

# **Hawaii Tobacco Prevention and Control Plan 2030**



Hawai'i Tobacco Prevention  
and Control Plan 2030

Tobacco Prevention & Control  
Advisory Board  
Friday, June 18, 2021



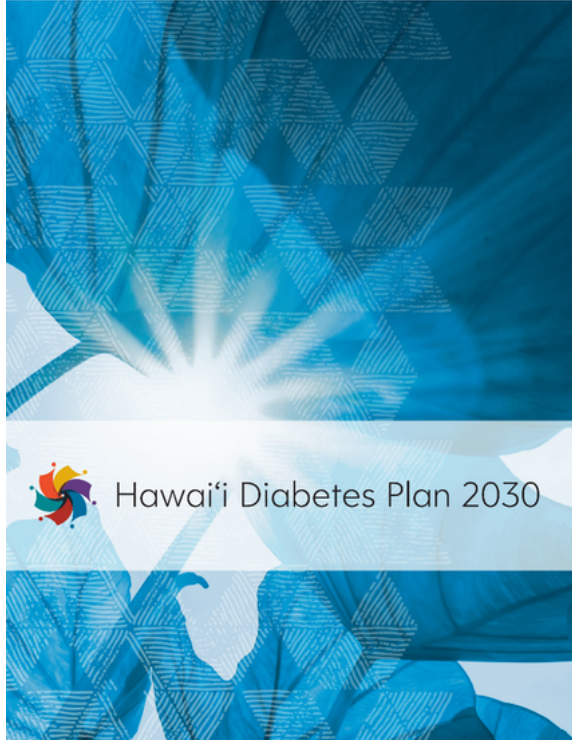
# Healthy Hawai'i Strategic Plan 2030 (HHSP) and Program Area Plans

Asthma

Cancer

Diabetes

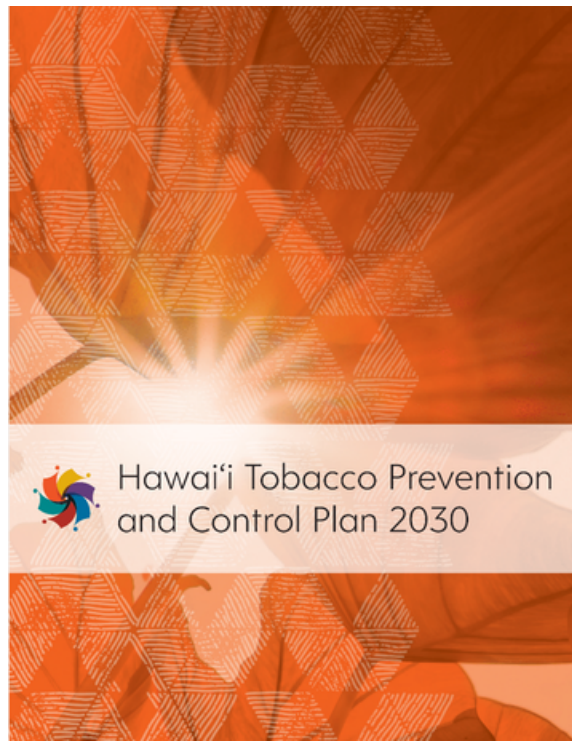
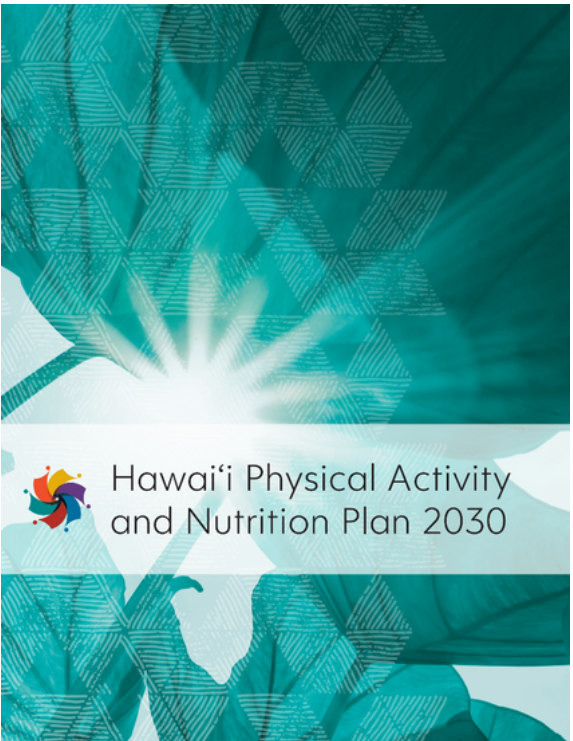
HHSP



Heart Disease & Stroke

Physical Activity & Nutrition

Tobacco





## 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 (CDC) to guide comprehensive tobacco control programs:<sup>3</sup>

- » **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.



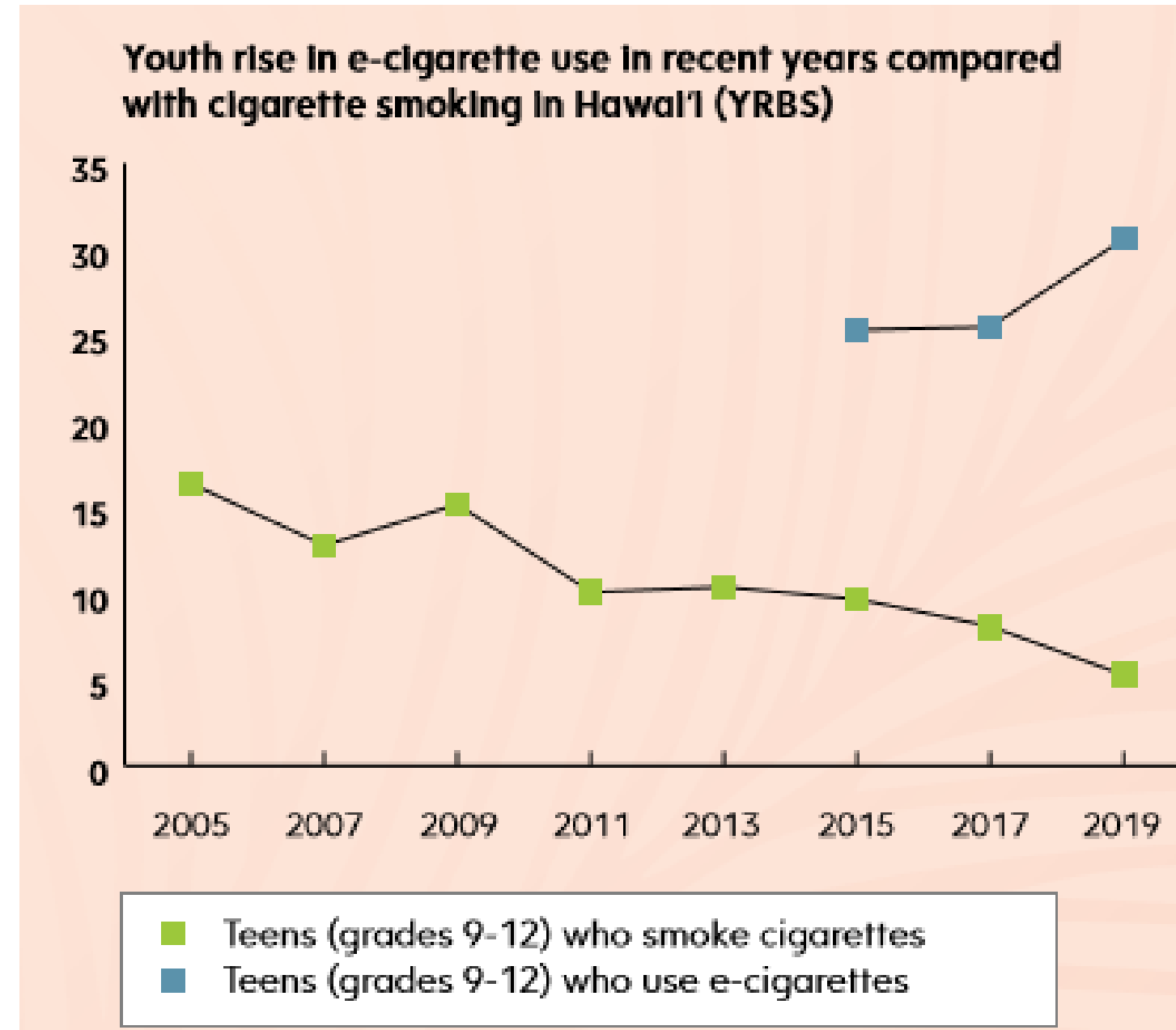


# Tobacco Landscape in Hawai'i:

IN HAWAI'I, ABOUT  
**13% OF ADULTS** AND  
**5% OF HIGH SCHOOL  
YOUTH** CURRENTLY  
SMOKE CIGARETTES.

**1,400**  
ADULTS DIE  
FROM SMOKING  
EACH YEAR

**31%**  
of Hawai'i's public  
high school students  
use e-cigarettes



# Achieving Health Equity

- In Hawai'i, life expectancy ranges by zip code from 73 years to 87 years, a 14 year difference
- People with behavioral health disorders, those identifying as sexual and gender minority, or persons with low socioeconomic status, often face inequitable health outcomes



## Social Determinants of Health

The Tobacco Prevention and Control Plan 2030 (TPC Plan) recognizes that conditions in the places where people live, learn, work, and play are major contributing factors for health risks and outcomes.

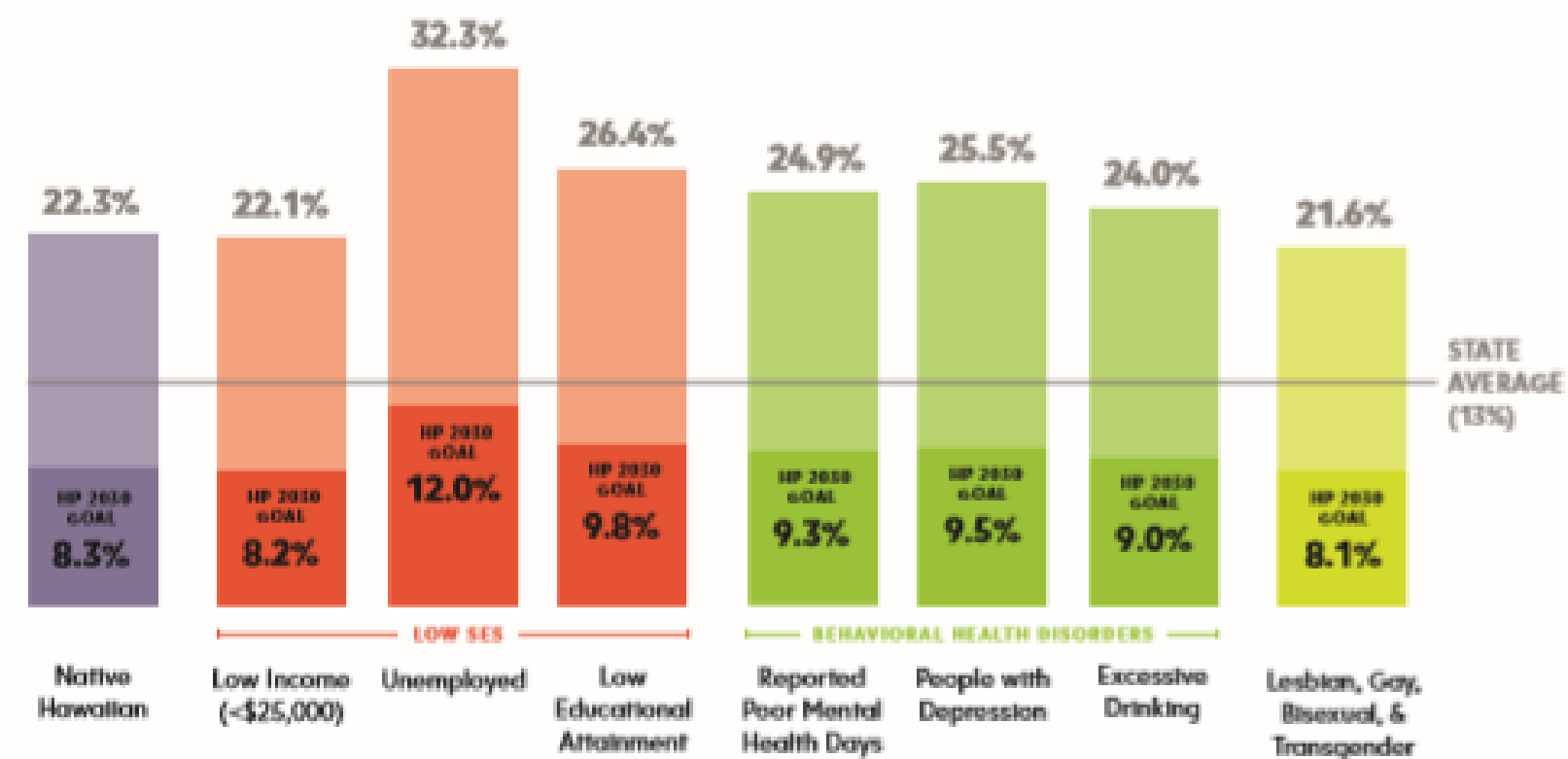


# TOBACCO PRIORITY POPULATIONS



- » Native Hawaiians
- » Youth
- » LGBT
- » Low Socioeconomic Status
- » Behavioral Health Conditions

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



# Our Shared Purpose

The TPC Plan provides a comprehensive approach to realize a common vision of a healthy future for the people of Hawai'i.

## **The TPC Plan promotes the following:**

- Innovative collaborations and non-traditional partnerships to improve health equity and to reach remote, vulnerable, and underserved populations;
- Resource sharing to minimize redundancies and safeguard sustainability;
- Use of evidence-based strategies to ensure efforts are driven by data, research, and evaluation; and
- Participation and leadership to encourage individuals and organizations to identify their areas of strength, roles and responsibilities, and possible contributions to improve the health of Hawai'i's people





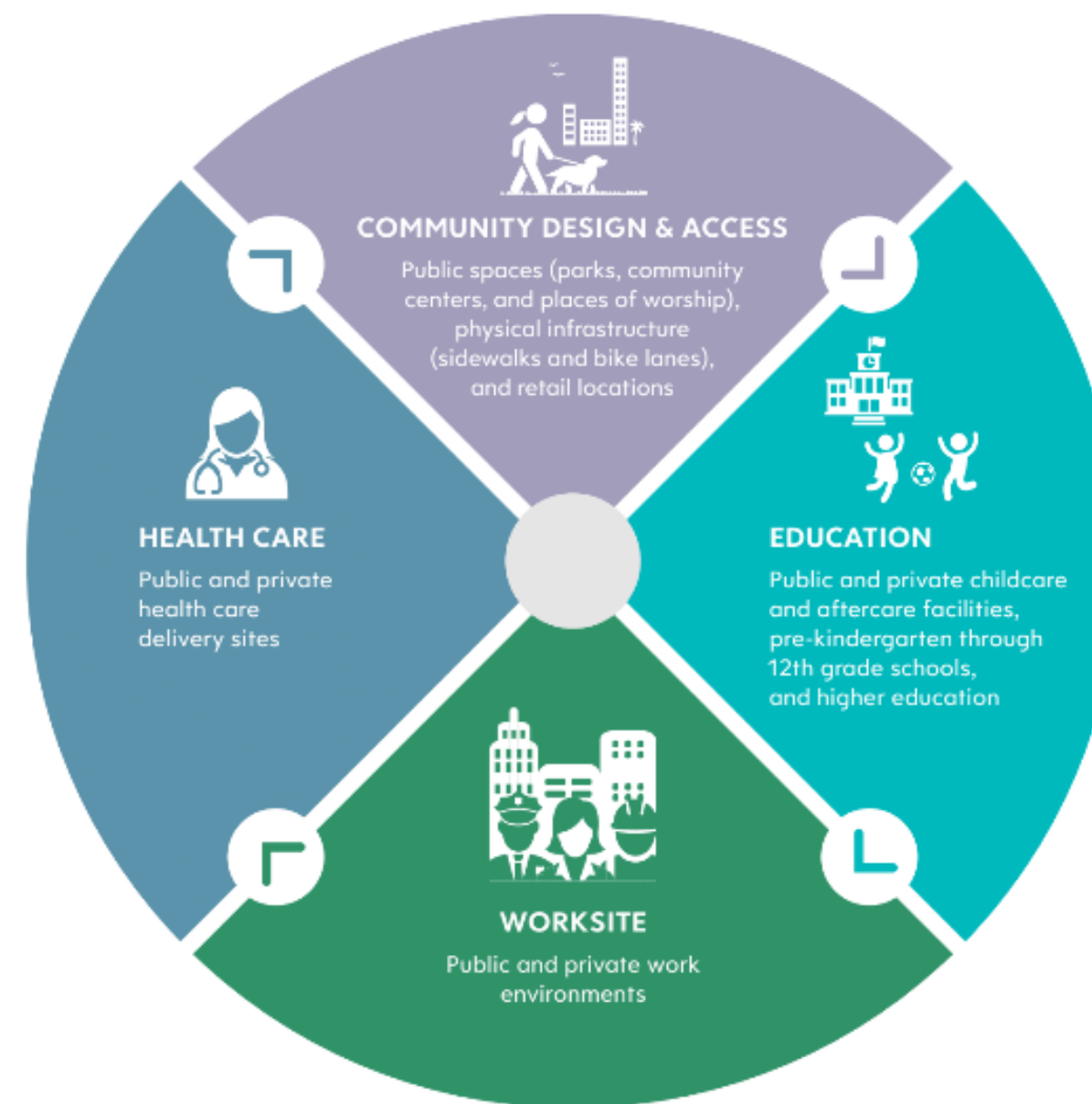
# Our Common Plan Framework

Moving to a harmonized planning approach enables coordination of multiple programs across common risk factors, interventions, and strategies.

## Objectives in the plan:

- **Organized into Four Sector Areas**

- Community Design & Access
- Education
- Health Care
- Worksite



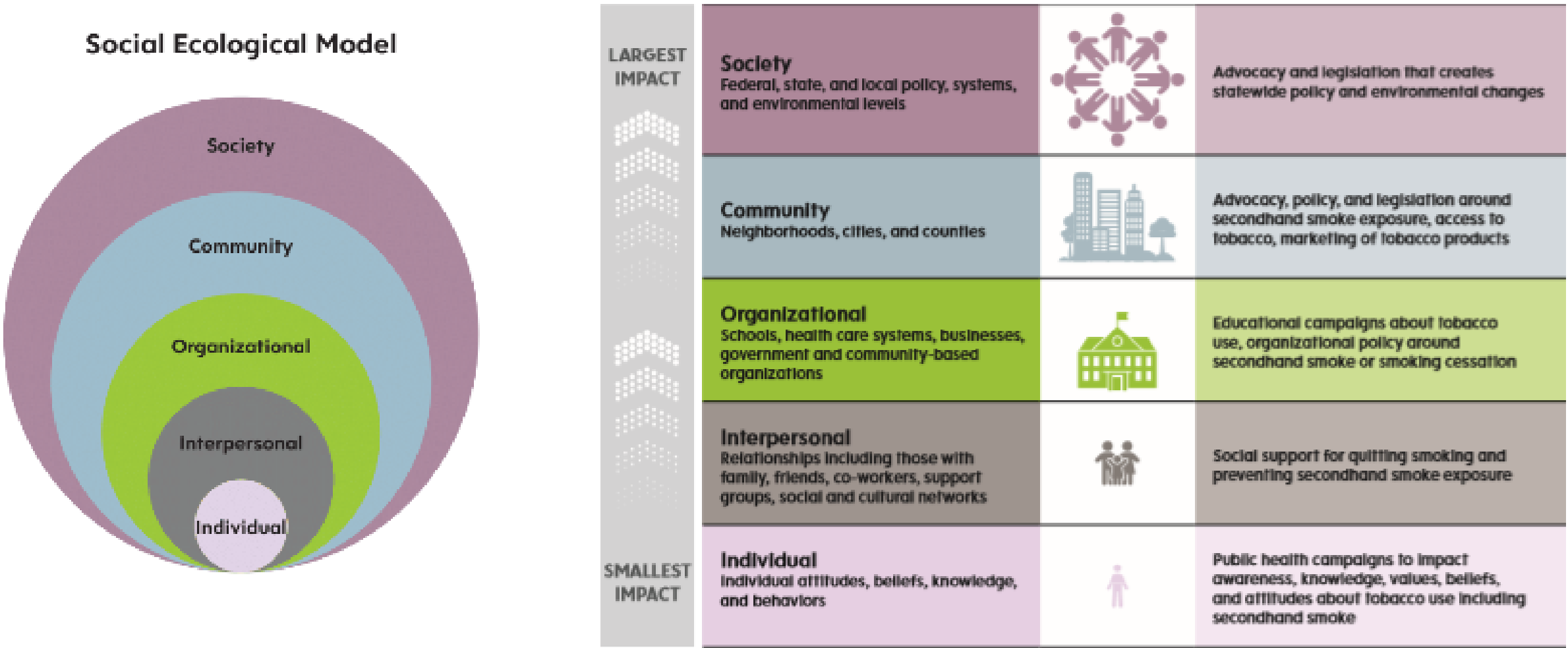
### SECTOR AREAS

Places (both physical & virtual) where policy, systems, and environmental change can be established to support the formation and maintenance of healthy behaviors, achieving health equity, and maximizing chronic disease prevention, management, and treatment.

# Our Common Plan Framework

## Objectives in the plan:

- Rely on best practices and evidence-based science
- Incorporate principles of the Social Ecological Model





# Our Common Plan Framework

## Objectives in the plan:

- **Lead to Policy, Systems, Environmental Change**

POLICY	SYSTEMS	ENVIRONMENTAL
<p>Policies at the legislative or organizational level.</p> <p>Institutionalizing new rules or procedures as well as passing laws, ordinances, or resolutions are examples of policy changes.</p>	<p>Changes made to rules within an organization.</p> <p>Systems change and policy change often work hand-in-hand. Often systems change focuses on changing infrastructure within a school, park, worksite, or health setting.</p>	<p>Changes that are made to the physical/built environment.</p> <p>Physical (structural changes or programs or service), social (a positive change in attitudes or behavior about policies that promote health) and economic factors (presence of financial disincentives or incentives to encourage a desired behavior).</p>

- **Reflect one or more cross-cutting themes**

- Epidemiology, Surveillance, and Evaluation
- Quality of Life
- Community Clinical Linkages
- Health Equity
- Public Education and Communications
- Coordination



# Our Common Plan Framework

## Objectives in the plan:

- **Activities from the TPC Plan are aligned through the Healthy Hawaii Strategic Plan with the other chronic disease prevention and management areas**





# TPC Plan Objectives

## 12 Objectives

- Community Design & Access = 3
- Education = 4
- Health Care = 2
- Worksite = 3



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

### COMMUNITY DESIGN & ACCESS SECTOR

#### 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

Baseline : **0** Target : **5**

# TPC Plan Objectives

## COMMUNITY DESIGN & ACCESS SECTOR

### 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.**



## COMMUNITY DESIGN & ACCESS SECTOR

### TOBACCO - 02

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



## COMMUNITY DESIGN & ACCESS SECTOR

### TOBACCO - 03

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



# TPC Plan Objectives

## EDUCATION SECTOR

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.**



## EDUCATION SECTOR

TOBACCO - 05

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



## EDUCATION SECTOR

TOBACCO - 06

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



## EDUCATION SECTOR

TOBACCO - 07

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





# TPC Plan Objectives

## HEALTH CARE SECTOR

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.**



## HEALTH CARE SECTOR

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.**



# TPC Plan Objectives

## WORKSITE SECTOR

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.**



## WORKSITE SECTOR

TOBACCO - 11

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



## WORKSITE SECTOR

TOBACCO - 12

ASTHMA - 11 • CANCER - 13 • DIABETES - 07 • HEART DISEASE AND STROKE - 09  
• PHYSICAL ACTIVITY AND NUTRITION - 19 • TOBACCO - 12

**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.**



# Long-Term Measures

Long-term measures were identified to summarize and evaluate progress toward achieving the Tobacco Prevention and Control Plan 2030 objectives.

- Tobacco Prevention and Control Plan 2030 Tracker:
  - Will be developed and housed on the Hawaii Health Data Warehouse to track progress on long-term measures.





# Healthy Hawai'i Strategic Plan Website

The TPC Plan can be accessed, downloaded and interacted with at the following website:

**[www.HHSP.hawaii.gov](http://www.HHSP.hawaii.gov)**











Healthy Hawai'i Vision 2030 Mural

## Healthy Hawai'i Strategic Plan 2030

The Healthy Hawai'i Strategic Plan (HHSP) provides a roadmap for preventing and reducing chronic disease in the state of Hawai'i through the year 2030. A large and diverse group of stakeholders contributed their expertise covering asthma, cancer, diabetes, heart disease and stroke, physical activity and nutrition, and tobacco programs.





*Thank  
you!*



Healthy People,  
Healthy Communities,  
Healthy Hawai'i