



Bev Brody

Health & Built Environment Project Facilitator

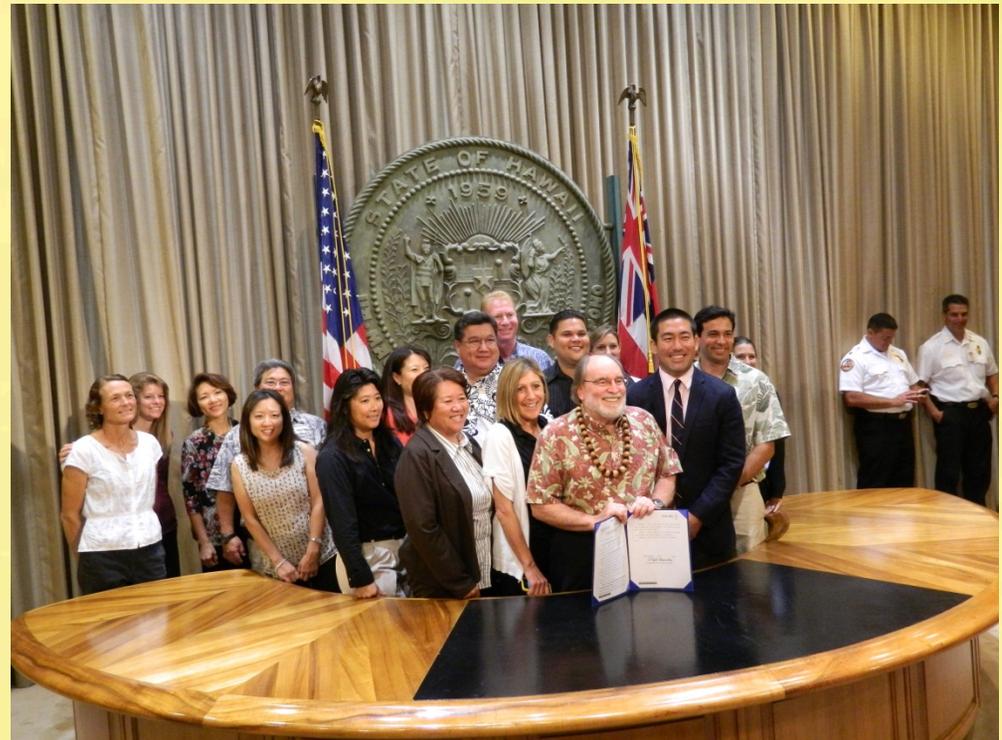
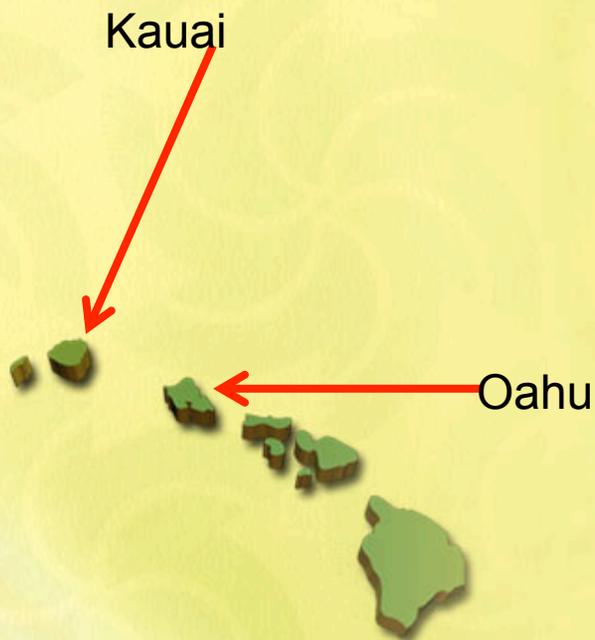
Get Fit Kauai

Nutrition & Physical Activity Coalition
of Kauai, Hawaii



Policy Success – HB 2626

- Surcharge on all traffic violations (\$10 and \$25) Ear marked for SRTS
- \$\$ stay in each county (first time in Hawaii Legislature history)



The Campaign

Step 1

The Idea

- Get buy-in from Rep Kawakami

Step 2

The Campaign

- All eggs in 2 baskets
- State-wide effort

Step 3

The Media

- Social
- Newspaper
- Radio
- Television



Champions & Partners

- Representative Derek Kawakami
- Mayor Bernard Carvalho
- Deputy County Engineer, Lyle Tabata



- Kauai County Council
- Department of Health
- HDOT
- County Housing Agency
- Planning Department
- AARP
- KPD
- 80 community members

Lessons Learned

Positive Lessons Learned

- Success depends greatly on the quality of relationships.
- It is possible to pass legislation the first time 'round.
- Sometimes you don't need talent or a lot of knowledge, you just need enthusiasm and passion.

Other Lessons Learned

- Learn to educate opposed to advocate (no call to action)
 - It can be a frustrating process and things can change at the last minute!



What's Next?

- \$250,000.00 Statewide Cap
- In 2009 53,798 traffic tickets were issued (approx. \$775.00.00)
- Organize an advocacy and education group statewide to address the cap.
- Requesting at least 50% of the \$\$ raised go towards SRTS Statewide.

