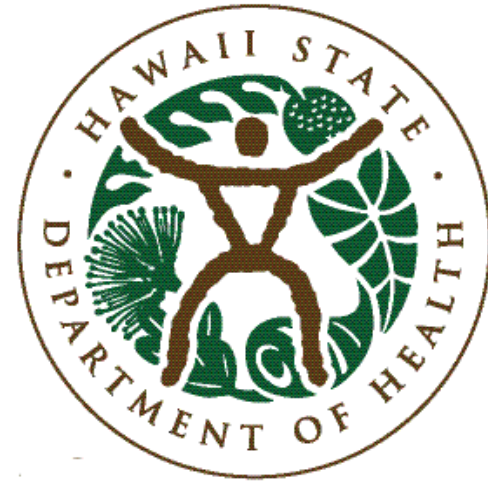


Hawaii Tobacco Prevention and Control Trust Fund Programs

Hawaii State Department of Health
Trust Fund Advisory Board Update

July 14, 2022



Program Funding

These programs are delivered by vendors contracted through a Request for Proposal process by the Hawaii Community Foundation with the programs being administered by the Hawaii State Department of Health.

The funding for these programs is from the Hawaii Tobacco Prevention and Control Trust Fund, a State of Hawaii Special Fund

The Department of Health Trust Fund Programs

Tobacco Cessation Services

- The Hawaii Tobacco Quitline (HTQL) – A tobacco cessation service
- The HTQL Communications and Marketing Program
- The HTQL Services Evaluation Program
- The HTQL Media Evaluation Program

Youth Electronic Smoking Device (ESD) Prevention Campaign

- Escape the Vape (ETV) Youth Media Campaign
- The ETV Media Campaign Evaluation

The Hawaii Tobacco Quitline

NATIONAL JEWISH HEALTH

- Counseling and NRT
- Phone and online services
- 24/7
- Hawaii-based coaches
- Second Year of a Three-Year contract



HTQL Promotion

Rescue Agency

- National Behavioral Health Communications Agency
- Second of a three-year contract
- Goal: 1.4% promotional enrollment reach

Strategy & Audience Overview

The Hawai'i Tobacco Quitline aims to reduce tobacco use among smokers in Hawai'i by motivating and driving the audience to enroll in cessation services.

Audience

Adults, 18-49, living in Hawai'i who currently smoke, or use tobacco products who can benefit from HTQL.

Concept was tailored for the value segment of Stability Seekers and performed well amongst Native Hawaiian audience and Low Income audiences during message testing.

Note, media targeting includes the core audience as well as higher-prevalence populations noted in the annual comms & media plan.

Strategic Approach

Motivate the audience to quit now by communicating the health consequences that will/have become a part of their routine from smoking, and the health improvements they will see when they quit.

Show them how the quitline can help with a custom plan to remove smoking from their routine.

HTQL Evaluation

Professional Data Analysts

- Measure HTQL service delivery
- Measure and assess promotional reach

Escape the Vape Youth Prevention Awareness



Inseparable

Highlight the inseparable bond teens have with their friends and how vaping comes with its own inseparable bond of consequences strongly tied to their health and well-being.



Share Everything

Once you experience or witness it, you realize vaping can change your health and plans in ways that makes you feel guilty and wish you never shared or vaped in the first place.

Rescue Agency Media Provider

- National Behavioral Health Communications Agency
- Second Year of Three-Year contract

Professional Data Analysts (PDA)

- National Evaluation Company
- Independent Evaluation
- Second Year of a Three-Year Contract

Where Are We Now?

(And what are we working on)

**SMOKER'S COUGH
CAN GET SERIOUS QUICK**



Get custom support to quit including
FREE nicotine patches, gum, or lozenges.

ENROLL AT:

HAWAI'I TOBACCO QUITLINE

1-800 QUIT-NOW

HawaiiQuitline.org



HTQL Performance

Enrollment Reach of .81% is below the goal of 1.4%

- Pandemic – all Quitlines are recording lower enrollments
- Transition issues to NJH
- Media mix

Our plan to increase enrollments

- Shift target from Priority Populations to the broader general public
- Shift the media mix
- Increase provider referrals
- Enhance the customer online journey
- Our goal is to have a stepped-promotional reach of 1.28% in 2022

Escape The Vape Performance

INITIAL RESULTS

Between January 2020 and January 2022, four Escape the Vape Hawai'i campaigns delivered prevention messages to youth on social media, television and radio. Professional Data Analysts (PDA), an external evaluation firm, found that:

90%

of teens in Hawai'i were reached by Escape the Vape Hawai'i messaging

6 IN 10

teens said they recognized the Escape the Vape Hawai'i logo

94%

of teens agreed that the Escape the Vape Hawai'i ad was believable

78%

agreed that the ad gave them sufficient reason not to vape

- Very Successful Two Years
- Goal: Reach 50% of teens
- 90% of teens reached by ETV
- 78% of teens agreed the ad gave them sufficient reason not to vape
- 94% felt that the ads were believable
- Next Step
- Tweak media channel mix to test reaching specific populations

Stop Vaping with

**MY LIFE,
MY QUIT**

Nicotine is not just addictive. It can impact who you are and how you act—mind and mood. **My Life, My Quit™** can help you quit vaping.

My Life, My Quit™ is a FREE program offered by the Hawai'i Tobacco Quitline for youth 17 and younger.

TO ENROLL:

Text **"Start my Quit"** to **36072**

My Life My Quit

- Youth Cessation Program

- National Jewish Health national program
- For youth 17 years of age and younger
- Phone, Online, and Text-Based services
- No NRT
- Confidential
- Hawaii-Based Coaches Trained to work with Youth

- Next Steps

- Very new to Hawaii (and nationally)
- Testing media and community outreach

Offering more than one tobacco cessation program format helps provide different services to meet people's unique needs.

The Hawai'i Department of Health offers the Hawai'i Tobacco Quitline (HTQL) and a community grants program. Professional Data Analysts is the contracted evaluator for both programs. Past data have shown minimal overlap between participants of each program, indicating that these programs are reaching different groups.

	Quitline	Community grants program
Year started	2005	2009 (in its current form)
Administered by	Hawai'i Department of Health	Hawai'i Community Foundation
Services	Phone &/or online, texting, free NRT	Primarily in-person, phone & telehealth offered since the start of the pandemic; free NRT
Population served	General population, though efforts are made to reach & tailor services to underserved populations (see below)	Underserved populations (Native Hawaiian, mental health / substance use disorders, LGBTQ+, low socioeconomic status, pregnant)
Methods to reach underserved populations	Tailored media campaigns; healthcare provider outreach	9 of the 15 grantees are community health centers; many grantees partner with community organizations or conduct community outreach
Methods to tailor services	Programs of differing intensity for behavioral health & pregnant individuals; Amount of NRT varies by insurance status	Grantees are encouraged to experiment with innovative strategies, some of which include partnering with substance use treatment centers or incorporating Native Hawaiian traditions into the intervention
Strengths	Access barriers reduced since program occurs over the phone/online; Some people just need NRT, which the online program can provide with fewer resources; Possibly less intimidating than an in-person program for some	Can have closer relationships with program participants; Can connect clients to other needed services; Involved in tobacco control advocacy efforts
Challenges	Limited translation services; More work needed to build trust as a local resource; Cannot innovate as easily as the community grants program	Social & economic challenges for underserved communities were exasperated during the pandemic; Staff turnover & burnout have been high since the pandemic; Shift work / Unpredictable schedules can make set appointment times difficult

The Broader Framework

HCF Cessation Grantees and HTQL are Synergistic and Complementary Trust Fund Programs

- HCF Grantees provide targeted services to Priority Populations
- HTQL is a population-based service that provides statewide reach
- This arrangement is the exception, nationally
- This is an excellent example of the unique public-private partnership we have with the Trust Fund

Mahalo
