the only Federally Qualified Clinic providing primary care providers serving the low-income, uninsured, and underserved population. Our mission is to "Provide quality healthcare that is responsive to our patients' and communities' needs".

The healthy Hawaii Island Coalition will continue the work and ensure that Hawaii island is on a path to healthier living. Please support HHIC. If there are any questions, feel free to contact Milton Cortez, Chief Information Officer and COO at your convenience at (808) 930-2734 or by email at mcortez@hamakua-health.org.

Sincerely,



Irene Carpenter
Chief Executive Officer

Janet Lindsey
64-410 Waiahu St.
Kamuela, HI 96743
(808) 756-6264

January 14, 2020

Aloha Committee Members,

I am Janet Lindsey, a resident of Kamuela. For ten years, I worked at the North Hawai'i Education and Research Center (NHERC) in Honoka'a and as of last April, I am now happily retired. I remain active with my church and am a member of the Hamakua-Kamuela softball team under Coach Nadao Honda. I most recently joined the Waimea Senior Center. I write today asking you to please support a Grant In Aid application from Community First to continue health and wellness activities of the Hawai'i Island Healthy Coalition.

I first became aware of the Blue Zones Project while I was working at NHERC. Many of their meetings were held in our facility, so naturally I became curious about what they were doing. I learned more and more about the project over time and started to get involved. I helped package fresh fruits and vegetables to distribute to families in the community. Although there are many farmers in our community, the amount of fresh fruits and vegetables that are distributed within the community is still a really low rate. Helping to provide more fresh fruits and vegetables to people who might not be able to afford buying them is important. This was my favorite project because I love helping other people.

In August 2016 a few years before I retired, NHERC celebrated its 10-year anniversary. We had dignitaries from the University of Hawai'i and local government at our celebration. We also had display booths for community organizations who were interested in sharing their connection to the facility. Blue Zones was represented at this event with a nice picture of a young boy riding the smoothie bike. The fully story and picture can be viewed at <http://hamakuatimes.com/nhercs-year-anniversary-celebration-recap-p2440-136.htm>

Now that I am retired, I spend a lot of time with other retirees at the Waimea Senior Center. Each Monday from 7:45am to 8:45am, we have a walking moai. I am looking forward to joining my friends on this moai and am excited about the benches that are being discussed for the Waimea bypass road. That will make it safer for us senior citizens to walk in an area that currently doesn't have any rest stops.

I am grateful for the contributions that Blue Zones has made in the community and our local leaders who continue to look for a path forward. Their vision and determination are commendable. Please support the Grant In Aid application from Community First to help continue health and wellness in our community. Our Hawai'i Island Healthy Coalition will not let you down!

With aloha,



Janet Lindsey

January 15, 2020

To Whom It May Concern:

I write this letter in support of Community First and Hawaii Island Healthy Coalition working together to keep the momentum going from the Blue Zones Project. I live in Kona and am a high school senior at Kamehameha Schools Hawaii. I was just getting started with high school when I first heard about this project and in a few short months, I will be graduating and going off to college.

I participated in several Blue Zones activities and enjoyed them. The cooking demo of "fried rice" actually made out of cauliflower was interesting and tasty! The smoothie bike had an innovative twist to it. Since I letter in two high school sports, volleyball and bowling, and participate in high school rodeo, I already move naturally quite a bit. I firmly believe in family first and I don't get to participate in wine at five yet. There are some areas where I am still developing – right tribe, belong and purpose – but I'm coming right along. The Blue Zones project added to my knowledge about why maintaining a balanced lifestyle is important and learning about it was fun!

After I graduate from college, I want to come home and own my own business. I look forward to a long career of serving the local community that helped raise me. We all need to be healthy so we can enjoy each other for a long time. My family is important to me and I want them around for as long as possible. The work of the Hawaii Island Healthy Coalition can help us all be better and healthier.

Please support the Grant In Aid submitted by Community First to help the Hawaii Island Healthy Coalition. We will all be able to contribute to and benefit from this valuable community initiative when we keep working together.

Sincerely,



Reginald Botelho, III
Kamehameha Schools Hawaii
Class of 2020

Allison Dupre
dupre4@hawaii.edu

January 15, 2020

Dear Grant In Aid Committee,

I am writing to express my strong support for the Community First Grant In Aid application to help sustain the Hawaii Island Healthy Coalition's health and wellness initiatives built upon the foundation laid by the Blue Zones Project. I am originally from Alaska and moved here to Hawaii in 2017 to attend the University of Hawaii at Hilo. I am a junior majoring in Business Administration with a concentration in Healthcare Management. I currently hold a 3.78 GPA and have made the Dean's List three times over the last two years.

I previously worked at Queen's Court at the Hilo Hawaiian Hotel, a Blue Zones registered worksite. I now work at the University of Hawaii at Hilo, which is a Blue Zones approved worksite. At UH Hilo, I work in the Women's Center where I get to plan programs and events based on my special interest area of women's health.

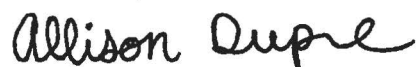
The Blue Zones Project has made significant contributions not just to the two places that I have worked at. As a student at UH Hilo, I know of other students who have also been able to benefit from the great work of this initiative. As students, it is important for us to be able to balance the demands of school, work and family. Sometimes we forget about our own self-care. The nine components of Blue Zones help remind us that a healthy lifestyle includes taking care of ourselves everyday.

We are also encouraged to live an active lifestyle. As a student, sometimes that is hard to do when we're so focused on going to class and getting good grades, which means putting in extra time to study and work on projects. Sometimes exercise and eating healthy are the first things to go.

I look forward to what the Hawaii Island Healthy Coalition will be able to continue based on the work we have already done with Blue Zones. I strongly support this Grant In Aid request and ask for your support as well.

Sincerely,

Allison Dupre



Helen Baptista
P.O. Box 1682
Honokaa, HI 96727

January 15, 2020

Dear Selection Committee,

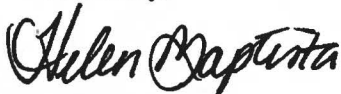
My name is Helen Baptista and I am a resident of Honokaa. My husband and I both work for the County of Hawaii in Waimea. Our only child is a graduate of Honokaa High School and Hawaii Community College. He is currently employed at Big Island Toyota in Hilo. I write this letter in support of the Grant In Aid request of Community First to help sustain the efforts of Hawaii Island Healthy Coalition in continuing health and wellness initiatives in our community.

A few years ago, a Blue Zones representative visited our baseyard and gave a presentation about the Blue Zones project. I signed a pledge at that time and while Department of Water Supply is a registered worksite, we are still working on becoming a Blue Zones approved worksite. This is the same for my husband's employer, Department of Environmental Management. However, our son's employer, Big Island Toyota, has already achieved being a Blue Zones approved worksite so our entire household is very familiar with the nine pillars for a long, healthy life.

The fact that several of our worksites around the island continue to work toward the certification measures suggests there is still interest and a need for continuing this initiative. We just need a little more time to meet the milestones. Your assistance in supporting this Grant In Aid request will greatly benefit many community members on our island who have started the quest for a healthier lifestyle and are still in need of some guidance and support along the way.

I am confident in the leadership of the Hawaii Island Healthy Coalition because these individuals are dedicated to community first. They are proven leaders in our community who share the vision for a healthier Hawaii Island and believe in working together to achieve our collective goals. I respectfully ask for your support so Hawaii Island can keep the momentum going on something so important to all of our futures.

Sincerely,



Helen Baptista