



EXECUTIVE SUMMARY

Hawai'i Tobacco Prevention
and Control Plan 2030

INTRODUCTION

The Hawai'i Tobacco Prevention and Control (TPC) Plan 2030 Executive Summary is an overview of the TPC Plan 2030, Hawai'i's ten-year strategic plan for achieving a tobacco-free state.

Over the past decade there have been significant changes in Hawai'i's tobacco prevention and control landscape. Combustible tobacco prevalence and youth initiation rates declined, quit attempts increased, and influences of cigarette marketing on youth decreased. Hawai'i has among the highest cigarette excise tax and rate of retail compliance to laws prohibiting underage tobacco sales in the nation. Numerous legislative actions around secondhand smoke protection, youth access to tobacco, and limitations on the age of sale and use of tobacco products, including e-cigarettes, have been enacted.

Despite these advances, tobacco use remains the leading cause of preventable disease and death in Hawai'i. Smoking continues to disproportionately affect vulnerable populations and community groups by race, ethnicity, income, education, behavioral health disorders, sexual orientation, gender identity, and youth.

The TPC Plan 2030 Executive Summary provides guidance for tobacco prevention, education, and cessation services through program implementation, legislative action, and community empowerment. The priorities are to expand population-based approaches that augment social norms and behaviors that reduce tobacco use and secondhand smoke exposure; cultivate and strengthen partnerships to foster innovative, culturally-appropriate solutions with entities who know and serve communities disproportionately burdened by tobacco use; and mobilize partners to reverse the rapid onset of youth and young adult use of e-cigarettes and other emerging tobacco products.



VISION

A Hawai'i free from tobacco use, nicotine addiction, and exposure to secondhand smoke.

GOALS

The tobacco prevention and control community of Hawai'i adopted the four main goals developed by the Centers for Disease Control and Prevention to guide comprehensive tobacco control programs:¹

- » **Goal 1:** Identify and eliminate tobacco-related disparities among population groups.
- » **Goal 2:** Prevent the initiation of tobacco use among youth and young adults.
- » **Goal 3:** Promote quitting among adults and youth.
- » **Goal 4:** Eliminate the exposure to tobacco smoke to all populations.





The TPC Plan 2030 incorporates principles of the Social Ecological Model and is organized into four sector areas: Community Design and Access, Education, Health Care, and Worksite. The plan prioritizes goals, objectives, and strategies that lead to policy, systems, and environmental change. Objectives were developed using current data, best practices, and evidence-based science, and reflect one or more cross-cutting themes.

The TPC Plan 2030 supports and reinforces the following comprehensive, chronic disease strategic plans for the state: the Healthy Hawai'i Strategic Plan 2030; the Hawai'i Asthma Plan 2030; the Hawai'i Diabetes Plan 2030; the Hawai'i Cancer Plan 2030; the Hawai'i Heart Disease and Stroke Plan 2030; and, the Hawai'i Physical Activity and Nutrition Plan 2030.

Annual healthcare costs in Hawai'i



\$526 million

Healthcare costs directly attributed to smoking

\$142 million

Medicaid costs related to smoking

\$835 per household

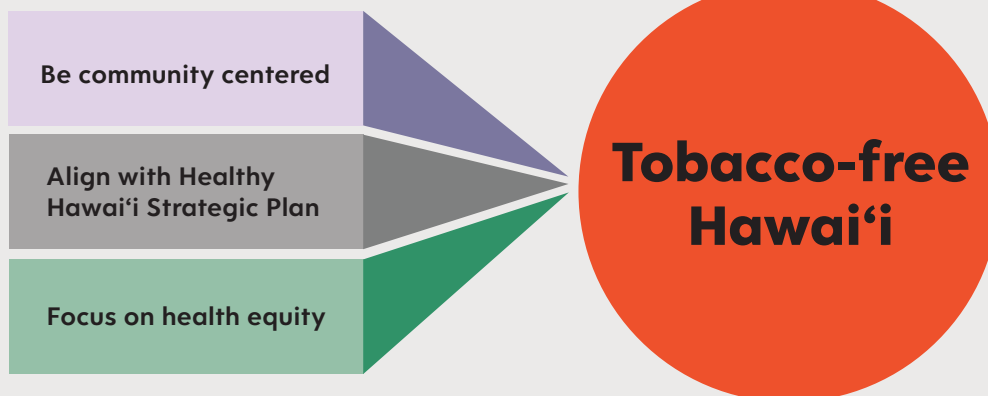
Residents' state and federal tax burden from smoking-caused government expenditures

\$387 million

Smoking-caused productivity losses in Hawai'i

Retrieved from Campaign for Tobacco-Free Kids, Toll of Tobacco in Hawai'i November 4, 2020 <https://www.tobaccofreekids.org/problem/toll-us/hawaii>

END GAME



BACKGROUND

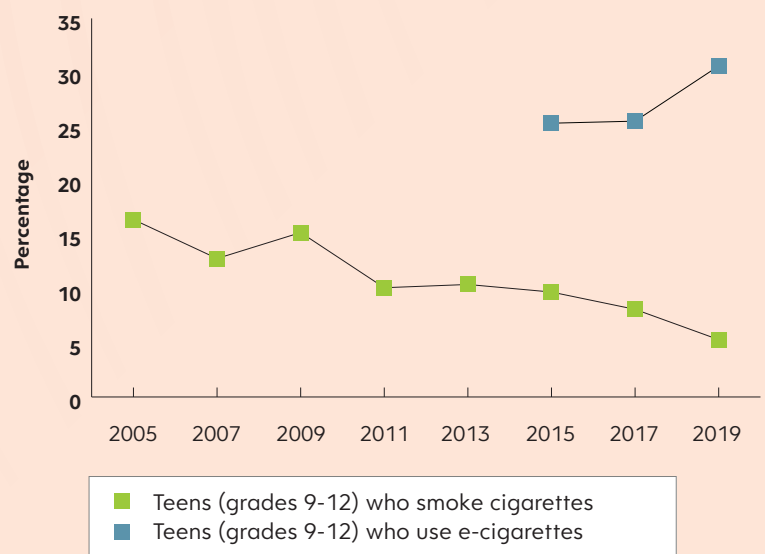
Tobacco use remains the leading cause of preventable death and disease in Hawai'i despite decades of policies, systems, and environmental changes.² The state's current adult smoking prevalence is 13% and remains higher than the Healthy People 2030 target of 5%.^{3,4} Five percent of Hawai'i high school youth currently smoke cigarettes while 31% use e-cigarettes.⁵ Smoking claims 1,400 adult lives each year and will contribute to 21,000 premature deaths for children and youth under 18 years old living in Hawai'i.⁶ Annually, \$526 million in healthcare costs are directly attributed to smoking in our state.⁶

Smoking continues to disproportionately affect Hawai'i's vulnerable populations and community groups by race and ethnicity, income and education, mental health and substance use, and lesbian, gay, bisexual, and transgender (LGBT) orientation.³ The rapid rise in youth use of e-cigarettes and other novel products has accelerated to epidemic proportions,⁷ threatening the cumulative efforts to protect the next generation from the deadly effects of nicotine addiction. Therefore, the major focus of the TPC Plan 2030 is the state's most vulnerable communities, including youth and young adults.

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Youth rise in e-cigarette use in recent years compared with cigarette smoking in Hawai'i (YRBS)



PRIORITY POPULATIONS

The TPC Plan 2030 focuses on five populations that have a high smoking prevalence in Hawai'i.

- » Native Hawaiians
- » People with Low Socioeconomic Status
- » People with Behavioral Health Conditions (Mental Health and Substance Use Disorders)
- » Lesbian, Gay, Bisexual, and Transgender
- » Youth & Young Adults

Proven population-based measures to reduce tobacco use*



Tobacco price increases



Smoke-free policies

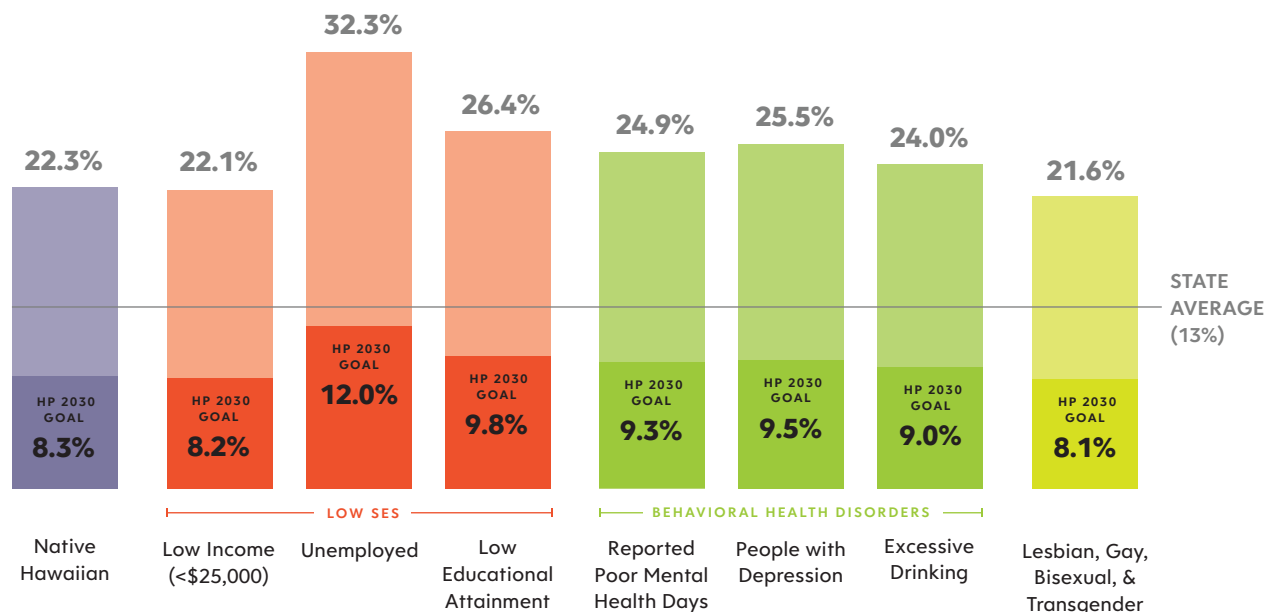


Hard hitting media campaigns



Cessation access

Current adult cigarette smoking among Hawai'i's priority populations and Healthy People 2030 targets



*King, B.A., & Graffunder, C. (2018). The Tobacco Control Vaccine: A population-based framework for preventing tobacco-related disease and death. *Tobacco Control*, 27(2), 123-124. <https://doi.org/10.1136/tobaccocontrol-2018-05427b>





Objectives and Strategies

The TPC Plan 2030 objectives strive to create sustainable change that will transform our communities, schools, health care, and worksites to establish tobacco-free policies, tobacco cessation assistance, and prevention of tobacco initiation. Stakeholders developed the TPC Plan 2030 objectives to shape policy, systems and environmental change in the four sector areas: Community Design and Access; Education; Health Care; and Worksite. The objectives are showcased by sector area and include key strategies, baseline, and target measures. This comprehensive approach combines educational, clinical, regulatory, economic, and community strategies that aim to strengthen and fully implement current proven tobacco control measures; change the regulatory landscape to permit policy innovations; and empower communities to determine the best solutions regarding tobacco-related health.

The TPC Plan 2030 is meant to be a living document that is reviewed and updated throughout the plan’s timeframe. Implementation of the plan will be a collective effort by individuals and organizations across the state.

*Additional background information, including definitions of some terminology used in the objectives and strategies, can be found at the following website: www.HHSP.hawaii.gov



Objectives with this icon are being worked on by multiple program areas.



Community Design and Access Sector Objectives

GOAL >> All of Hawai‘i’s people will live in communities that have access to tobacco- and nicotine-free settings, healthy food choices, physical activity opportunities, evidence-based chronic disease self-management programs, and minimal exposure to unhealthy options through policy, programs, communications, and environmental supports.

OBJECTIVE

BASELINE: 0 TARGET: 5

TOBACCO-01

Enact at least five more county or state policies to decrease access to all tobacco products, including electronic smoking devices or other novel, emerging tobacco products.

STRATEGIES

- Establish regulatory parity for cigarettes, electronic smoking devices (ESDs), and emerging products, etc (e.g. impose taxes, licensing/permitting/restricting online sales, etc)
- Prohibit the sale of all flavored tobacco products including menthol

OBJECTIVE

BASELINE: 0 TARGET: 2

TOBACCO-02

Establish at least two more statewide policies that increase access to cessation services.

STRATEGIES

- Establish a MedQUEST policy that requires health plans to offer expanded evidence-based cessation service options
- Establish a policy to formally coordinate services between the Hawai'i Tobacco Quitline (HTQL), community cessation providers, and a private or public insurance provider to promote access to services to consumers
- Establish a policy that requires insurance companies to expand reimbursement for youth cessation

OBJECTIVE

BASELINE: 0 TARGET: 2

TOBACCO-03

Establish at least two more county or state policies that eliminate exposure to secondhand smoke.

STRATEGIES

- Enact a smoke-free multi-unit housing ordinance in all four major counties
- Establish policies that increase resources for smoke-free policy enforcement (at parks, beaches, public housing, etc)



Education Sector Objectives

GOAL >> All of Hawai'i's educational settings will promote tobacco- and nicotine-free lifestyles, healthy eating, daily physical activity, and health management through programs, policies, environmental supports, and professional development opportunities.

OBJECTIVE

BASELINE: Pending TARGET: All colleges and universities in Hawai'i

TOBACCO-04

All colleges and universities in the State of Hawai'i will provide tobacco-free education and offer cessation services to their students, staff and faculty.

STRATEGIES

- Provide tobacco prevention and cessation information at incoming student orientation sessions
- Support student health groups to conduct peer-led tobacco cessation and prevention promotion throughout all campuses
- Create linkages between community tobacco treatment specialists, the Hawai'i Tobacco Quitline and universities to tailor promotions to students and increase access to cessation services for young adults

OBJECTIVE

BASELINE: 0 TARGET: 1

TOBACCO-05

Develop and adopt at least one “alternative to suspension” model policy for youth vaping or tobacco offenses in Department of Education schools.

STRATEGIES

- Develop and adopt best practice enforcement responses/guidelines for youth vaping/tobacco offenses to guide law enforcement or Department of Education (DOE) school officials
- Pilot test a model alternative to suspension policy at a public or private school in Hawai'i and use results to inform expansion into other schools

OBJECTIVE

BASELINE: Pending TARGET: All colleges and universities in Hawai'i

TOBACCO-06

All colleges and universities in the State of Hawai'i will have a 100% smoke-free or tobacco-free campus policy.

STRATEGIES

- Conduct outreach to universities and colleges without tobacco-free policies to provide education and information about the benefits of implementing a tobacco-free campus
- Provide technical support to individual private colleges and universities to encourage adoption of tobacco-free campus policies

OBJECTIVE

BASELINE: 0 TARGET: 10

TOBACCO-07

Conduct at least ten more educational campaigns for parents or youth influencers to provide information about tobacco/vaping prevention or cessation statewide.

STRATEGIES

- Develop culturally appropriate educational campaigns for use in school systems such as, the Hawaii Association of Independent Schools, Charter School Commission, and Hawaii State Department of Education
- Develop education campaigns that can be used in a variety of media types (radio, television, mall ads, social media, etc)



Health Care Sector Objectives

GOAL >> All of Hawai'i's health care systems will promote health equity and maximize utilization of prevention, early detection, and evidence-based chronic disease self-management services by improving coverage, health information technology, programs, practices, and guidelines.

OBJECTIVE

BASELINE: 0 TARGET: 5

TOBACCO-08

Implement at least five more health systems change policies or projects for tobacco cessation per the Clinical Practice Guidelines and Million Hearts Tobacco Cessation Change Package.

STRATEGIES

- Integrate assessment, referral, and treatment interventions for tobacco/nicotine use in routine care in health care systems using electronic health records
- Provide staff and clinician education about cessation services to increase referral to treatment after identifying patients with tobacco/nicotine addiction

OBJECTIVE

	BASELINE	TARGET
Professional training programs	Pending	5
Health specialty organizations	Pending	2

TOBACCO-09

Integrate brief intervention education into at least five more health professional training programs as a graduation requirement, and into at least two health specialty organizations (e.g. American Academy of Pediatrics, American College of Surgeons, American Physical Therapy Association) as continuing education offerings.

STRATEGIES

- Identify relevant "health professional training programs"—such as pharmacy, nursing, medicine, dental hygiene, respiratory therapists, psychology, and other related allied health programs, where brief intervention education can be incorporated
- Coordinate brief intervention trainings with the behavioral health and substance use treatment communities



Worksite Sector Objectives

GOAL >> All of Hawai'i's worksites will create a culture of wellness through supportive programs and policies that promote tobacco-and nicotine-free workplaces; breastfeeding; healthy food and beverage choices; physical activity and active commuter opportunities; health screenings; and early detection, risk reduction, and self-management of chronic diseases.

OBJECTIVE

BASELINE: 0 TARGET: 5

TOBACCO-10

At least five more large employers (including the State and Counties) will offer health plans that promote tobacco treatment coverage per U.S. Preventive Task Force recommendations.

STRATEGIES

- Engage unions to make changes to provide cessation coverage with no co-pay in insurance plans
- Facilitate employers' capacity to offer programs or insurance plans that incentivize cessation or offers cessation services with no co-pay

OBJECTIVE

BASELINE: 0 TARGET: 15

TOBACCO-11

At least fifteen more worksites in the State of Hawai'i will have 100% tobacco-free policies.

STRATEGIES

- Develop and define criteria for 100% tobacco-free worksite campuses
- Develop tobacco-free campus policies for state and county departments

OBJECTIVE

TOBACCO-12

ASTHMA-11 • CANCER-13 • DIABETES-07
HEART DISEASE AND STROKE-09 • PHYSICAL ACTIVITY AND NUTRITION-19



Implement a statewide, comprehensive worksite wellness recognition program that at least 10 very small-, 15 small-, 10 medium-, and 5 large-employers will participate in.

STRATEGIES

- Identify stakeholders and convene an advisory group to develop a Hawai'i-specific, evidence-based worksite wellness recognition program that includes the following areas:
 - Asthma
 - Cancer
 - Diabetes
 - Heart Disease and Stroke
 - Physical Activity and Nutrition
 - Tobacco
- Pilot the recognition program with a group of diverse employers and modify the program based on their feedback.

BASELINE:

very small = 0
small = 0

medium = 0
large = 0

TARGET:

very small = 10
small = 15

medium = 10
large = 5

ADDITIONAL INFORMATION

Please refer to www.HHSP.hawaii.gov for comprehensive details and information related to this Executive Summary, in addition to an overview of statewide goals and strategies for the prevention and management of chronic diseases.

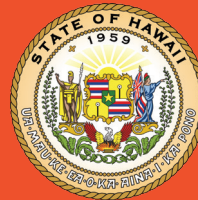
The Hawai'i Tobacco Prevention and Control Plan 2030 works in coordination with other chronic disease prevention and management plans in the state, specifically the following:

- Healthy Hawai'i Strategic Plan 2030
- Hawai'i Asthma Plan 2030
- Hawai'i Cancer Plan 2030
- Hawai'i Diabetes Plan 2030
- Hawai'i Heart Disease and Stroke Plan 2030
- Hawai'i Physical Activity and Nutrition Plan 2030



REFERENCES

- ¹ CDCTobaccoFree. (2020, October 22). *Tobacco Control Programs*. Centers for Disease Control and Prevention. https://www.cdc.gov/tobacco/stateandcommunity/tobacco_control_programs/index.htm
- ² *Stats of the State of Hawaii*. (2019, May 28). National Center for Health Statistics. <https://www.cdc.gov/nchs/pressroom/states/hawaii/hawaii.htm>
- ³ Hawaii State Department of Health, Hawaii Health Data Warehouse. Behavioral Risk Factor Surveillance System. (2018). <http://hhdw.org>. Accessed on October 26, 2020.
- ⁴ *Tobacco Use—Healthy People 2030 | health.gov*. (n.d.). Retrieved December 9, 2020, from <https://health.gov/healthypeople/objectives-and-data/browse-objectives/tobacco-use>
- ⁵ *Youth Online: High School YRBS - Home Page | DASH | CDC*. (n.d.). Retrieved January 15, 2021, from <https://nccd.cdc.gov/youthonline/App/Default.aspx>
- ⁶ *The Toll of Tobacco in Hawaii*. (2020, October 20). Campaign for Tobacco-Free Kids. <https://www.tobaccofreekids.org/problem/toll-us/hawaii>
- ⁷ *Surgeon General's Advisory on E-cigarette Use Among Youth | Smoking & Tobacco Use | CDC*. (2019, April 9). https://www.cdc.gov/tobacco/basic_information/e-cigarettes/surgeon-general-advisory/index.html



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The TPC Plan 2030 can be accessed, downloaded, and interacted with
at the following website: www.HHSP.hawaii.gov

Non Discrimination in Services

We provide access to our programs and activities without regard to race, color, national origin, language, age, sex, religion, or disability. Write or call the Chronic Disease Prevention and Health Promotion Division or our Affirmative Action Officer at P.O. Box 3378, Honolulu Hawai'i 96801-3378 or (808) 586-4110 (voice/TTY) within 180 days of a discrimination incident.