

Tobacco Prevention and Control Advisory Board Meeting

November 30, 2018 12:30 p.m. to 2:00 p.m.

Leiopapa a Kamehameha – State Office Tower, Honolulu, HI 96813
DHRD Conference Room – 14th Floor

- Members Present:** George Centeio, Sharlene Chun-Lum, Dr. Christian Gloria, Robert Hirokawa, Dr. Hye-Ryeon Lee, Dr. Elizabeth Tam (Chair), Dr. Anthea Wang (Vice Chair), Danette Wong Tomiyasu
- Members Absent:** Danielle Bass
- DOH Staff:** Lola Irvin, Administrator- CDPHPD; Lila Johnson, TPEP; Kathy Koga, TPEP; Jill Tamashiro, TPEP; Blair Goto, AG Representative; Danelle Cheng, TSF Administration
- Guests (Public):** Tom Matsuda, HCF; Amy Luersen, HCF; Michelle Kauhane, HCF; Larissa Kick, HCF; Jessica Yamauchi, HPHI; Trish La Chica, HPHI

Agenda	Discussion	Decision	Outcome
Call to Order	Meeting was called to order at 12:49 p.m. by Chair Tam <ul style="list-style-type: none"> • Minutes of 7.11.18 meeting reviewed • Agenda reviewed 	Hirokawa moved to approve minutes. Gloria seconded.	Minutes approved unanimously
Review of Tobacco Trust Fund Budget for 2019	Luersen presented – 2019 Tobacco Prevention and Control (TPC) Trust Fund Budget & Cessation Grant Program Highlights through Year 2 <ul style="list-style-type: none"> • Kauhane from HCF introduced. She will be transitioning into Luersen’s role with the Trust Fund. • TPC Trust Fund Program Budget for 2019 shared. Chair Tam asked for motion to approve 2019 TPC Trust Fund Budget <ul style="list-style-type: none"> • Cessation Grant Program Achievements through Year 2 shared. <ul style="list-style-type: none"> ○ Strong reach of Priority Populations – 97% of participants from priority population; increase in serving pregnant women ○ Quit outcomes strong across priority populations ○ Unique program innovations and adaptations to reach and service priority populations 	Lee moved to approve and Lum seconded. Vote taken.	Questions taken and clarification given regarding 2019 TPC Trust Fund Budget: 2019 TPC Trust Fund Budget approved unanimously. Questions taken and discussion held regarding Cessation Grant Program Achievements and Baby & Me Program Hirokawa wondered if there was a way to

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	<ul style="list-style-type: none"> Baby & Me Tobacco Free Program highlights shared. 		target pregnant smoking moms by looking at Pregnancy Risk Assessment Monitoring (PRAMS) data prevalence geographically. Irvin responded that PRAMS participation selection method is not census, but random.
Response to ESD Increase in Youth Use	<p>Johnson presented slide deck prepared by DOH Epidemiologist Lance Ching “Electronic Cigarettes, State of Hawaii” which included local youth use data.</p> <ul style="list-style-type: none"> Slide deck shared on The FDA’s Response to Youth Vaping from March – December 2018. Overview of the “Clearing the Cloud: Hawaii’s Youth Vaping Epidemic” Conference held on October 30, 2018. Koga distributed ESD Resource Guides for Parents and Educators which will be distributed in partnership with DOE. 		<p>Questions taken and discussion held regarding the local electronic cigarette data</p> <p>Irvin pointed out corrections that needed to be made to the youth electronic smoking device (ESD) data shared. Slide deck will be updated and corrected version will be included with meeting minutes.</p> <p>Yamauchi shared Coalition for Tobacco Free Hawaii policy initiatives related to response to ESD increase in youth use</p>
Hawaii Tobacco Quitline Updates	<p>Yap gave Hawaii Tobacco Quitline Updates</p> <ul style="list-style-type: none"> New media vendor ad campaign Youth Program promotion with emphasis on vaping cessation Pregnancy Program Expansion – pharmacotherapy available with physician approval 		Wong Tomiyasu emphasized that treatment may have to be adjusted as ESDs are vehicles not just for nicotine delivery. We may be treating other kinds of addiction. Our treatment will have to be adjusted accordingly.
Public Comment	Chair Tam made request for Public Comment	No comments given	
Adjournment	Meeting was adjourned by Chair Tam at 2:12 p.m.		

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Respectfully submitted,

Danelle Cheng

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Department of Health\Tobacco Settlement Funds Administration

Approved:

ET

Dr. Elizabeth Tam, Chair



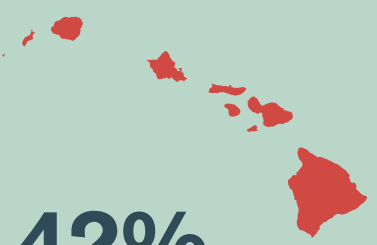
HAWAI'I YOUTH VAPING AT EPIDEMIC LEVELS

Electronic Smoking Devices (ESDs), also known as e-cigarettes have grown in popularity among school-aged kids nationwide. The U.S. Surgeon General reports that e-cigarette use among youth is a public health concern. The U.S. Food and Drug Administration (FDA) states that teenage vaping or the use of e-cigarettes is now at an “epidemic proportion.” Hawai'i youth are adopting this dangerous trend by using e-cigarettes or vapes, at an alarming rate. **VAPING IS THREATENING TO CREATE A NEW GENERATION OF YOUTH ADDICTED TO NICOTINE.**



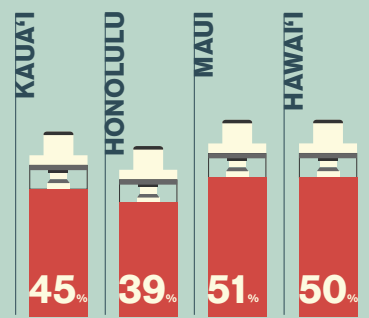
HAWAI'I HIGH SCHOOL TEENS VAPE 2X AS MUCH AS YOUTH NATIONALLY

26% OF HAWAI'I HIGH SCHOOL YOUTH vs 13% OF U.S. HIGH SCHOOL YOUTH.^{1][2]}



42%
OF HIGH SCHOOL STUDENTS AND

27%
OF MIDDLE SCHOOL STUDENTS HAVE TRIED USING E-CIGARETTES²



VAPING BY HIGH SCHOOL STUDENTS IN 3 OF 4 COUNTIES EXCEEDED THE STATE AVERAGE OF 42%²

¹2017 NATIONAL YOUTH RISK BEHAVIORAL SURVEY

²2017 HAWAI'I YOUTH RISK BEHAVIOR SURVEY (YRBS)

WHAT ARE E-CIGARETTES?

THE E-CIGARETTE INDUSTRY USES FALSE ADVERTISING WHEN IT SAYS THAT E-CIGARETTES HAVE “HARMLESS WATER VAPOR.”

RESEARCH SHOWS THAT E-CIGARETTE VAPOR CAN CONTAIN CARCINOGENS SUCH AS:

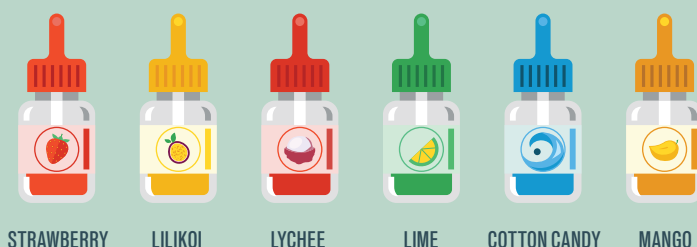
ARSENIC
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E-cigarettes are battery-powered smoking devices that operate by heating a liquid solution to produce an inhalable aerosol, often mistaken as water vapor. That is why using an e-cigarette is known as “vaping.”

There are over 700 e-cigarette companies on the market. E-cigarettes go by many names and come in a variety of shapes and sizes, some specifically marketed to children.

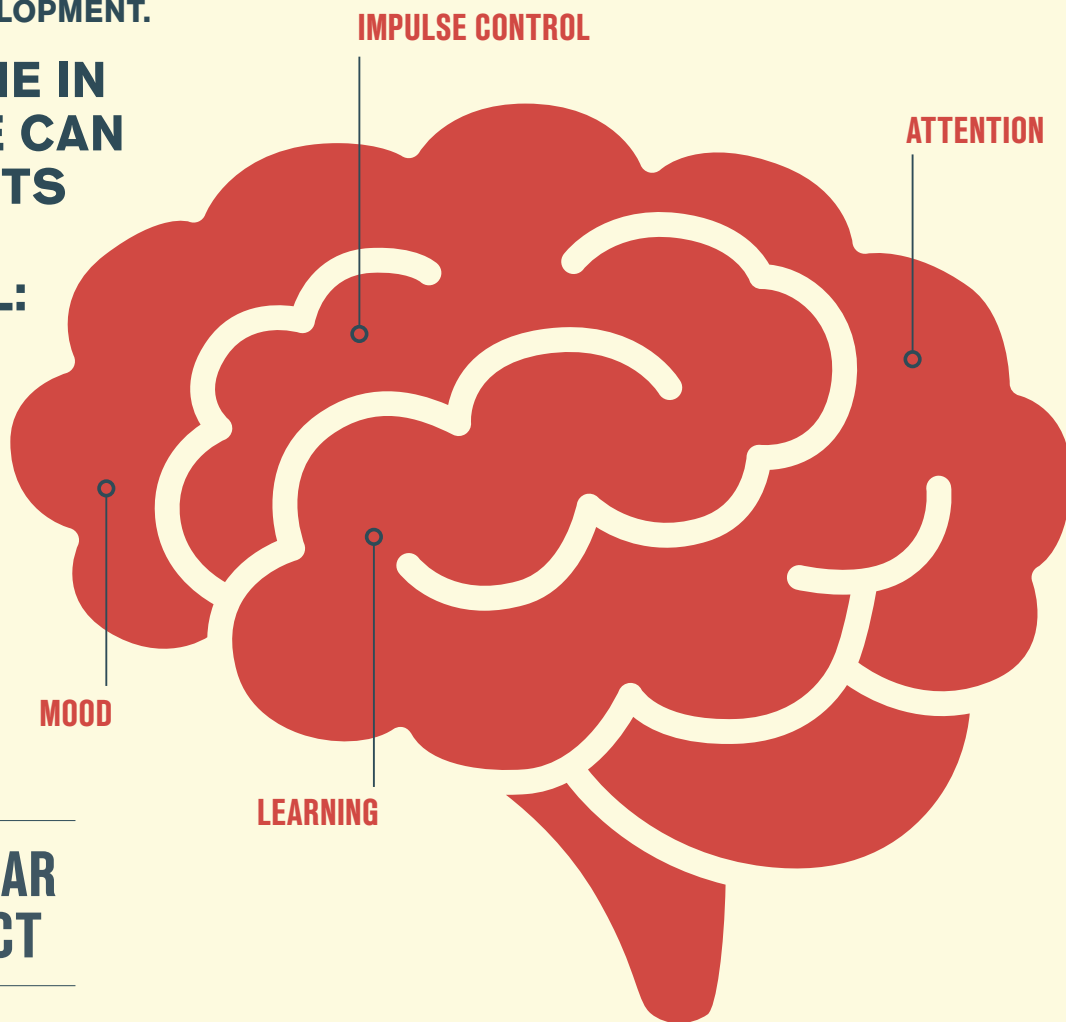
25% OF HIGH SCHOOL YOUTH SAID THE AVAILABILITY OF FLAVORS IS A REASON THEY USE E-CIGARETTES³



TOBACCO PRODUCT USE IN ANY FORM INCLUDING E-CIGARETTES IS UNSAFE FOR YOUTH

NICOTINE IS HIGHLY ADDICTIVE & CAN HARM BRAIN DEVELOPMENT.

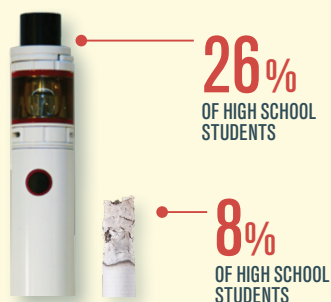
USING NICOTINE IN ADOLESCENCE CAN HARM THE PARTS OF THE BRAIN THAT CONTROL:



E-CIGARETTES ARE NOW

THE MOST POPULAR TOBACCO PRODUCT

AMONG YOUTH



HAWAII YOUTH VAPE 3X AS MUCH AS THEY SMOKE CIGARETTES²



9% OF U.S. TEENS ARE VAPING MARIJUANA⁴

When children use e-cigarettes, they may be exposed to the **highly addictive chemical nicotine**. Among its effects on the body, nicotine interferes with normal brain and lung development.

Addiction to nicotine can make it very difficult to stop using e-cigarettes and other tobacco products. Children who use e-cigarettes or are exposed to the vapor, have higher rates of asthma and ear, nose, and throat infections when compared to youth who are not exposed to the vapor.

²2017 HAWAII YOUTH RISK BEHAVIOR SURVEY (YRBS)

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EDUCATOR TIPS

TALK TO YOUR STUDENTS ABOUT VAPING

With the tremendous increase of youth using e-cigarettes and the intense marketing on local radio and online, it may seem that vaping is a safe alternative to cigarettes, but these products can cause serious health effects.

EDUCATOR TIP

DO NOT ACCUSE YOUR STUDENTS OF VAPING.

WHAT DO YOU KNOW ABOUT VAPING?

DO YOU HAVE FRIENDS THAT VAPE?

HAVE YOU SEEN ADVERTISEMENTS FOR VAPING PRODUCTS?

PEOPLE HAVE DIFFERENT REASONS FOR VAPING, DO YOU KNOW WHY SOME OF YOUR FRIENDS CHOOSE TO VAPE?

- ✓ Recognize that your students may already have first-hand observations or experiences to have opinions about vaping.
- ✓ Be positive, ask open-ended questions rather than repeat negative statements.
- ✓ Share YOUR concerns with your students, they will appreciate your care, even when speaking about products with potential harm.

EDUCATORS CAN:

- ✓ Learn about the different types of e-cigarettes and the risks of vaping for young people.
- ✓ Develop, implement, and enforce tobacco-free school policies.
- ✓ Teach youth about the risks of vaping.

HERE ARE THREE E-CIGARETTE CURRICULA THAT WERE DESIGNED USING THE NATIONAL HEALTH EDUCATION STANDARDS AND THE HEALTH EDUCATION CURRICULUM ANALYSIS TOOL

SCHOLASTIC PREVENTION PROGRAM: Get Smart about Tobacco | scholastic.com/get_smart_about_tobacco

CATCH PREVENTION PROGRAM: CATCH My Breath | catchinfo.org/modules/e-cigarettes

STANFORD TOBACCO PREVENTION TOOLKIT | med.stanford.edu/tobaccopreventiontoolkit/E-Cigs.html

CONSEQUENCES

KNOW THE RISKS, KNOW THE LAWS

Since 2016, Hawai'i State law has prohibited the sale or furnishing of tobacco products including ESDs and e-liquids to anyone under 21 years of age. It is also illegal for anyone under 21 to possess or use tobacco products or e-cigarettes. There is a \$500.00 fine for anyone who furnishes tobacco or e-cigarette products to anyone under the age of 21 (§712.1258 and §321.212 Hawai'i Revised Statutes).

VAPING COULD MEAN TROUBLE AT SCHOOL

Hawaii schools treat vaping devices as tobacco products, and they are considered contraband. Youth may be suspended or expelled for having them at school.

FOR ADDITIONAL RESOURCES & REFERENCES, VISIT:

HEALTHYHAWAII.COM/TOBACCO-FREE/VAPING



FOR MORE INFORMATION, CONTACT:
Hawai'i State Department of Health
Chronic Disease Prevention and Health Promotion Division
Tobacco Prevention and Education Program
1250 Punchbowl Street
Honolulu, Hawai'i 96813
(808) 586-4613

NONDISCRIMINATION IN SERVICES
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Write or call the Hawai'i State Department of Health's Affirmative Action Office at P.O. Box 3378, Honolulu, Hawai'i 96801-3378 or at (808) 586-4614 (voice/TRS) within 180 days of a problem.

THIS PUBLICATION WAS SUPPORTED BY THE HAWAII TOBACCO PREVENTION AND CONTROL TRUST FUND.



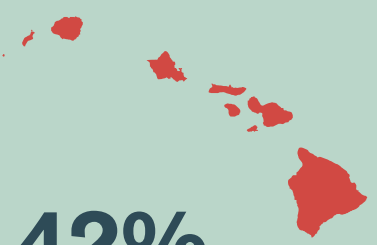
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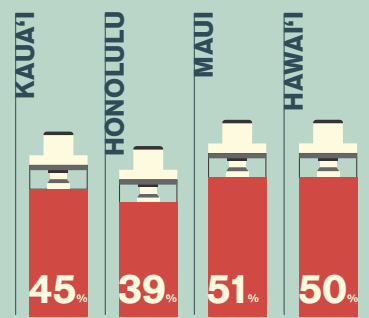
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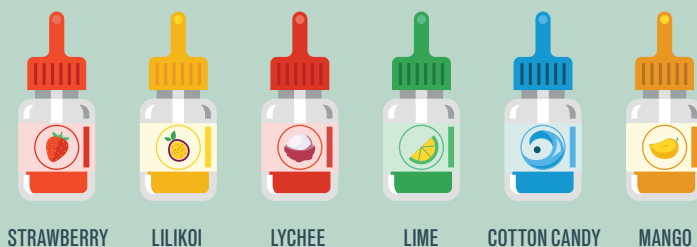
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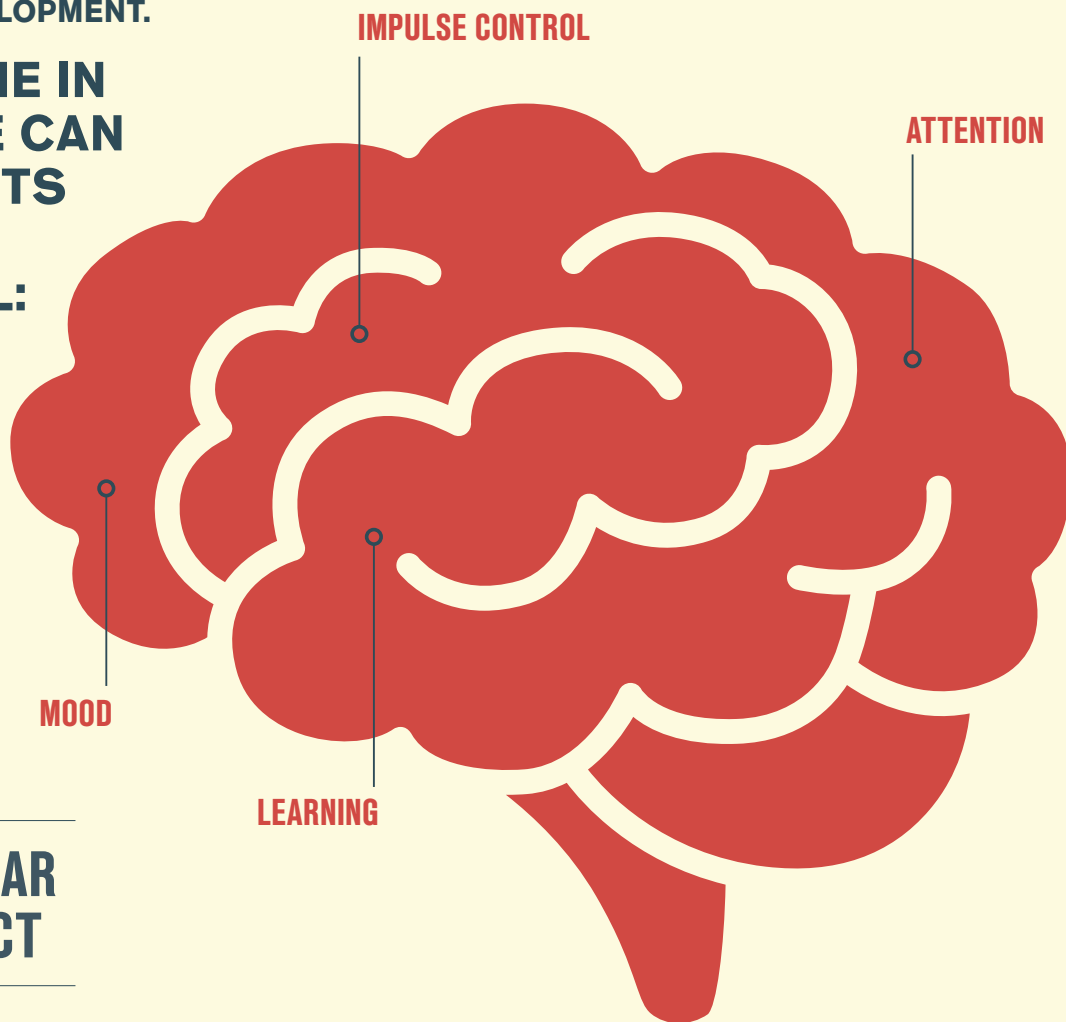
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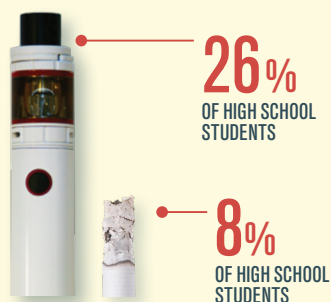
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PARENTS CAN PREVENT AND REDUCE THE USE OF E-CIGARETTES BY YOUNG PEOPLE

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● PARENTS CAN:

- ✓ Learn about the different types of e-cigarettes and the risks of vaping for young people.
- ✓ Talk to their children about the risks of vaping among young people.
- ✓ Express firm expectations that their children remain tobacco-free.

PARENT TIP

DO NOT ACCUSE YOUR CHILD OF VAPING.

CONSEQUENCES

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FOR ADDITIONAL RESOURCES & REFERENCES, VISIT:

HEALTHYHAWAII.COM/TOBACCO-FREE/VAPING

Download the PDF of the parent tip sheet from the Centers for Disease Control and Prevention (CDC) at:



→ e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf



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