

2025 'Ohana Fest Outcomes



A Journey To Mālama 'Ohana



In honor of

Child Abuse Prevention Month

Ho'oikaika Partnership & UHMC are hosting



'OHANA FEST

SATURDAY APRIL 26TH, 2025

10:00 A.M.-2:00 P.M.

UNIVERSITY OF HAWAII MAUI COLLEGE
ON THE GREAT LAWN



FREE ENTERTAINMENT, FOOD AND FUN !

MAUI BOOKMOBILE, READING CIRCLES & CULTURAL ACTIVITIES

GAMES AND LOTS OF PRIZES

LEARN ABOUT COMMUNITY RESOURCES AND INFORMATION

LOTS OF FUN FOR THE WHOLE 'OHANA

MAHALO TO OUR FUNDERS:



Friends
of the Children's
Justice Center of Maui



HCAN
Hawaii's Children's Action Network

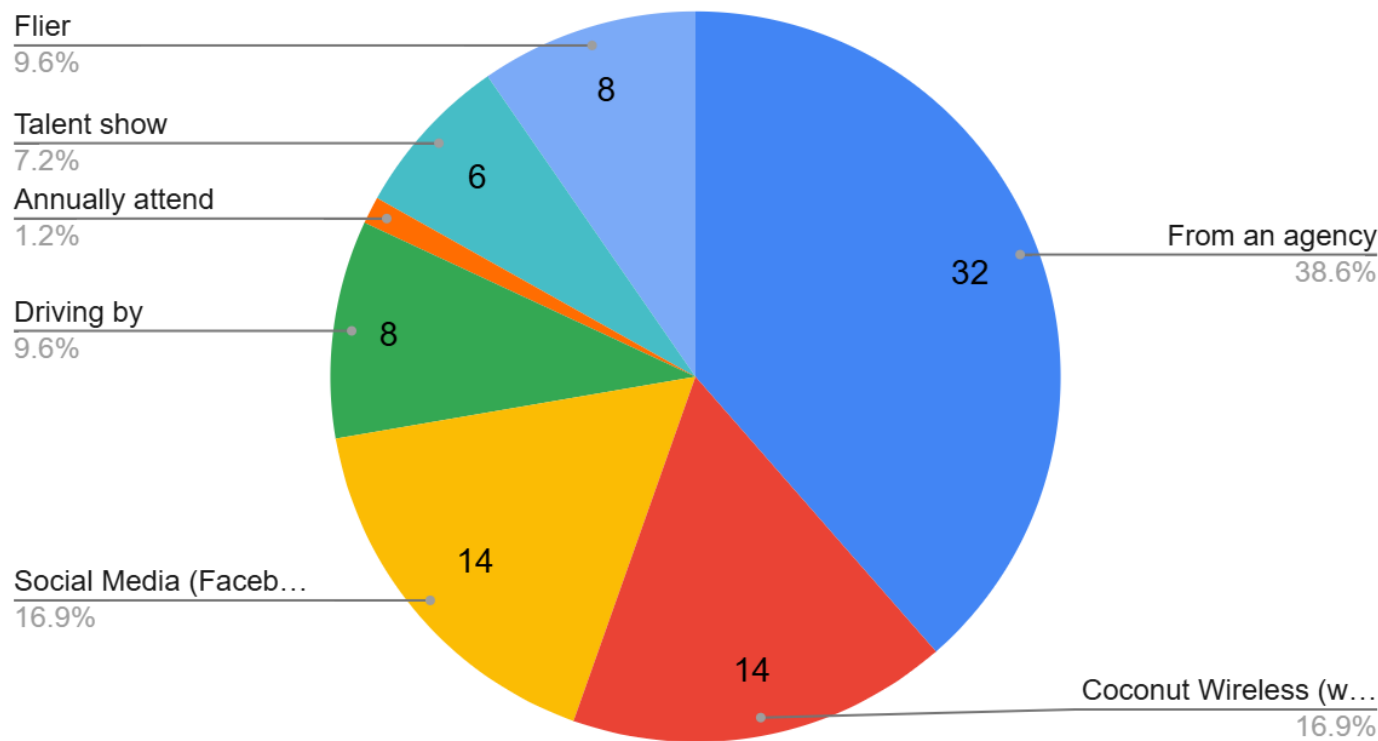


Registration Stats

	2023	2024	2025
Registration Forms	85	124	83
Adult Participants	159	208	150
Child Participants	155	192	151
Total Counted	314	400	301
Hawaiian/ Part Hawaiian	47%	50%	46%
Other Pacific Islander	10%	10%	17%

Communication & Promotion

How Did You Hear About 'Ohana Fest? (n = 83)

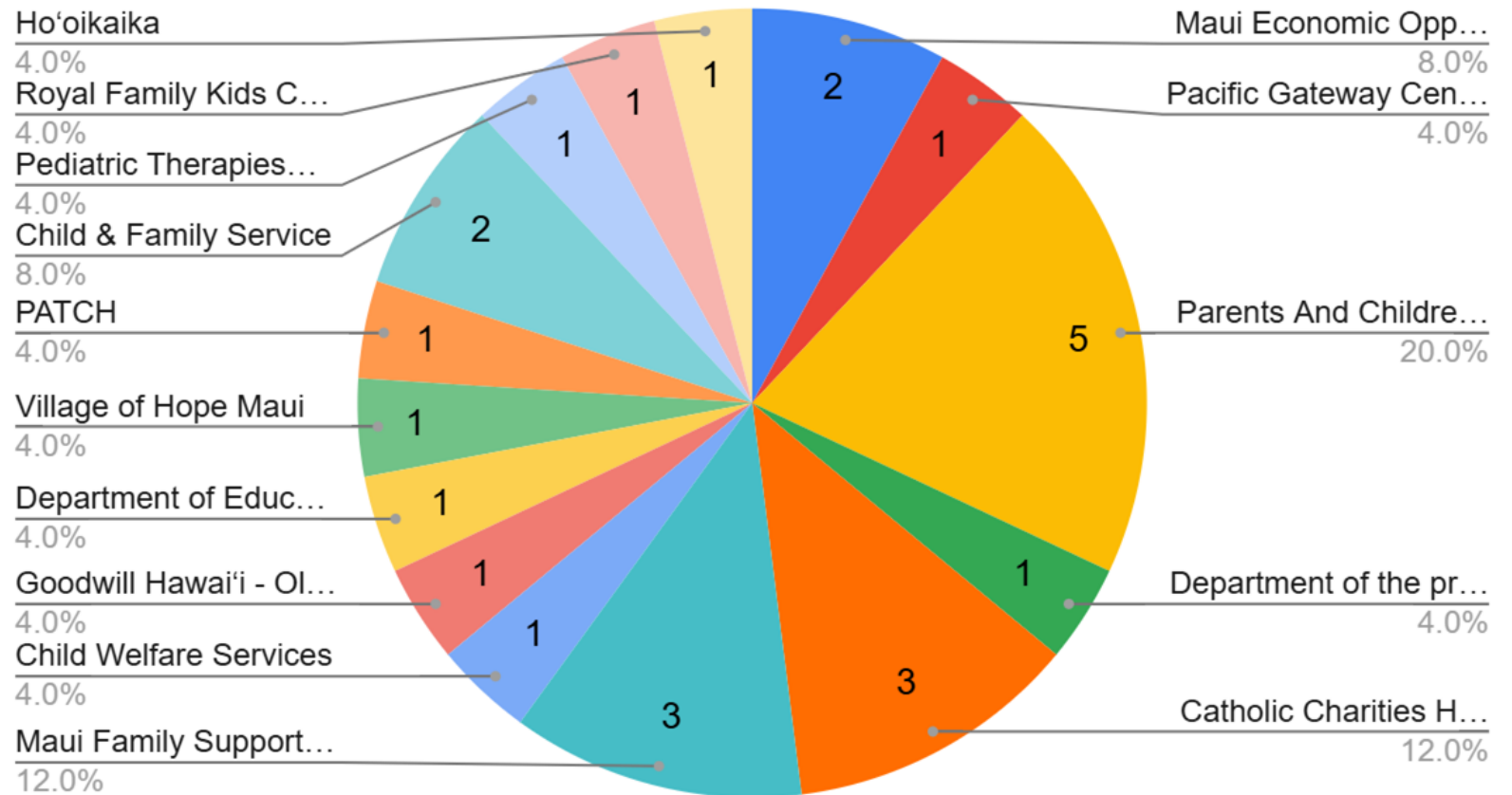


Referral Source	2024	2025
Agency Referral	59%	39%
Social Media	20%	17%
Coconut Wireless	13%	17%
Flier	4%	10%
Driving By	2%	10%
Talent Show	n/a	7%
Annually Attend	n/a	1%

What Agency Referred You?

Last year, a contest encouraged agencies to promote the 'Ohana Fest, resulting in 73 attendees (59%) being referred by an agency.

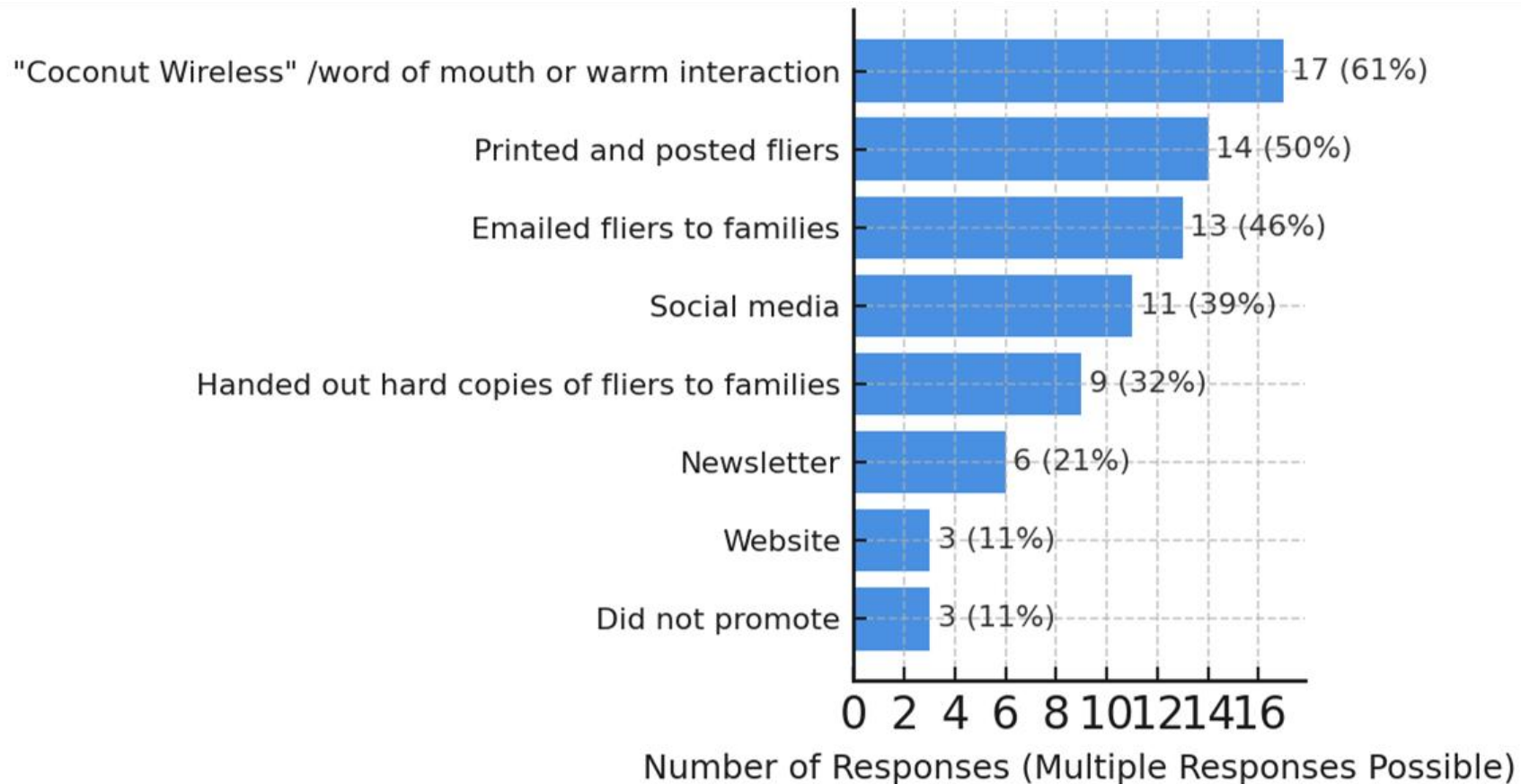
This year, without the contest, 32 attendees (39%) came through agency referrals.



Partner Promotion Efforts

Post-Event Survey: 79% (25/28) of agency staff surveyed promoted the event in some way

If your agency promoted the event, how was the information shared? Please check all that apply (n=28)



“A Journey to Mālama ‘Ohana” Activities

About 135 agency staff and volunteers led activities such as:

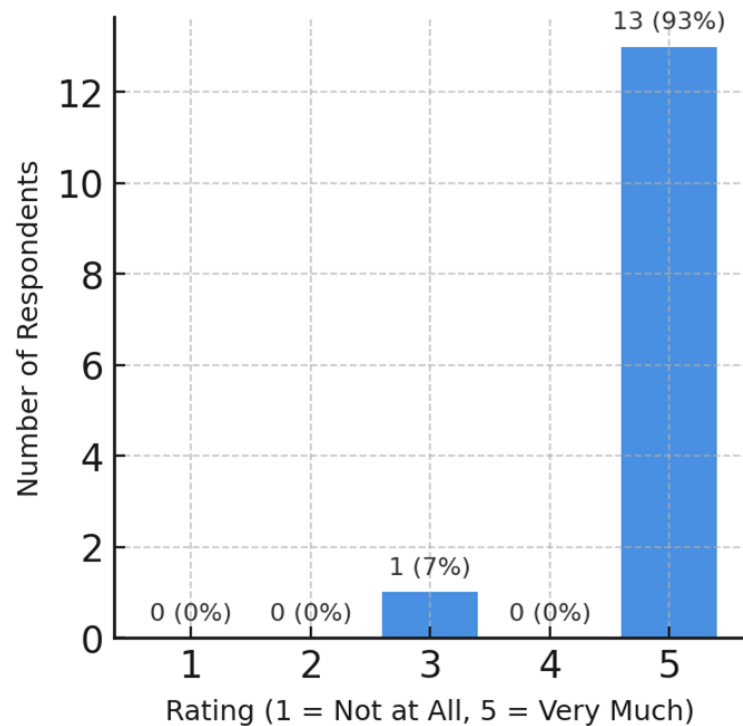
- Bubble making
- Planting seeds
- Interactive sensory stations
- Emergency fun-facts game
- Self-care and wellness
- Spin wheel with Hawaiian words
- Magnet making activity
- Watercolor postcard painting
- Menehune games
- Dolly Parton Imagination library
- And much more!



“We asked each participant what they liked about each other—having parents tell their children directly and vice versa. It was awesome to hear their answers and see the reaction they shared.”

Family Evaluation & Feedback

Did You Enjoy 'Ohana Fest? (n=14)



What Did You Enjoy Most?

- Vendors & resources
- Activities for keiki
- General enjoyment
- Community & connection

Recommendations

- More food vendors
- Water stations

**Note: Due to the small number of respondents (14 of 83; 17%), these results cannot be fully generalized to all participants.*

Partner Feedback: Praise and Concerns

Praise

- Entertainment (including Talent Show)
- Event atmosphere/location/venue
- Appreciation for hard work
- Networking opportunities
- Engagement/collaboration

Concerns

- Unclear logistical details
- Conflicting dates with other events
- Registration process
- Stage sound/visibility issues
- Food and water options
- Comfort (heat/wind)

“Mahalo for a job well done!”

Partner Feedback

Praise

“Everyone coordinating the event did a wonderful job and all families left with lots of swag bags!!”

“I think the work that was put out by all made this event a great, informative and successful time!”

“The Talent Show was a big hit, seeing all the proud parents and talented keiki.”

Concerns

“We need more hands-on assistance. Going big is great, but it takes more not just on paper but in labor.”

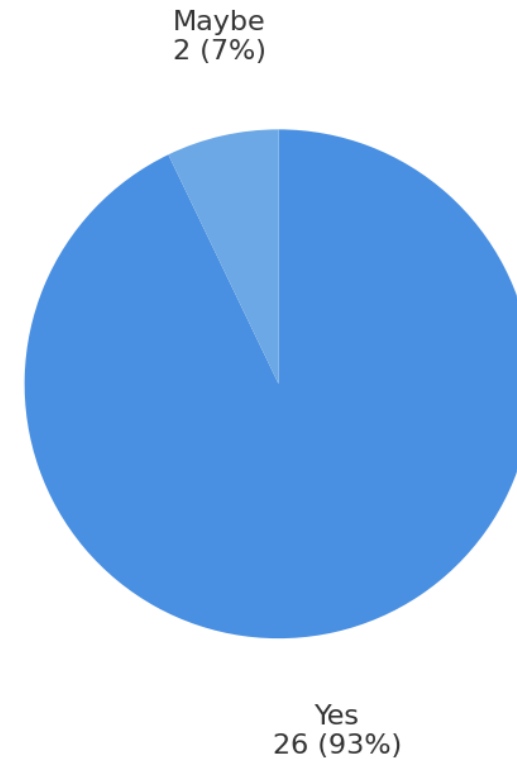
“If there was a venue large enough to accommodate everyone inside with AC, that would be wonderful! It was hot.”

“If culture was the focus of Ho'oikaika, then it should have been emphasized a little stronger so we can collectively work towards that goal as a whole.”

Recommendations for Next Year

- More/earlier pre-event info shared
- Assigned spots or site map
- Expanded food options
- More signage
- Add water bottle stations near entrances
- Improve prize system
- Walkie talkies for co-chairs to improve coordination
- Improve registration process
- Improve family follow-up process

Would your agency like to participate again next year? (n=28)





“The work that was put out by all made this event a great, informative and successful time!”

