

Department
of Health
Trust Fund
Programs
Updates

**Hawaii Tobacco Cessation
and Prevention Programs
Updates**

HAWAI'I TOBACCO QUITLINE

1-800

QUIT-NOW

HawaiiQuitline.org

|

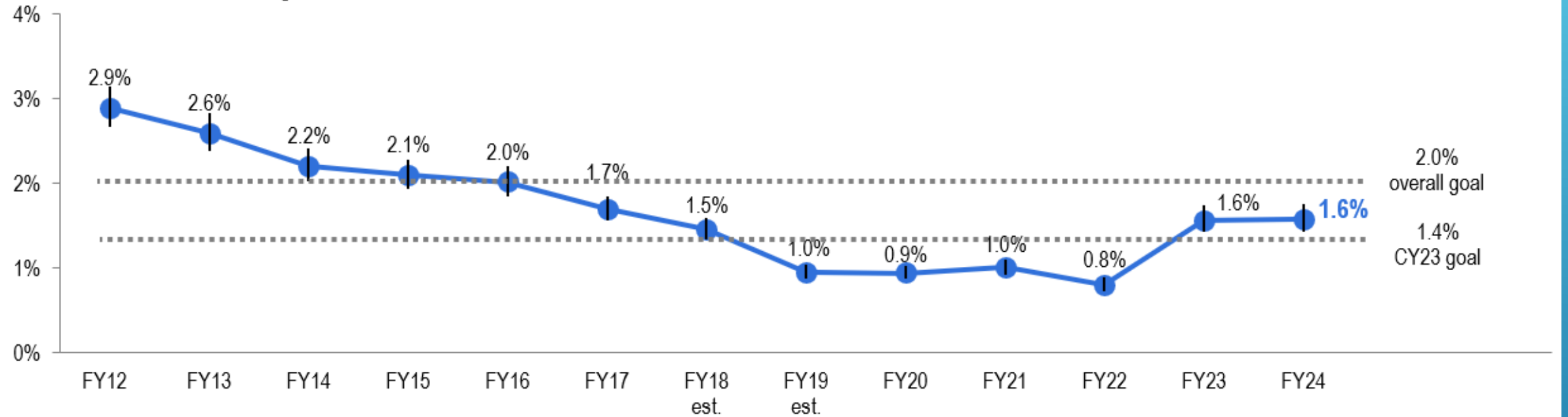
1-800-784-8669

HTQL PERFORMANCE

Promotional Reach remained the same at 1.6% in FY24 even with 3 less months of media in the market

Promotional reach with 95% confidence interval

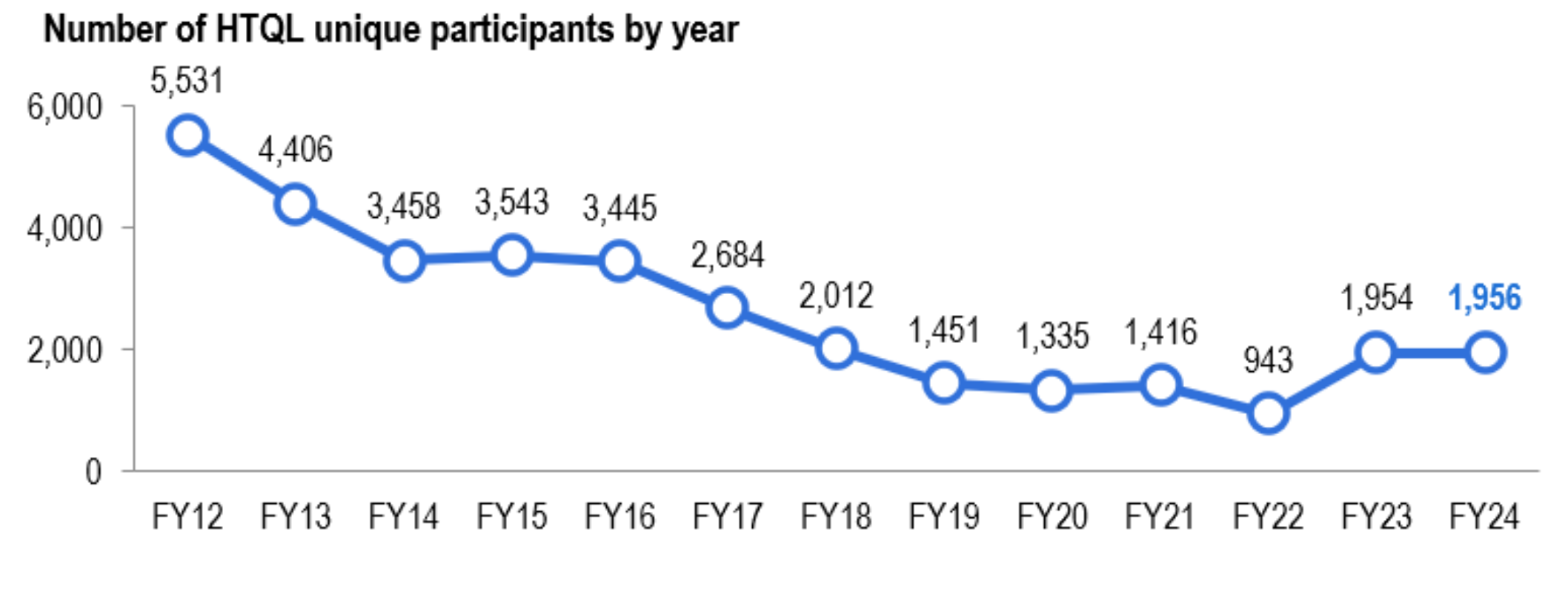
Percent of adults who use cigarettes in Hawai'i who had contact with the HTQL



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. FY18 and 19 promotional reach are estimates as some missing data had to be imputed.

HTQL PERFORMANCE

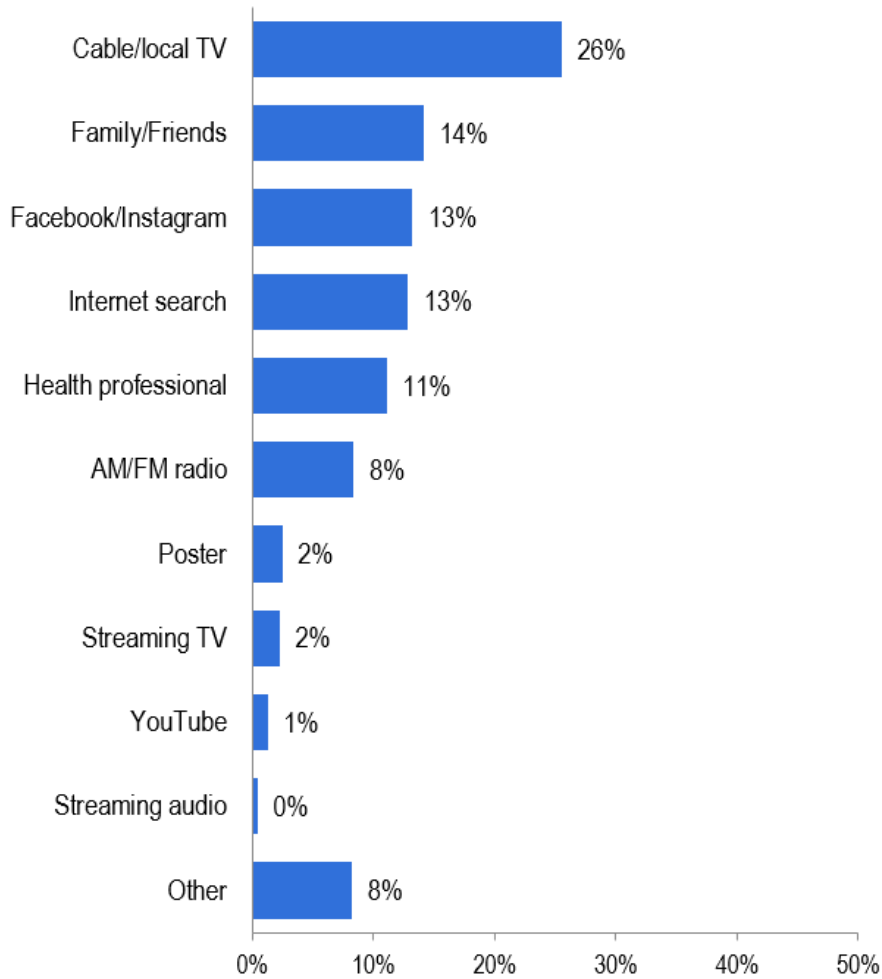
In FY24 the number of unique participants remained even when compared to FY23



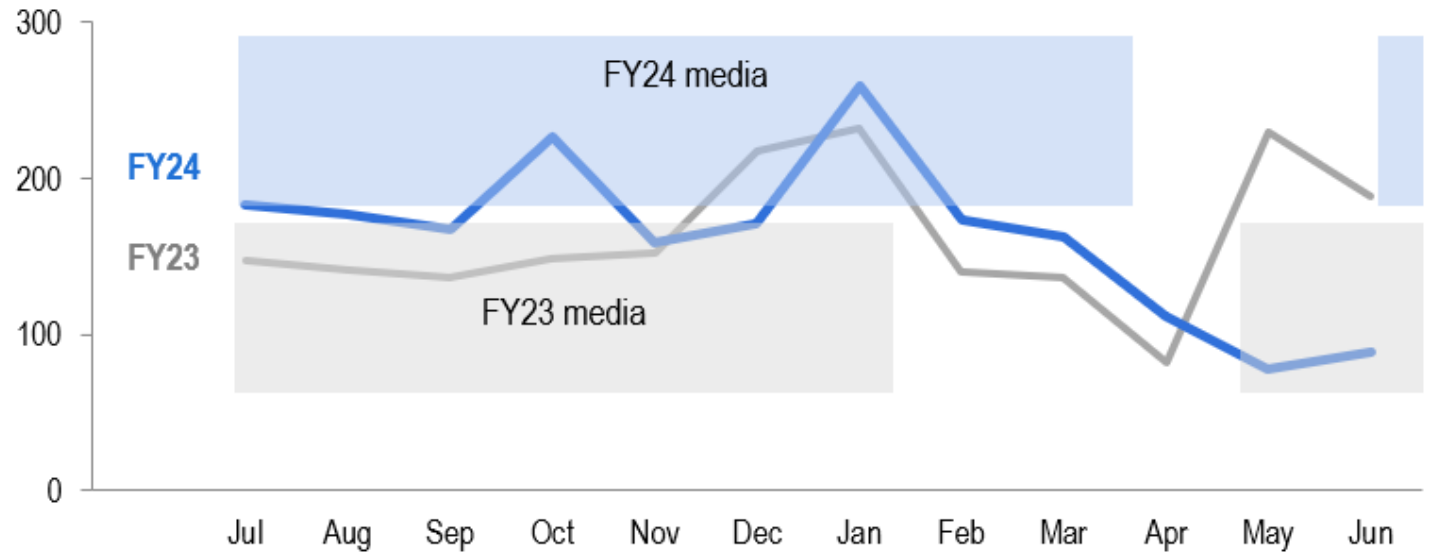
HTQL PERFORMANCE

Participation increased when promotional campaigns were running

How participants hear about the HTQL, FY 2024 (N=1,857)



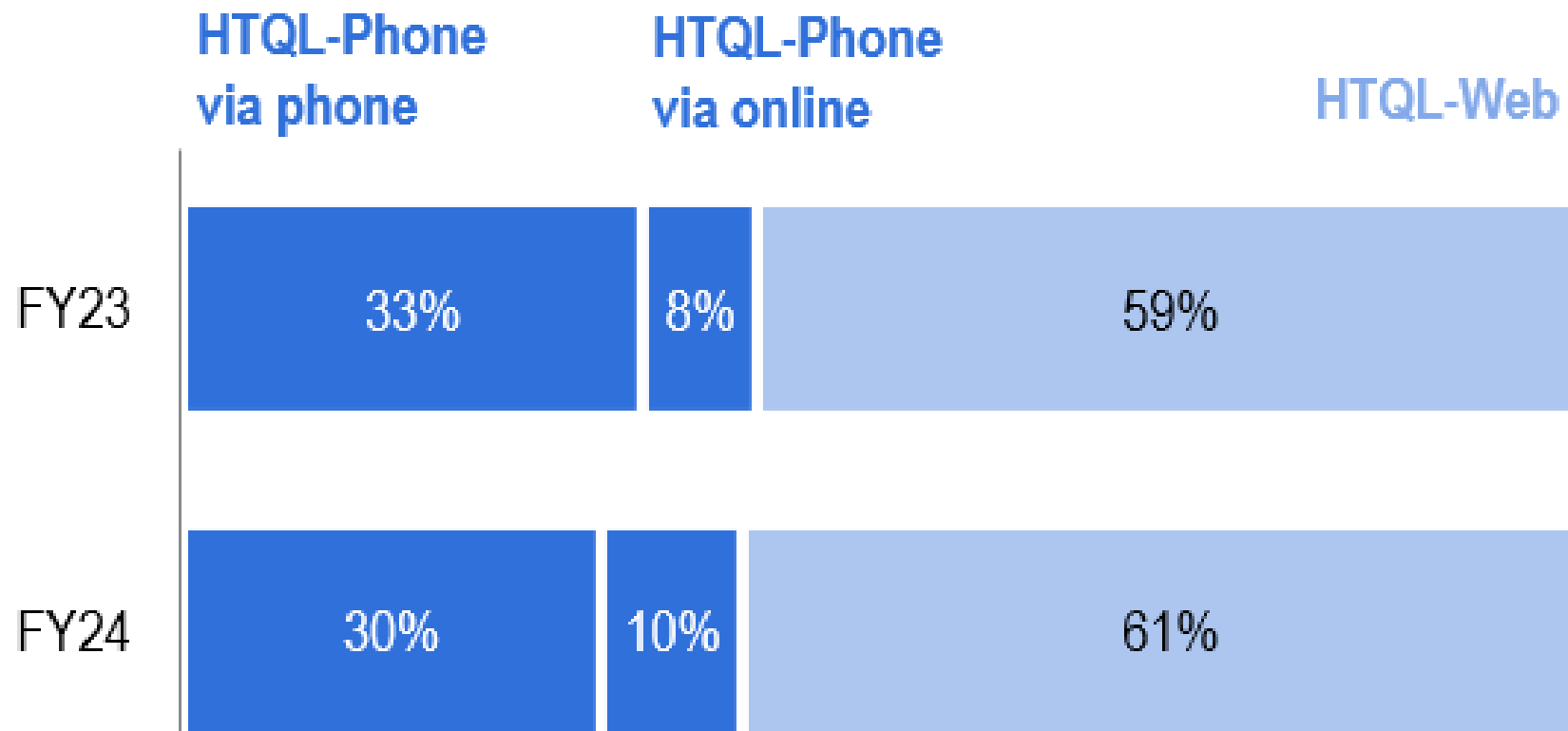
Number of HTQL unique participants enrolling by month, FY23-FY24



This chart reflects each individual's first enrollment throughout the year. Re-enrollments were minimal, with a total of 2,048 enrollments among 1,956 individuals

HTQL PERFORMANCE

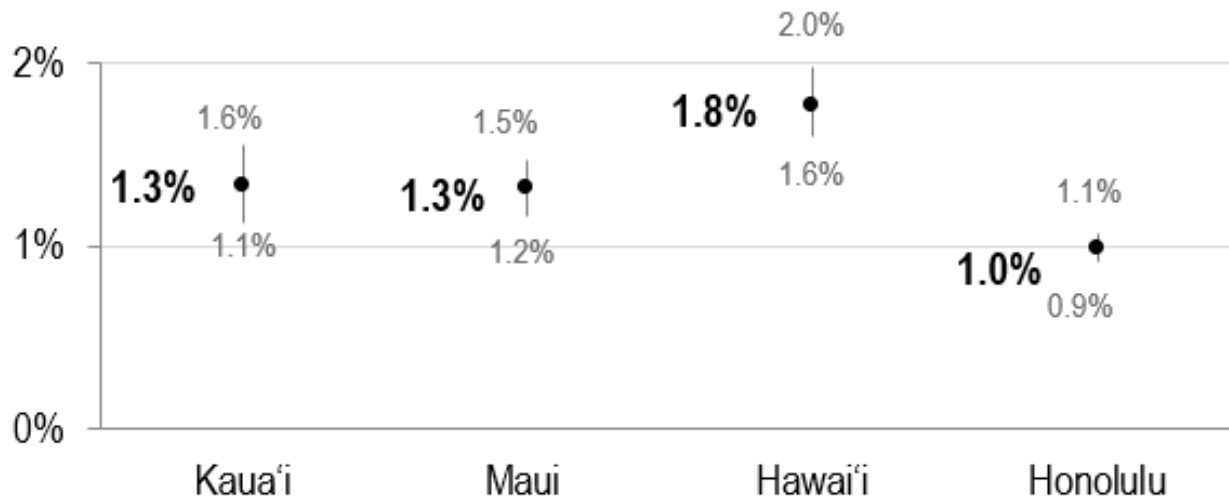
Percentage of enrollments by program and enrollment method, FY23-FY24



HTQL PERFORMANCE

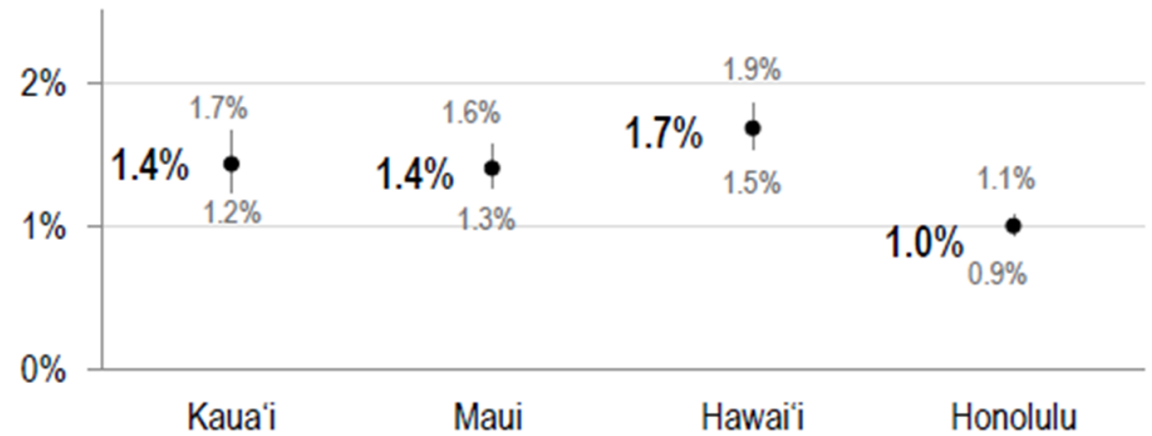
Registration reach in FY24 remained steady compared to FY23

FY 2024 registration reach by county for people who use **cigarettes**



Prepared by Professional Data Analysts | October 2024

FY 2023 registration reach by county

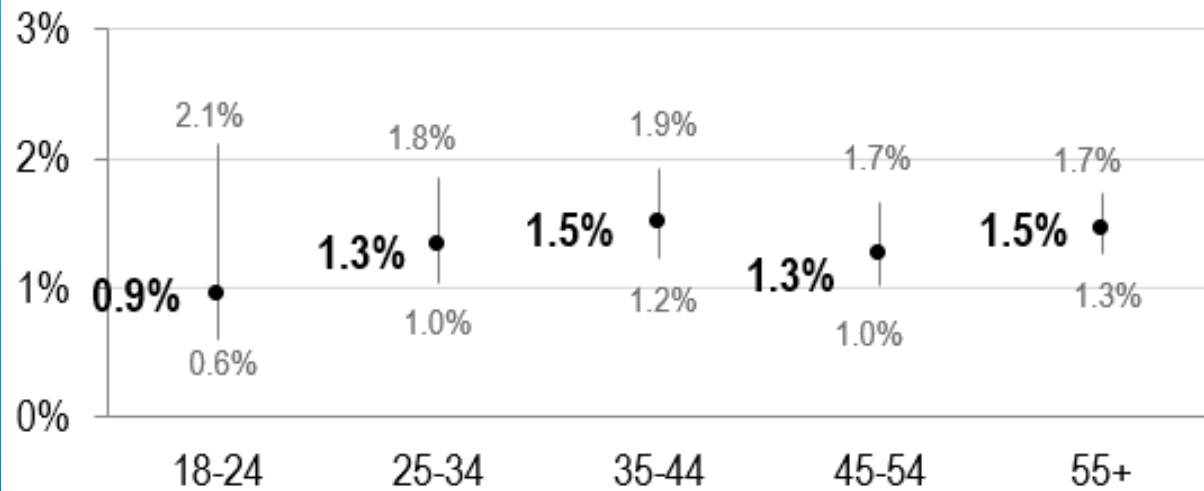


Prepared by Professional Data Analysts | November 2023

HTQL PERFORMANCE

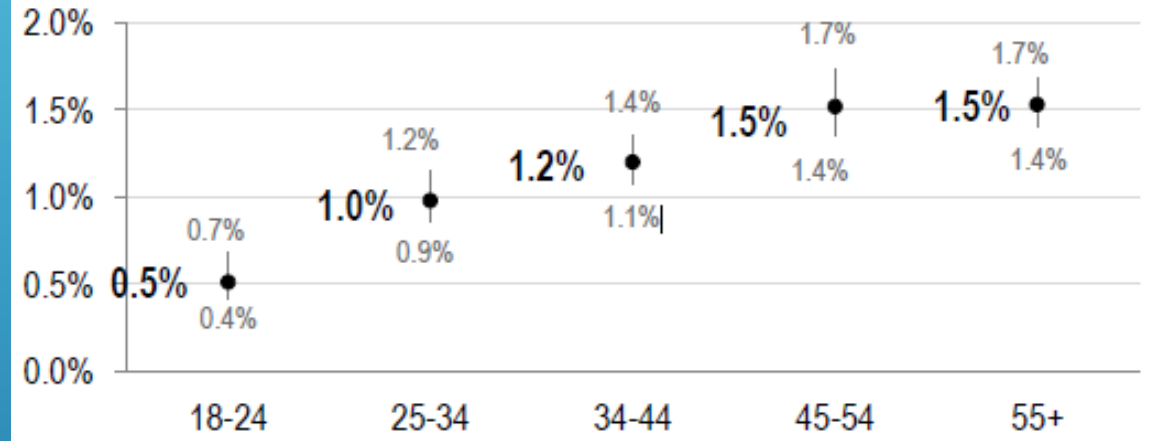
In FY24 registration reached increased with the 18-44 age groups

FY 2024 registration reach by age for people who use **cigarettes**



Prepared by Professional Data Analysts | October 2024

FY 2023 registration reach by age

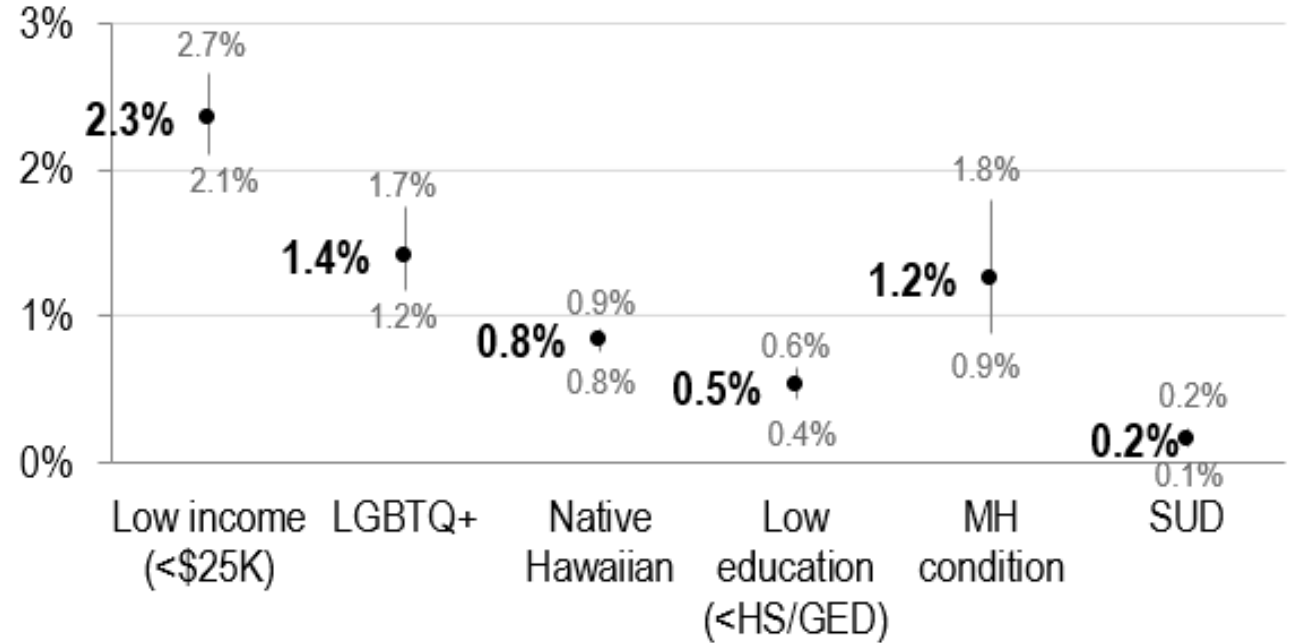


Prepared by Professional Data Analysts | November 2023

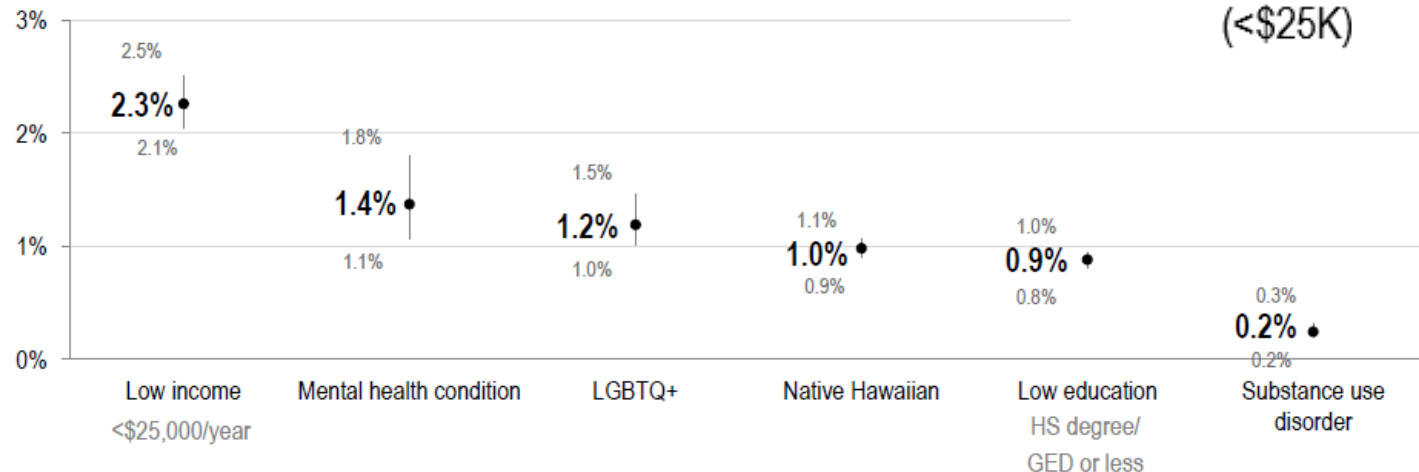
HTQL PERFORMANCE

Registration remained steady among priority populations in FY24 from FY23

FY 2024 registration reach among priority populations for people who use cigarettes



FY 2023 registration reach among priority populations



Prepared by Professional Data Analysts | October 2024

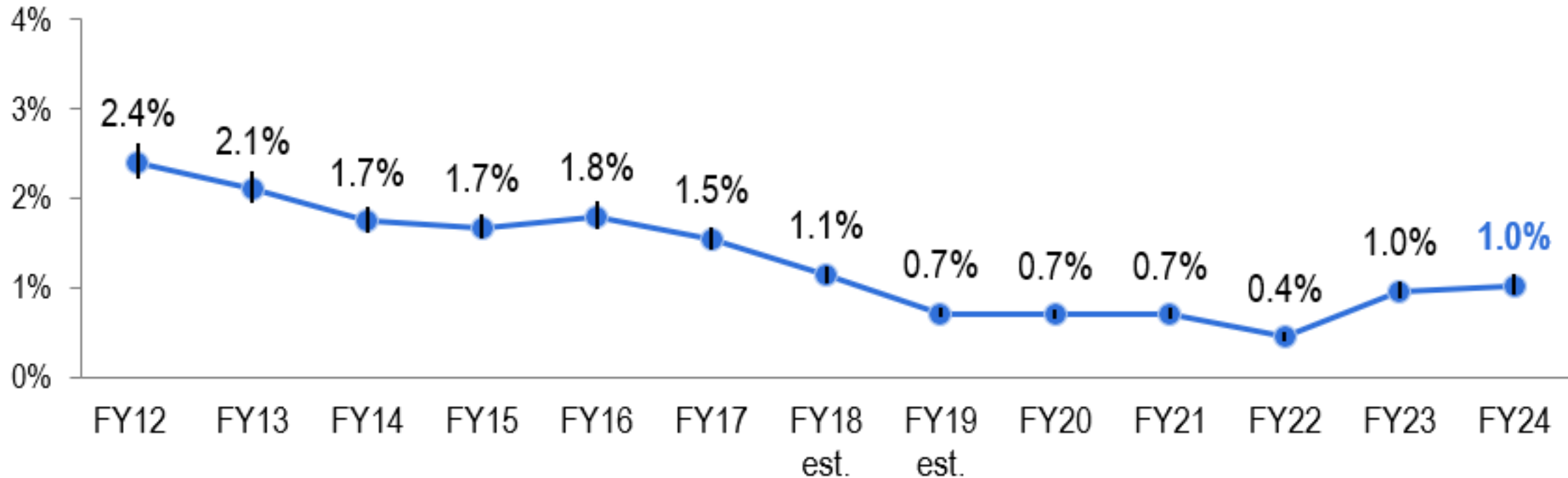


HTQL PERFORMANCE

Treatment Reach remained steady at 1.0% in FY24

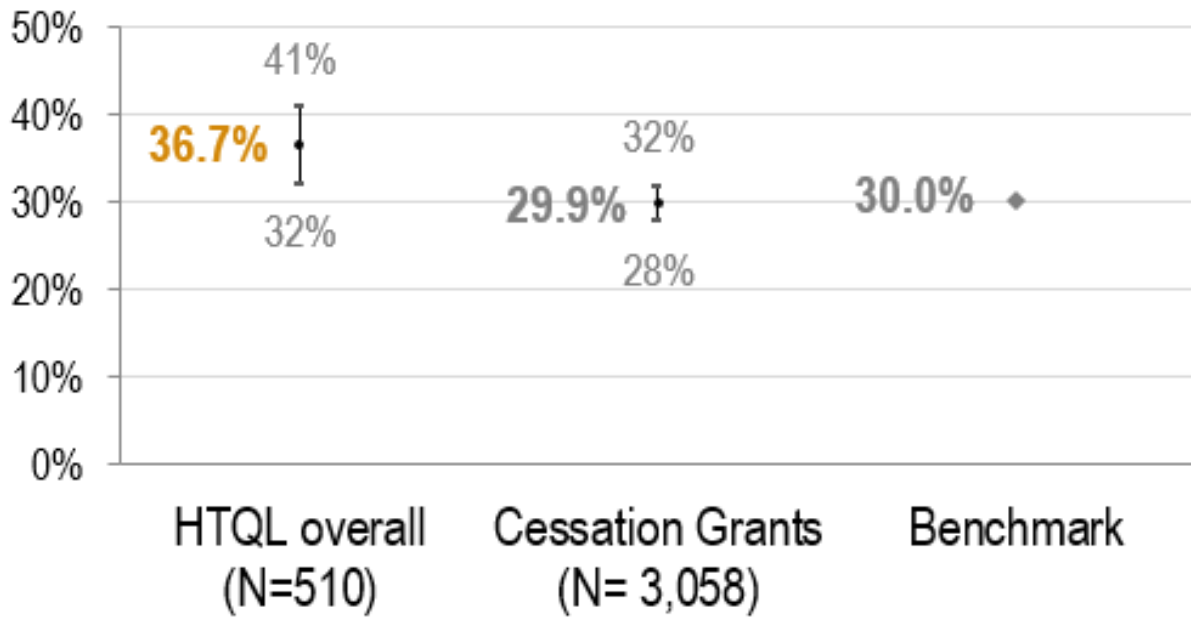
Treatment reach among adults who use **cigarettes** with 95% confidence interval

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

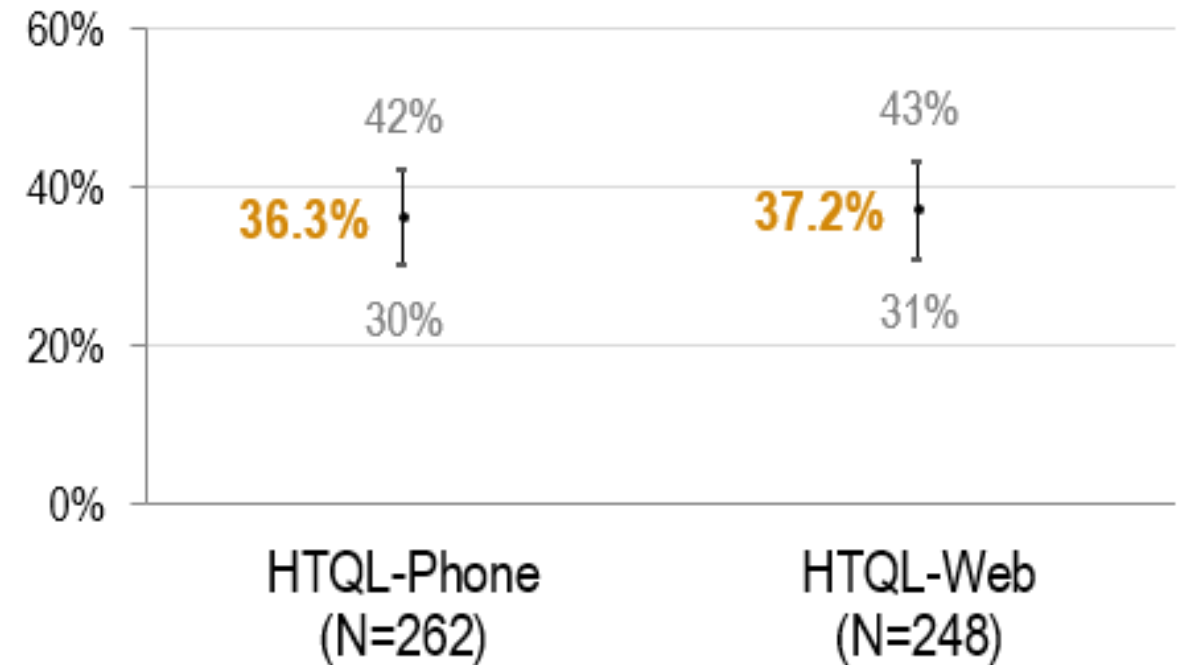


HTQL PERFORMANCE

FY24 30-day abstinence rate comparison by program, conventional tobacco only

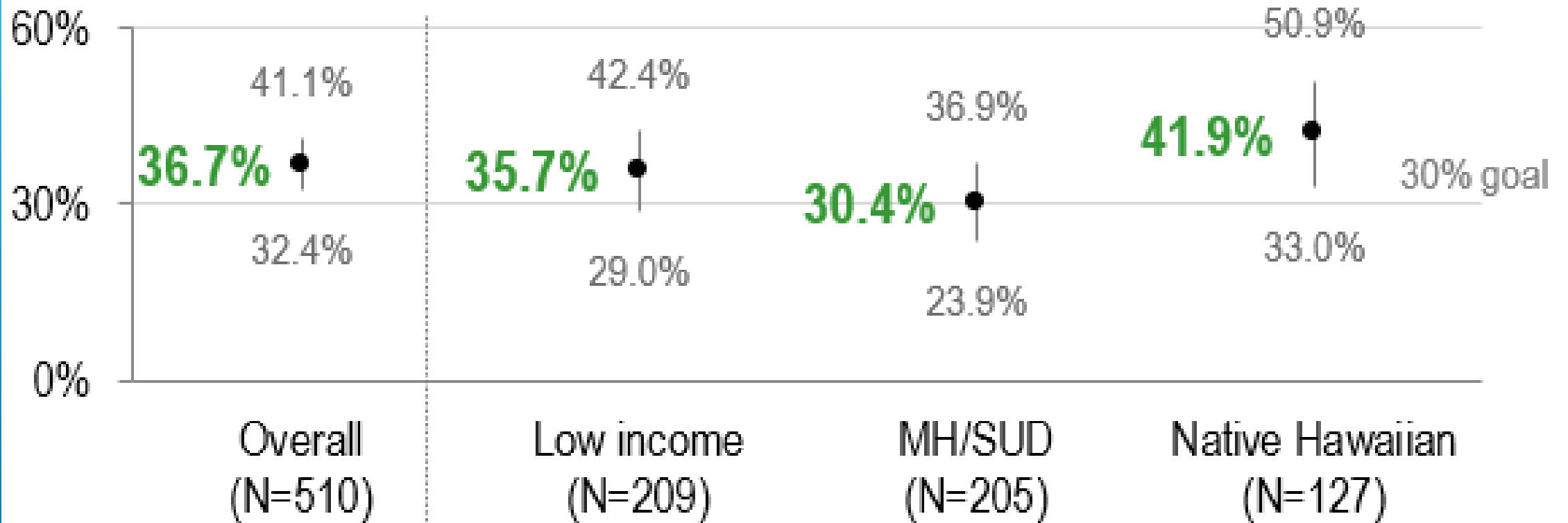


FY24 HTQL 30-day abstinence rate, by program, conventional tobacco only



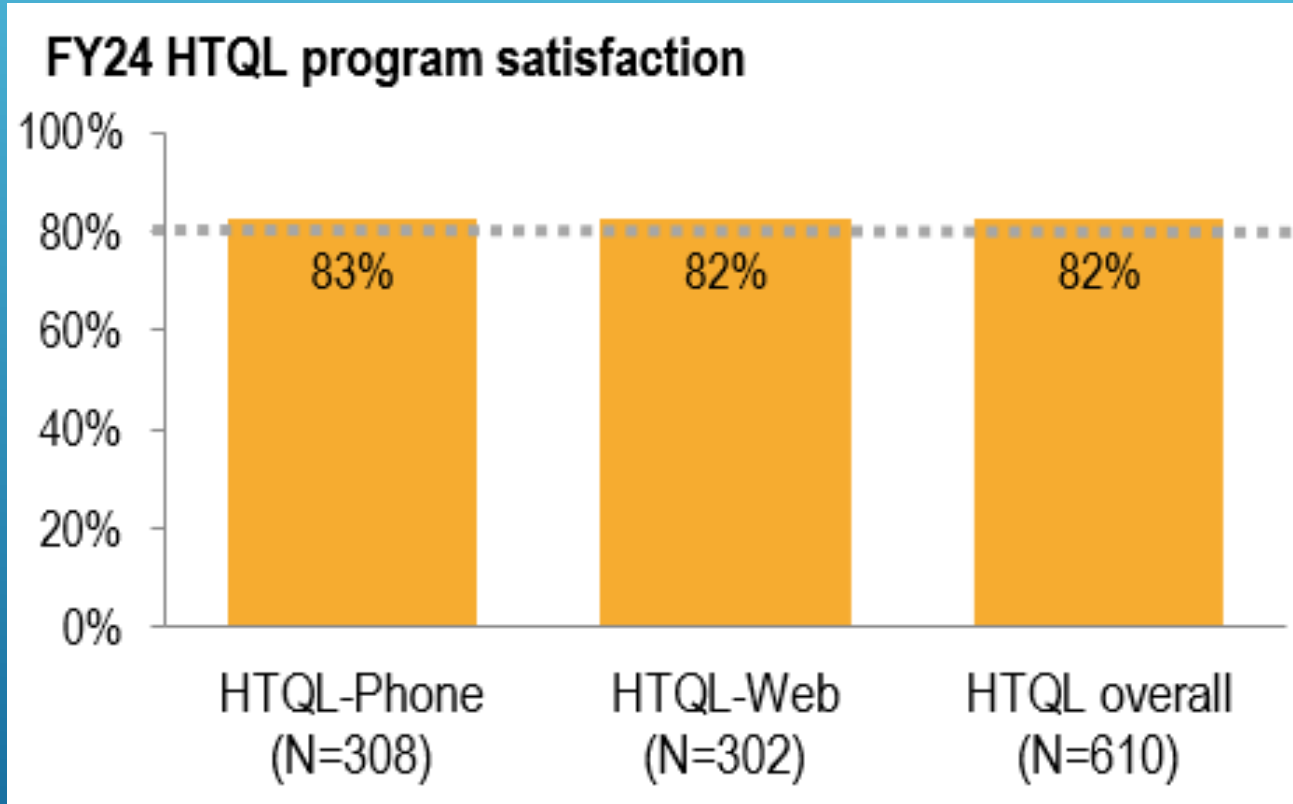
HTQL PERFORMANCE

30-day abstinence rates, conventional tobacco



HTQL PERFORMANCE

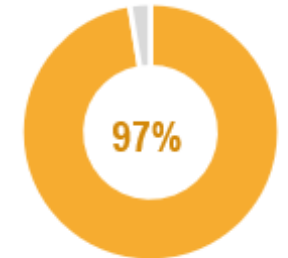
High satisfaction rates



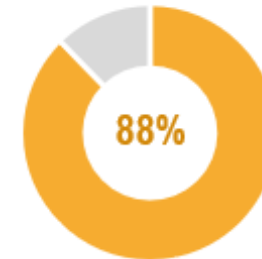
Agree the program treated them with respect (N=612)



Agree the info provided was easy to understand (N=614)



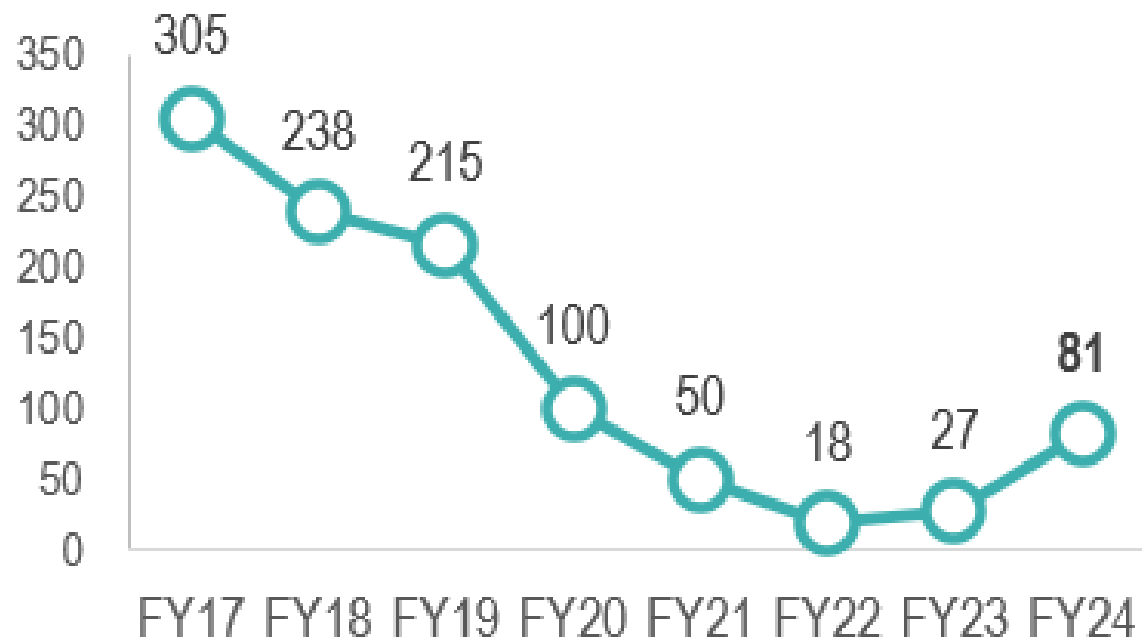
Would recommend the HTQL to a friend trying to quit (N=610)



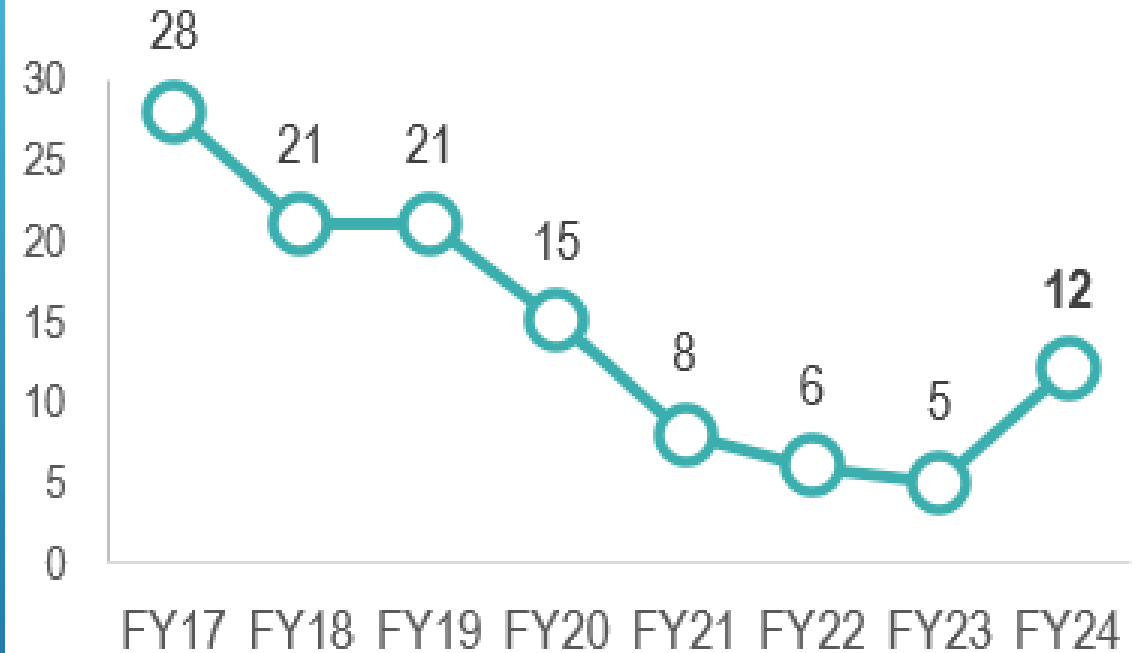
HTQL PERFORMANCE

- Conversion rate for referrals is at 25%
- New e-referral partnership with Queen's Health Systems starting in January 2024

Referrals by year



Unique referring organizations by year



HTQL SUMMARY AND NEXT STEPS

- FY24 reach remained the same as FY23
- FY24 enrollees who received treatment had strong quit outcomes
- FY24 enrollees who received treatment reported high satisfaction

- Continue collaboration with health care providers and facilities to increase referrals
- New effort include participant ESD use in data

- HTQL program website upgrade and updates expected in February of 2025
- FY26 launch a new campaign focusing on 18-34 age group and ESD use

MY LIFE  MY QUIT™

HAWAII

MLMQ Performance

Number of MLMQ enrollees who received each service

Coaching services



Supplemental services



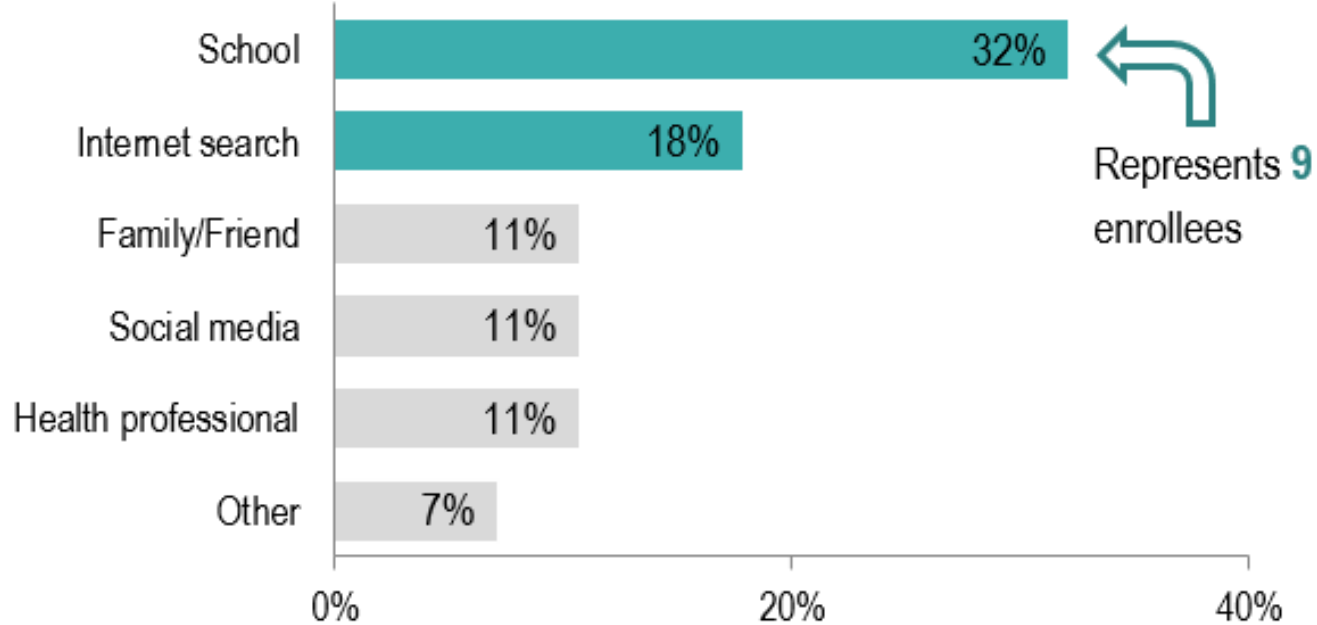
* Per NJH monthly report; PDA is working with NJH to access these data.

MLMQ youth enrollees by year



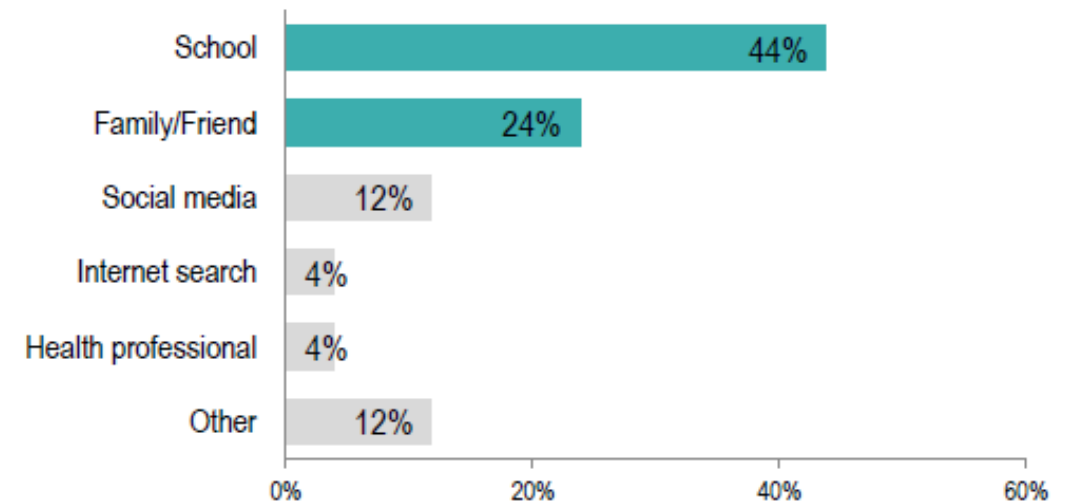
MLMQ Performance

How MLMQ enrollees heard about the program (N=28)



Prepared by Professional Data Analysts | October 2024

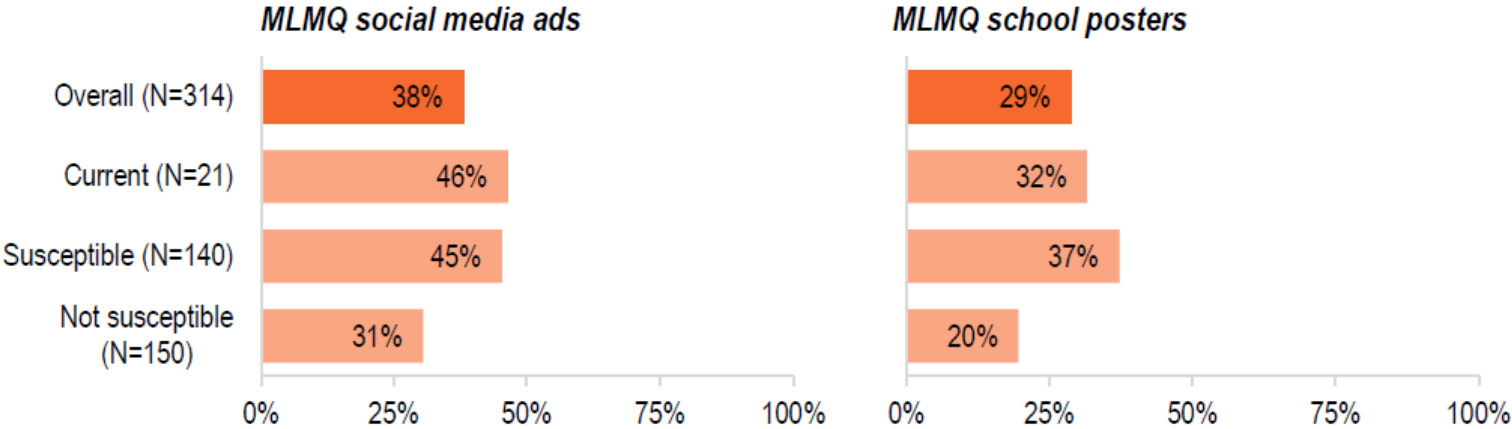
How MLMQ enrollees heard about the program (N = 25)



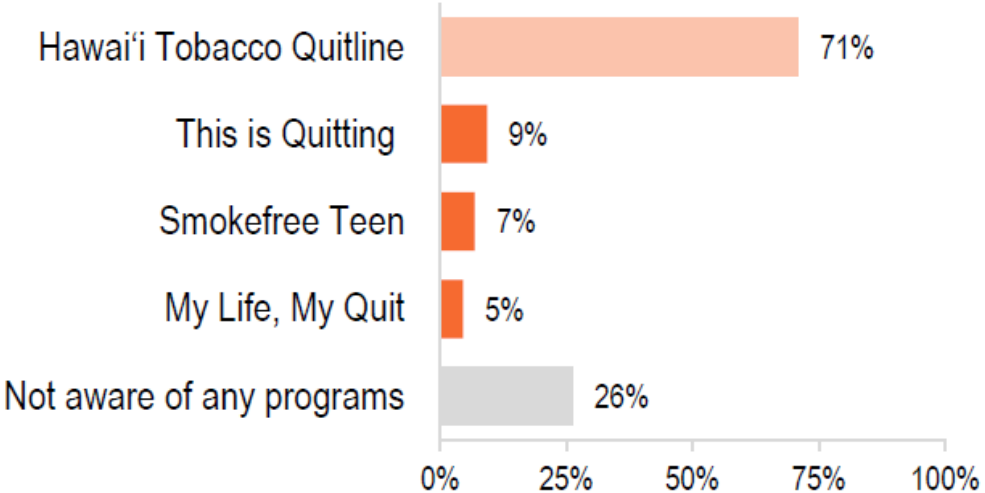
Prepared by Professional Data Analysts | November 2023

MLMQ Performance

Recall of MLMQ promotional efforts

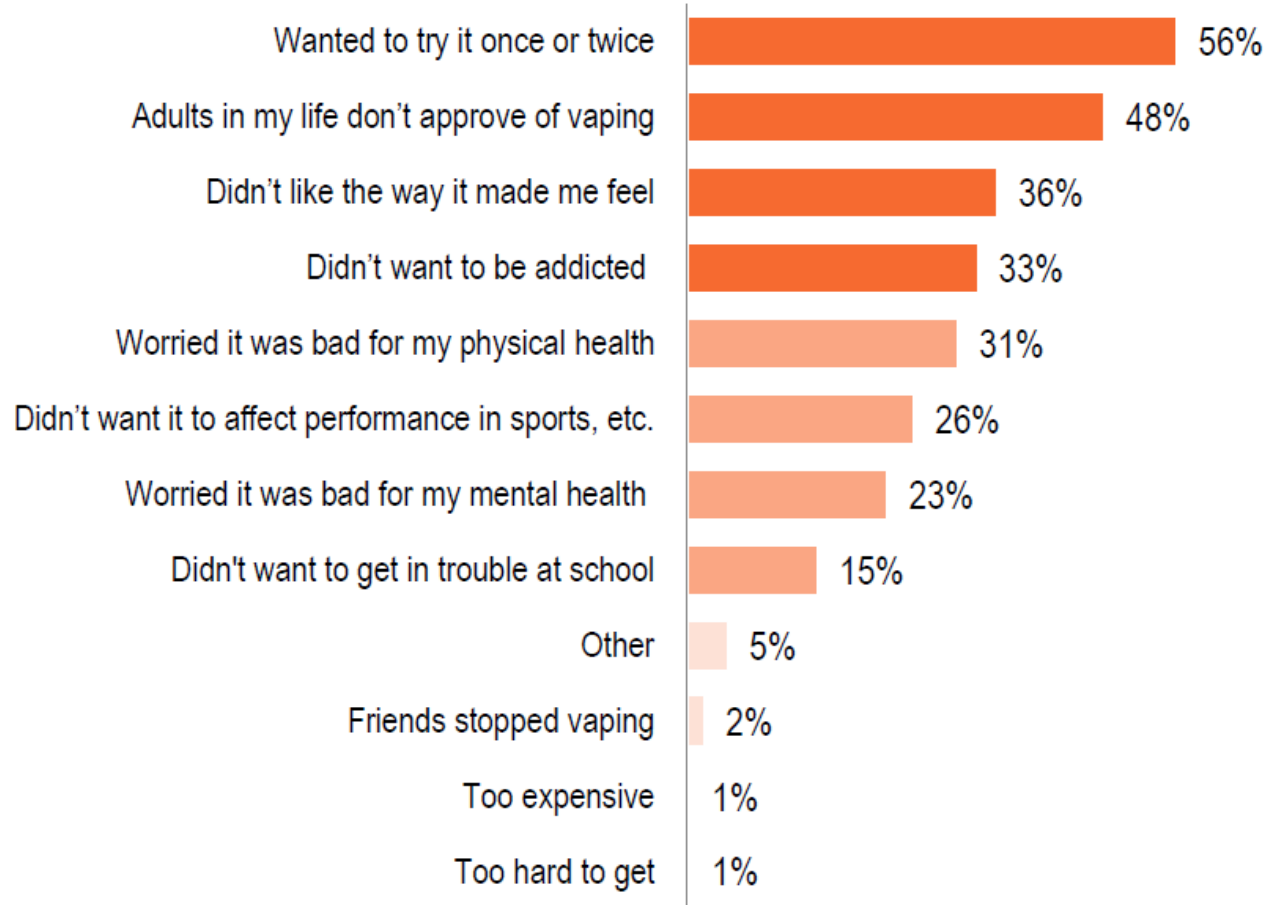


Awareness of vaping cessation programs (N=314)



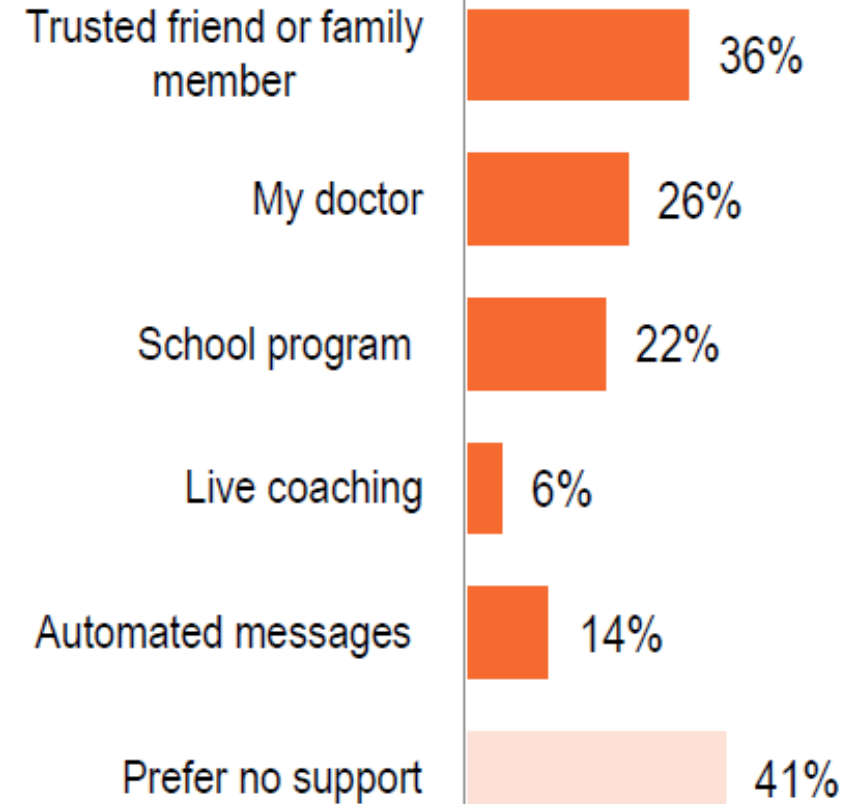
MLMQ Performance

Reasons for no longer vaping, among teens who vaped in the past (N=35)



Note. Respondents could select more than one response.

Sources of potential quit support (N=21)



Note. Respondents could select more than one response.



MLMQ Performance

- Continue collaboration with the Dept. of Education in distributing in posters in schools
- Focus group testing to include - if mentioning that My Life, My Quit Hawaii is a program of Hawaii Tobacco Quitline will build more trust and awareness of the program with teens
- My Life, My Quit website and program update expected in March 2025



ESCAPE

THE VAPE

HAWAI'I

ESCAPE THE VAPE HAWAII

HAWAII STATE DEPARTMENT OF HEALTH TEEN HEALTH & MEDIA SURVEY

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STATE OF HAWAII
DEPARTMENT OF HEALTH
KA 'OHANA OLAKO
P.O. BOX 2019
HONOLULU, HI 96820



1250 Punchbowl Street,
Honolulu, HI 96813

Dear Hawaii's residents,

We are asking for your help with an important project to understand the attitudes and experiences of teens in your community. Your household has been randomly selected for the **Hawaii Teen Health and Media Survey**. This survey is being coordinated by the research companies SAS and Professional Data Analysts, on behalf of the Hawaii State Department of Health.

Your participation is very important to the success of this survey. Included is a card that thanks you for participating. The person who qualifies and completes this survey will receive a \$10 e-gift card.

We ask that an adult 18 or older living at this address go online to hawaii teensurvey.org to see if someone in your household qualifies. Your secure access code is: AIRKCS.

Or scan this QR Code:

The survey only takes about 15 minutes for the qualifying person to complete. All answers will be kept private. Please complete the survey in the next two weeks.

If you have any questions, you can send an email to info@hawaii teensurvey.org or visit the survey website above.

Thank you for your help.

Sincerely,

Director, Hawaii State Department of Health

#8082 2024 SAS | www.sas.com | © 2024 AirKCS survey research firm and its industry clients in conducting public opinion research.
#8082 2024 SAS | www.pda.com | PDA (www.pda.com) is an independent company working with the Hawaii State Department of Health to understand the impact of health programs.



Recruitment changed from social media via ads on Instagram to an address-based recruitment via parent consent

Unique QR for each household led to a screening questionnaire and parental consent

Teen sent an email and/or SMS message with link to online survey where they provided assent

Teens 13-18, 18 year olds didn't require parental consent



Sampled addresses and completes by Hawai'i region

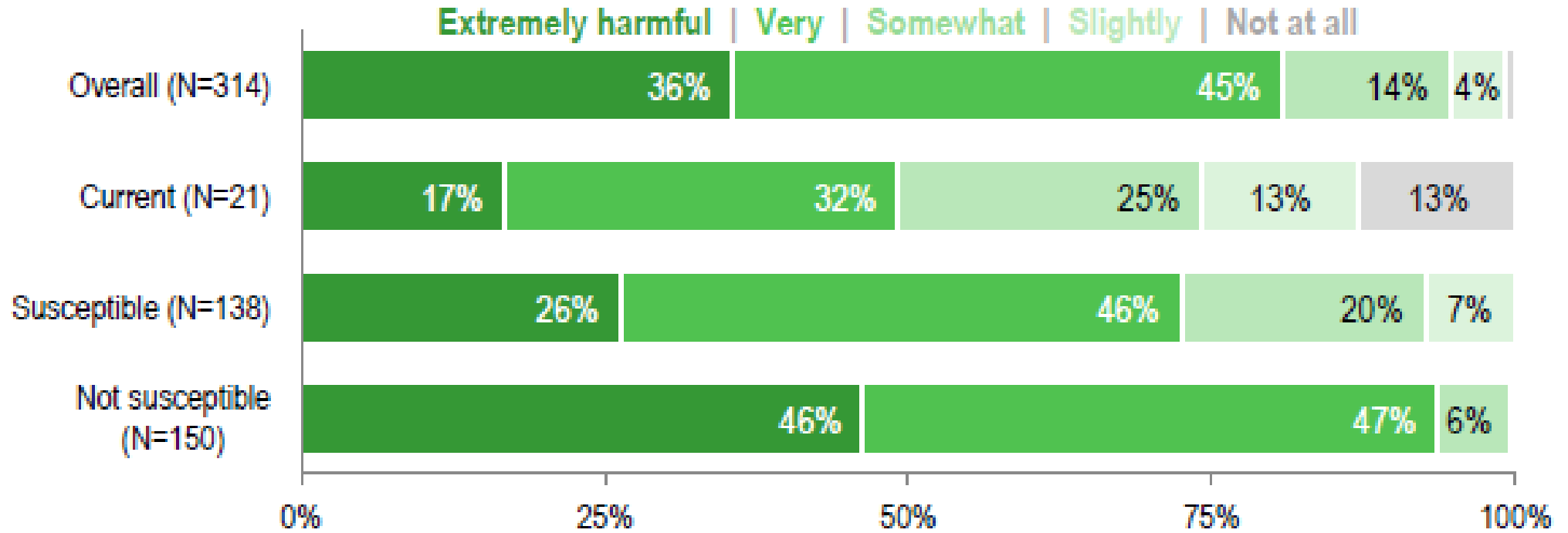
	Addresses Sampled	Final N
Hawai'i	988	56
Kauai	365	18
Lanai	13	2
Maui	833	28
Molokai	51	1
O'ahu	4880	209
Total	7,130	314

Teen received a \$10 gift card

Pilot project to full project with goal of 100 respondents surpassed to 314

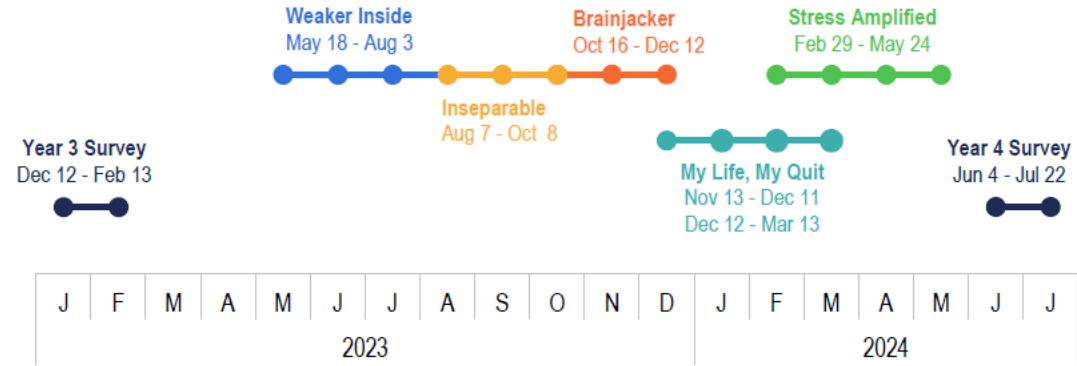


Current perceptions of vaping harm by teen vaping susceptibility and use





Year 4 ETVH and MLMQ campaign timeline

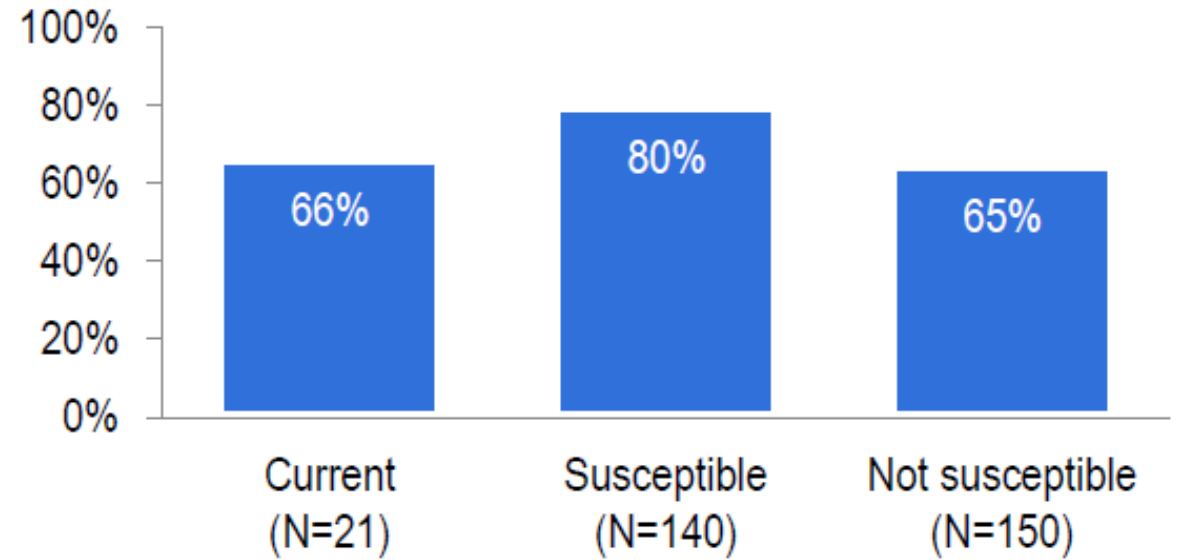


Media channels used for Year 4 Media Promotions

	TV	Radio	CTV	YouTube	FB/IG	Snapchat	TikTok	Spotify	Posters
Weaker Inside flagship	●		●	●	●	●	●	●	
Inseparable flagship				●	●	●	●		
Brainjacker flagship				●	●	●	●		
Stress Amplified flagship	●		●	●	●	●	●	●	●
My Life, My Quit				●	●	●	●		●

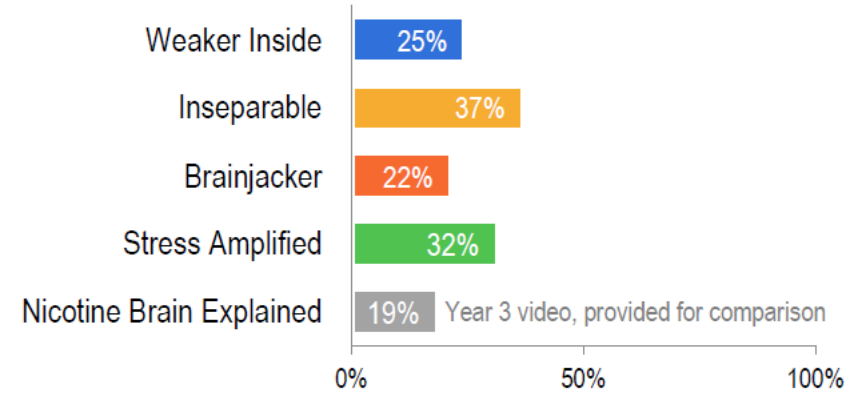
Note. Media budgets for the two original MPs, Weaker Inside and Stress Amplified, were substantially greater than the budgets for the two MPs rerun in Year 4, Inseparable and Brainjacker. MLMQ promotion did not include a flagship video and thus was not promoted on TV. Advertising on Meta includes placements on Instagram, Facebook and Meta's Audience Network.

ETVH Year 4 reach by vaping susceptibility and use

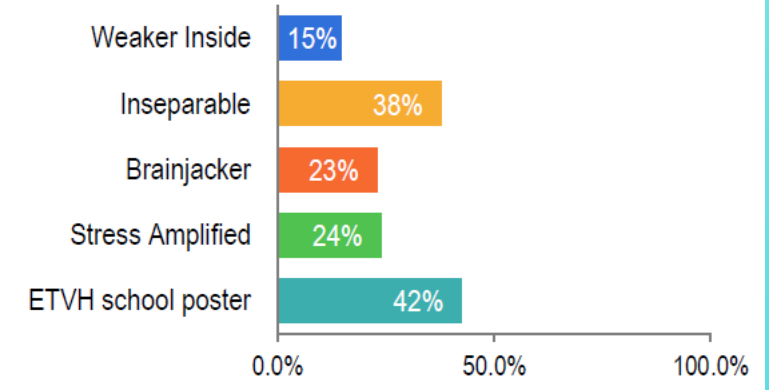




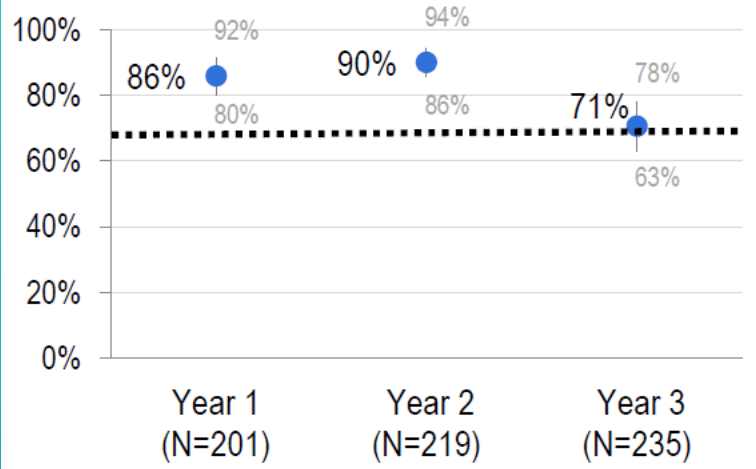
Aided recall of each ETVH video (N=314)



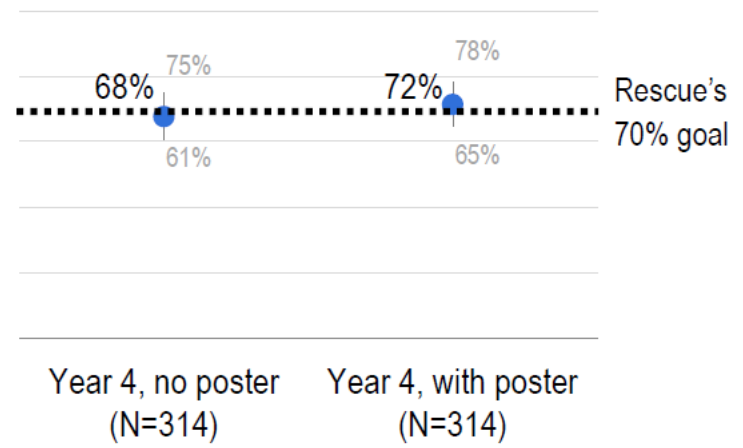
ETVH creative extensions recalled by respondents (N=314)



Estimated reach among 13-18 year olds
with 95% confidence interval



Years 1-3: Survey respondents recruited via social media

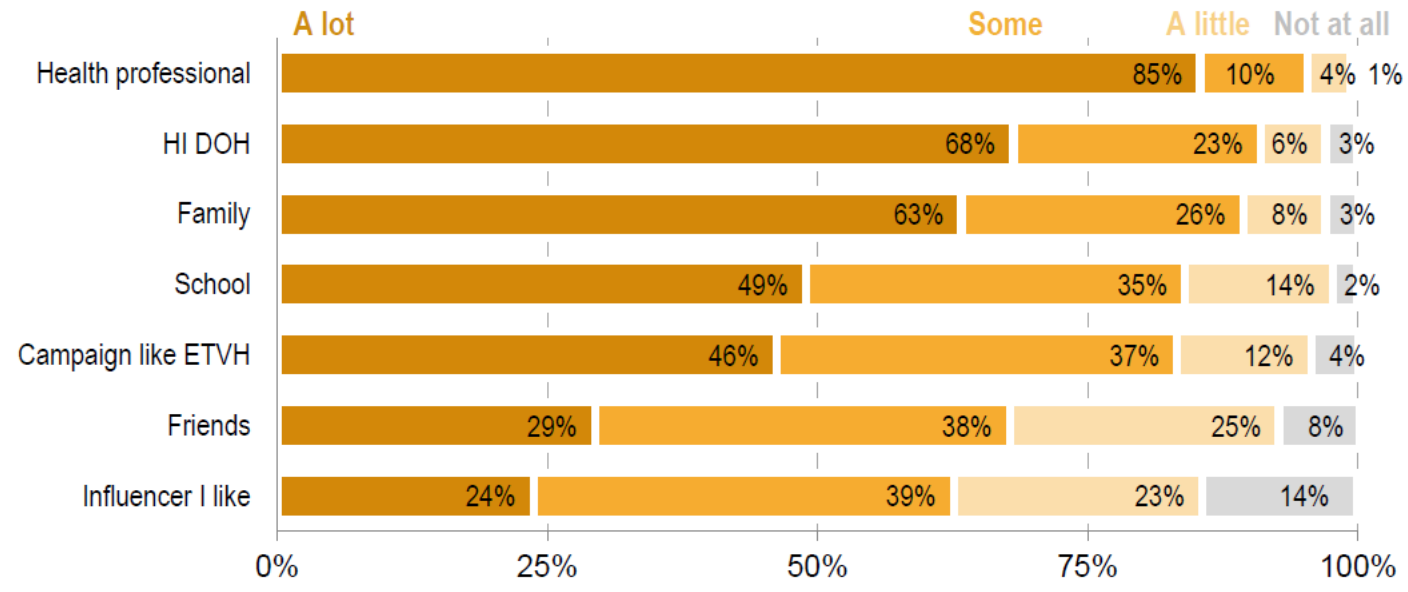


Year 4: Survey respondents recruited via address-based sampling

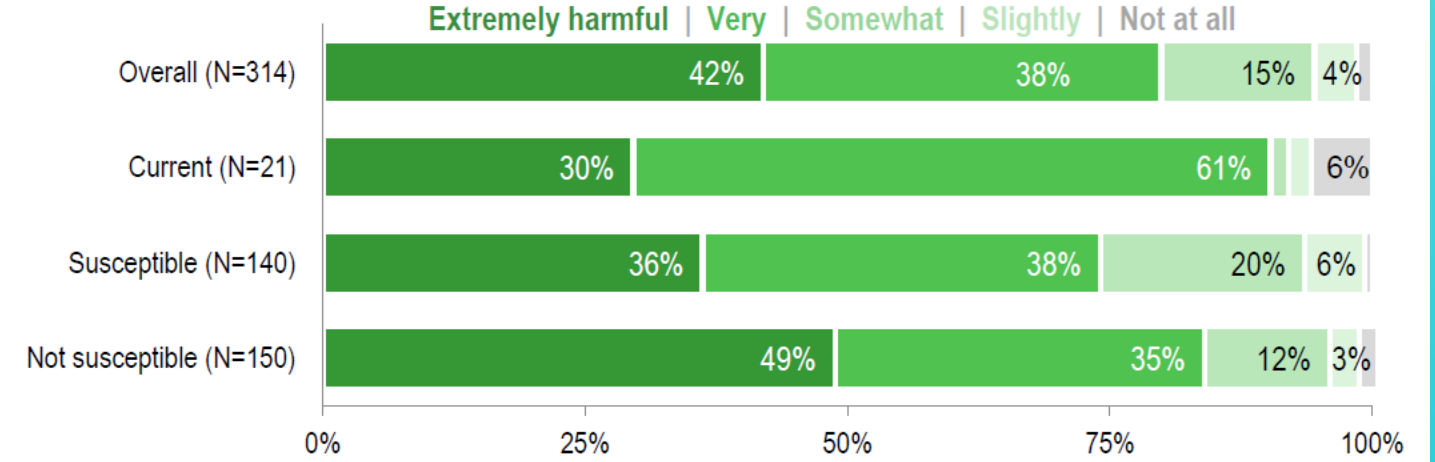
Note there were some differences in reach calculation across the years; namely, Year 1 reach included the ETVH logo and website while later years did not. There were also notable differences in timing, channel mix, and budget across years, which may contribute to overall campaign reach. Due to the use of different recruitment methodology in Year 4, any direct comparisons to prior years should be interpreted with caution.

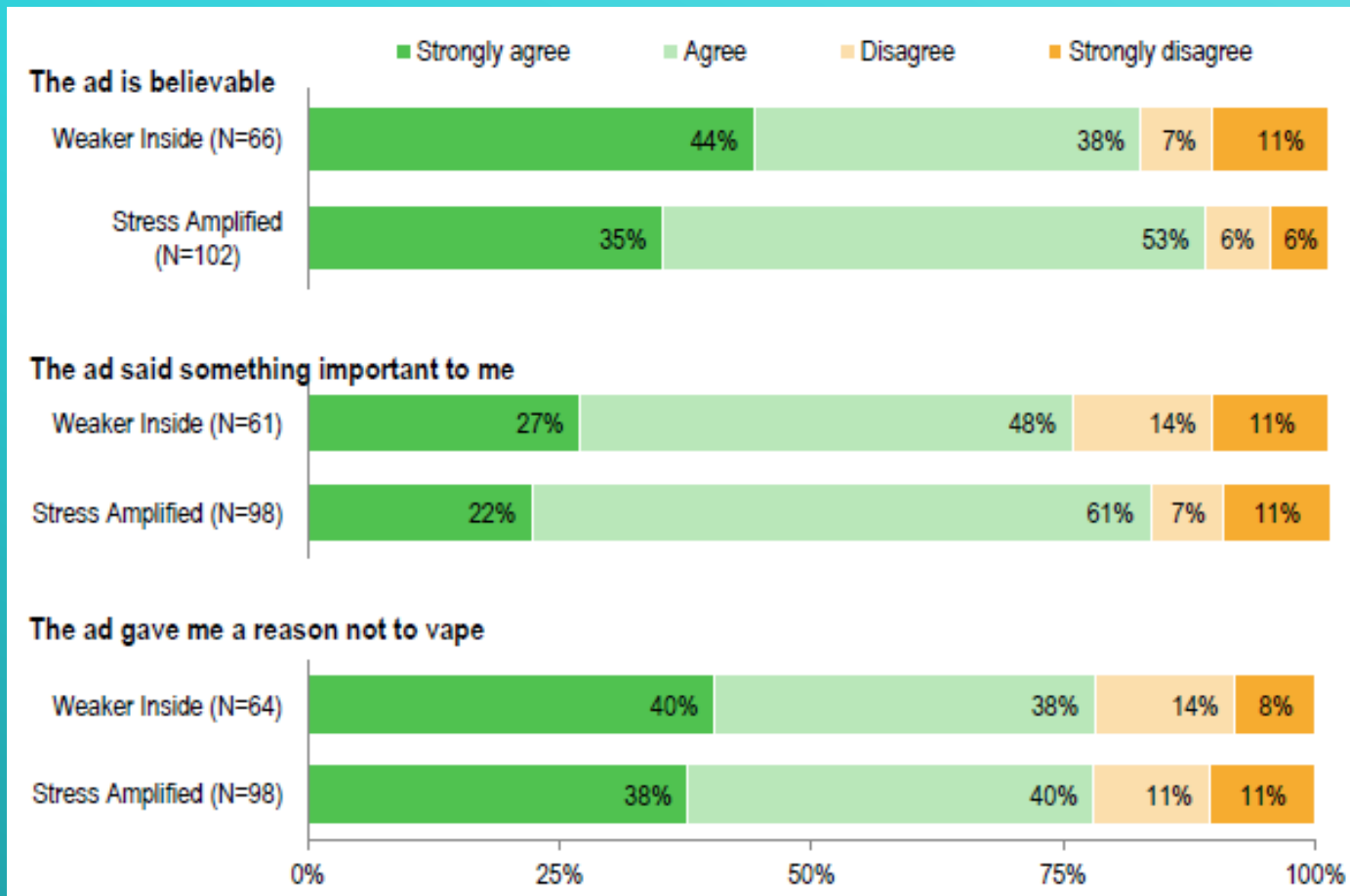


How much would you trust messages about the dangers of vaping from the following sources (N=314)



How harmful would the adults in your life who you're closest with say vaping is?





Escape the Vape Hawai'i - Next Steps



- Teens in Hawaii are well-reached by ETVHI media
- Overall positive perception of the new ETVHI ads
- Using mix of traditional and digital channels is critical with the everchanging teen media usage

- Continue partnering with the Dept. of Education to distribute posters in schools
- Focus group testing on whether promoting ETVHI as a program of the Dept. of Health will increase trust of teens

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MAHALO