



DEPARTMENT OF HEALTH

News Release

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**LT. GOVERNOR AND DEPARTMENT OF HEALTH STEP IT UP
TO PROMOTE HEALTHY LIFESTYLES**

HONOLULU – Today Lt. Governor James R. “Duke” Aiona, Jr. and Director of Health Chiyome Fukino, M.D. kicked off “Step It Up Hawai’i,” a 10-week public education campaign designed to encourage adults to walk 30 minutes or more, at least five days a week. On the neighbor islands, the District Health Offices helped kick-off the Step It Up Hawai’i campaign, by leading lunchtime walks on their respective islands.

“Step It Up Hawai’i targets people who are thinking about being active . . . the people who have their walking shoes, but need that extra nudge to actually put them on and go for a walk,” explained Dr. Fukino. “For people who are not regularly physically active, walking at least 30 minutes a day, five days a week is one of the best things you can do for your body and state of mind. It can change your life.”

The U.S. Surgeon General recommends at least 30 minutes of moderate to vigorous walking on five or more days a week to help relieve stress, reduce the risk for high blood pressure, cancer and diabetes. Additionally, breaking the walks into three short 10-minute walks still provides the health benefits of a continuous 30-minute walk. In the course of a year, walking just 30 minutes a day, five days a week, may result in a weight loss of 3 – 5 pounds.

“No matter how busy we are, everyone can lead a healthy lifestyle one step at time,” said Lt. Governor Aiona, whose daily exercise routine includes walking up the stairs to his fifth floor office at the State Capitol. “Making walking part of our daily lifestyle is a simple and effective way to stay healthy.”

Step It Up Hawai’i is the latest component of the Department of Health’s statewide health promotion campaign called Start.Living.Healthy. run by the Healthy Hawai’i Initiative (HHI). Past campaigns include

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the “1% or Less is Best” milk campaign (2004 & 2005) and the “You Gotta Start Somewhere” campaign (2002 & 2003.)

In 1999, the Department of Health created HHI with a portion of Hawai'i's tobacco settlement fund for health promotion and the prevention of chronic diseases, such as diabetes, heart disease, and cancer. HHI focuses on the promotion of physical activity, good nutrition and living tobacco-free. HHI was recently recognized by the U.S. Department of Health and Human Services as one of the best government programs in the nation addressing obesity, physical activity and nutrition.

In addition, the campaign website, www.healthyhawaii.com, has been revamped to include the latest information available on making healthy lifestyle choices in Hawai'i. To find out how you can start integrating little changes into your daily routine that can add up to big health benefits, visit www.healthyhawaii.com.

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Web album of walking photos available online at:
<http://picasaweb.google.com/HawaiiDOH/StepItUpHawaiiWalkingPhotos>

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