

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

Sandra McGuinness, BA

NPAC: Nutrition & Physical Activity  
Coalition of Maui County

Pacific Global Health Conference

October 10, 2012

# NPAC: Nutrition & Physical Activity Coalition of Maui County

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

# NPAC: Nutrition & Physical Activity Coalition of Maui County

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

# Primary Areas of Focus:

## ■ Worksite Wellness



## ■ Built Environment



# Built Environment

- Buildings (workplaces, housing, schools)
- Land Use (ag, industrial, residential)
- Public Resources (parks, bike paths, sidewalks, crosswalks)
- Zoning Regulations
- Transportation Systems

# **“We’ve engineered physical activity out of our daily lives”**

**–Mark Fenton**

- Regular physical activity reduces rates of
  - Obesity
  - Diabetes
  - Chronic Diseases
  - Some cancers
- A generation ago, most of us walked to school
- Between 1977 and 1995
  - Walking declined by 42%
  - Driving increased to 89% of all trips

# Education/Networking

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

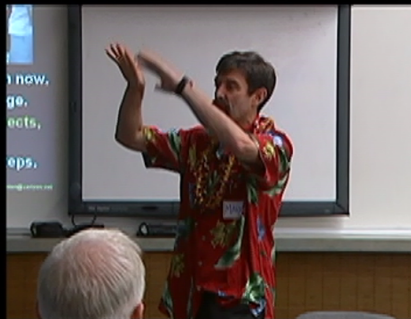
# Education/Networking

- Presentations, Workshops and Technical Assistance Training for County Government Leaders and Employees
  - Mayor and staff
  - Department of Planning
  - Department of Public Works
  - Planning Commission
  - Departments of Transportation, Fire Safety, Police, Housing & Human Concerns, Office on Aging, State Dept of Transportation

# Designing Livable Communities

## ACTIVE LIVING COMMUNITY WORKSHOP

**Mark Fenton**  
Transportation  
and Public Health  
Consultant



June 2, 2008 Cameron Center, Maui

00:14

DVD



## Creating Livable Communities for An Aging Population

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

**Where**  
Maui Beach Hotel  
Elleair Room

**Light Pupu**  
will be provided.

**Register**  
cgarcia@aarp.org or  
244-2082

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

Is Maui doing what it takes to ensure that our  
kupuna can "age in place" in their homes and  
communities?

Learn about Hawaii's new Complete Streets  
Law (Act 54), why we need it, and how it  
can help an aging population (and all ages in  
between) maintain  
mobility.

Find out how Housing Visitability, Uni-  
versal Design, and Mixed Use  
Development can help people to age  
at home.

Call 264-7895 or email  
smcguinn@hawaii.edu for NPAC info

**A Free Community Forum**  
featuring



**Jana Lynott, AARP**  
National Policy Advisor on  
Livable Communities and  
Transportation

• A local panel of experts



**Kathleen Ross Aoki**  
Deputy Director, Maui  
County Planning Dept



**Sgt. Barry Aoki**  
Maui County Police  
Department



**Deborah Arendale**  
Executive on Aging  
Maui County Office  
On Aging



**Rita Barreras**  
Project Director  
Aging with Aloha  
Coalition



# Smart Growth presentation



# Dan Burden

## Walkable & Livable Communities Institute



# Maui County Director of Public Works



# Steps to good health focus of Maui group, its gathering

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

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

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

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

John A. Burns School of Medicine is to reduce the burden of disease, increase years of healthy life and reduce health disparities in the state through promotion of governmental policies and legislation.

Besides Fenton's talk, the conference and annual meeting will have reports from task force chairs, a board of directors election and recognition of individuals and organizations who have done exemplary work in physical activity and nutrition. Conference participants also will be asked to share their thoughts about the public health priorities identified by the coalition, and to help prioritize and implement projects and programs.

Fenton has been offering his advice to N-PAC and leading workshops for the Health Department's Healthy Hawai'i Initiative.

He was the host of the PBS



SANDRA McGUINNESS photo

Health consultant Mark Fenton (wearing lei) prepares residents for a walk audit, in which they would observe traffic, sidewalks, ease of crossing and other factors along Mahalan Street and Kanaloa Avenue. The outing was held last summer.

show "America's Walking" and was the editor at large for Walking Magazine. He wrote books including "Pedometer Walking," "The Complete Guide to Walking for Health, Weight Loss and Fitness" and "The 90-Day Fitness Walking Program."

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

His study of the biomechanics of walking began while he was a student at the Massachusetts Institute of Technology, where he earned bachelor and master of science degrees. His resume also includes three years with Reebok as a manager of research engineering.

Recently, Fenton has become a pedestrian advocate and supporter of the need for

community, environmental and public policy initiatives to encourage more bicycling.

He has lectured and lectured on planning confessional engineering organization health education.

Registration breakfast w a.m. The conf from 9 a.m. complimentary Thursday.

In lieu of co PAC requests any amount University of tion.

For more it register, call S ness, Maui Co ordinator, at a mail smegunt



« RETURN HOME

## Small Town Maui Weekly Radio Shows Archive

January 23, 2008

[RIGHT-CLICK HERE TO DOWNLOAD THE MP3 FILE](#)



The guests today are Sandy McGuinness, Maui County Coordinator for the Nutrition & Physical Activity Coalition of Maui County (N-PAC) and Mike Morris, CEO of the Maui Family YMCA and Chair of N-PAC. They discuss efforts to increase physical activity and good nutrition for healthier communities and the need for walkable and bikeable communities. The Local Flavor guest is Bernard Paet, owner of Cupie's Drive Inn and Bentos & Banquets by Bernard. Callers included State Representative Joe Bertram on the needs for walking paths, greenways and zoning code revisions so we can support small towns on Maui. Lloyd from Kihei called to ask that speed limits be observed and urged more bikeable communities.



Listen to our shows on iTunes.

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# Northshore Greenway is a path to a more physically fit Maui

In response to a Sept. 12 letter complaining that the new Baldwin Park bike path does not seem to go anywhere, please allow me to reply. Yes, it does.

The path now connects Paia with Baldwin Beach Park, a half-mile of asphalt allowing pedestrians to get out of the mud and away from the speeding traffic along the Hana Highway. It gives parents a safe place to teach kids how to ride a bike. It gives in-line skaters a safe place to work out.

The writer complained that she has seen "walkers, joggers and kids on scooters" using the path, but no bikers. The fact is: The community is using the path in whatever nonmotorized manner they please — that is the first purpose of the path.

The other, ultimate purpose is to hook up with the existing 2.5-mile bike path that starts in Spreckelsville and ends up at Kanaha Beach Park. The purpose of the completed path is to provide a nonmotorized right-of-way for walkers, joggers, bikers, kid on scooters, old folks in wheelchairs along the coast connecting Paia to Kahului. It is designed so that a 10-year-old child could get on her bike and ride safely from her Paia home to see a movie in Kahului, or a Kahului boy could safely ride out to the beaches without interfacing



**VIEWPOINT**  
**DAVE DELEON**

with traffic. It's a concept that we used to take for granted but is pretty much gone now.

The idea for this path grew out of Paia about 20 years ago and has been slowly coming to fruition. The formal name of the path is the Northshore Greenway. It was envisioned as the first in a series of paths connecting our towns, but it has taken so long that the state Department of Transportation actually designed and built the first complete Maui path — the Mokulele Path — in the interim.

The missing link in the Northshore Greenway is an about a mile-long stretch between Baldwin Beach Park and Spreckelsville. Because there really isn't a safe route along the highway, the only practical route is in the wooded area between the golf course and the coastal dune system. But because that area is both culturally and environmentally sensitive, this route has been a challenge.

To succeed, the project is going to need the active support of the broader community.

The letter writer also questioned the rationale for spending money on a nonmotorized path that could have been used on highway improvements instead.

We have a society that is designed around and for the automobile. Planners are now coming to a conclusion that such lopsided planning has caused serious negative social impacts. Our car-based transportation system is a major contributor to air pollution and our national addition on foreign oil.

You would have to be living under a rock to have not heard that Americans, as a whole, are sadly out of shape. That's because we depend on our cars to move us everywhere we go. If given the choice of walking a quarter-mile to buy lunch or driving, most would not hesitate to drive. Our kids are now showing up with diseases like high blood pressure and diabetes because they are so inactive and overweight.

And then there is the real possibility of \$4, \$6 or even \$8 gasoline. Let's have some options besides the car.

In 2002, a survey conducted for the state Department of Transportation asked Maui residents if they would walk and bike to a store or a park. Eighty-five percent said no, because the roadways are too dangerous. Asked if there is a separate, independent path to the store or park, the same number said they would use it. A majority in the survey allowed that they should be using their bodies more to get around but said they simply won't risk physical harm to do so.

In my lifetime, I have seen an amazing paradigm shift. A society once dominated by tobacco has all but banned it. We need the same type of shift for physical fitness. Let's start that shift on Maui by finally completing the Northshore Greenway.

■ **Dave DeLeon** is a founding member of both *Bikeways Maui* and the *Maui Bicycle Alliance*, the former county bicycle coordinator and the chairman of the *Built Environment Committee of the Maui Nutrition and Physical Fitness Coalition*.

PAU HANA



## WHAT GOES AROUND....

Story by **Rita Goldman**  
Illustration by **Guy Junker**

I've begun to suspect you take the concept of reduced consumption too far. For years I drove around Maui in a Nissan Sentra so decrepit, wide-eyed kids would ask me whether the line of rust holes running across the hood had been made by machine-gun fire. When the frame rusted so badly that body shops refused to do repairs, my ex and my brother welded on lawnmower blades to give the doors something to hang onto.

One day, when I parked near the auto shop at Maui Community College, an instructor walked up, gave my jalopy the once-over, and said, "Lady, we can help you." Turned out his students had a Sentra the same year as mine, with a pristine body but a shot transmission. My tranny being original—and still working—I asked whether he couldn't just pop it into the other car and trade me that one. Alas, no. That's how my brown Nissan ended up with blue doors, blue hood, blue hatch and blue gas-cap cover.

By the time even the men in my life would have nothing more to do with my Sentra, I'd logged 247,000 miles. Despite my regimen of benign neglect, that spunky clunker didn't quit—though she drew so many scornful looks, I'd park blocks away from any town event I had to attend. When people asked why I

kept her, I'd say I was waiting for the odometer to hit 238,857 miles, the distance from Earth to the moon. Once I got there, I told people I had to hold onto her long enough to get back.

The luster finally faded when rolling up the windows no longer kept the rain from pouring in. My Nissan spent her last days—and I suspect "days" were all she had—as a heater for surfers in town for winter swells.

Back then, I couldn't afford a new vehicle anyway, so holding onto the old car had been as much necessity as quirky obsession.

DNA was the other reason I kept that car so long. I didn't want to sabotage the American automobile industry.

I'm genetically predisposed. Mom owned three cars in her life: Crosley, Corvair and Studebaker. I bought a Bridgestone motorcycle two months before the company stopped making them, then chose my first car: a Chevette. I refer to that penchant for buying the soon-to-be-obsolete as "Nettie Goldman's Timing," a hereditary trait that exists only on the double-X chromosomes in our family. If I wanted the Big Three to survive, I needed to avoid purchasing their cars. And for as long as I drove that Nissan, Detroit did just fine. Now that my Nissan is history, GM and Chrysler aren't looking so mint-condition, either.

Or maybe Mom and I were ahead of our time. I recently attended a meeting of South Maui Sustainability, a grassroots group that's working to save, if not the whole planet, at least the immediate neighborhood. The evening featured a talk by Mark Fenton, host of the PBS series *America's Walking*. Fenton travels the country, talking to local governments, civic planners and the public on the need to create communities as friendly toward pedestrians, bicyclists and transit riders as they are toward the automobile. He goes so far as to link our declining health to badly designed communities that discourage us from walking, our kids from playing outdoors.

Maui is still rural enough to avoid the mistakes the mainland has made—if we take action now and support planners and developers who put people before cars. Me? I figure getting that old Nissan to the moon was a good start. ☺

Want to learn more about designing and retrofitting communities to support healthy lifestyles and a healthy environment? Mark Fenton recommends these websites: For info on building walkable and bicycle-friendly neighborhoods, plus a library of innovative designs, go to [pedwalklink.org](http://pedwalklink.org). For info on creating communities that encourage physical activity as a part of daily life, visit [activelivingdesign.com](http://activelivingdesign.com). And get advice from Fenton's TV series at [pbs.org/americaswalking](http://pbs.org/americaswalking).



## ■ NPAC Advocates for Healthy Choices

- **Maui Nutrition and Physical Activity Coalition supports good nutrition, physical activity through environmental and policy changes, education and awareness.**
- **March 1, 2012**
- Tom Blackburn-Rodriguez , The Maui Weekly
- [Save](#) | [Post a comment](#) | "Today's younger generation will not outlive the generation before them."
- That was the chilling message delivered by Mike Morris, president and CEO of the Maui Family YMCA and board chair of the Maui Nutrition and Physical Activity Coalition (NPAC) at the Tuesday, Feb. 21, meeting of the Kihei Community Association held at the Lipoa Street campus of Kihei Charter School.
- Sandra McGuinness, the Maui County coordinator for NPAC, an organization that got its start four years ago, stated her view of healthy eating directly and to the point. "The closer we get to dirt, the better the food is for us," she said, urging the audience to avoid processed foods that tend to have a high sugar, salt and cholesterol content.
- "We are not as active as we should be, and we don't eat as well as we should," Morris said. "One result is that diabetes is showing up in younger people, and it used to be an old man's disease."
- Morris pointed out that the cost to treat diabetes is projected to be \$191 billion over the next 10 years--a cost that could be reduced significantly with an investment of \$83 million in prevention programs.
- According to Morris, 98 to 99 percent of medical costs in the U.S. are spent on treatment and only 1 to 2 percent on prevention.
- Morris literally puts his mouth where his money is, having helped start the "Y Produce Express" program at his agency and 20 other business sites. The program makes weekly deliveries of fresh fruits and vegetables, pre-ordered from Kula Country Farms.
- At the YMCA, healthcare premiums are 100 percent paid for employees--only if they take their annual exams and have mammograms and other preventative medical tests. If an employee declines, the YMCA will only pay for 50 percent of their medical premium.

# Facebook



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

# Complete Streets

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

# Key Elements

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

# Mahalo!

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