

Keiki Heroes: Health Activity Materials for Children

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National Library of Medicine
The Health Speaker Series with
PNC and Region 5



Agenda & Learning Objectives

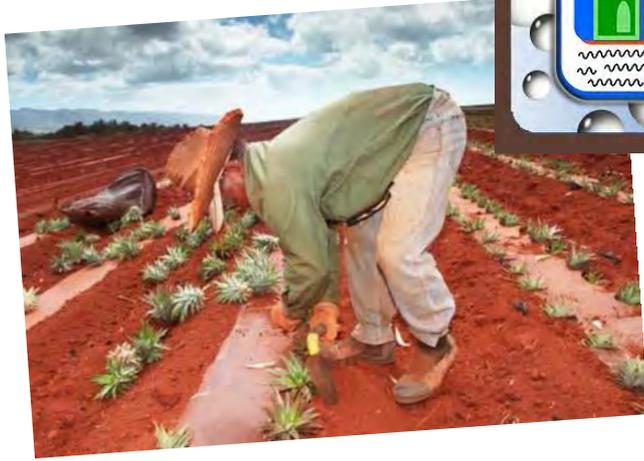


- Background
- Communities disproportionately affected by COVID-19 in Hawai'i
- Creation and dissemination of Keiki Heroes materials
- Keiki Heroes and public health topics
- Current edition: Eye Health

Learning Objectives

1. Describe how to partner with a community organization to create a health education material for children.
2. Identify the process to translate health materials and create them to be culturally appropriate.
3. Describe various ways the health materials could be utilized in different community settings.

Background



'Imi Hale Native Hawaiian Cancer Network

(U54CA153459, NIH NCI)



Halehuki circa 1940

'Imi Hale
Native Hawaiian Cancer Network
A Program of Papa Ola Lōkahi

- Collaborated with partners to reduce cancer incidence and mortality among Native Hawaiian and Pacific Islanders
- Developed, pre-tested, and distributed cancer prevention and education materials in Hawai'i
- Guided by community-based participatory research (CBPR)
- Developed culturally appropriate products for cancer education and research

Health Materials Created for Hawaii's Communities





Our Mission

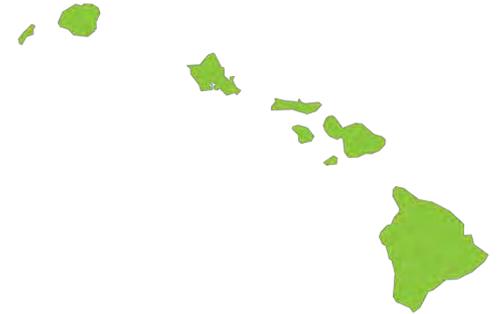
HIPHI's mission is to advance **health** and **wellness** of the people and islands of Hawai'i

To achieve our mission, we:

- Expand understanding of **what creates health** of people and place, embracing **upstream** social, cultural and environmental factors
- Foster **partnerships** among public health, health care, and other diverse sectors to improve health and wellness
- Cultivate **programs** including education, advocacy, research, capacity building and training--to improve policies, systems, and the environments where people live, learn, work, age, and play

Hawai'i and COVID-19

- Hawai'i's Native Hawaiian, Pacific Islander and Filipino communities have been disproportionately affected by COVID-19
- They have consistently had the highest rates of COVID-19 cases, mortality and hospitalizations



Keiki Heroes

- Keiki Heroes promotes health education materials that are culturally relevant and age-appropriate to support the physical, mental, emotional, and social health of children in Hawai'i
- We believe that keiki can be heroes by helping themselves and others to adopt healthy habits to support community health
- Keiki Heroes became a project under Hawai'i Public Health Institute in 2022



Keiki Heroes: Kai and Hōku

- Two adorable mascots: Kai and Hōku
- They were created by Yuko Green a Hawai'i Children's book author and illustrator
- They are cousins who are best friends and they live on Hawai'i Island
- They modeled hand-washing, eating healthy, wearing glasses, and other positive health behaviors



Kai



Hōku

Keiki Heroes: The Origin Story

At the end of the 2020 school year, things changed.

Kai and Hōku were supposed to visit their cousin during Spring Break, but the trip was cancelled due to COVID. It was hard for them and they noticed their families were worried and started to talk about the coronavirus.

What was this new “coronavirus” and why did it mean Kai and Hōku couldn’t do all the things they loved, like visiting each other, seeing Tutu, and going to school to see their friends?



Keiki Heroes: The Origin Story (continued)

One day, Hōku's mom gave her a mask to wear when they went to the store. Once Hōku put the mask on, she became a Keiki Hero. The mask gave her the power to protect herself, family, and friends from the coronavirus.

She was excited about her new powers and had to share it with Kai so she asked her mom to help her find a mask for him, too. They dropped the mask off at Kai's home and once he put the mask on, he also became a Keiki Hero.

Together Kai and Hōkū are now Keiki Heroes! Their mission: help keiki protect themselves, their 'ohana, and all their friends and teachers.



Hōkū



Kai

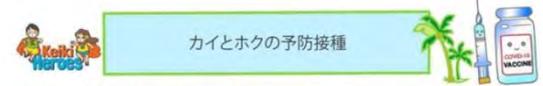
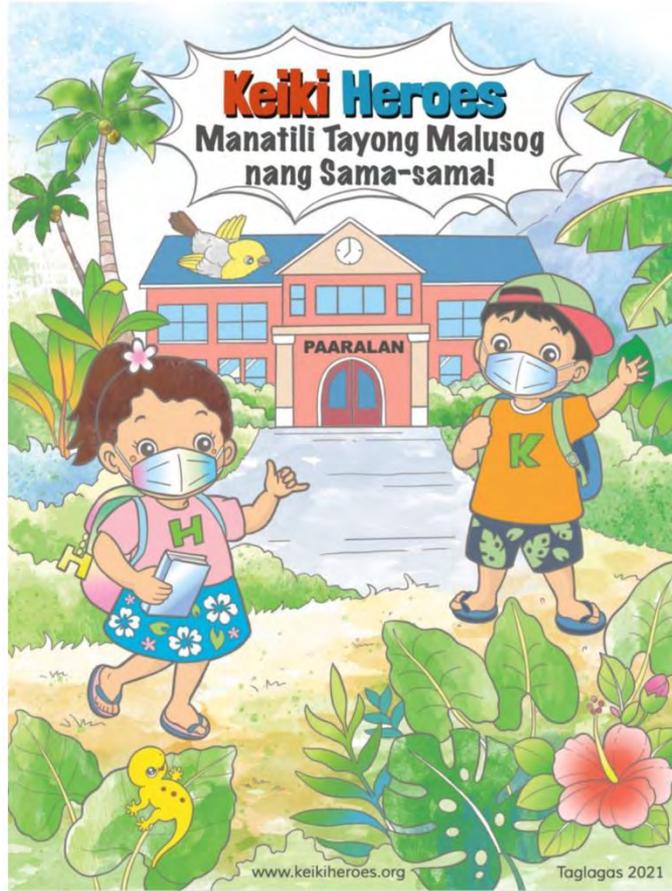


During the Pandemic

- KH was translated into 20 languages
- Over 25,000 materials were disseminated
- Daily social media reach was 6,000 people
- Books and stickers were distributed at churches, schools, parks, and farmers markets hosted by 15 partner community-based organizations



Examples



ワクチンクリニックでは、医師や助手が親切に、カイとホクまたその家族の質問に答え、情報を共有してくれます。



KeikiHeroes.org

KeikiHeroes 1



KH Impact During the Pandemic

- Utilization of materials at vaccination and COVID testing sites
- Disseminated in schools
- Integrated in mobile clinics
- Teaching tool for high school students learning another language
- Increased partner collaboration
- Support of over 30 partners



11 CBO's and 7 FQHCs

Statewide:

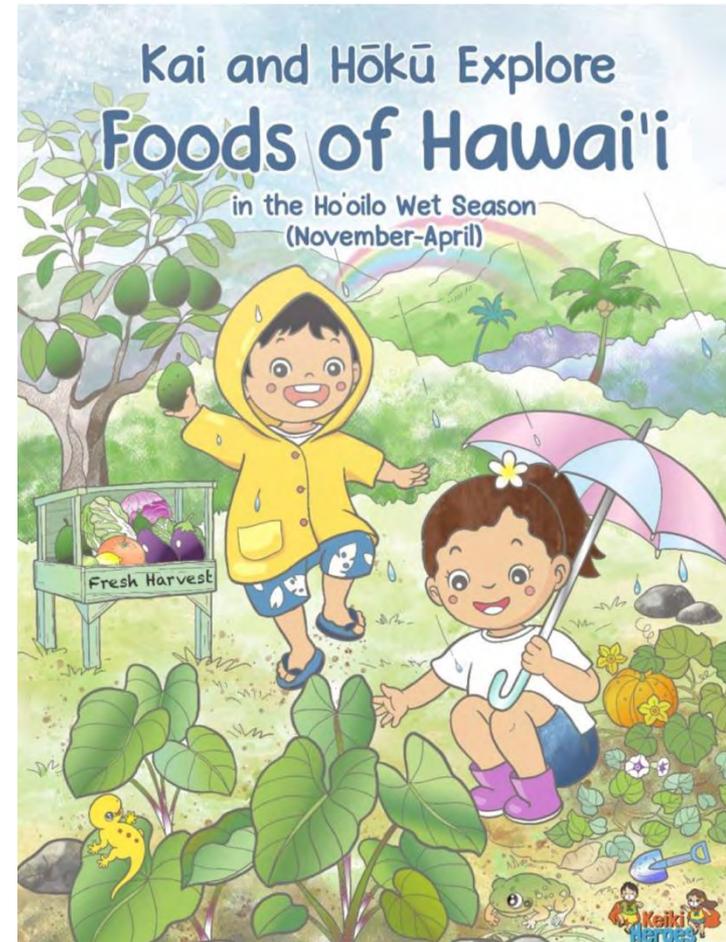


PARTNERS IN DEVELOPMENT
FOUNDATION

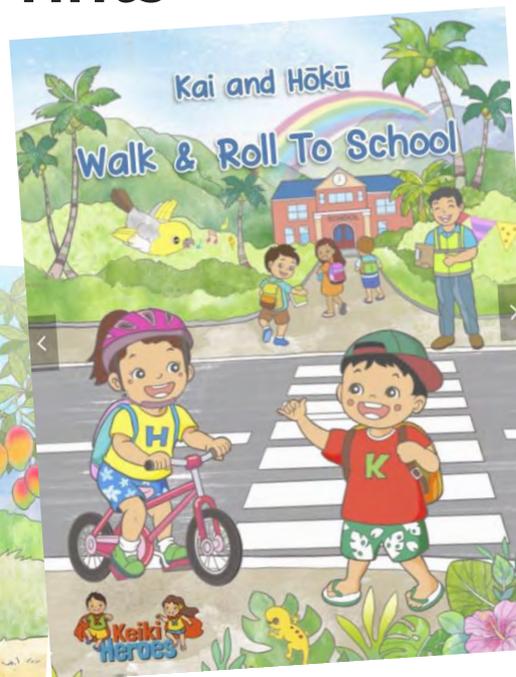
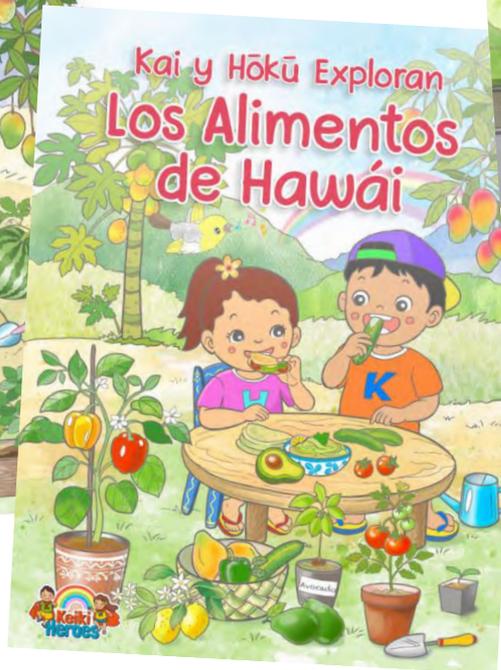
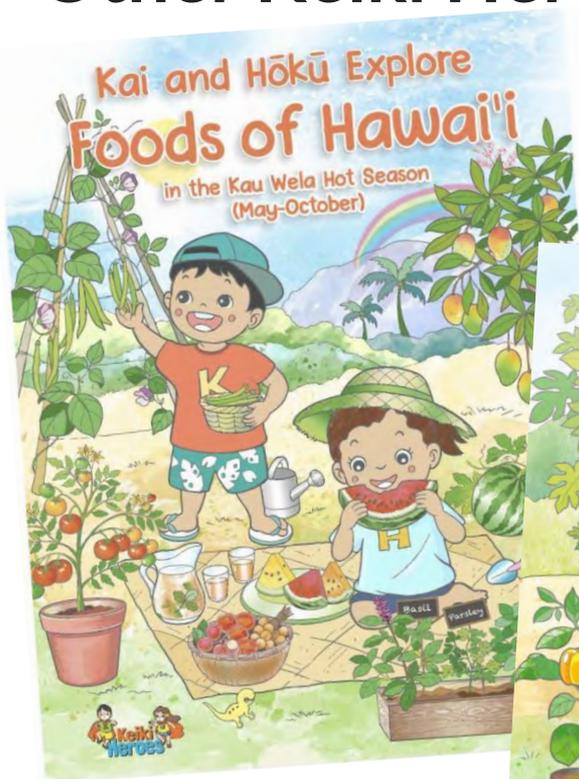


Accessibility of Keiki Heroes

- <https://keikiheroes.org/>
- Free and downloadable
- Over 150 products
- In Hawai'i, you can request hard copies (limited availability)



Other Keiki Hero Books & Prints



Disseminated During a Resource Fair for Lahaina



Recognizing the need for family and to build trust, we have gathered agencies and organizations to provide support.

Sat. Sept. 23, 2023
9 a.m. to 3 p.m.
Lahaina Civic Center

There will be more than 40 organizations, Filipino groups attending:

- Talk Story tables - Kwentuhan with friends
- Keiki Corner - Filipino story books, school supplies, arts and crafts
- Hilot and massage
- Librang Gupit - Free haircuts
- Baby orchids for plantlets and plantias
- Therapy pets
- Aloha Kits with Pinoy brand favorites
- Free legal and financial education
- Lunch bentos
- Financial support programs
- More coming...

We aim to:

- Provide an opportunity to gather offer support for the Filipino community affected by the fires.
- Provide familiar faces, Ilokano and Tagalog speaking support. We hope to provide hope in a warm setting and address cultural nuances to make sure no one is left behind.
- Distribute aid
- Support Lahaina-based businesses.
- Grieve together, pray together as a community.

* List subject to change

The Philippine Consulate of Honolulu will also be present to provide consular services (Philippine Passports, document replacement) on Sept. 22, 23 and 24 at the same venue.

Federal, State and County agencies will already be present at the Civic Center:

- The Home Investment Assistance Support
- FEMA Disaster Aid
- The Social Security Administration Social Security with support
- The Veterans Administration at Veterans Affairs Veterans Benefits & Health Care Support
- The United States Postal Service Mail Service Support
- U.S. Department of Housing and Urban Development Housing Support
- United States Citizenship and Immigration Services Immigration Support
- United States Department of Agriculture Farm/Agriculture Support
- United States Citizenship & Immigration Services Immigration Support
- Maui Domestic Opportunity

Does your organization provide a free service and can host a table?
Sign-up at: bit.ly/hawakkamay

Are you an individual or family affected by the fires? Sign-up for the Bayanihan Fund at: mauifilipinochamber.com



Partnership with Project Vision (PV)

- PV is a community-based organization with mobile health screening programs that provide statewide services in communities with significant access-to-care challenges related to income, lack of insurance, geographical location or cultural conflict
- Initial discussion regarding lack of information regarding eye health
- Long partnership continued to develop KH eye health edition



PROJECT VISION HAWAII
dba Hawaiian Eye Foundation



PC: Pacific Business News, 2016

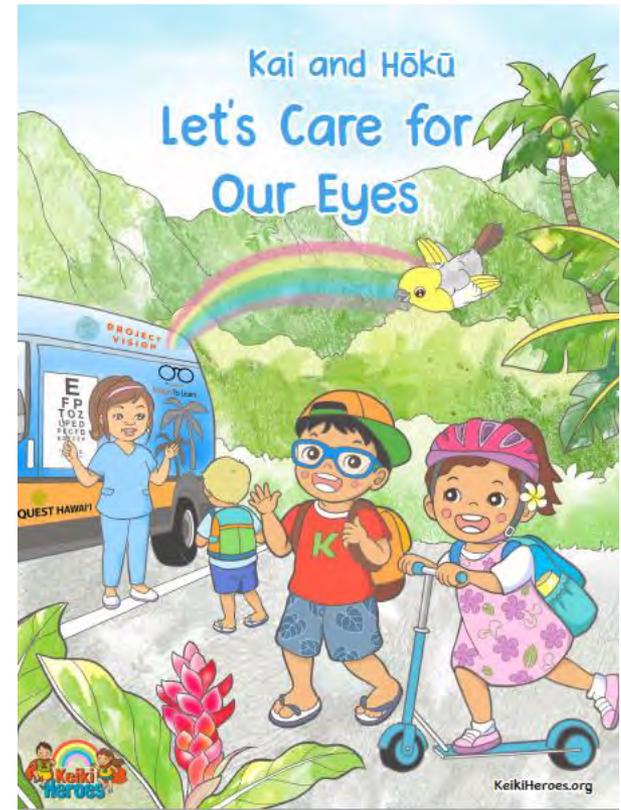


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under a cooperative agreement with University of
Washington (UG4LM013725) for funding the Eye Health
Edition of Keiki Heroes!**

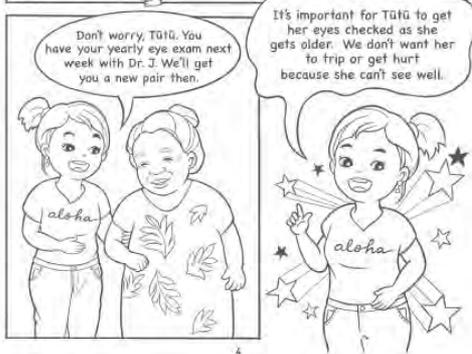
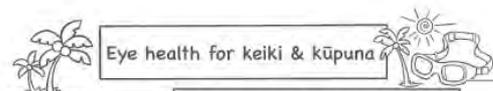
Mahalo!

Partnership with Project Vision (PV)

- Meetings regarding the storyboard and activities in the book
- Meetings with the illustrator, Yuko Green and Filipino translator, Clemen Montero
- Populations most in need for translated materials: Filipino (Ilokano and Tagalog) and Marshallese
- Communicating changes in 2025



Keiki Heroes: Eye Health



Keiki Heroes 20/20 Vision Pledge

- I will take a break from my screen every 20 minutes to give my eyes a rest.
- I will wear my glasses if I need them to help me see better.
- I will eat healthy foods to keep my eyes strong.
- I will be kind to friends who wear glasses.
- I will wear my sunglasses or sun goggles when I'm outside.
- I will remind Kūpuna (elders) to see their doctors every year.
- I will take care of my eyes so I can have clear vision and see all the amazing things around me!

Date: _____
Signed by keiki: _____
Signed by parent/guardian: _____

Keiki Heroes is a project under Hawai'i Public Health Institute. Created in partnership with Project VisionHawaii. Art by Tūtū Orena. www.hawaii.gov/dhs

6 pages to color, play games, and sign a pledge (parent and child)



Dissemination and Next Steps

- Provided English, Ilokano, and Tagalog copies to PVH
- PVH will print and disseminate Marshallese copies and will share with HIPHI
- PVH to share with Their Better Vision for Keiki program serves over 20,000 students every year at Title 1 schools and charter schools across the state.
- Disseminated to Neighbor Island HIPHI coordinators for their island events
- Continue to promote MedlinePlus.gov
- Preparing social media posts to promote the books



Questions?

Thank you/mahalo/salamat



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