

# Next Gen Hawai'i

A MULTI-LANGUAGE YOUTH-FOCUSED SOCIAL MEDIA  
OUTREACH COLLABORATION TO ADDRESS COVID-19 IN  
NATIVE HAWAIIAN, PACIFIC ISLANDER, AND OTHER COVID-  
IMPACTED COMMUNITIES.

APRIL 29, 2021



# COVID-19 HITS

**OFFICE OF THE MAYOR  
CITY AND COUNTY OF HONOLULU**

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MANAGING DIRECTOR  
  
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DEPUTY MANAGING DIRECTOR

August 25, 2020

**OFFICE OF THE MAYOR  
CITY AND COUNTY OF HONOLULU  
EMERGENCY ORDER NO. 2020-25  
(COVID-19 [Novel Coronavirus])**

**SECOND STAY AT HOME / WORK FROM HOME ORDER**

At the present time, there is a resurgence of COVID-19 within the City. As of August 24, 2020, the City has had 6,181 confirmed cases of COVID-19, a record 4,374 of which are active cases, 352 related hospitalizations, and 41 related deaths.

Due to the risk of the rapid spread of the virus causing COVID-19, and the need to protect all members of the City, especially including our members most vulnerable to the virus and also health care providers, this Order requires all individuals anywhere in the City to shelter in place — that is, stay at home and work from home — except for certain essential activities and work to provide essential business and government services or perform essential public infrastructure

# RECOGNIZING THE DISPARITY

Hawaii

## Pacific Islanders Have The Highest COVID-19 Death Rate In Hawaii

Filipinos in Hawaii have the next-highest death rate, composing 24% of deaths but only 16% of the population.



By Anita Hofschneider / August 24, 2020  
Reading time: 5 minutes.



Non-Hawaiian Pacific Islanders make up 16% of Hawaii's coronavirus deaths even though they are only 4% of the population, according to newly released data from the Hawaii Department of Health.

There have been 49 confirmed coronavirus-related deaths in Hawaii. Eight were Pacific Islanders — Indigenous peoples of Polynesia, Micronesia and Melanesia, excluding Native Hawaiians.

Hawaii's Filipino community is also experiencing disproportionately high coronavirus deaths. Twelve of the 49 people who died were Filipino, or 24% of all deaths thus far. The community makes up 16% of the state population.

Sixteen percent of Hawaii coronavirus deaths have occurred in the Japanese community, which makes up 15% of the state population, according to the state's official counts. Every other racial or ethnic community in Hawaii has reported fewer than five coronavirus-related deaths thus far.



## TESTING, CONTACT TRACING, ISOLATION & VACCINATION

**Committee Leads:** Sheri Daniels & Mele Look (Interim)  
**Meeting Time:** Mondays, 2-3p

### GOAL:

The NHPI 3R Team's Testing, Tracing, Isolation and Vaccination Committee amplifies the NHPI needs and concerns regarding COVID-19 testing, tracing and isolation and advocates for effective contact tracing, equitable access to testing, and culturally safe education and treatment for Native Hawaiians and Pacific Islanders during the pandemic.\*



Dr. Joseph Varon hugs and comforts a patient in the COVID-19 intensive care unit (ICU) during Thanksgiving at the United Memorial Medical Center on November 26 in Houston, Texas. Go Nakamura, Getty Images



## Related Stories



**Hawaii Wanted To Save Insurance Money. People Died**

AUGUST 2, 2020



**Researchers: State Must Support Pacific Islanders In The Pandemic**

AUGUST 21, 2020



**Health Officials Knew COVID-19 Would Hit Pacific Islanders Hard. The State Still Fell Short**

AUGUST 17, 2020

# YOUNG PEOPLE + LINGUISTIC RESOURCES + SOCIAL NETWORKS + RESEARCH

## LAASAGA E FAAITIITI AI LE LAMATIA I LE COVID-19

I le tali atu i faatonuga a le Soifua Maloloina Lautele, ia faia laasaga nei:

✓ Siaki tagata faigaluega i aso ta'itasi pe fiva, tall, ma puupuu le mānava.



✓ Faafai i aiga tagata faigaluega ua mama'i.



✓ Faataga tagata e maua luga le lamatia e nonofo i le fale (tagata ua silia le 60, tagata ma'itaga, ma tulaga tau gasegase).



✓ Faatutaga mea e fufulu ai lima ma senitaisa mo lima.

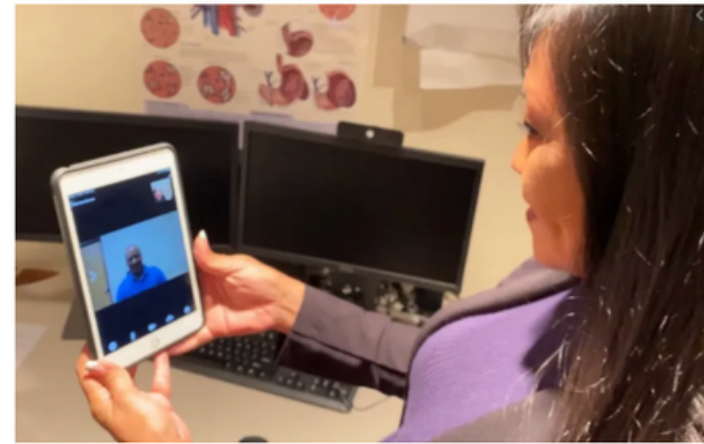


✓ Faamamā ma faasentasia soo luga o laulau ma mafola.



Public Health  
Seattle & King County

✓ Fai atu i tagata faigaluega e faitau le pepa lenei o faatonuga.



## Social Media: A Path to Health Literacy

Michelle Roberts<sup>1</sup>, Lizz Callahan<sup>1</sup>, Catina O'Leary<sup>1</sup>

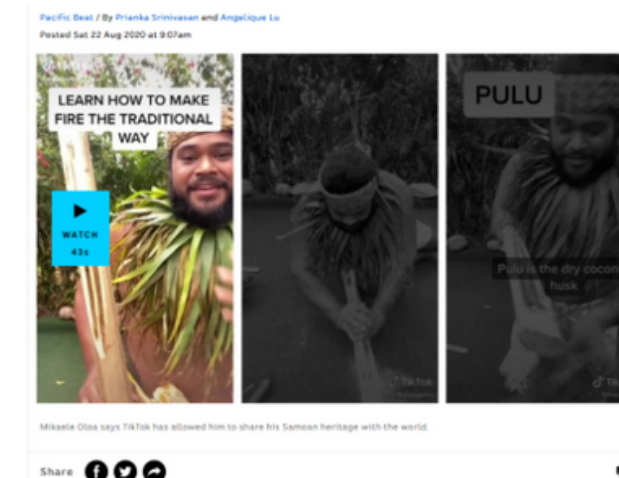
Affiliations + expand

PMID: 28972534

### Abstract

Social media - websites and other online tools called social networks - serve as a tool to connect people and organizations around topics of common interest. Social media platforms offer tremendous opportunity to engage quickly and sometimes in depth with many and diverse stakeholders as people have the ability to communicate back-and-forth from anywhere in the world. As increasing numbers of people receive their news and health information online, it is important to ensure content delivered through online resources is accessible to diverse target audiences. This chapter discusses a mid-sized health literacy nonprofit organizations' social media philosophy and tactics during the past 10 years, as both social media and health literacy strategies evolved continuously. The integration of social media in health literacy program content depends on the use with best evidence health literacy strategies, such as the use of plain language techniques. Strategy and technical considerations for the implementation and integration of social media within a health literate health communications model are discussed.

**Keywords:** Health literacy; Health literacy media; U.S. National Action Plan to improve health literacy; communication; social media; vulnerable populations.



More than 58,000 TikTok users have watched Mikaela Oloa slice a banana leaf to make an ula laula, a traditional Samoan necklace. The 29-year-old has also filmed himself performing a fire knife dance, called the silva afi, inspiring some of his followers to try out the Samoan custom for themselves. Mr. Oloa, who lives in Hawaii, said his most popular posts on TikTok were the ones that taught people about the Samoan culture.

# TIKTOK TAKES OVER

WORLD ECONOMIC FORUM

## Health workers are using TikTok to debunk COVID-19 myths



Social media can help inform the public about COVID-19, especially the young. Image: Unsplash/Julie Ricard

22 Jan 2021

**Natalie Marchant**  
Writer, Formative Content

This article is part of the **The Davos Agenda**

- Health workers have been taking to video-sharing app TikTok and other social media platforms to dispel misinformation about COVID-19 and the response to the pandemic.

## Battling COVID-19, One TikTok Challenge at a Time

From China to Vietnam, the battle against misinformation on Generation Z's favorite social media platform continues.

By **Dymples Leong**  
March 15, 2020



This article is free  
The Diplomat has removed paywall restrictions on our coverage of the [COVID-19](#) crisis.

The World Health Organization (WHO) recently classified COVID-19 as a **pandemic** and the disease's spread has disrupted many aspects of people's lives. Around the world, schools are being shut down, offices are being closed, and people are being quarantined at home to minimize the spread of the virus. With "social distancing" in full swing, people have turned to social media to stay in touch with friends and find



## Impact of Health Literacy on Fear of Covid-19, Protective Behavior, and Conspiracy Beliefs: University Students' Perspective

[Citing article](#)

Jan 2021 · Library Philosophy and Practice

Rozeen Shaukat · Ali Asghar · Dr-Muhammad Asif Naveed

November 10, 2020 | 3 min read

SAVE

## Advice, support draw patients to 'peer-to-peer health care' in social media

[+ ADD TOPIC TO EMAIL ALERTS](#)

Rheumatologists should confront the reality that an increasing number of patients are using social media to find information on their disease and connect with other patients, according to two speakers at ACR 2020.

## Digital health literacy and social networks of a racially and ethnically diverse sample of U.S. college students



UNIVERSITY of HAWAII MANOA

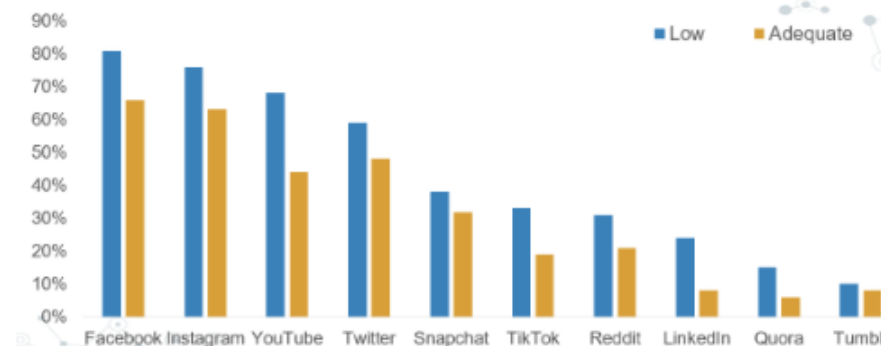
### HEALTH & WELLNESS

## The rise of health ed TikToks

Charli D'Amelio, Rosa, Kombucha Girl and now doctors! Read about how doctors are joining TikTok to nip medical misinformation in the bud.



## COVID-19 Information Sources by HL



# HEALTH LITERACY

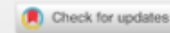
Research Article

## Intergenerational Online Health Information Searching and Brokering: Framing Health Literacy as a Family Asset

Carmen Gonzalez, Beth Bollinger, Jason Yip, Laura Pina, Wendy Roldan & Carolina Nieto Ruiz

Published online: 18 Nov 2020

Download citation | <https://doi.org/10.1080/10410236.2020.1847445>



### The Influence of Community and Individual Health Literacy on Self-Reported Health Status

Tetine Sentell, PhD<sup>1</sup>, Wei Zhang, PhD<sup>2</sup>, James Davis, PhD<sup>3</sup>, Kathleen Kromer Baker, PhD<sup>4</sup>, and Kathryn L. Braun, DrPH<sup>1,5</sup>

<sup>1</sup>Office of Public Health Studies, University of Hawai'i at Manoa, Honolulu, HI, USA; <sup>2</sup>Department of Sociology, University of Hawai'i at Manoa, Honolulu, HI, USA; <sup>3</sup>Statistics Core, John A. Burns School of Medicine, University of Hawai'i, Honolulu, HI, USA; <sup>4</sup>Hawai'i Department of Health, Office of Health Status Monitoring, Honolulu, HI, USA; <sup>5</sup>Hawai'i Native Hawaiian Cancer Network, Honolulu, HI, USA.

**BACKGROUND:** Individual health literacy is an established predictor of individual health outcomes. Community-level health literacy may also impact individual health, yet limited research has simultaneously considered the influence of individual and community health literacy on individual health.

**OBJECTIVE:** The study goal was to determine if community health literacy had an independent relationship with individual self-reported health beyond individual health literacy.

**DESIGN:** We used data from the 2008 and 2010 Hawai'i

general health status. Primary care providers and facilities should consider and address health literacy at both community and individual levels.

**KEY WORDS:** health literacy; health status; socioeconomic factors; disparities; community health.  
J Gen Intern Med 2020;29:43-50  
DOI: 10.1007/s11606-013-2638-3  
© Society of General Internal Medicine 2013

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### Health literacy in a social context: A meta-narrative review

Ruth Pitt, Terry Davis, Jennifer Manganello, Phillip Massey, Orkan Okan, Elizabeth McFarlane, Opal Vanessa Buchthal, James Davis, Connie Arnold and Tetine Sentell

Research Article

### Sharing the Patient Experience: A "Talk Story" Intervention for Heart Failure Management in Native Hawaiians

Tetine Sentell, PhD<sup>1</sup>, Fiona Kennedy, BSN<sup>2</sup>, Todd Seto, MD, MPH<sup>2</sup>, May Yawer, RN<sup>2</sup>, Germán Chiriboga, MPH<sup>3</sup>, Coraleen Valdez, APRN<sup>2</sup>, Lisa M Garrett, APRN-Rx, FNP-BC<sup>2</sup>, Diane Paloma, PhD<sup>4</sup>, and Deborah Taira, ScD<sup>5</sup>

Journal of Patient Experience  
2020, Vol. 7(3) 399-407  
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DOI: 10.1177/2374373519846661  
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Article

### Social networks in patients hospitalized with preventable conditions for heart disease and diabetes in Hawai'i by health literacy

Tetine L. Sentell<sup>1</sup>, Joy L. Agner<sup>2</sup>, James Davis<sup>3</sup>, Santhosh Mannem<sup>4</sup>, Todd B. Seto<sup>4</sup>, Thomas W. Valente<sup>5</sup>, May Yawer<sup>4</sup> and Deborah A. Taira<sup>6</sup>

Chronic Illness  
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DOI: 10.1177/1742395320987892  
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“Marshallese migrants are highly reliant on parochial networks for health care, given the strong mutual trust and the value assigned to interdependence within their culture.”

Choi 2008

Seeking health care: Marshallese migrants in Hawai'i. *Ethnicity and Health*



### Assessment and Priorities for the Health and Well-Being in Native Hawaiians and Pacific Islanders



# NHPI 3R TEAM



## **Purpose**

The Native Hawaiian & Pacific Islander Hawai'i COVID-19 Response, Recovery & Resilience Team (NHPI 3R) was established in April 2020, in alignment with the national NHPI Response Team, to improve the collection and reporting of accurate data, identify and lend support to initiatives across the Hawaiian Islands working to address COVID-19 among Native Hawaiians and Pacific Islanders, and unify to establish a presence in the decision-making processes and policies that impact our communities.

## **Core Values**

The Native Hawaiian & Pacific Islander Hawai'i COVID-19 Response, Recovery & Resilience Team (NHPI 3R) recognizes that these core values are universal and that they resonate with us as individuals, families and within communities here in the islands of Hawai'i. We recognize that our cultural protocol and practices are at the forefront and woven into the work that we do on behalf of our communities.

## **Pono**

*Goodness, uprightness, morality, correct or proper procedure; equity; right, just & virtuous.*

## **Aloha**

*Love, affection, compassion, kindness & grace.*

## **Kuleana**

*Right, privilege, concern, responsibility, authority & liability.*

## **'Ohana**

*Family, related; extended family.*

## **Laulima**

*Many hands: Cooperation, joint action; to work together.*

## **Imua**

*Forward, to advance.*

## **HIGHLIGHTS**

More than 40+ Hawai'i-based NH & PI partners  
at the table

## **Committees**

Steering

SubTeam – Native Hawaiian

SubTeam – Pacific Islander

## **Working Committees**

Testing/Contact Tracing/Isolation & Vaccine

Social Support & Recovery

Data & Research

Communications

Policy

## **National Partners**

# NHPI 3R TEAM

## TOP GOALS:

### 1. Data & Research:

- a. The purpose of the Data & Research Committee (DRC) is to ensure there is a **culturally appropriate response, collection, analysis, and reporting that meets the needs of NHPI communities**. While the current work of the committee is focused on the analysis and reporting of race and ethnicity categories relevant to our communities, the application of this work can **inform statewide data governance policies**.

### 2. T/CT/I/V:

- a. The NHPI 3R Team's Testing, Tracing, Isolation and Vaccination Committee **amplifies** the NHPI needs and concerns regarding COVID-19 testing, tracing and isolation and **advocates** for effective contact tracing, equitable access to testing, and culturally safe education and treatment for Native Hawaiians and Pacific Islanders during the pandemic.

### 3. Communications:

- a. To support local and state leaders with technical assistance and consultation to ensure COVID-19 related communication materials that can be utilized effectively and appropriately within NHPI communities are **free of bias, offensive and discriminatory language, or racist content, imagery, and dissemination tactics**.
- b. Additionally, to **identify** COVID-19 related communication gaps/needs within NHPI communities, and strategies for Communications Committee members to implement; and share gaps/needs with other interested community partners.

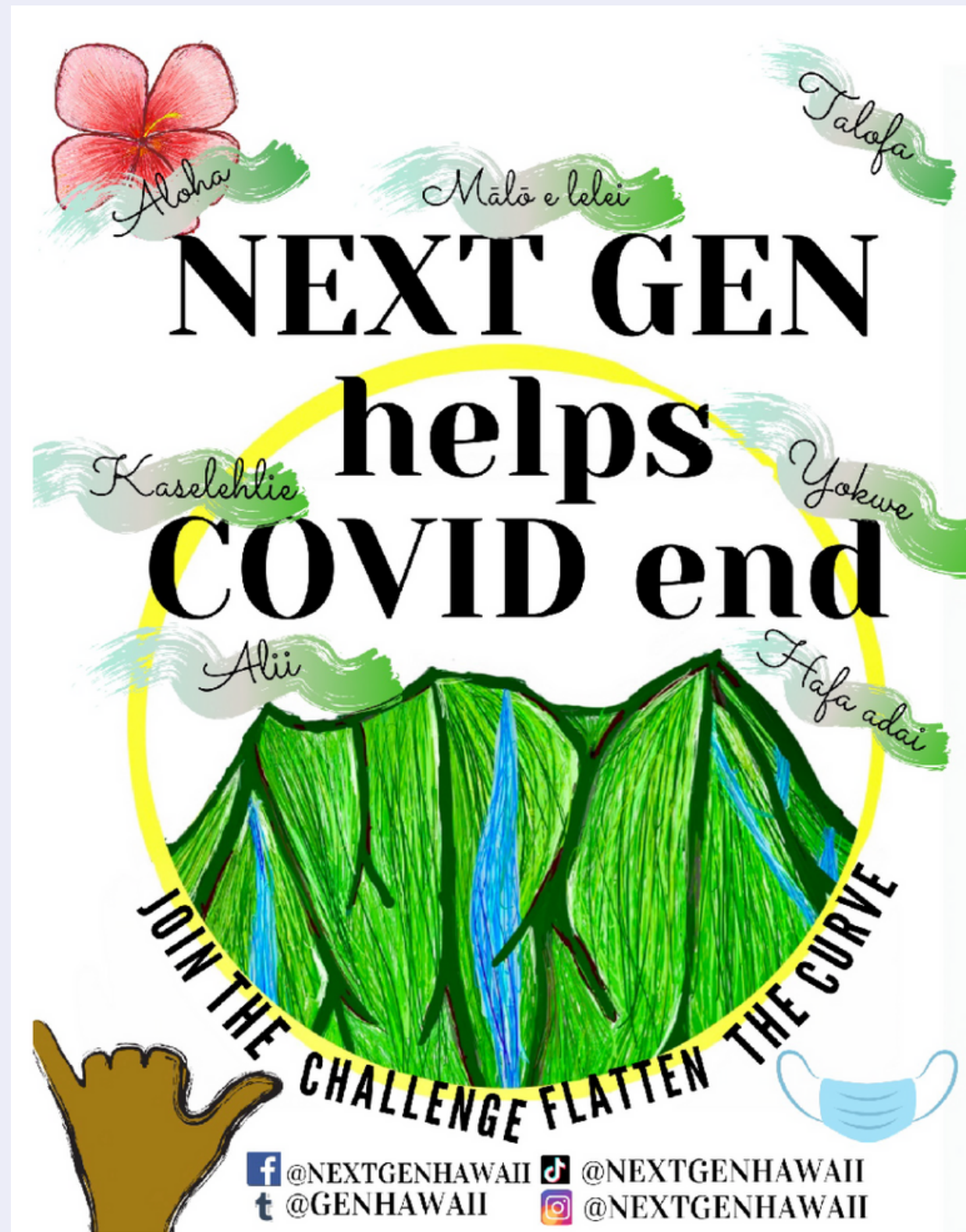
### 4. Policy

- a. The Policy Committee aims to promote the restructuring of health, including the social, environmental, and cultural determinants of health, through **'ohana/'āina-centric policies** that support holistic and comprehensive service provision in alignment with the goals of the Native Hawaiian & Pacific Islander Hawai'i COVID-19 Response, Recovery & Resilience Team. The Policy Committee meets to discuss **how NHPI communities can be better empowered** through changes in relevant local, state, and federal policies, considering both immediate as well as long-term needs. These discussions activate policy items such as letters, testimonies, and other advocacy actions that provide information and/or recommendations to governing bodies and leadership groups across the three branches of government.

### 5. Social Support & Recovery

- a. The Social Support and Recovery Committee is a coordinated network of community members and organizations who aim to identify short- and long-term solutions to **address the social support and recovery needs of the NHPI communities**.

# NEXT GEN HAWAI'I



A collaboration of the many organizations of the Native Hawaiian Pacific Islander COVID-19 Response, Recovery, and Resilience Team, including the University of Hawai'i Office of Public Health Studies, Papa Ola Lōkahi and Hawai'i Department of Health.

# MESSAGING PLAN

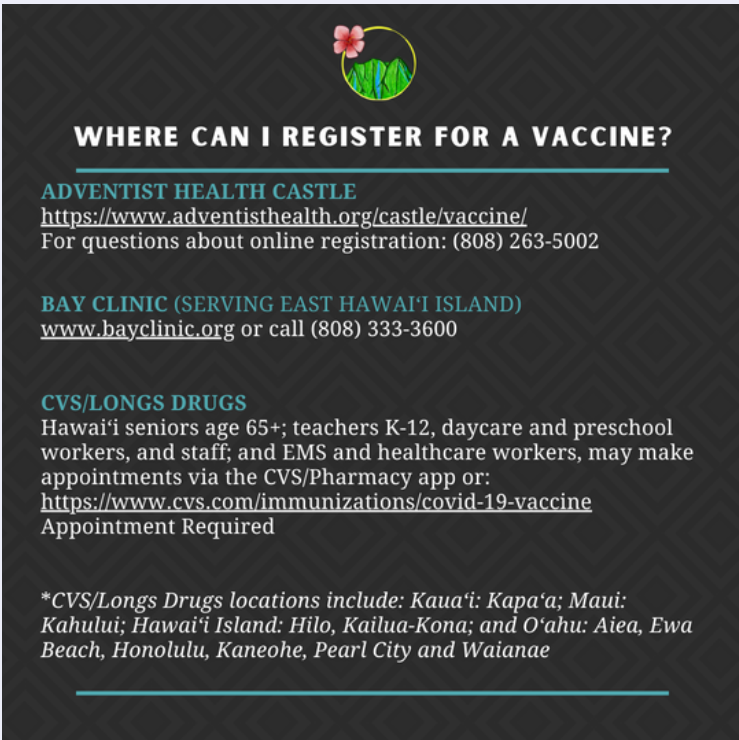
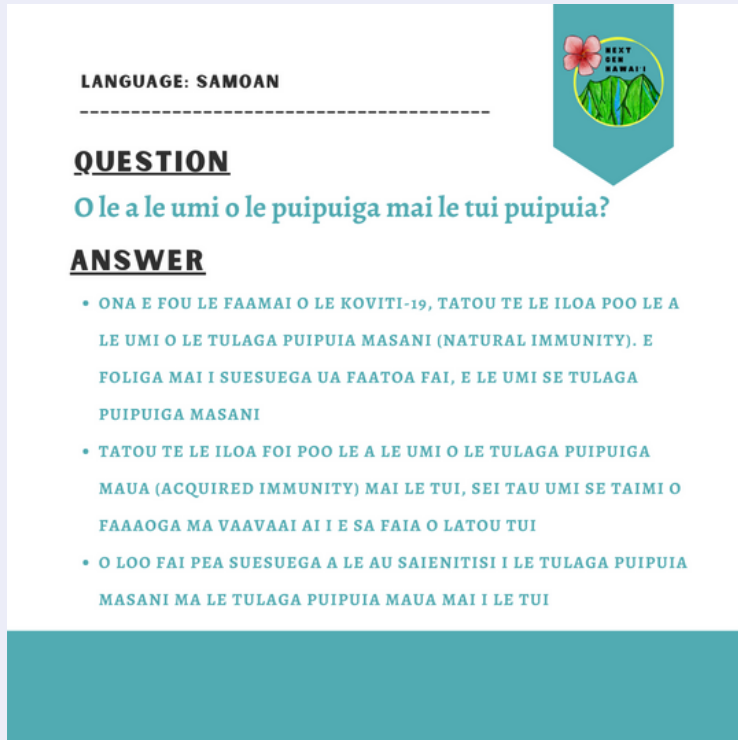
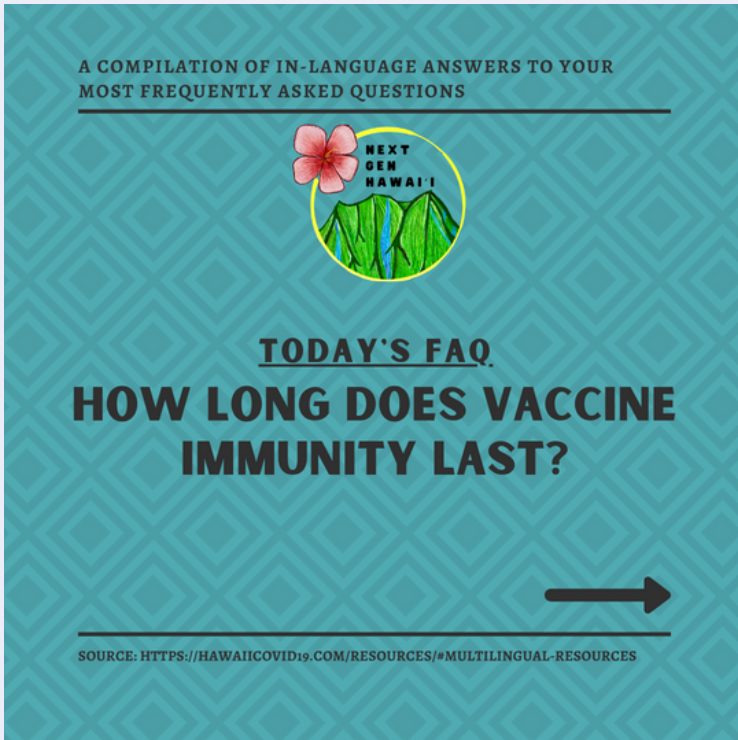
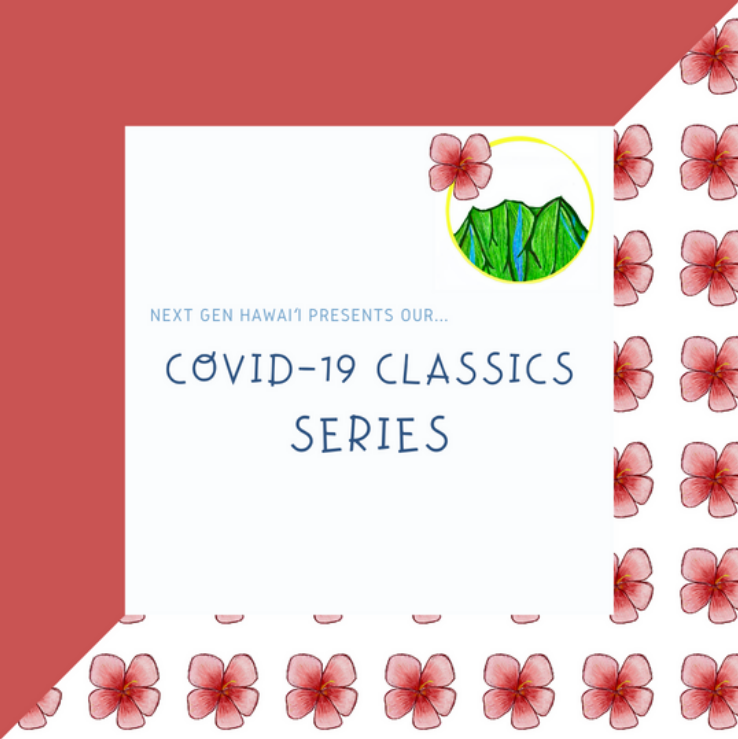
For the rest of the year, we aim to create 2-3 Tik Tok messages/challenges a month that can also go out on other social media (Instagram, Twitter, Facebook) that are focused on spreading public health awareness and in-language resources to youth, including our PI communities, to help bolster a sense of belonging and increase outreach in the time of COVID-19.

Primary goal is to get correct information out there to community via youth engagement, creativity, and overall awesomeness.

## Topic/Challenges:

- 1 • Introductions
- 2 • Where to get resources to find food, housing, financial, health and more resources to prepare you during this time: Visit [www.nhpicovidhawaii.net](http://www.nhpicovidhawaii.net)
- 3 • Get a flu shot! What is a flu shot for anyway?
- 4 • How to be together when apart! We want to be together, but staying apart can show someone how much you love them!
- 5 • Telehealth!
- 6 • Classics still apply! Wash hands, wear mask, stay 6 apart, shaka not shake
- 7 • How to exercise in this time

# SOCIAL MEDIA



**TOPIC:  
COVID-19 CLASSICS**



**TOPIC:  
TELEHEALTH**



**TOPIC:  
MENTAL HEALTH**



**TOPIC:**  
**WHAT'S IN YOUR BAG?**



**ALOHA TO OUR NEXT GEN  
HAWAI'I AMBASSADORS!**

# LESSONS LEARNED

1. Things are always changing, especially during COVID-19. Stay updated on the latest information to keep your messaging updated and relevant.
2. Amplify the messages and good work of other organizations within the community.
3. Going viral on TikTok, or any platform for that matter, is tough! We continued to utilize community partners to amplify our messages and reach our target populations.
4. In-language resources make communities feel included and seen and are integral for promoting health education and health literacy.
5. A'ōhe hana nui ke alu 'ia - no task is too big when done by all!

# MAHALO



Papa Ola Lokahi  
Nana I Ka Pono Na Ma

UNIVERSITY OF HAWAI'I AT MĀNOA  
OFFICE *of* PUBLIC HEALTH STUDIES

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THOMPSON SCHOOL  
SOCIAL WORK & PUBLIC HEALTH

**Native Hawaiian & Pacific Islander**

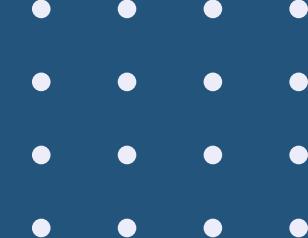



**HAWAI'I  
COVID-19**

Response Recovery Resilience

**TEAM**





**MAHALO NUI!**  
Any nīnau (questions)?

