



HEALTH

ECONOMIC DEVELOPMENT STRATEGIES & ACTION PLAN 2021-2024



Mamaki leaves are brewed for cleansing, detox,
and to combat symptoms of fatigue.

HEALTH

Goal: A holistic, accessible system of care that builds agency and reflects community priorities so everyone thrives.

Noni juice may improve joint health, increase physical endurance, increase immune activity, inhibit glycation of proteins, aid weight management, help maintain bone health in women, help maintain normal blood pressure, and improve gum health

STRENGTHS

- Blue Zones
- 'Āina
- Connection we have with one another

OPPORTUNITIES

- Medicine
- Medical Training Programs
- Education/Prevention/Awareness
- Places/Spaces/'Āina
- Native Intelligence
- Whole Person Approach
- Healthy Food
- Collaboration

ASPIRATIONS

- On Island Access
- Equity x Health
- Built environment supports health
- Public policy that supports health
- Personal Responsibility
- Workforce Development
- Holistic & Culture Based Healthcare Options

RESTRAINTS

- Fixed Mindset
- Social Determinants of Health
- Lack of Integrated Effort

OBJECTIVE 1

Expand the on-island opportunities to develop the Hawai'i Island health provider workforce

STRATEGIES

- Incentivize enrollment into the Health Career Pathway for high school students and ensure access to resources to facilitate their education
- Fund on-island medical training programs focused on innovative practices that align with culture-based and holistic approaches and promote intern, practicum and residency opportunities
- Establish a JABSOM satellite campus on Hawai'i Island

Beyond its ceremonial use, 'ava is commonly used in alternative medicine as a natural anxiolytic (anxiety-reducing) drug. It may also improve sleep in people with insomnia, often with fewer side effects than pharmaceutical or over-the-counter sleep aids

OBJECTIVE 2

Promote whole mind, body, spirit (holistic) wellbeing that forwards culture-based healing pathways, heals trauma and allows for individual and collective 'auamo kuleana

There are many medicinal benefits provided by the entire ti leaf plant. The fragrant flowers are used to help asthma, while the steam from boiled young shoots and leaves makes a very effective decongestant. To help with injuries, warm stones were wrapped with ti leaf to serve as hot packs.

STRATEGIES

- Invest in research and pilot studies to document the impacts of native practices on physical and mental health so that they are eligible to be included in Employee Assistance Programs
- Increase on-island resources to recognize, manage, provide support for, and heal trauma and mental illness
- Develop and implement a culture-based, holistic assessment and resource guide for physicians and practitioners to make referrals and connect their patients to
- Take best practices and lessons learned from the Blue Zones project and develop an ongoing initiative to promote and normalize healthy micro-habits

OBJECTIVE 3

On-island continuity of care

STRATEGIES

- Continuity of care for individuals:
Prevention to Rehab
- Safe and accessible Infrastructure and ability to have alternative types of exercise available, community outdoor space, built environment supports multi-modal transportation
- Continuity of care for practitioners (having people facilitating that process and system)

Kukui oil has high levels of poly and monounsaturated fats, linoleic and linolenic, vitamins C, D, E, and powerful antioxidants that provide topical benefits to skin and hair as well as the immune system and muscles.

OBJECTIVE 4

Fund initiatives to support a variety of accessible healing practices

STRATEGIES

- Health education, training, and provider options reflect indigenous, cultural, natural, and whole-person approaches and contribute to our community's physical, nutritional, mental, environmental, and spiritual health
- Funding for prevention education in place to prevent high-cost care later in life
- Increased opportunities to build capacity and develop our own health provider workforce
- Clear communication and strategic management of programs reflect coordinated, collaborative effort so people are aware of and connected to opportunities

Hibiscus tea can help relieve conditions that include upset stomach, high blood pressure, bacterial infections and fever.

HEALTH REFLECTIONS



HOW DO WE MAKE HEALTH AND WELLNESS AN ESSENTIAL PART OF OUR COMMUNITY?

- Education awareness and building
- Agency and empowerment
- Eliminate system barriers

HOW DO WE MAKE HEALTH CARE AND WELLNESS OPPORTUNITIES MORE ACCESSIBLE TO MORE PEOPLE?

- Communication
- Capacity and system building
- Bring it to the people


HOW CAN WE BUILD THE PIPELINE FOR A HEALTH AND WELLNESS WORKFORCE?

- Strategic planning and coordinated action across sectors
- Alternate pathways to the workforce and retention
- Collaboration and communication
- Education and skills training (K-12/Post-secondary)

Ginger helps to settle an uneasy stomach, provides relief from throat and nasal congestion, and helps soothe soreness and overall joint pain.

PROSPERITY METRICS

- Increase in education and training opportunities
- Systems designed for success
- Common language and common understanding
- Change in Key Measures
- Change in the workforce



'Olena is used to treat problems associated with problems of the skin and other organs due to its antimicrobial, anti-inflammatory, and anticancer properties.

An aerial photograph of a coastal town. In the foreground, a river flows into the ocean, with white surf visible. The town is built on a hillside, with numerous houses and buildings. A road runs through the town. In the background, there are mountains under a blue sky. The image is split vertically into two halves, with the left half showing a different view of the town and the right half showing a different view of the town.

We envision abundance.

We envision economic opportunities that allow our children to thrive and providing them incentives to stay.



APPENDIX

LIST OF PROJECTS & TACTICS FOR SECTOR STRATEGIES

Arranged within an ABCD lens: what we can do, what we need help with, and what we need others such as government, philanthropy, and industry to do

HEALTH

1) EXPAND THE ON-ISLAND OPPORTUNITIES TO DEVELOP THE HAWAII ISLAND HEALTH PROVIDER WORKFORCE

Incentivize enrollment into the Health Career Pathway for high school students and ensure access to resources to facilitate their education

What We Need Help With

- Reach out to KS Scholars program to model after
- Establish fund and process/criteria to access
- Create badge/micro credential
- Standing health workforce conference in our community that allows for networking, cross-training, sharing stories of innovation, and a career fair type expo where folks could gain access to different educational/career building opportunities

Fund on-island medical training programs focused on innovative practices that align with culture-based and holistic approaches and promote intern, practicum and residency opportunities

What We Need Others to Do

- Obtain funding
- Identify/Establish workgroup to support a focused effort in this area for the next 5 years
- Establish baseline for existing programs
- Establish mechanism for tracking program growth
- Advocate for increased professional certification testing access be available on Hawai'i

Establish a JABSOM satellite campus on Hawai'i Island

What We Need Others to Do

- Draft legislation
- Identify partner to champion

Increased PD certification testing & courses on island

What We Need Others to Do

- LCSW Exam
- CSAC Certification
- Paramedicine certification

HEALTH

2) PROMOTE WHOLE MIND, BODY, SPIRIT (HOLISTIC) WELLBEING THAT FORWARDS CULTURE-BASED HEALING PATHWAYS, HEALS TRAUMA AND ALLOWS FOR INDIVIDUAL AND COLLECTIVE ‘AUAMO KULEANA

Invest in research and pilot studies to document the impacts of native practices on physical and mental health so that they are eligible to be included in Employee Assistance Programs

What We Need Help With

- Secure partners
- Obtain funding
- Conducting and publishing research
- Surveying already existing research and studies - potential for Literature Review

Increase and maintain existing on-island resources to recognize, manage, provide support for, and heal trauma and mental illness

What We Need Help With

- Identify/Establish workgroup to support a focused effort in this area for the next 5 years
- Establishing baseline for existing programs and providers
- Establishing mechanism for tracking program/provider retention and growth
- Offer (and eventually require) mental health and trauma training of all degree programs in the “helping” professions
- Education opportunities for HR professionals to include trauma and mental health as professional development

HEALTH

Develop and implement a culture-based, holistic assessment and resource guide for physicians and practitioners to make referrals and connect their patients to

What We Need Help With

- Research other culture-based, holistic assessments used by other communities
- Create a working group of service providers and cultural practitioners to develop and implement a culture-based, holistic assessment and champion the partnership
- Identify institution to provide guidelines/best practices for client safety, confidentiality, etc. for practitioners
- Establishing baseline for currently used assessments used by service providers on-island
- Conducting community survey/assessment to identify practitioners providing services on-island
- Work with training/educational institutions (especially those who train on-island) to include culture-based, holistic healing embedded in existing curriculum
- Create an interdisciplinary experience specifically on culture-based healing
- Partner with accreditation organizations to provide continuing education opportunities on culture-based healing
- Include on patient intake/screening questions on holistic healing practices

Take best practices and lessons learned from the Blue Zones project and other culturally-grounded wellness models and develop an ongoing initiative to promote and normalize healthy micro-habits

What We Can Do: Vibrant Hawai'i Health Stream Priority

- Create working group to identify best practices from BZP and other wellness models
- Survey for and partner with others doing this work
- Creating campaign (media, social media, radio, etc.) and find "spokespeople"
- Month-long kick-off (i.e. May is Mental Health Awareness Month)
- Creating a health "challenge" with prizes that gets families and workplaces to participate
- Creating collateral (magnets, stickers for reminders) for distribution to homes and workplaces
- Create an app or a podcast that promotes local and culturally grounded wellness
- Increase access to safe places to go for walking and exercise
- Support and further work done by local farmers, ranchers, CSA folks, farmers markets, etc. to make fresh food grown on-island available:
 - Fund programs to make more of these on-island grown foods available to The Food Basket and other social service organizations.
 - Investigate a farmers market delivery program (Example: EH Farm to Car)

3) ON-ISLAND CONTINUITY OF CARE

Continuity of care for individuals: Prevention to Rehab

What We Need Others to Do

- Develop and promote the adoption of universal policies that allow for alternative care providers and volunteer responders to deliver patient care within their working capacity
- Invest in the development of retreat facilities and rehab centers
- Create a network of physicians where they can familiarize themselves with other providers and their capabilities
- Increase education/shadowing/residency opportunities where young physicians can be introduced to facilities

Safe and accessible Infrastructure and ability to have alternative types of exercise available, community outdoor space, built environment supports multi-modal transportation

What We Need Others to Do

- Prioritize the use of County Parks and Recreation facilities for physical fitness activities
- Public-private partnership utilizing current facilities to create organized structured activities for all ages and abilities, with guided leadership to improve physical and emotional health
- Prioritize affordable and reliable transportation
- Affordable and reliable broadband for access to tele-health and training opportunities
- Designate GE Transportation Surcharge to increase safe transportation options in mass transit and individual movement

Continuity of care for practitioners (Ongoing Professional development and capacity building)

What We Need Others to Do

- Practitioners from all types of care to collaborate in patient care
- Create a pipeline of communication between holistic, cultural and western medical practitioners

HEALTH

4) FUND INITIATIVES TO SUPPORT A VARIETY OF ACCESSIBLE HEALING PRACTICES

Health education, training, and provider options reflect indigenous, cultural, natural, and whole-person approaches and contribute to our community's physical, nutritional, mental, environmental, and spiritual health

What We Need Help With

- Identify what education and training programs are already in place and what is working/needs improvement
- Identifying the number of successful providers practicing holistic care
- Secure funding for cross-training and apprentice programs

Funding for prevention education is in place to prevent high-cost care later in life

What We Need Help With

- Identifying what prevention programs are already in place and what is working/needs improvement
- Secure funding

Increased opportunities to build capacity and develop our own health provider workforce

What We Need Help With

- Identify/Establish workgroup to support a focused effort in this area for the next 5 years which includes representatives from all stakeholder groups (medical, academic, cultural, community)
- Create a comprehensive guide to existing healthcare workforce development across the continuum (K-12, post-secondary, licensure)

Clear communication and strategic management of programs reflect coordinated, collaborative effort so people are aware of and connected to opportunities

What We Need Others to Do

- Create and administer survey to establish baseline for population level data regarding awareness of and access to a variety of healthcare and wellness opportunities by June 2022

HOW TO CONTRIBUTE



CORE TEAM ROLES

This strategy is designed to foster collective action. While priority projects are identified, everyone is encouraged to select a tactic or project that resonates, join (or create!) a core team, and work to implement. Core teams will be empowered with a goal setting framework and evaluative and feedback tools to ensure sustained and measured progress.

CONVENER

Convene and guide the Core Team to reach 90-day Key Results.

CONTRIBUTOR

Commit to the success of the initiative: plan, design, launch, evaluate, iterate, and scale. Contributors must have bandwidth (time) and capacity to commit to a 90-day action timeline focused on key results, organizational commitment and alignment, vision for transformation, and a willingness to take risks and weather small failures.

COLLABORATOR

Supportive community partners who are relied upon to share their knowledge, perspectives, and to bring thought partners into the process.

CURIOUS

For folks who are not ready to jump into a Stream - but want to learn more - Vibrant Hawai'i hosts quarterly CONFLUENCE. An open meeting where all Streams come together to share the outcomes of the last quarter and opportunities to contribute to activities in the next quarter.

EVALUATION FRAMEWORK

The Economy Stream co-chairs will lead efforts to conduct quality, on-going evaluation of Core Teams formed to implement Action Plans for this economic development strategy. The purpose of this evaluation is to document objective performance measures and intended outcomes of the identified activities.

Utilizing both quantitative and qualitative methods, co-chairs will develop a way to help Core Teams monitor their progress and ensure that they are meeting their 90-day Key Results.

Process evaluation provides assessment of project implementation efforts. As indicated in the Logic Model (page 4), each activity will have identified Outputs (*direct tangible results*) with corresponding performance measures included as Outcomes (*short-term, positive impacts on the community*) that can be measured within a one year period.

Outcome evaluation is primarily concerned with the efficacy of the project, which is outlined in the Logic Model as Waypoints (*population level indicators*) and the Scorecard (*indicators that tell us how well we are doing in our journey toward a vibrant Hawai'i*). The combination of these tools will effectively assist in assessing the overall effectiveness and impact of this Economic Development Strategy and Action Plans.

This evaluation effort will be enhanced by qualitative information through observation of program activities, site visits, interviews with Core Teams and stakeholders, and focus groups with residents; all of this will tell us how well activities are meeting anticipated outcomes.

White papers and data dashboards will be an option for communicating and visualizing the ongoing progress of the activities within this strategy.






Vibrant Hawai'i is a growing community that commits to individual and collective 'auamo kuleana to increase equitable opportunities to build wealth: an abundant reservoir of human, social, natural, and financial capital that we contribute to and draw upon.

GET INVOLVED

vibranthawaii.org



*We envision a resilient
community connected
and empowered to care
for each other in times of
disaster.*

*We envision an engaged
citizenry that contributes
to a Vibrant Hawai'i.*



ECONOMIC
DEVELOPMENT
STRATEGIES
FOR HAWAI'I ISLAND