

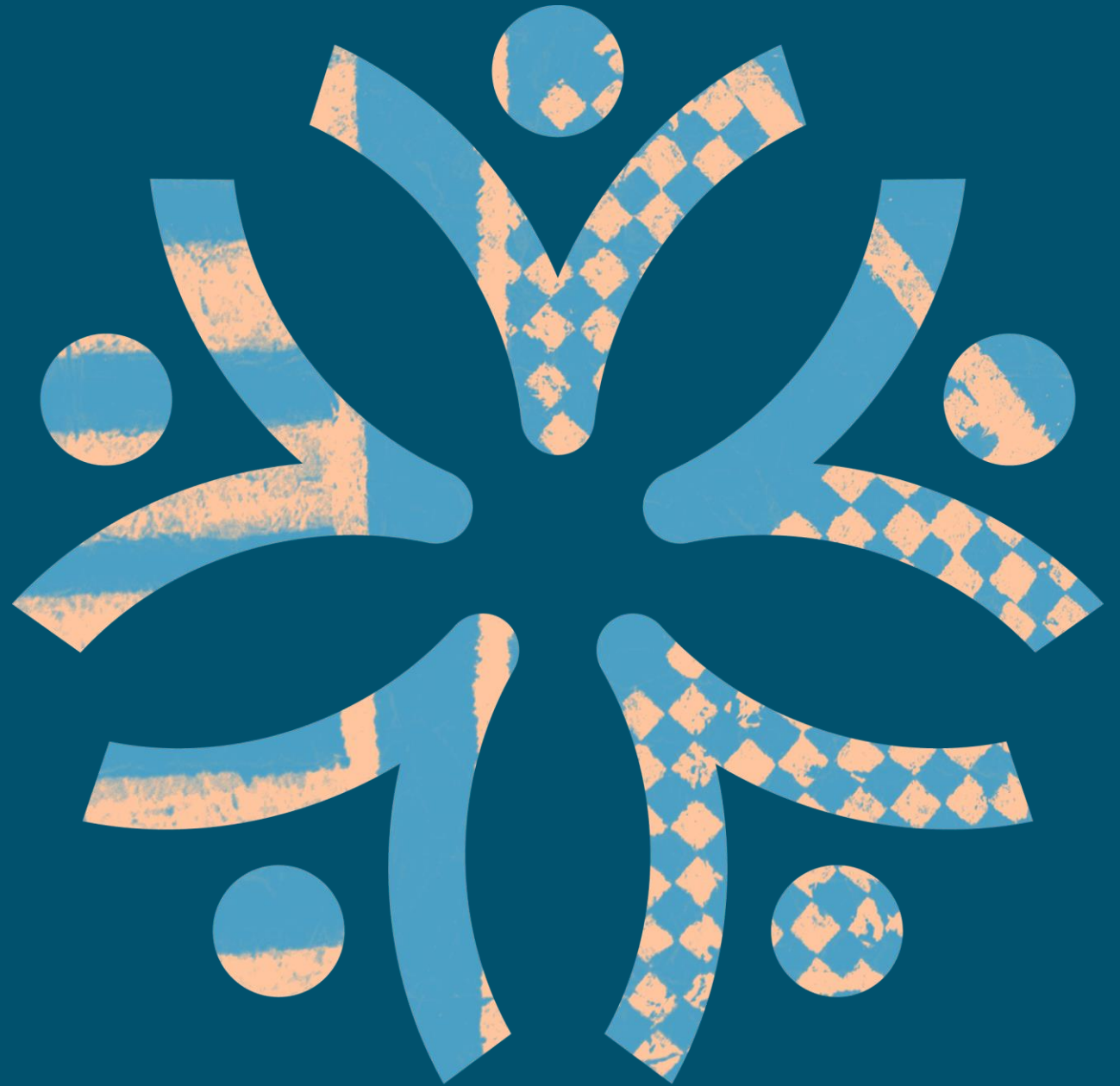
Hawai'i  
Community  
Foundation

# 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

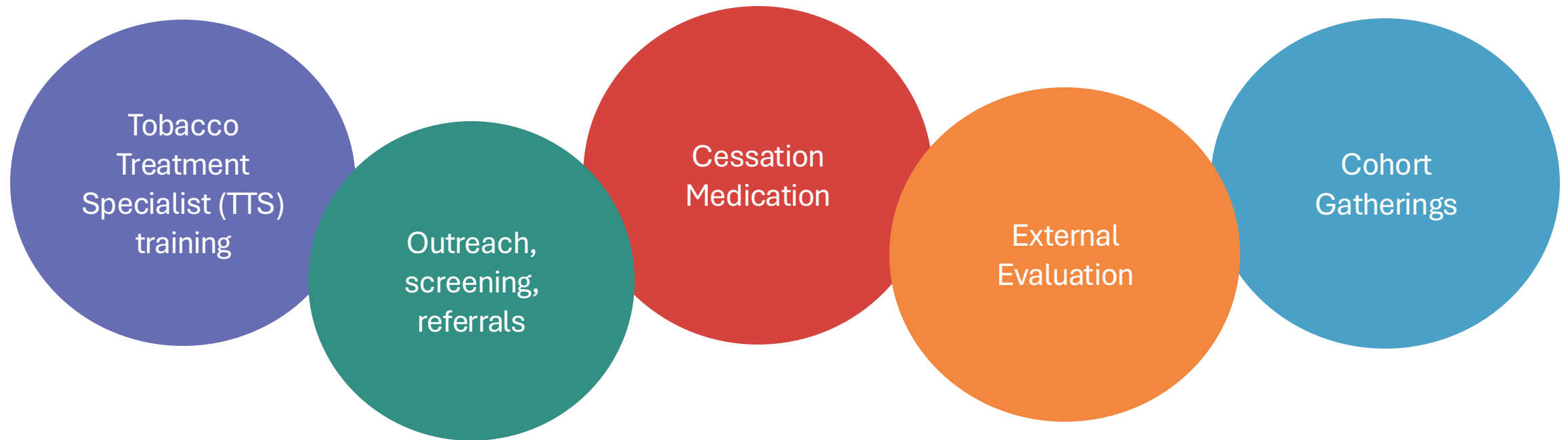
Purpose: To provide intensive, evidence-based tobacco treatment services to help adults in priority populations quit smoking\*

\*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

## 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  
Waikiki Health  
Waimānalo Health Center

## Moloka'i

I Ola Lāhui

## Maui

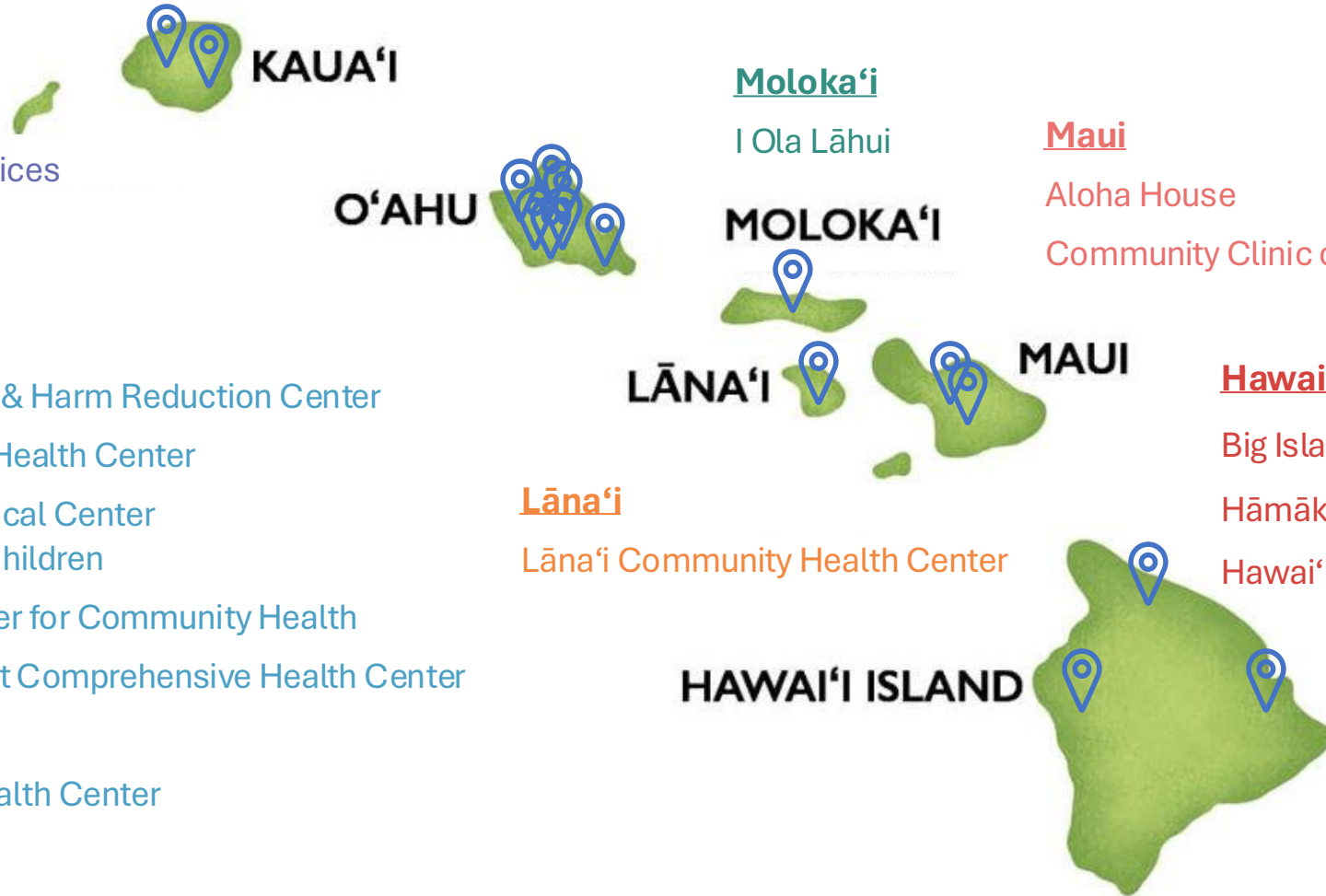
Aloha House  
Community Clinic of Maui: Mālama I Ke Ola

## Hawai'i Island

Big Island Substance Abuse Council  
Hāmākua-Kohala Health Center  
Hawai'i Island Community Health Center

## Lāna'i

Lāna'i 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



## Elementary Level



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

## Middle School Level



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

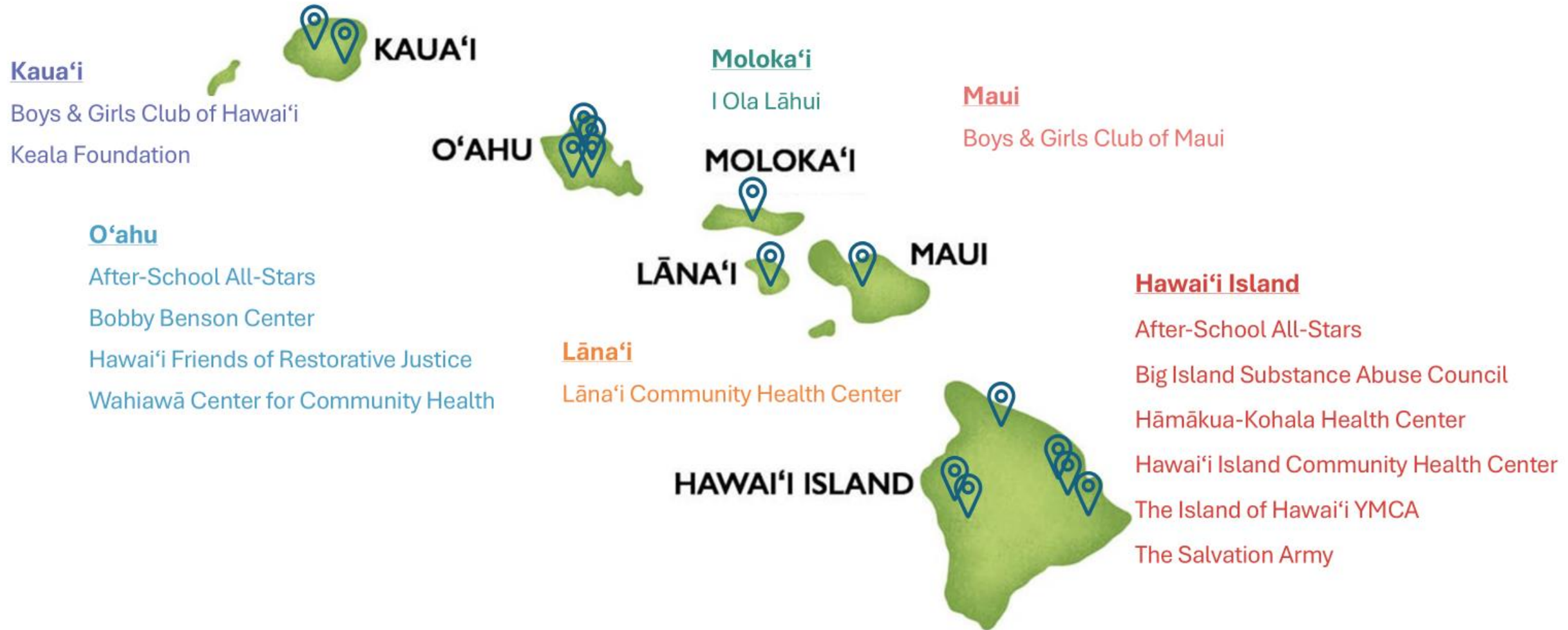
## High School Level



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



# 2024-2026 Youth ESD Prevention Grantee Cohort





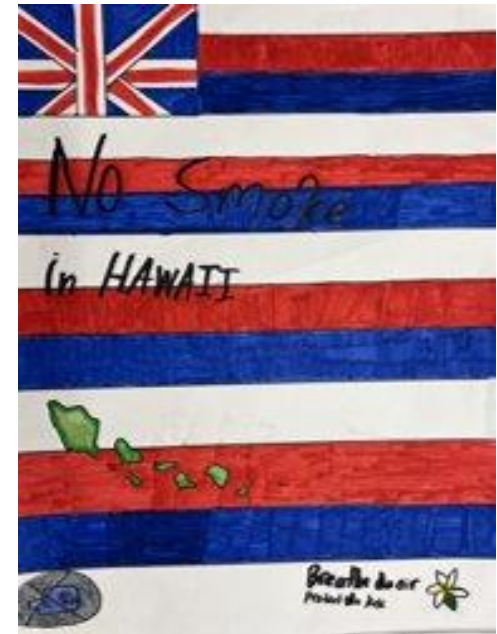
# Youth ESD Prevention Program Reach





# 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**





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# Mahalo

Q&A

