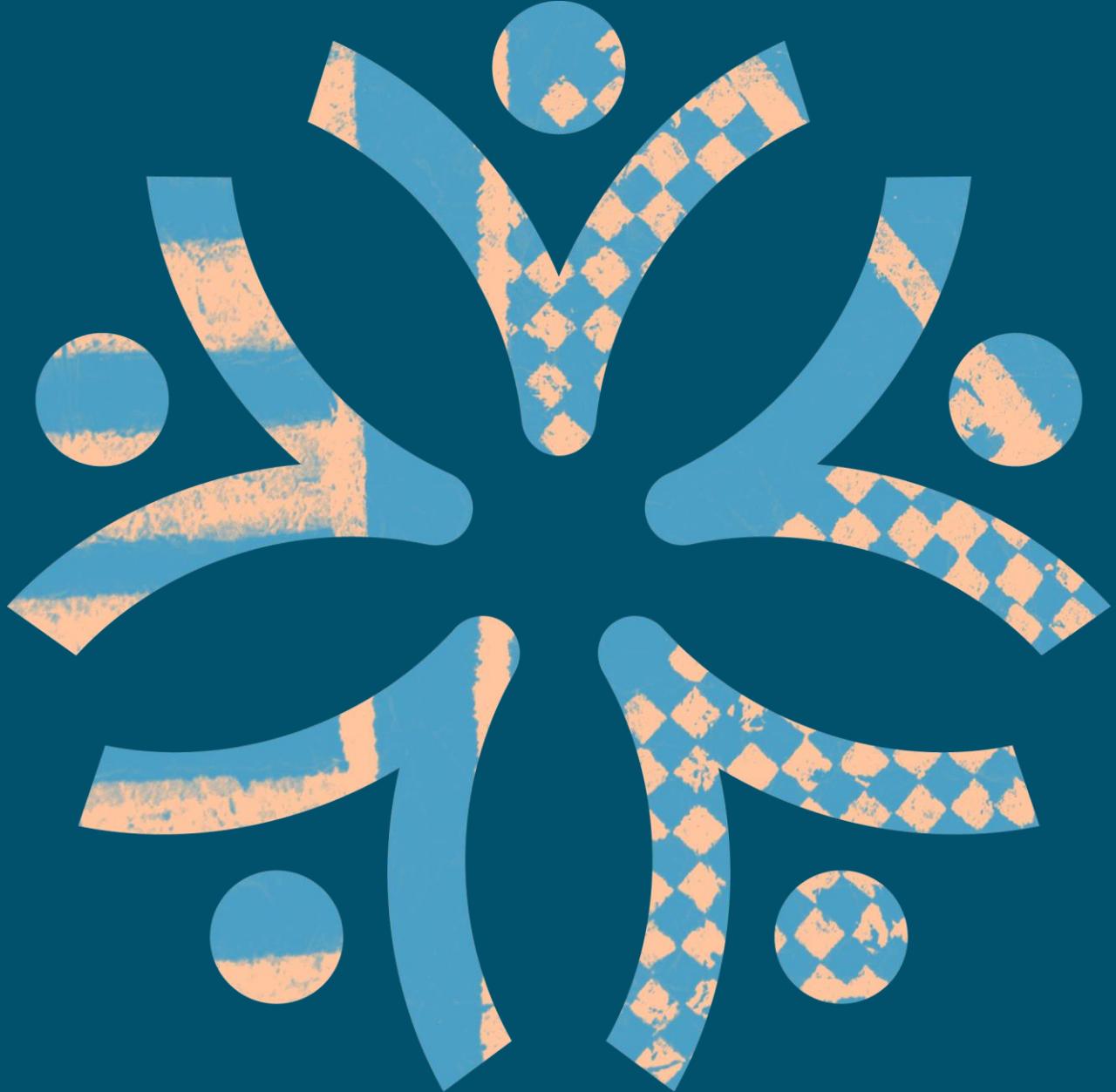


Tobacco Prevention and Control Trust Fund

Community Grants Programs

HEALTHY HAWAI‘I STRATEGIC PLAN SUMMIT
DECEMBER 5, 2025





Hawai‘i Tobacco Prevention and Control Plan 2030

- Closely aligned with the HHSP 2030 and other state chronic disease prevention and management plans
- Health equity framework
- Primary focus on priority populations disproportionately affected by tobacco use
 - Native Hawaiians
 - People with Low Socioeconomic Status
 - People with Behavioral Health Conditions
 - LGBTQ+
 - Youth and Young Adults



Hawai‘i Tobacco Prevention and Control Plan 2030



Tobacco Prevention and Control Trust Fund and the Hawai'i Community Foundation

- Since 2000, DOH has contracted HCF to:
 - Manage and monitor investment performance of the Trust Fund
 - Contract statewide tobacco control vendors
 - Administer community grants programs
- Current contract term: FY25 - FY30



Tobacco Cessation Community Grants Program





Adult Tobacco Cessation Program

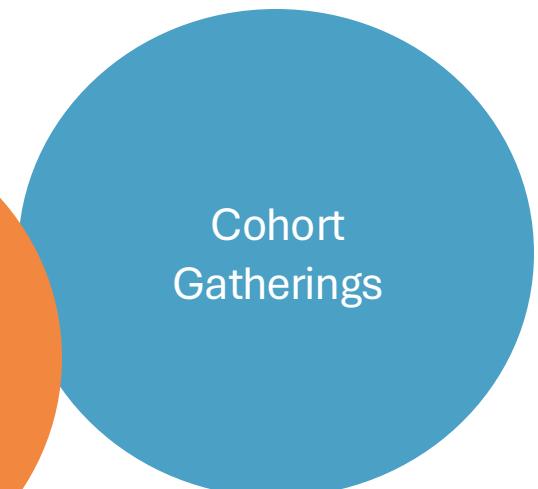
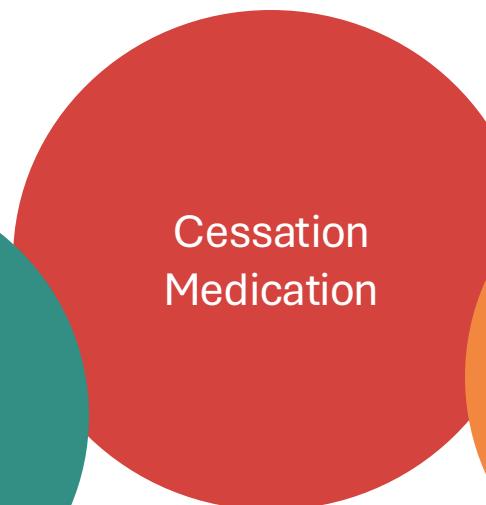
Purpose: To provide intensive, evidence-based tobacco treatment services to help adults in priority populations quit smoking*

*includes electronic smoking devices and other emerging products containing nicotine





Tobacco Cessation Community Grant Program





2024-2028 Tobacco Cessation Cohort

Kaua‘i

Ho‘ola Lahui Hawai‘i

Mālama Pono Health Services



KAUA‘I

O‘ahu

Hawai‘i Health & Harm Reduction Center

Kalihi-Palama Health Center

Kapi‘olani Medical Center
for Women & Children

Wahiawā Center for Community Health

Wai‘anae Coast Comprehensive Health Center

Waikīkī Health

Waimānalo Health Center

O‘AHU



Moloka‘i

I Ola Lāhui

MOLOKA‘I



LĀNA‘I

Lāna‘i

Lāna‘i Community Health Center

HAWAII‘I ISLAND



Maui

Aloha House

Community Clinic of Maui: Mālama I Ke Ola

Hawai‘i Island

Big Island Substance Abuse Council

Hāmākua-Kohala Health Center

Hawai‘i Island Community Health Center



Cessation Program Impact (2019-2024)



12,980

total participants served



90%

satisfied with the program



82%

quit short-term



96%

from a priority population



84%

used cessation medication

30%

quit long-term

Story of Impact



Gerry started smoking as a way to socialize with coworkers, but soon found himself lighting up a cigarette right after he woke up. After 30 years of smoking, he quit with the help of the **Mālama I Ke Ola Health Center**.

“I can talk to you. I feel comfortable talking to my team... I’m not afraid to ask... You helped tremendously.”

Story of Impact

Wanting to breathe easier and be healthy for her child on the way, **Kaleolani** reached out to the **Wai‘anae Coast Comprehensive Health Center** to help her quit smoking.



“I’m very, very happy that you guys were there. I really am. That you guys take the time, that you care about people that smoke.”

Youth ESD Prevention Community Grants Program





Youth ESD Prevention Program

Purpose: To empower Hawai‘i youth with the knowledge and skills to refuse experimentation and use of electronic smoking devices





Culturally Tailored Curricula

Stanford
MEDICINE
REACH Lab



TOBACCO
PREVENTION
TOOLKIT

Elementary Level



- 2 lessons
- 45 mins each
- ~3rd grade reading level

Middle School Level



- 3 lessons
- 50 mins each
- ~6th grade reading level

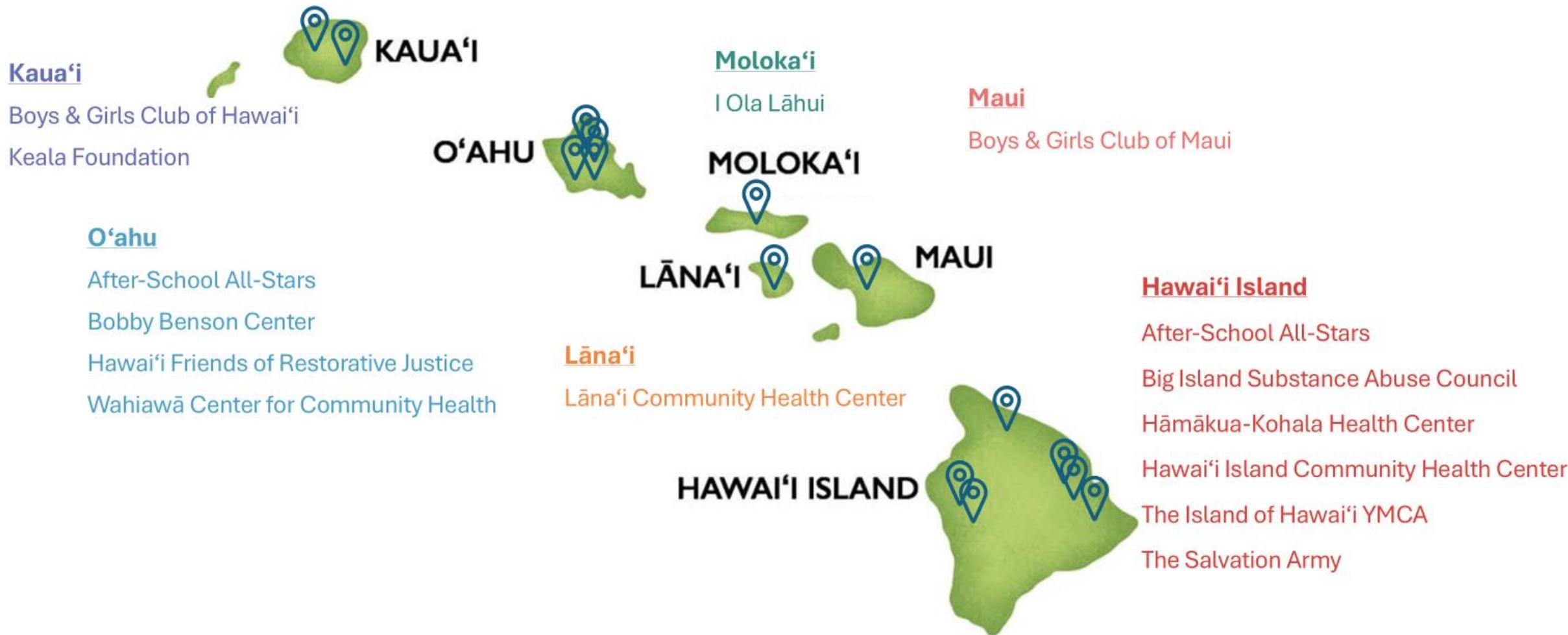
High School Level

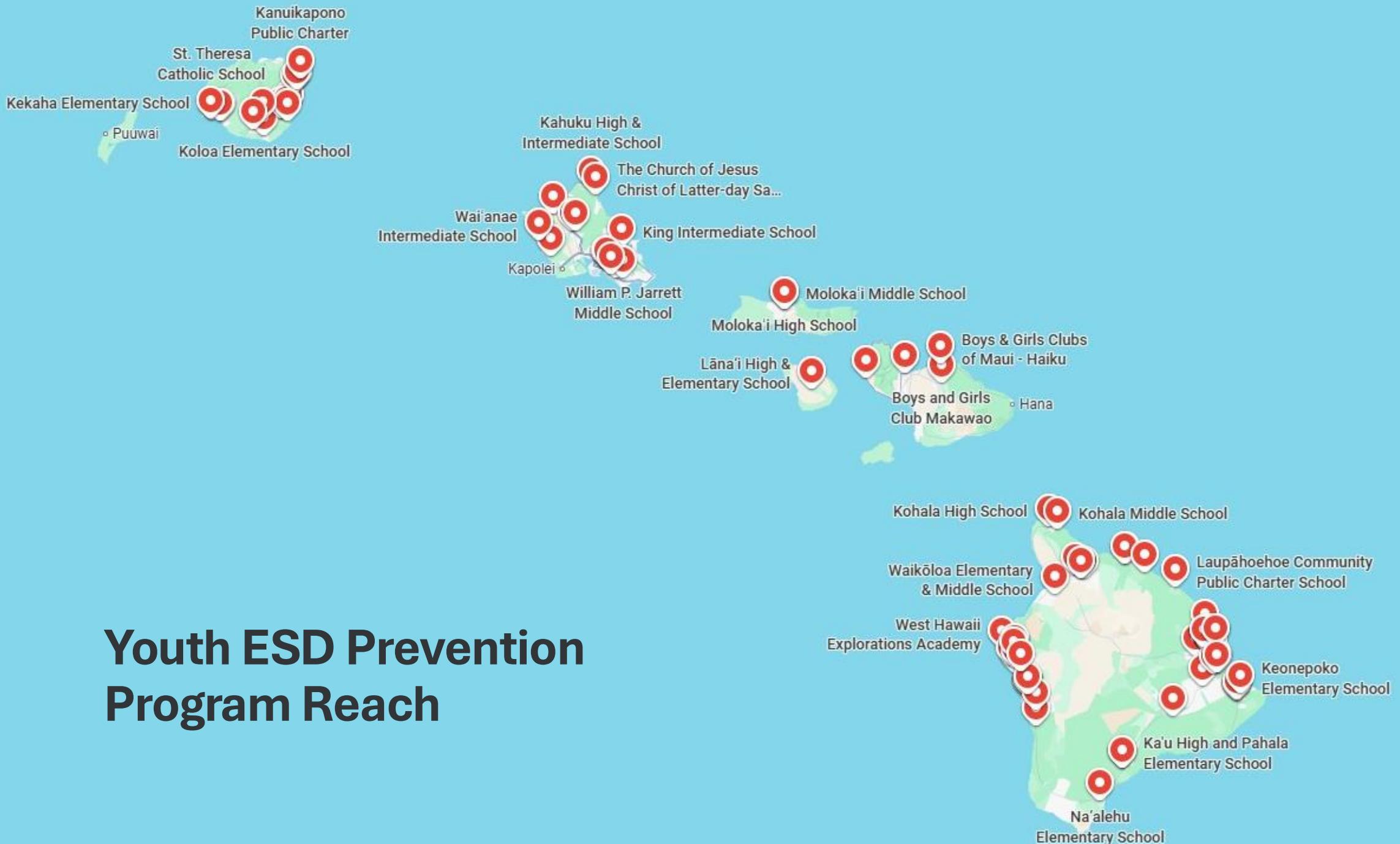


- 2 lessons
- 45 mins each
- Second lesson builds on first



2024-2026 Youth ESD Prevention Grantee Cohort

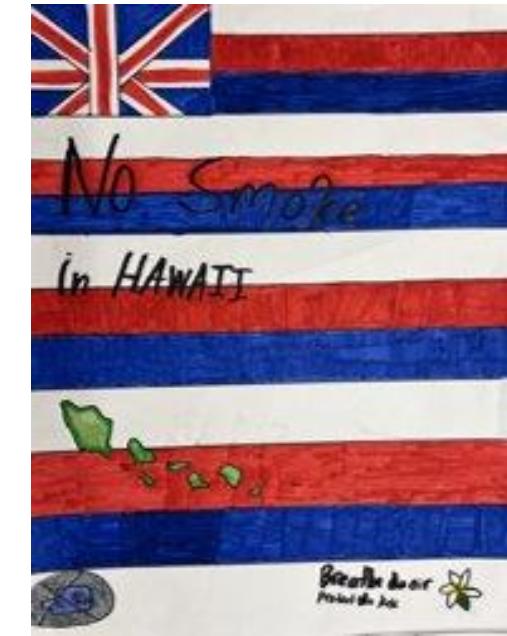






Youth ESD Prevention Program Impact

- Between April 2023 to July 2025, over **5,800** youth received the Hawai‘i version of the Stanford Tobacco Prevention Toolkit
- Preliminary findings indicate:
 - Participants' **knowledge** about e-cigarettes increased
 - Participants' **perceptions** of addictiveness of e-cigarettes and cigarettes increased
 - Grantee partners view the culturally adapted curriculum as **feasible** and **advantageous**



Mahalo

Q&A

