

Examining How a Community Coalition Creates and Implements Policy Changes to Promote Physical Activity: The Case of Get Fit Kaua'i



Active Living Research Conference

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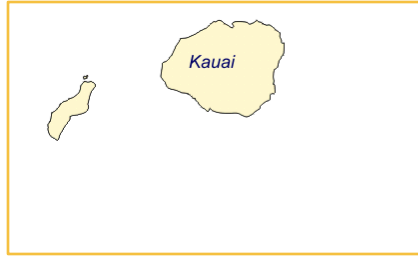
Jodi Drisko, MSPH
Jay Maddock, PhD



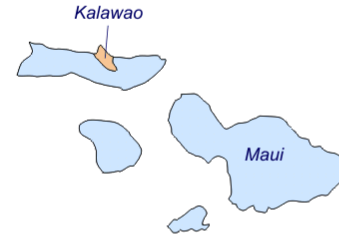
National Physical Activity Plan Congress 2015 Champion Award



Kaua'i County



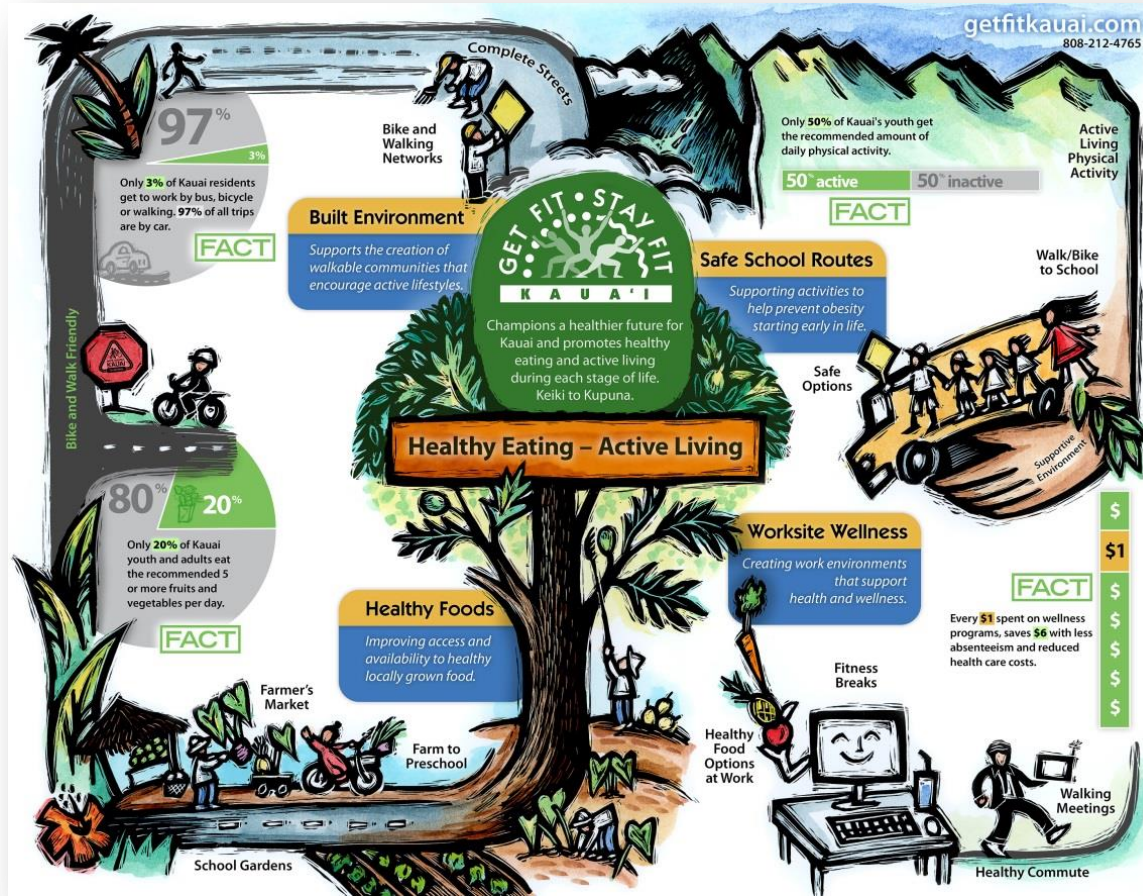
- 69,512 residents
- > 40% Asian and Pacific Islander
- 620 square miles
 - Rural: 584 mi²
 - Urban: 36 mi²



Get Fit Kaua'i (GFK)

www.getfitkauai.com

- Nutrition and Physical Activity Coalition of Kaua'i County
- In 2009, GFK convened four task forces
- Funded by Healthy Hawai'i Initiative, Dept. of Health
- Guided by Hawai'i State Physical Activity and Nutrition Plan objectives



GFK led advocacy efforts for:

2010

- **County Resolution:**
Complete Streets

2012

- **State Bill, HB2626:**
Safe Routes to School

2013

- **County Ordinance:**
Complete Streets –
subdivision code



Qualitative Research Study

How did a community coalition, Get Fit Kaua'i, create and implement policy changes that impact the built environment in Kaua'i County?

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Methods

Interviews

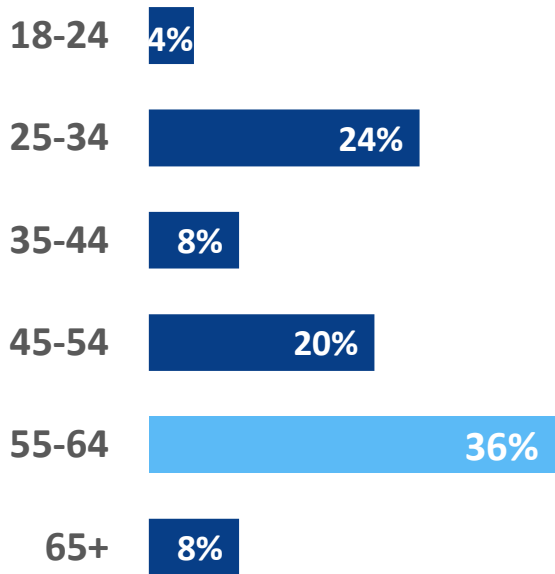
- 25 participants
- Purposeful sample
- ~ 1 hour long
- Semi-structured
- Aug. – Nov. 2013

Analysis

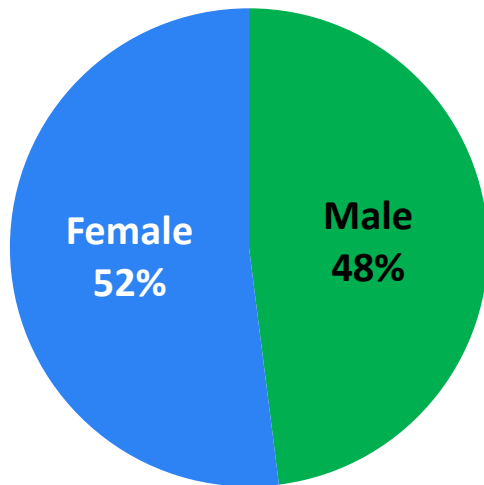
- Grounded theory approach
- Transcribed verbatim
- Coded using NVivo
- Validation strategies included member checking

Participant Characteristics

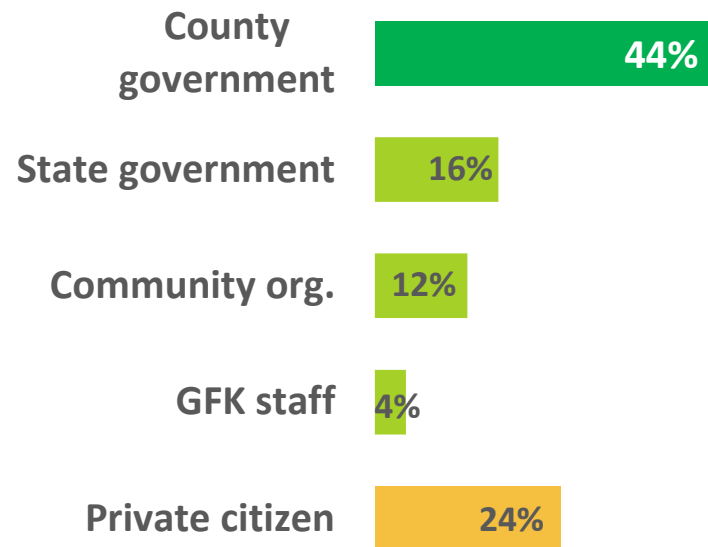
Age



Gender



Sector



Major Themes

Capacity Building

Leadership / People

Community Context

Community Events and Programs

Capacity Building

- **Intentional progression of expert consultants**
 - Education and trainings
 - Technical assistance
- **Attending national conferences**
 - Building relationships



“Get Fit Kauaʻi has given the county a lot of technical assistance from the **best experts**, and I think that they have **increased our internal capacity to understand and implement Complete Streets principles.**”

“[The consultants] contributed so much to just, you know, us seeing it... how it can be. **The possibilities [are] what they’ve enlightened us to, and actually providing us with tools and training** to be able to have the ability to apply the changes ourselves.”

“What I think is the other unmeasurable but tangible kind of greatest accomplishment is that you have people not only in my department, but you have **people across many sectors talking the same language...** Everyone knows what a roundabout is. Everybody knows what a road diet is.”

“[There was a] morning conference activity, which was a bike ride through the Minneapolis routes. So, we did it two days... **That got me thinking, ‘Wow, we can do this on Kauai.’**”

Leadership / People

Coalition



County

- Coalition director,
Bev Brody
- Steering Committee
- Built Environment TF
- Safe Routes to School TF

- Mayor Bernard
Carvalho, Jr.
- County Department
leaders and staff
- Councilmembers

*"[Get Fit Kaua'i] as an organization or an entity has become a **champion**, and then a number of the individuals that are associated with Get Fit Kaua'i have become champions as well. And without that, it's very difficult—very, very difficult—to move these kinds of initiatives forward."*

“Bev is Bev”



- Engaged the county and developed partnership
- Fearless
- High energy
- Motivates
- Follows up
- Makes it fun

Mayor Carvalho said: “Make it happen!”



Vision



Good relationship with Bev

Department leaders

*Had to “drink the kool aid”
about Complete Streets*

Community context



- **Smallness**
- **Political support**
- **Community activism**
- **Desire to preserve rural island character**
- **Ke Ala Hele Makalae Path**

Community Events and Programs

- Walk to School Days
- Annual Mayor-a-thon
- Mayor's Walking Workbus

***"Get Fit Kauai, to me,
is action. It's results.***

*It's: let's do a Mayor-a-thon, let's do a
Walking Work Bus... I appreciate that.
They're very goal-oriented and results-
oriented."*

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Practice Implications

- Despite the policy successes, it will take some time to see physical changes to the built environment
- Coalition members have learned to have patience

*"We **gotta show progress** in the county by putting projects out there and completing stuff to construction, not so much planning and engineering... They [community members] can come and participate in the charettes but **they wanna see** the rubber on the road, or **the feet and the bicycle rubber on the road.**"*

Practice Implications

- Be prepared for an evolving coalition role

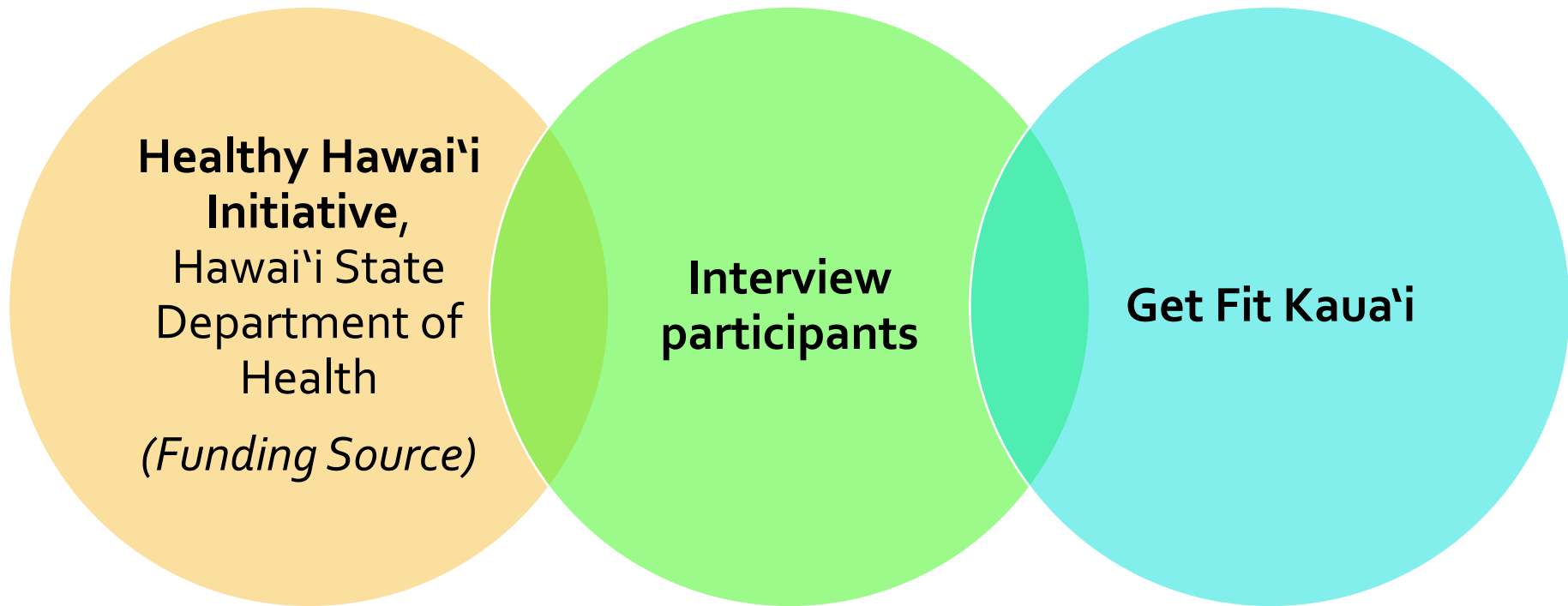


*"There's two things that I think are probably [Get Fit Kauai's] role. One is helping us [County] with **community outreach** and building their support and educating. And the other is **holding our feet to the fire** to make sure we're actually doing what we had promised we would do at these community meetings and calling us out if we're not."*



“[This is] my way of contributing to my community... because I’m all about leaving something behind.”

Mahalo nui loa!



Questions?
Feedback?

