Title: Native Hawaiian and Pacific Islander Youth Health and Fitness Day

Project Purpose: A nationwide effort by the President’s Advisory Commission on Asian American and Pacific Islanders and California Asian American Pacific Islander Affairs to address the alarming and increasing rate of overweight and obesity experienced within the Native Hawaiian and Pacific Islander (NHPI) communities within the United States.

Rationale: Southern California is home to more than half of all the Native Hawaiian and Pacific Islanders in California (U.S. Census, 2000). According to a report release by the Asian & Pacific Islander American Health Forum, roughly 1 in every 5 (20.4%) NHPI high school adolescents are obese. Furthermore, these finding suggest that 1 in every 3 NHPI high school youth is likely to become overweight or obese. Faced with this issue, the United States has begun to focus health and behavioral change efforts to address this concern by creating national campaigns designed to reduce the rate of obesity.

Implementation: The NHPI Youth Health and Fitness Day was held on April 2, 2011 at the University of California, Los Angeles (UCLA). This event was designed to target the NHPI community located in Southern California and built upon the First Lady’s Let’s Move!* campaign. This event included: 1. Appearances and presentations delivered by commissioners from the President’s Advisory Commission on AAPI’s and AAPI Affairs as well as prominent leaders and celebrities in the NHPI community, 2. Physical activity stations run by NPHI professional and collegiate athletes, 3. “Health Village” composed of NHPI community-based health advocates and medical resources including a Federally Qualified Health Clinic that serve the NHPI community 4. “Diet and Health Village” composed of certified dieticians and renowned chefs that encouraged healthy eating, and 5. A brief assessment was conducted to determine NHPI needs regarding demographics, health education and exercise addition.

Collaborators: The NHPI Youth Health and Fitness Day could only be achieved through the promotion of community ownership and integration of community, medical, foundation, and governmental resources. This campaign was achieved with the help of: UCLA Cultural and Recreational Affairs Department, Guam Communications Network, Tongan Community Service Center, Pacific Islander Health Partnership (PIHP), Native Hawaiian & Pacific Islander Alliance (NHPIA), Tongan American Youth Foundation, TATAU Clothing Line, Samoan National Nurses, Association (SNNA), South Pacific (SP), TOA Institute, KAUHALE, UCLA Community Program Office, Empowering Pacific Islander Communities (EPIC), AIGA Foundation, PELE, Asian & Pacific Islander American Health Forum, MA’O, FITTED, Pacific Islander Festival Association (PIFA), National Office of Samoan Affairs, MACKS Miracles.
**Results:** A total of 221 participants completed a brief needs assessment survey at the NHPI Youth Health and Fitness Day. The participants surveyed had a mean age of 26.29 years of age (and a standard deviation of (SD) 13.870). The mean number of children in each household was 1.28 (SD 1.855). The average weight of participant was 191.72 pounds (SD 63.754) and 66.42 inches (SD 4.597). 22.4% of respondents stated that they ate less that one serving of fruits and vegetables per day. 54.7% of participants had one or more sodas per day. 31.8% of participants exercised one (or less) time per week.

**Lesson Learned:** The NHPI Youth Health and Fitness Day highlighted the importance of tailoring health promotion strategies in order to motivate and have lasting affects on the NHPI community. The tailored activities included hula, rugby, and walking groups. This campaign was one of the first mass efforts to bring together government, medical, and community leaders to focus on obesity concerns within the NHPI community. Despite the success of this campaign, we learned that there is still a need to address the health disparities experienced by the NHPI community and to raise awareness of these issues at the legislative level.

**Partners:** This collaboration included the White House Initiative on Asian Americans and Pacific Islanders; The President’s Advisory Commission on Asian Americans and Pacific Islanders Lead Commissioners Hines Ward, Sefa Aina, and Kamuela Enos; California Commission on Asian and Pacific Islander American Affairs Lead Commissioner Jonathan (Tana) Lepule; professional athlete Marcus McNeil; and trainer Jillian Michaels.

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*Let’s Move!* is a comprehensive initiative, launched by the First Lady, dedicated to solving the challenge of childhood obesity within a generation ([www.letsmove.gov](http://www.letsmove.gov)).

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