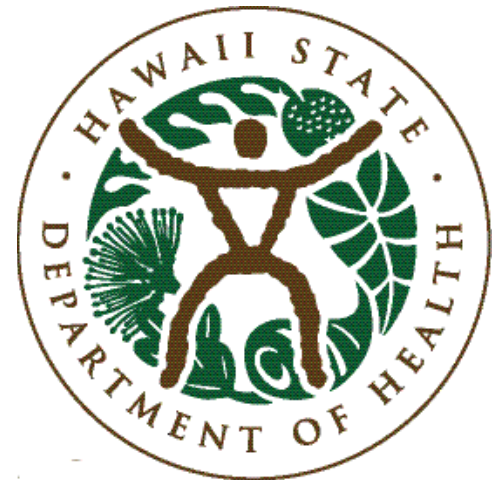


Hawaii Tobacco Prevention and Control Trust Fund

2024 Legislation Updates and 2023 Hawaii Tobacco Cessation and Prevention Programs Updates



**Hawaii Tobacco Prevention and Control Advisory Board meeting
May 31, 2024**

The Department of Health

Legislative Updates

- ✓ Bills HB1778 HD2, HB2341, HB 2441, HB 2504 HD2 SD1, SB1447 SD1 HD1, 46 and 102.




Significant bills that did not pass in the 2024 session

HB1778 HD1 – Restoring local control

Amends existing law regarding preemption of local ordinances and regulations regulating the sale of cigarettes, tobacco products, and electronic smoking devices as a matter of statewide concern to clarify that the State's preemption power extends solely to the taxation of cigarettes, tobacco products, and electronic smoking devices and allows counties to adopt ordinances and regulations that regulate smoking or the sale of cigarettes, tobacco products, and electronic smoking devices.

HB2341 – Tobacco Enforcement Special Fund

Establishes a stamp fee floor inventory tax on the stock inventory of stamps held by licensees before any increase in the stamp fee under the cigarette and tobacco tax laws is assessed and levied. Amends the ceiling for the Tobacco Enforcement Special Fund. Amends the cigarette tax stamp fee and the percentage of the cigarette tax stamp fee deposited to the Tobacco Enforcement Special Fund. Amends the amount to be deposited to the credit of the Tobacco Enforcement Special Fund from tobacco settlement moneys.





Significant bills that did not pass in the 2024 session

HB2441 – Flavor ban / Admin Bill


Bans the sale of all flavored tobacco products and mislabeled e-liquid products. Establishes positions and appropriates funds to enforce the ban. Repeals section 328J-11.5, HRS.

HB2504 HD2 SD1 – Cig Tax → Hawai'i Cancer Research Special Fund

Beginning 7/1/2024, expands the cigarette tax levied upon a wholesaler or dealer under section 245-3, HRS, to electronic smoking devices and e-liquids. Requires 1.0 cent per cigarette, electronic smoking device, and e-liquid, but not more than \$500,000 per fiscal year, to be deposited into the credit of the Tobacco Enforcement Special Fund. Clarifies that tax revenues deposited into the Hawai'i Cancer Research Special Fund shall not be used for early clinical trials.

SB1447 SD1 HD1– Restoring local control (2023)

Repeals existing law that preempted local ordinances or regulations that regulate the sale of cigarettes, tobacco products, and electronic smoking devices and nullified and voided any conflicting local laws and regulations. Allows counties to adopt ordinances that regulate the sale of cigarettes, tobacco products, and electronic smoking devices that do not conflict with and are more stringent than the state law that govern smoking.



Significant bills that passed in the 2024 session



HB982 HD1 SD2 CD1- Funding Tobacco Enforcement Unit (2023)

Amends the amount of funds within the tobacco enforcement special fund that may be carried over at the end of each fiscal year. Amends the amount of funds to be deposited to the credit of the tobacco enforcement special fund from the Hawai'i tobacco settlement special fund. (CD1)



Significant bills that passed between 2023-2024

Bills 46 and 102

Prohibit the sale of flavored tobacco products including menthol within the Counties of Honolulu and Hawaii.



Department
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Programs
Updates

**Hawaii Tobacco Cessation
and Prevention Programs
Updates**

HAWAI'I TOBACCO QUITLINE

1-800

QUIT-NOW

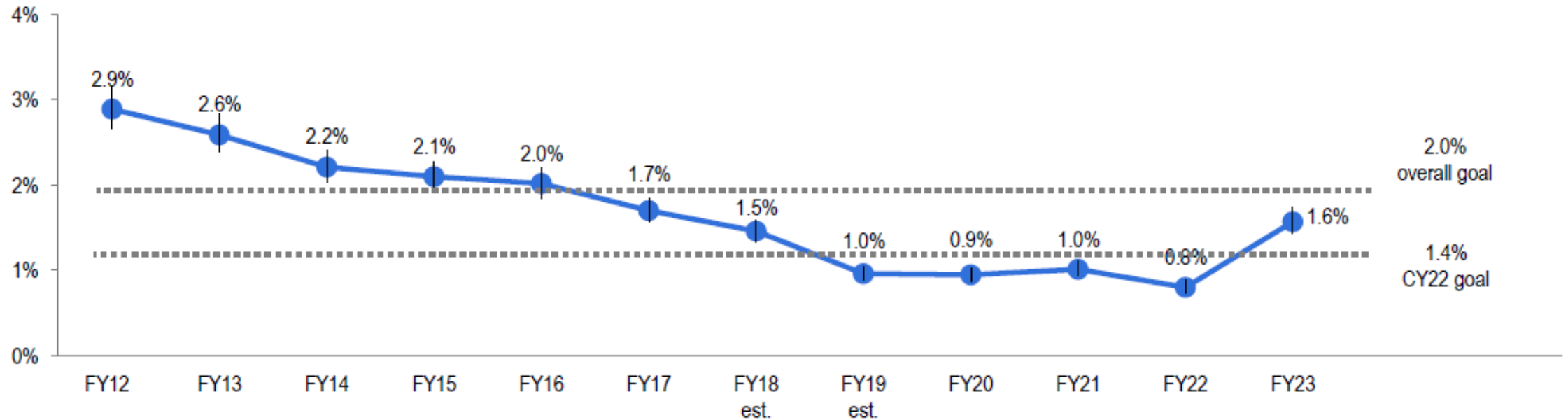
HawaiiQuitline.org | 1-800-784-8669

HTQL PERFORMANCE

Promotional Reach increased from 0.8% in FY22 to 1.6% in FY23 surpassing the CY22 goal of 1.4%

Promotional reach with 95% confidence interval

Percent of adults who use cigarettes in Hawai'i who had contact with the HTQL



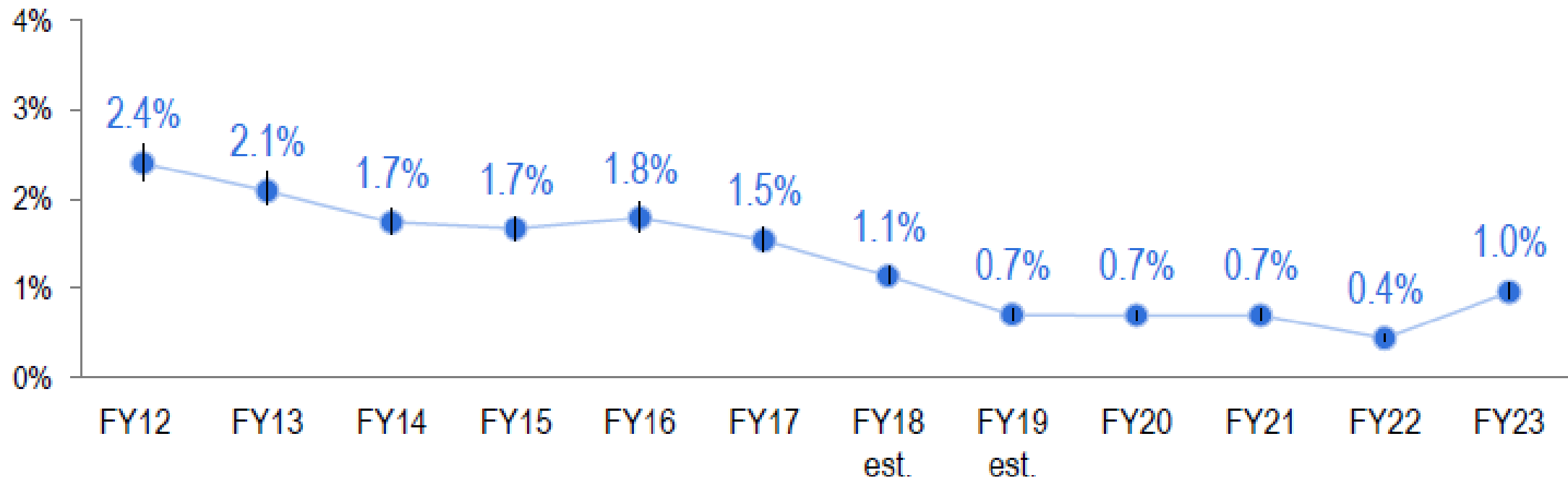
Promotional reach in FY18 and beyond includes partial web enrollment data, which was not available for earlier years. If we exclude that data to match the calculation from FY12-17, promotional reach decreases only very slightly (less than 0.1%). FY18 and 19 promotional reach are estimates as some missing data had to be imputed.

HTQL PERFORMANCE

Treatment Reach more than doubled from 0.4% in FY22 to 1.0% in FY23

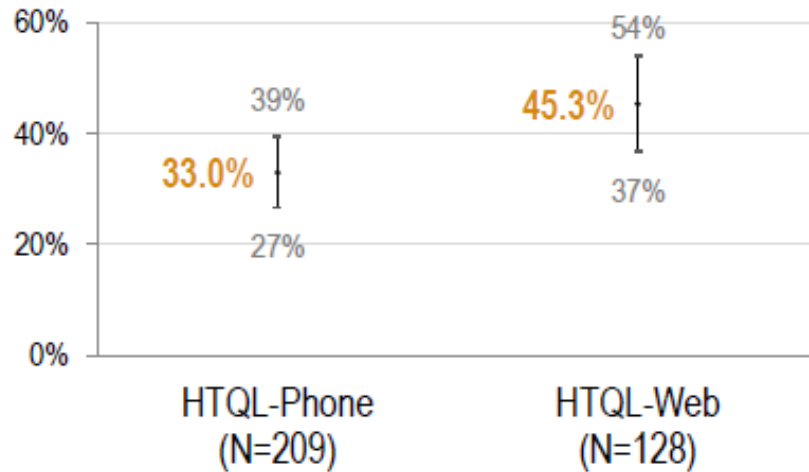
Treatment reach with 95% confidence interval

Percent of adults who use cigarettes in Hawai'i who received evidence-based treatment from the HTQL

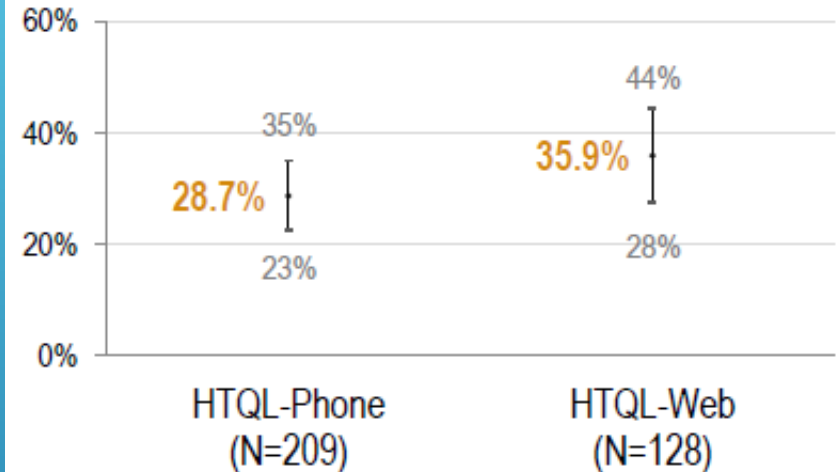


HTQL PERFORMANCE

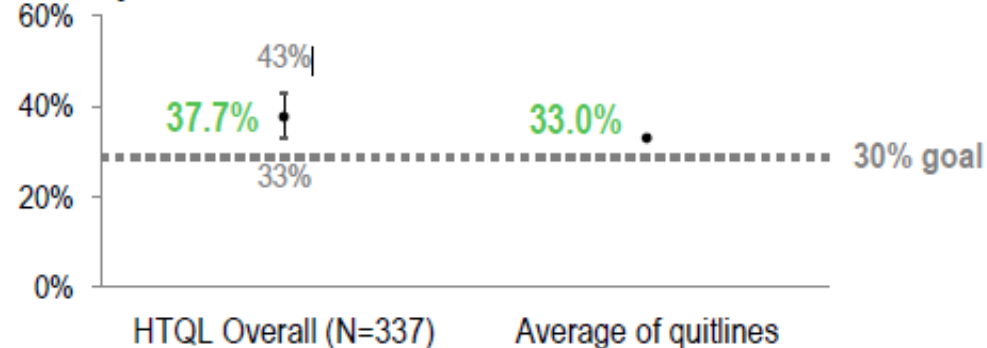
FY23 HTQL 30-day abstinence (conventional tobacco only), by program



FY23 HTQL 30-day abstinence (conventional tobacco and ESDs), by program

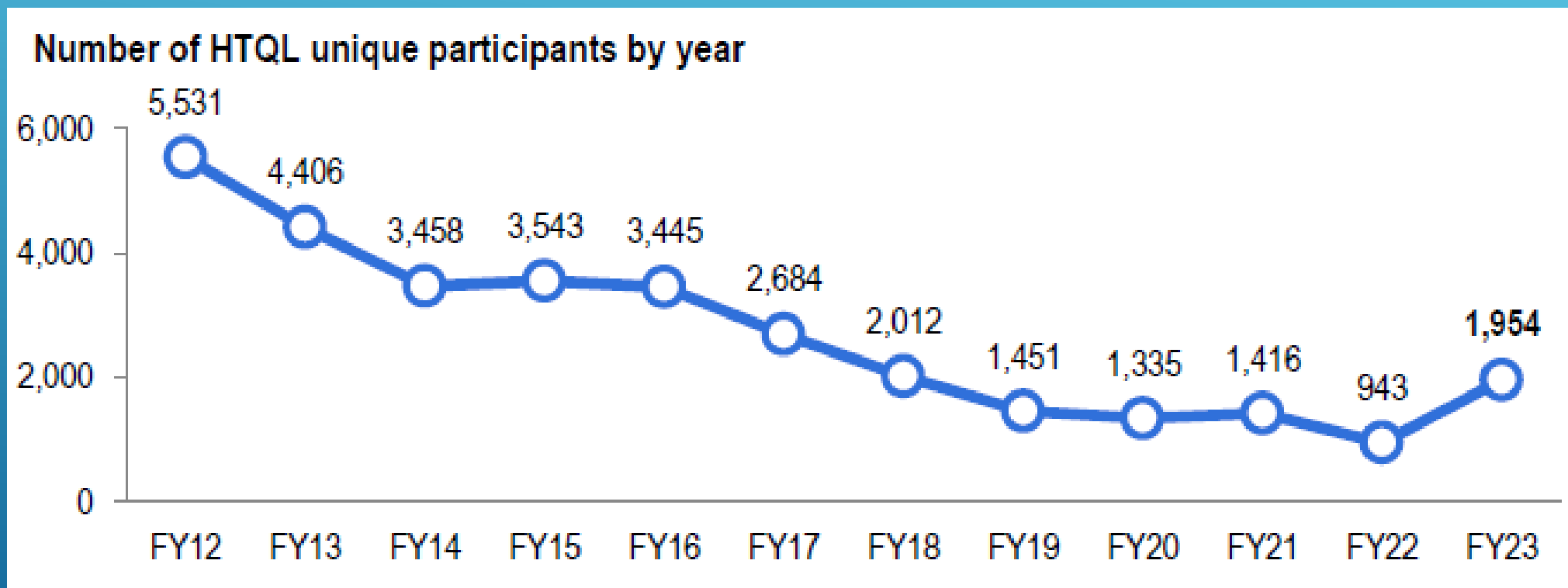


30-day abstinence rates from conventional tobacco



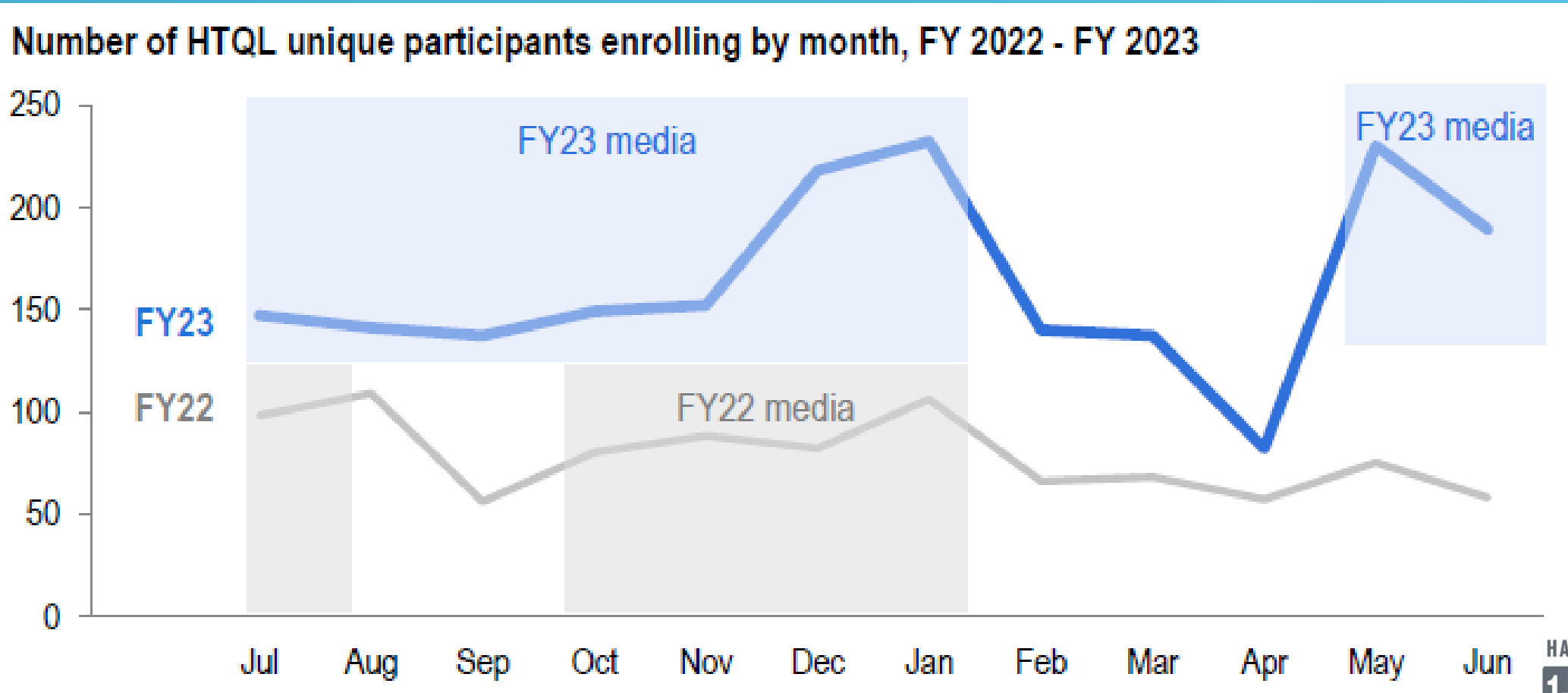
HTQL PERFORMANCE

The number of unique participants more than doubled in FY23 with 1,954, compared to 943 in FY22.



HTQL PERFORMANCE

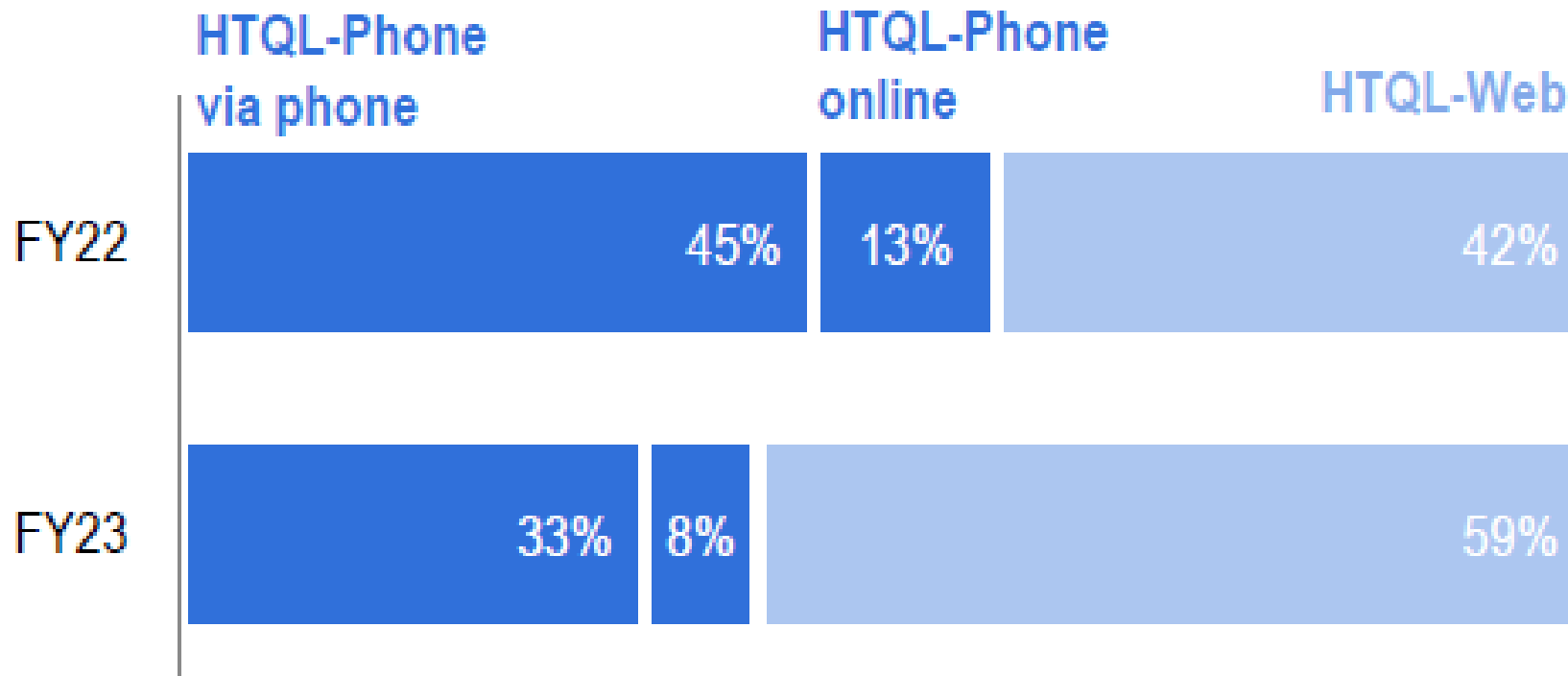
Participation increased when promotional campaigns were running



HTQL PERFORMANCE

FY23 marked the first-time web enrollments surpassed phone enrollments

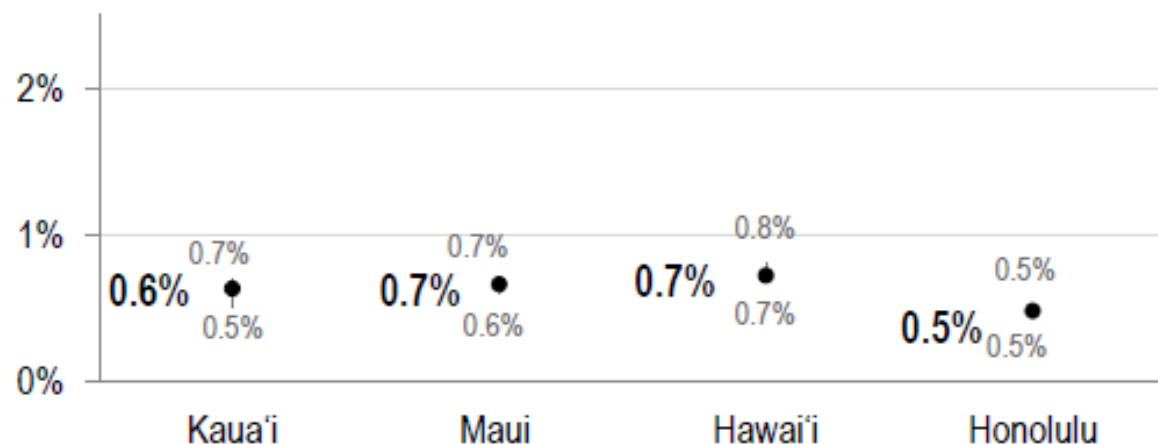
Percentage of enrollments by program and enrollment method, FY22 to



HTQL PERFORMANCE

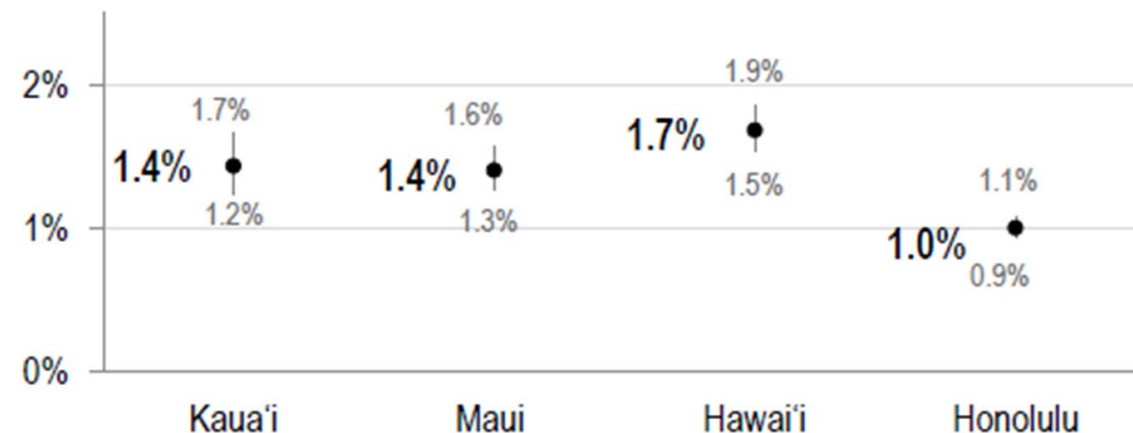
Registration reach in every County increased from FY22 to FY23

FY 2022 registration reach by county



Prepared by Professional Data Analysts | November 2022

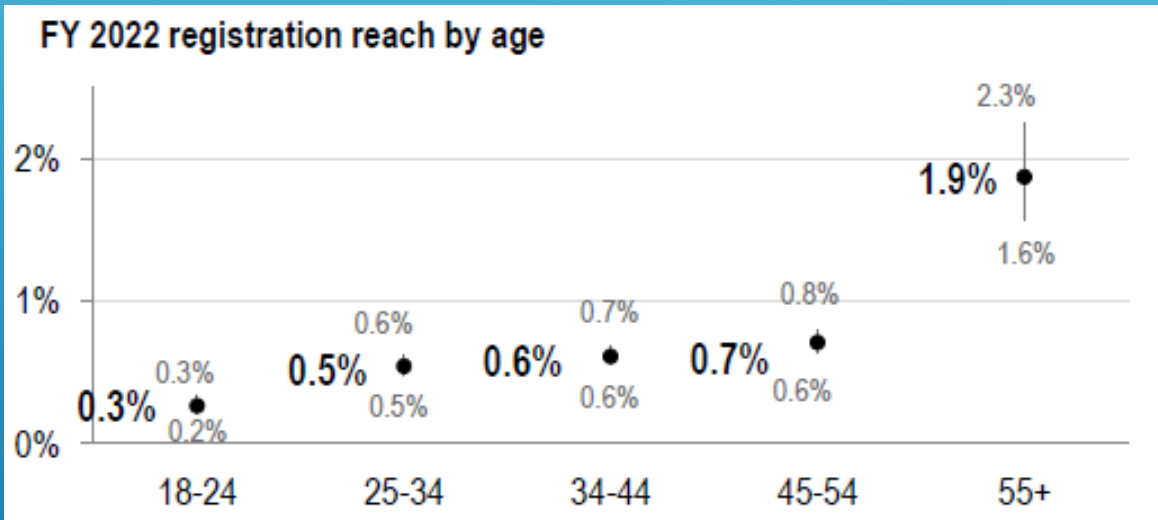
FY 2023 registration reach by county



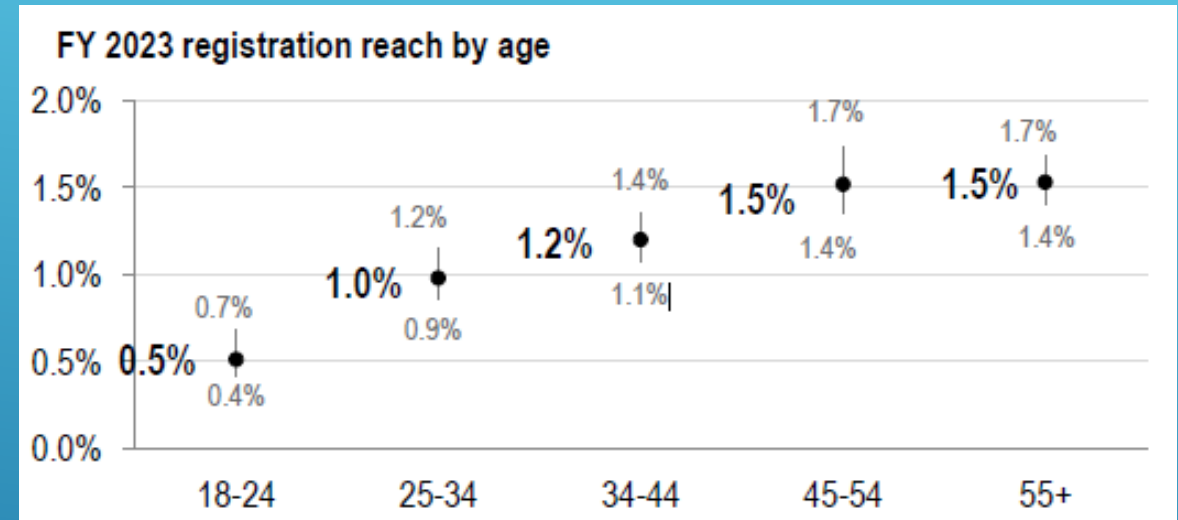
Prepared by Professional Data Analysts | November 2023

HTQL PERFORMANCE

In FY23 registration reached increased in every age category except 55+ and the largest increase were participants aged 34-54 years



Prepared by Professional Data Analysts | November 2022

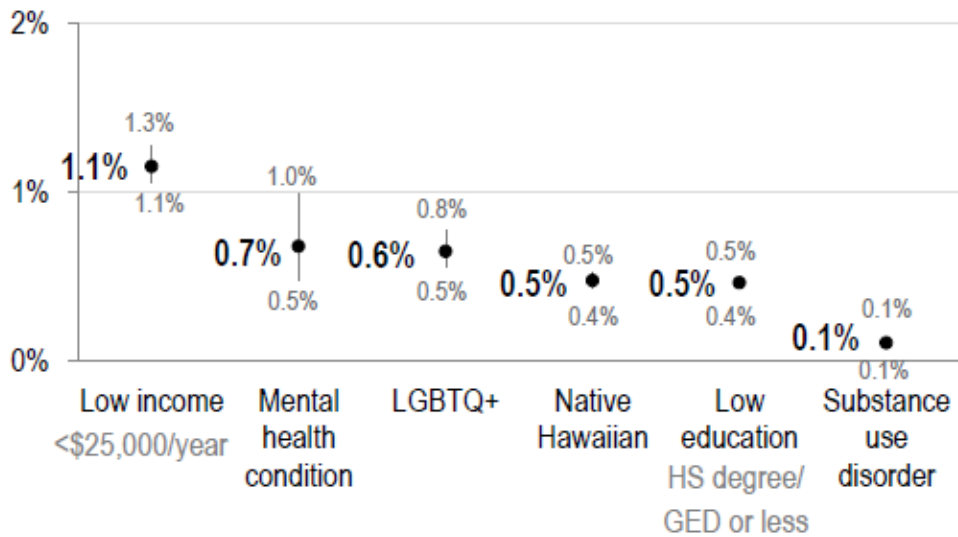


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HTQL PERFORMANCE

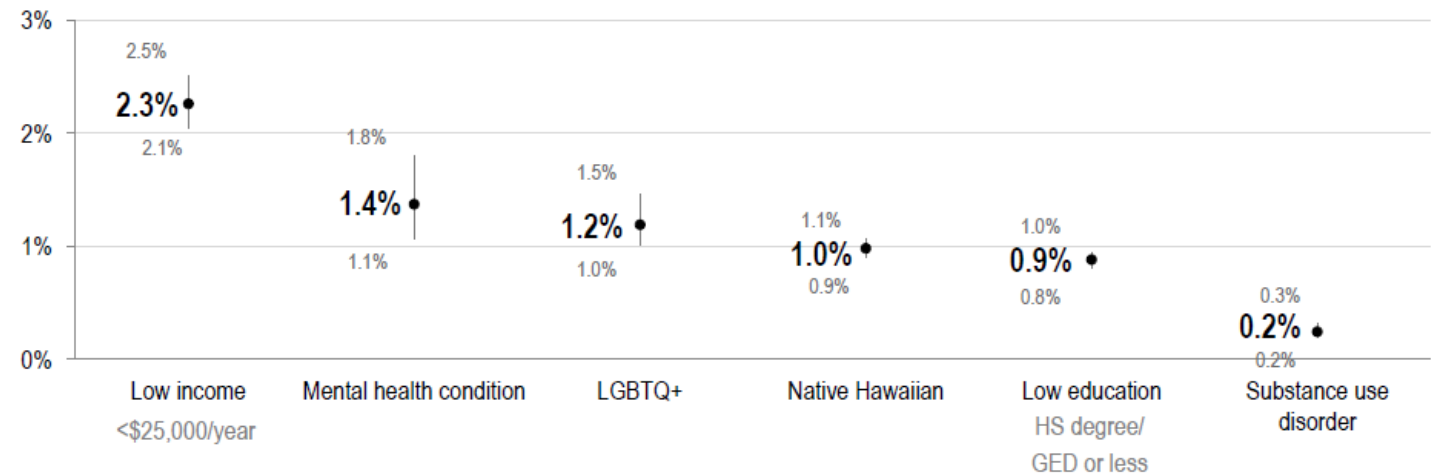
Registration reached increased in every priority population in FY23 compared to FY22

FY 2022 registration reach among priority populations



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FY 2023 registration reach among priority populations

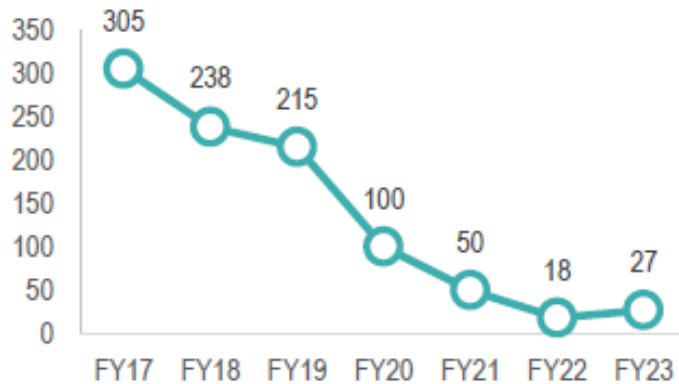


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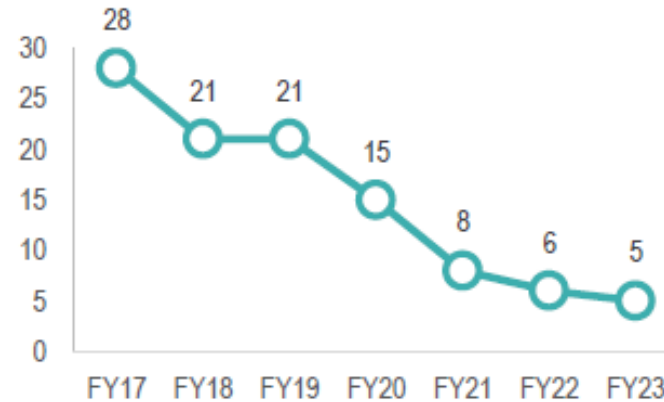
HTQL PERFORMANCE

- Referrals increased slightly from 18 in FY22 to 27 in FY23
- New e-referral partnership with Queen's Health Systems starting in January 2024

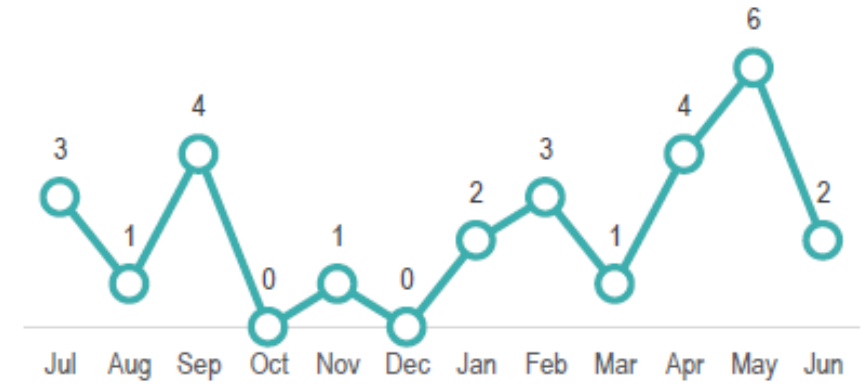
Referrals



Unique referring organizations



Referrals by month, FY23



HTQL SUMMARY AND NEXT STEPS

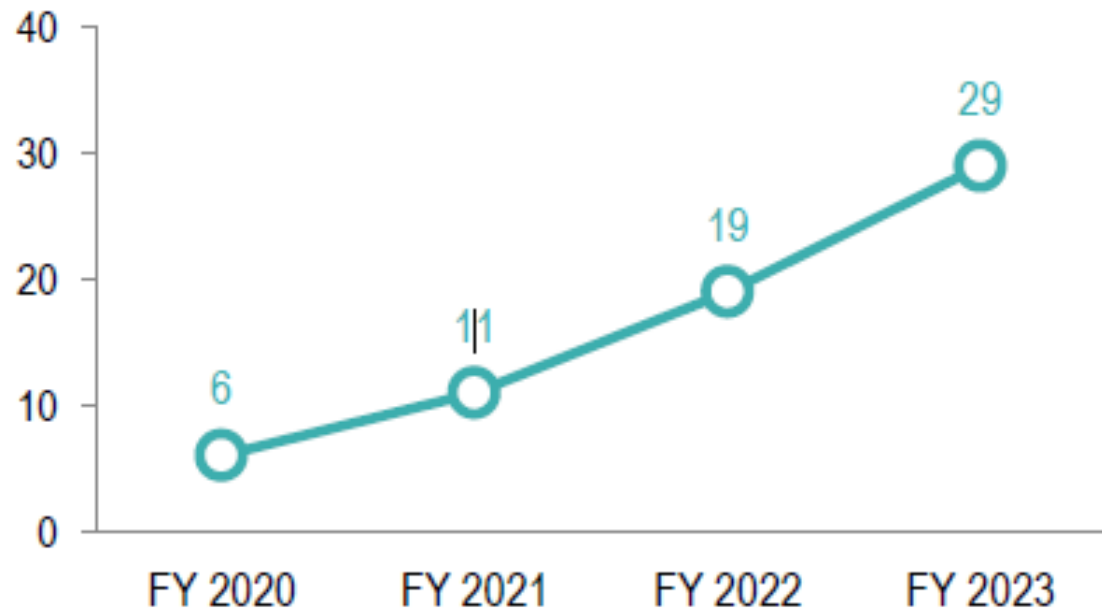
- **FY23 showed increases in enrollment and reach across almost every category**
- **FY23 highlighted the role that media plays in engaging the community with the Hawaii Tobacco Quitline**
- **Improvements needed in reaching those aged 18-34 years and collaborating with healthcare facilities to e-refer to the HTQL**
- **New effort to target those who use ESDs as 2022 BRFSS data show that ESD use is almost even with cigarette use in adults; certain populations (aged 18-34) show ESD use higher than overall ESD use rate**

MY LIFE  MY QUITTM

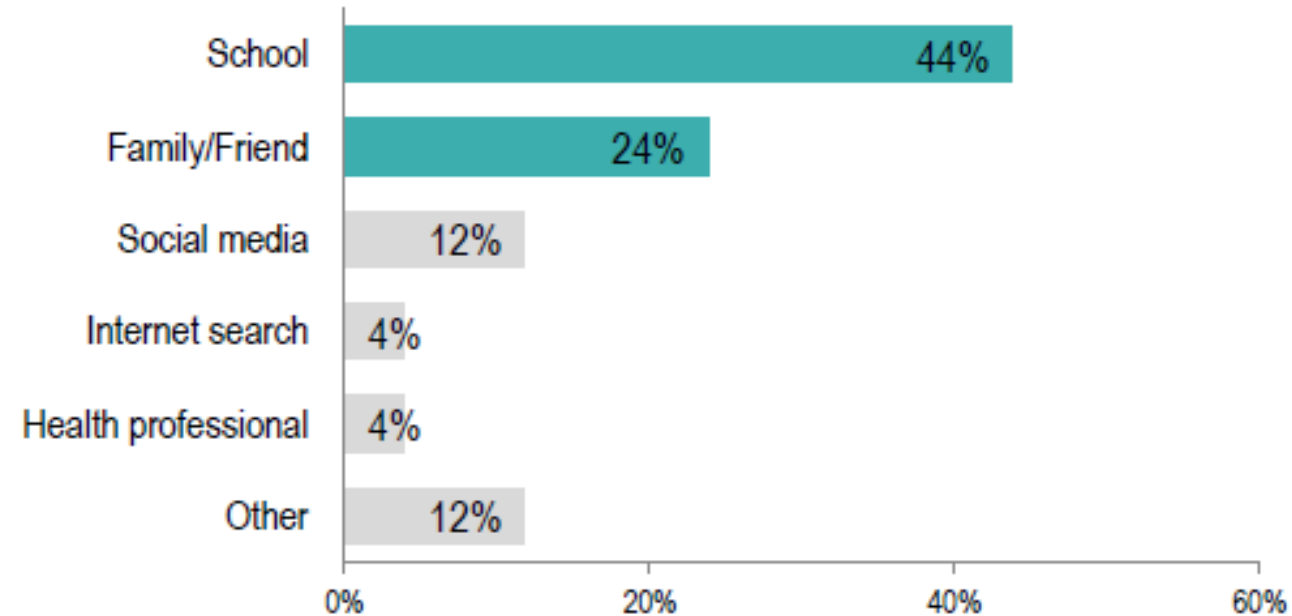
HAWAII

MLMQ Performance

MLMQ youth enrollees by year



How MLMQ enrollees heard about the program (N = 25)



MLMQ Update



**STRESS CAN
MAKE IT HARD
to stop vaping**

Feel heard and supported
with My Life, My Quit.

**FREE
QUIT HELP**

Text
"Start My Quit"
to 36072, or
sign up online at
MyLifeMyQuit.com

**JOIN
MY LIFE, MY QUIT**

**MY LIFE
MY QUIT.** **ESCAPE
THE VAPES**

A QR code is located in a yellow circle on the right side of the advertisement.



**STOP VAPING
WITH HELP
FROM A FRIEND**

Your friends always have your back,
but confiding in them about quitting
vapes might feel cringey.

Luckily, you have us. Get free help quitting
vapes with My Life, My Quit Hawaii!
by calling **1-855-891-9989**.

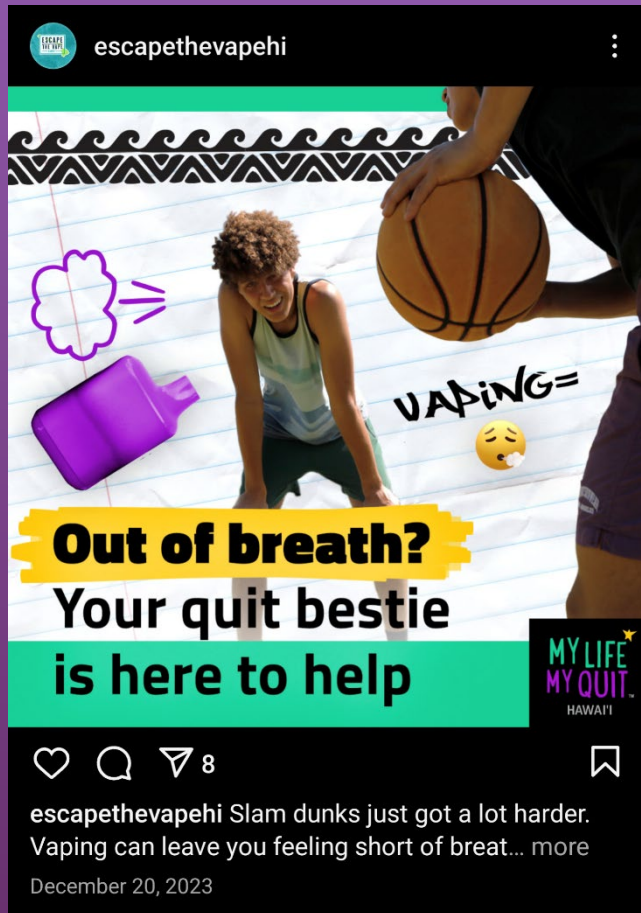
*How Do I
Say No?*

Umm

**MY LIFE
MY QUIT.
HAWAII**

A QR code is located on the left side of the advertisement.

MLMQ Update





ESCAPE

THE VAPE

HAWAI'I

NICOTINE ON THE BRAIN

FACT:
NICOTINE MESSES
WITH THE BALANCE OF
NEUROTRANSMITTERS
IN YOUR BRAIN.

THE RESULTS:
BAD NEWS FOR YOUR
MENTAL HEALTH.

Learn more:
ESCAPETHEVAPEHI.COM

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THE VAPE**
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**ESCAPE
THE VAPE**
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Stress feeling louder? Could be the vapes.

When drama gets you stressed, vaping can feel like a quick fix, but over time, nicotine makes your body release a chemical called cortisol, which makes the stress get even louder.

Learn more about the
effects of vaping at
EscapeTheVapeHI.com



**ESCAPE
THE VAPE**
HAWAII



escapethevapehi



Sports silences stress.

Nicotine doesn't.



Liked by cwc_96744 and others
escapethevapehi Open-ended tests 🤔📈. Vaping nicotine ramps up the stress over time. But hobbies like paddleboarding could be a great way to make your brain feel more in tune.

April 23



escapethevapehi



Liked by theparentline and others
escapethevapehi That feeling when there's drama 📈. You may think that vaping will tone the stress down, but it actually makes it louder by increasing the chemicals in your body that cause stress and anxiety. Learn more at the link in bio.

March 25



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MAHALO