

Tobacco Prevention and Control Advisory Board Meeting

July 31, 2023, 11:00 a.m. to 12:00 p.m.

1250 Punchbowl Street, Kinau Hale, Hawaii Department of Health, 1st Floor Board Room

Members Present: Dr. Anthea Wang (Chair), Dr. Robert Hirokawa, Dr. Hye-ryeon Lee; Dr. Nathan Tan, Sharlene Chun-Lum and Darrin Sato.

Members Absent: Sheri Daniels.

Dept. of Health (DOH): Lola Irvin, Heidi Hansen-Smith, Katherine Inoue, Leslie Yap, Jill Tamashiro, Anuhea Amian, Daniel de Gracia, Sarah Brostrom, Gwendelyn Marshall and Luis Alves.

Dept. of Attorney General (ATG): Blair Goto.

Guests (Public): Tricia Mabellos, Malia Maier; Cynthia Au; Jessica Yamauchi, Julian Lipsher, Scott Stensrud.

Agenda	Discussion	Decision	Outcome
Call to Order, Public Notice and Quorum	<p>Meeting was called to order at 11:12 by Dr. Wang (Chair)</p> <ul style="list-style-type: none"> • Board and guest welcome. • Reviewed the remote meeting requirements. • Board introduction. • Minutes of 11/03/22 reviewed. • 07/31/23 agenda reviewed – The agenda has some grammatical errors in the footnote that will be corrected and reposted with the meeting minutes. 	11/03/22 minute – No revision comments.	11/03/22 - Minutes approved by unanimous vote with 6 members present.
Department of Health Legislation, HTQL and Prevention Updates Presenters: Jill Tamashiro and Leslie Yap	<p>Update from 2023 legislation, Act 62, Senate Bill (SB) 975, House Bill (HB) 551, SB1147, and SB982 presented by Jill Tamashiro.</p> <ul style="list-style-type: none"> • Dr. Wang asked which state agency will enforce Act 62? Discussion: DOH is not the lead, and ATG and Dept. of Taxation have enforcement authority. • Ms. Chun-Lum asked if communication to the vendors was provided on the requirements of Act 62. Discussion: The ATG sent letter and a fact sheet to retailers explaining the new regulation. 		More information requested about the enforcement process for Act 62. Use media channel to educate people regarding the new law.
	<p>Update on the Hawaii Tobacco Quitline (HTQL), My Life My Quit (MLMQ) and Escape the Vape Hawaii (ETVH) presented by Leslie Yap.</p> <ul style="list-style-type: none"> • Dr. Lee asked about the ETVH targets in 2022 and 2023. Response: The 2022 target was 70% the 2023 target is 75%. • Dr. Wang asked about the HTQL results 2022. Response: The promotional reach fell below the benchmark in calendar year (CY) 2022, however it did increase from the previous year. 		

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	<ul style="list-style-type: none"> • Dr. Lee asked why the MLMQ program reached a lot of people but enrolled only a small part of this group. Response: This is a new program but DOH is working with the evaluator from literature reviews on strategies. • Dr. Lee noted Hawai'i and Maui County HTQL enrollment reach increased, but Kauai and Honolulu did not. Response: Messaging was created to be relatable to Native Hawaiians (NH) and ads placed to reach general population. There is a correlation between media and web enrollment though not for phone. 		
<p>Hawaii Community Foundation</p> <p>Cessation and Youth Prevention Evaluation presentation</p> <p>Presenter: Tricia Mabellos</p>	<p>Update on the Cessation and Youth Prevention Programs presented by Tricia Mabellos</p> <ul style="list-style-type: none"> • Dr. Lee asked where the curriculum is delivered. Response: There are two options, one at schools and the other through after-school programs like the Boys and Girls Club. • Dr. Lee noted that evaluation post-survey response rate was low. Response: Stanford is working on simplifying and shortening the surveys to increase responses. • Mr. Sato asked if evaluation results were available by Pacific Islander students. Response: The demographic data was collected but not reported. • Dr. Hirokawa asked why the vaping rates decreased in the 2021 YRBS. Response from DOH: The 2021 YRBS data collection happened under very different conditions, in the fall semester instead of historic spring YRBS data collection period, so the students were younger, and due to the pandemic enforcement conditions, the students had restrictions on social interactions prior to the survey administration. • Dr. Wang asked how much interaction there was between the HTQL and cessation grantees. Response: Grantees are aware of the HTQL, and some will recommend the HTQL to people who prefer the HTQL type of services. 		<p>Provide aggregate data on Pacific Islander students participating in the youth prevention program</p>
<p>Announcements</p>	<ul style="list-style-type: none"> • Chair Wang noted the next meeting will be scheduled sometime in November to December 2023. 		

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Request for Public Comment	Chair made request for Public Comment. <ul style="list-style-type: none">Julian Lipsher announced the American Lung Association in Hawaii will be launching a PSA campaign to encourage parents and family members to talk to their children about vaping. The PSA will promote the website thevapetalk.org which will provide a toolkit for parents and others family members. The campaign will run from August through the end of the 2023 exclusively on social media and will be statewide with the support of the City and County of Honolulu, AlohaCare and UHA Health Insurance.		
Adjournment	Meeting was adjourned by Chair Wang at 12.15 pm.		

Respectfully submitted,



Lola Irvin,
Chronic Disease Prevention and Health Promotion Division
Department of Health

Approved:



Dr. Anthea Wang, Chair