



MĀLAMA MAUI

Welcome to Hawai'i! We've created this guide to provide insight into what the island of Maui is going through right now so the people of West Maui continue to have the time and space they may need to heal, and you can have the best experience possible.

On Oct. 8 some West Maui (including Nāpili, Kā'anapali, Honokōwai and Kapalua) accommodations and businesses will begin to welcome visitors again, with the important exception of Lahaina.

Please remember that Lahaina remains fully closed to the public until further notice out of respect for the town's residents, who are still grieving and healing from August's devastating wildfires. County, state and federal emergency responders continue with their efforts to identify victims and missing people and clean up the debris and hazardous materials resulting from the fires.

What is trauma?

In this context, "trauma" refers to experiences that cause intense physical and psychological stress. Trauma results from an event that is experienced by an individual as physically and/or emotionally harmful and/or threatening, and that has lasting negative effects on the individual's functioning and physical, social, emotional, and/or spiritual well-being.

The Maui wildfire disaster is both an individual trauma, as well as a collective trauma, meaning that this event has caused mass trauma experienced by many members of our community, and has far-reaching structural and social consequences.

What does it mean to be trauma-informed?

Being trauma-informed means to understand and consider the widespread nature of trauma on Maui right now, and to help us maintain an environment of healing and recovery. This is where we need your support.

Many of the people you may interact with in West Maui have recently experienced significant collective trauma, and disaster relief efforts are still underway. For many local people, the impacts of the August fires are just settling in. The events are still very fresh in their minds and weigh heavily on their hearts.

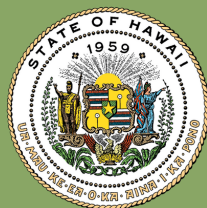
We want to avoid retraumatizing people by following basic guidelines of respect and compassion in all our actions and interactions right now.

For example, do not ask questions like, "Did your house burn down?" Although this may feel supportive, many survivors are not ready to talk about the event and/or do not want to talk about it outside of the safety of their family and friends. It's better not to bring up the fires unless the person you're speaking with engages with you in conversation about the event first.

In your words and actions, remember to pause and ask yourself, how am I supporting the healing of Maui's people right now?

— MĀLAMA —
HAWAI'I

TAKE A TRIP THAT GIVES BACK



HAWAI'I TOURISM
AUTHORITY

Your visit will support Maui businesses that rely on tourism for their families' livelihood, especially when you are mindful in the following ways:

- Learn about the historical and cultural significance of Lahaina as the first capital of the Kingdom of Hawai'i, but again, stay away from the area and those who are grieving.
- Do not attempt to enter the "burn zone" of the fire's impact and/or take photos of the area. This is also for your own safety, as it is a highly toxic environment.
- Do not take donated items and/or services that are meant for survivors and their families.
- If you encounter a protest, blockade and/or a funeral or other memorial service such as a "paddle-out," please leave the area immediately, without taking photos and/or video.

Visit with compassion.

Make sure you've packed two things on this trip: kindness and patience. We already had a labor shortage and mental health crisis before COVID and the fires, and these issues were exacerbated by these cascading collective traumas. Expect to wait for longer periods of time than you're used to for food and/or other services. Have compassion for those you interact with, remembering that trauma may greatly affect people's behavior right now.

Support local businesses.

Many local businesses are ready to welcome visitors again, but please be mindful of the limited resources in West Maui. Groceries and gas, for example, may sometimes be hard to find in the area. When possible, visit grocery stores and other essential businesses in other areas of the island so that residents are not further burdened. For information on local Maui businesses created by the County of Maui's Office of Economic Development, visit mauinuifirst.com.

Consider participating in volunteer opportunities throughout the islands.

Visit gohawaii.com/malama, kanuhawaii.org and travel2change.org to learn more.

While it might seem like a good idea to volunteer in direct recovery efforts, especially if you feel connected to the community, it is best to leave this work to our disaster, health and other professionals. If you want to help, volunteer to raise money for relief efforts and/or make donations from home.

Other Resources

- Directory of local Maui businesses, created by the County of Maui's Office of Economic Development: mauinuifirst.com
- Directory of Native Hawaiian-owned businesses, created by Hawai'i's Native Hawaiian Chamber of Commerce and the Native Hawaiian Hospitality Association: kuhikuhi.com

Recommended Donation Funds

- Maui Rapid Response: <https://mauirapidresponse.org/maui-wildfire/donations/>
- Maui United Way: <https://mauiunitedway.org/disasterrelief>
- Maui Foodbank: <https://mauifoodbank.org/donate/>
- Council for Native Hawaiian Advancement: <https://www.hawaiiancouncil.org/helpmaui/kakoomauifund/>
- Hawai'i Community Foundation: <https://www.hawaiicommunityfoundation.org/maui-strong>

