

Press Release

Local Team Participates in Public Health Leadership Program

Lanai City, Hawaii; January 30, 2014 – Kauna'oa O Lana'i, The Lei of Lana'i has been selected to participate in the National Leadership Academy for the Public's Health (NLAPH) program, funded by the Centers for Disease Control and Prevention (CDC). NLAPH is a national program focused on improving population health by working with multi-sector leadership teams and training the teams through an applied, team-based collaborative leadership development model. The program is implemented by the Center for Health Leadership and Practice (CHLP), a center of the Public Health Institute (PHI), and will provide training and support for a period of one year.

“This program will impart population health teams with the skills to lead across sectors and collaboratively solve complex population health problems in innovative ways,” said Carmen Rita Nevarez MD, MPH, Vice President for External Relations and CHLP's Director. “These are the types of leaders who will ultimately be able to drive critical efforts, such as the adoption of evidence-based policies and practices at the community level, which can have a tangible impact on health outcomes.”

The Kauna'oa O Lana'i, The Lei of Lana'i team will work on an applied health leadership project that tackles an important population health issue with the goal of improving public health outcomes. The team will address smoking and tobacco use as a community health issues and anticipates the following desired outcome:

- Development of a plan to implement a Smoke-Free work environment
- Decreasing smoking and tobacco use by 10%
- Improving control of key diabetes and cardiovascular (CVD) metrics as a result of improved wellness and decreased smoking and tobacco use
- Increased community engagement as seen by introducing at least two employers/workplaces to the concept of a smoke-free environment

The team assembled to undertake this critical issue includes:

- Dr. Diana M. V. Shaw, Executive Director, Lanai Community Health Center, Team Leader
- Gregg Kishaba, Rural Health Coordinator, Hawaii State Department of Health
- Carole Starbird, Assistant Administrator and DON, Lanai Community Hospital
- Alice Bouman, Resort Manager, Four Seasons Resorts Lanai, The Lodge at Koele

Dr. Shaw indicates “Decreased smoking and tobacco use will clearly have a positive impact on the environment and the individual. The Secretary’s Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2020 in “Healthy People 2020: An Opportunity to Address Societal Determinants of Health in the U.S”, has indicated that tobacco use is one of three risk factors that contributes to several major chronic diseases (heart disease, diabetes, and many cancers) that cause 50% of deaths. I don’t think it is a coincidence that Lanai has a higher than State average of these same major chronic diseases, and a higher than State average of smokers. When controlled or reduced, studies show a reduction in morbidity and mortality.”

	Lāna`i	State
Adults who Smoke	20.6%	16.1%
Adults with Diabetes	9.2%	8.8%

Heart Disease Mortality Rate (per 100,000)	147.6	135.2
Cancer (Malignant Neoplasm) Mortality Rate (per 100,000)	136.9	134.7

Shaw continues, “Data from the Smoke-Free Environments Law Project, (www.tcsg.org), indicates that when you combine use and exposure data with increased morbidity, medical, and indirect cost data, total annual costs for illness and disease conditions are estimated at over \$5 billion in direct medical costs and over \$5 billion in indirect costs (2005 dollars). In health, wellness, and economic terms, decreased use and cessation saves money and lives. Our project might present some social pressure from users; however the law and political forces support our actions. Our use of a supportive cessation program complete with pharmacologic modalities and counseling should ease this pressure somewhat.”

NLAPH will provide training and support to assist the team in successfully addressing the reduction in smoking and tobacco use. Training and support will focus on two tracks. The first is the development of leadership skills, including personal and collaborative leadership in a multi-sector environment. The second emphasizes growth from team-based collaborative work to policy and systems change. NLAPH is provided at no cost to the participants or the community.

For more information, contact:

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