

Tobacco Prevention and Control Plan 2030

Tobacco Prevention & Control Trust Fund Advisory Board Meeting

January 7, 2021

Tobacco Control Strategic Plan 2016 - 2020

- **Successes:**

- ↓ in smoking prevalence:
 - General adult population
 - Native Hawaiian
 - LGBT
- Progress made in tobacco control policies

- **Challenges:**

- = or ↑ in smoking prevalence:
 - Behavioral Health
 - Those with lower levels of Education
- Youth ESD epidemic
- Law with preemption language was enacted on the state level



New Data- BRFSS & YRBS 2019

National Average: 16.0%

State prevalence: 12.3%

High School e-cigarette:
30.6%

- % HS frequent use: 5.1% → 10.4%
- % HS daily use: 3.5% → 7.9%

What's New

- Identification of “5th priority population” – **YOUTH**
- **10** year vs. **5** year projection
- Applying a Health Equity lens
- Target setting
 - Healthy People 2020 → Healthy People 2030
- Data Sources
 - YTS will be folded into YRBS
 - Other new data sources will be considered (priority populations)
- Increased coordination via Healthy Hawai'i Strategic Plan (HHSP)
- Alignment with new CDC Core Grant (2020-2025)



Healthy Hawai'i Strategic Plan (HHSP) Sectors

- *Sector areas are places (both physical & virtual) where policy, systems, and environmental changes can be established to support the formation and maintenance of healthy behaviors, achieving health equity, and maximizing chronic disease prevention, management, and treatment.*

- **Sectors:**
 - Community Access & Design
 - Education
 - Health Care
 - Worksite



Objective & Strategies Development Process

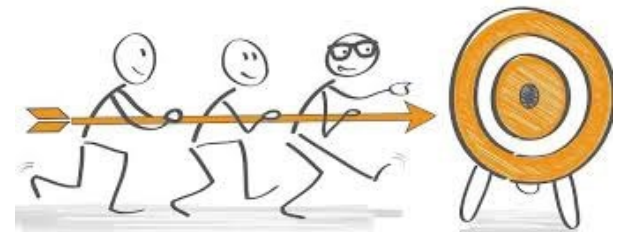
Aspirational Goals



12 Tobacco-specific
Objectives



Example Strategies



Community Access & Design Sector Aspirational Goal

All community settings (e.g. retail, housing, etc.) in Hawai'i will have policies that prevent access to tobacco products for youth and adults and will eliminate exposure to secondhand smoke for all people in Hawai'i.



Community Access & Design Sector Objectives & Example Strategies



T-01	<p>Establish at least five (5) county or state policies to decrease access* to all tobacco products, including electronic smoking devices (ESDs) or other novel/emerging tobacco products.</p> <ul style="list-style-type: none">• Establish regulatory parity for cigarettes, electronic smoking devices (ESDs), & emerging products (e.g. Impose taxes, require licensing/permitting/ restricting online sales)• Prohibit the sale of all flavored tobacco products (including menthol)
T-02	<p>Establish at least two (2) statewide policies that increase access to cessation services.</p> <ul style="list-style-type: none">• 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 Hawaii Tobacco Quitline and a private or public insurance provider to promote access to HTQL services for consumers
T-03	<p>Establish at least two (2) state or county policies* that eliminate exposure to secondhand smoke.</p> <ul style="list-style-type: none">• Establish a smoke-free multi-unit housing ordinance in at least 1 of 4 major counties as an incremental step toward a statewide law.

* To be defined for measurement purposes

Education Sector Aspirational Goal

All students, parents, youth influencers, and school staff will be educated about tobacco prevention in all school settings (K-college), and tobacco-free school policies will be implemented and enforced.



Education Sector Objectives & Example Strategies

T-04	<p>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.</p> <ul style="list-style-type: none">• Provide tobacco prevention & cessation information at in-coming student orientation• Support student health groups to conduct peer-led tobacco cessation and prevention promotion throughout all campuses• Create linkages between community tobacco treatment specialists, the Hawaii Tobacco Quitline and universities to tailor promotions to students and increase access to cessation services for young adults
T-05	<p>Develop and adopt at least one "alternative to suspension"* model policy for youth vaping/ tobacco offenses in Department of Education schools.</p> <ul style="list-style-type: none">• Develop & adopt one 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.

*to be defined for measurement purposes

Education Sector Objectives & Example Strategies Continued...

T-06	<p>All colleges and universities in the State of Hawai'i will have a 100% smoke-free or tobacco-free campus policy.</p> <ul style="list-style-type: none">• Conduct outreach to universities & 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 & universities for adopting tobacco-free campus policies
T-07	<p>Conduct at least (10) educational campaigns* for parents or youth influencers* to provide information about tobacco/vaping prevention or cessation statewide</p> <ul style="list-style-type: none">• Develop culturally appropriate educational campaigns for use in school systems such as, the Hawai'i Association of Independent schools, Charter School Commission, and Hawai'i State Department of Education.• Develop education campaigns that can be used in a variety of media types (radio, television, mall ads, social media, etc.)

*to be defined for measurement purposes

Health Care Sector Aspirational Goal

Every patient (youth and adult) will be screened and tobacco users (including those who use electronic smoking devices) will be appropriately referred to treatment at every encounter with the health care system. All licensed health care professionals will be knowledgeable and trained about how to refer patients who smoke or vape to tobacco treatment interventions with cultural sensitivity.



Health Care Sector Objectives & Example Strategies

T-08	<p>Implement at least five health systems change policies or projects for tobacco cessation per the Clinical Practice Guidelines and Million Hearts Tobacco Cessation Change Package.</p> <ul style="list-style-type: none">• 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
T-09	<p>Integrate brief intervention education into at least five health professional training programs* as a graduation requirement and at least two health specialty organizations* continuing education offerings/ systems.</p> <ul style="list-style-type: none">• Identify relevant “health professional training programs” (e.g. Pharmacy, nursing, dental hygiene, etc.) where brief intervention can be incorporated.• Coordinate brief intervention trainings with the behavioral health and substance use treatment communities.

*to be defined for measurement purposes

Worksite Sector Aspirational Goal

All worksites in Hawai'i will be 100% tobacco-free and promote barrier-free (e.g. without co-pay, extraneous approvals, etc.) access to tobacco prevention and cessation services for employees.



Worksite Sector Objectives & Example Strategies

T-10	<p>At least 5 large* employers (including the State and Counties) will offer health plans that promote* tobacco treatment coverage per U.S. Preventive Task Force recommendations*.</p> <ul style="list-style-type: none">• 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 incentivizes or offers cessation services no co-pay
T-11	<p>At least fifteen new worksites in the State of Hawaii will have 100% tobacco-free policies.</p> <ul style="list-style-type: none">• Develop & define criteria for 100% tobacco-free worksite campuses• Develop tobacco-free campus policies for state and county departments
T-12	<p>Implement a statewide worksite wellness recognition program that small/med/large employers will participate in.</p> <ul style="list-style-type: none">• Develop tobacco/vaping cessation-related criteria for a worksite wellness recognition program• Recognize employers with 100% tobacco-free employees (all employees in the business/ worksite are tobacco-free)



Mahalo!

Questions?

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