



HAWAI'I COMMUNITY FOUNDATION

Community Grants Evaluation Findings

TPCAB Meeting
October 2024

Malia Maier, Program Officer

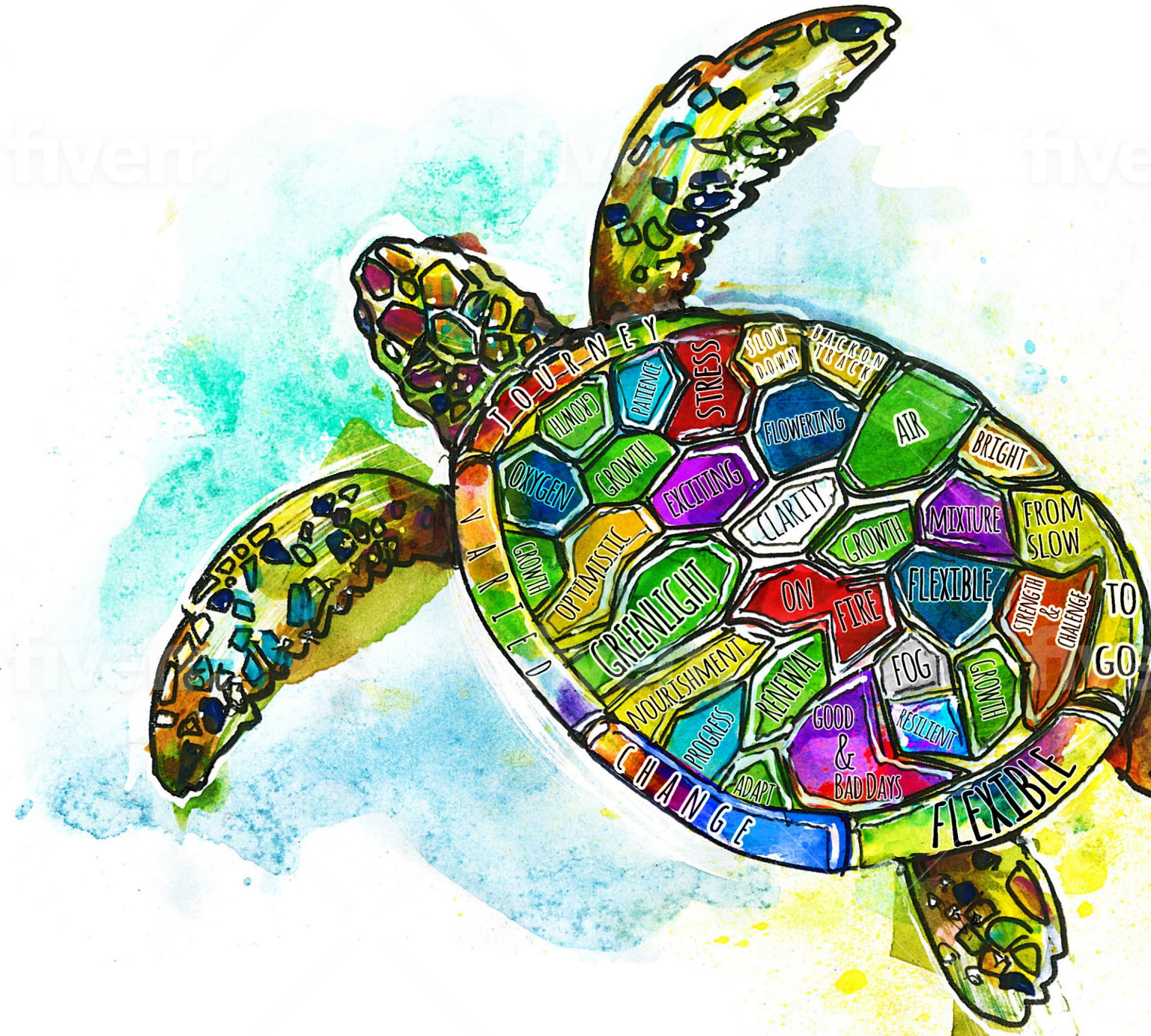
2019-2024 Hawai'i Tobacco Cessation Grants Program

October 2024

Prepared for



Prepared by



2019-2024 Cessation Grants Program

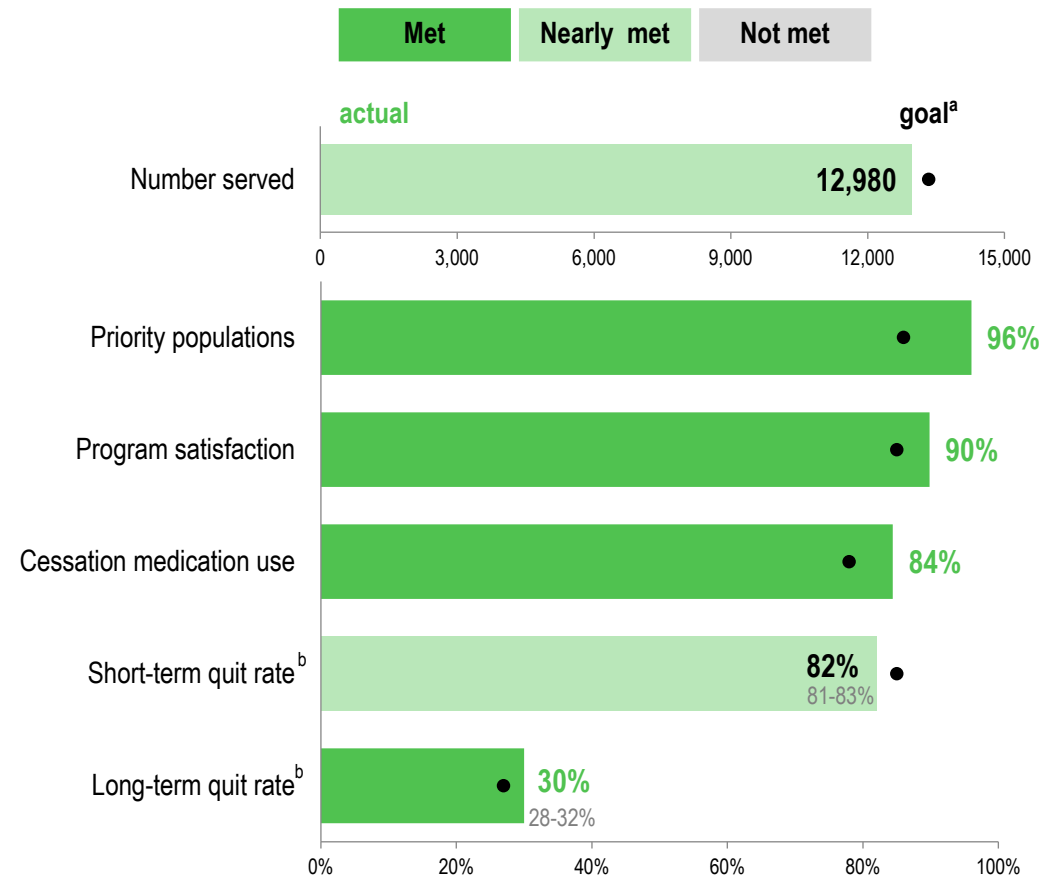
Prepared by Professional Data Analysts | October 2024

Key strengths

The program met or nearly met all 6 benchmarks, indicating it is successful in reaching priority populations and helping them quit harmful tobacco products.

Program's progress meeting benchmarks

Data collected Jul 2019 – Jun 2024



^a The number served goal is the total goal across all grantees. The remaining goals are the average goal across all grantees.

^b Because some participants did not respond to the 7-month follow-up survey, there is room for error in the two quit rates. Confidence intervals help account for this error, which are the numbers below the rates. The true rates are very likely to fall between the upper and lower limits of the confidence interval.

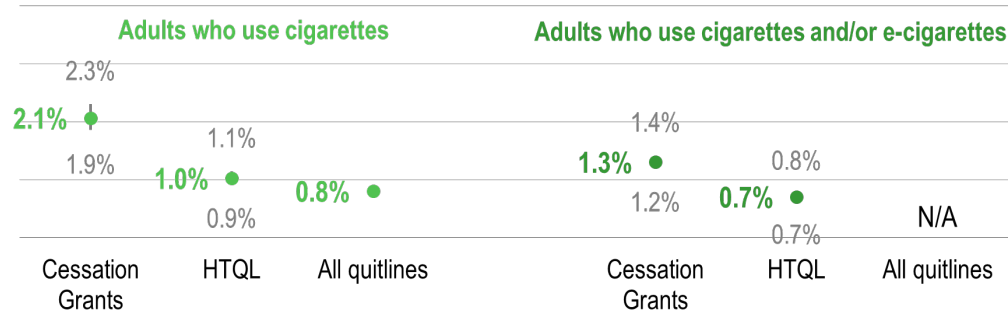
2019-2024 Cessation Grants Program

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Key strengths

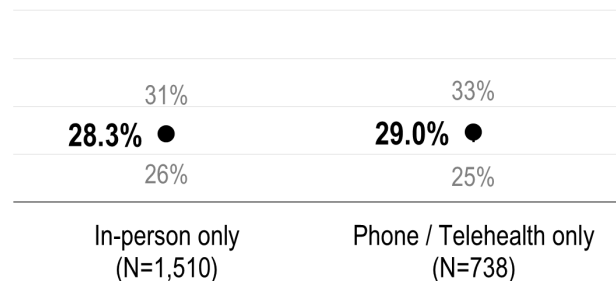
The program's reach is 2x the average of all quitlines.

Percent of adults in Hawai'i who are reached by the program



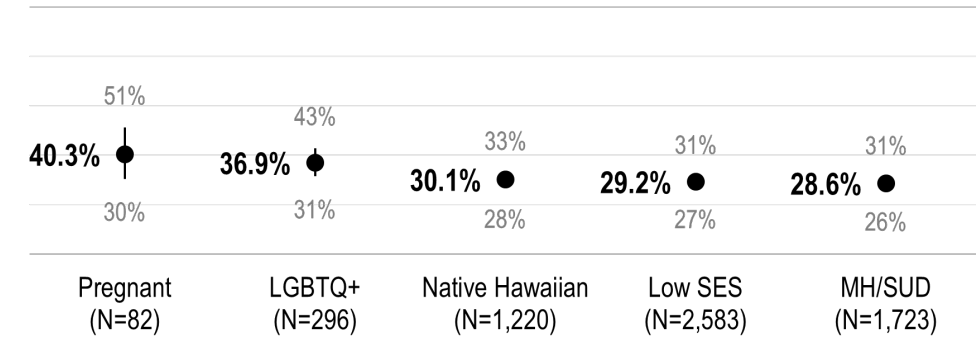
Participants who receive treatment over the phone or via telehealth quit at the same rate as those who receive treatment in-person.

Quit from conventional tobacco products for 30 days at the time of follow-up, by counseling delivery mode



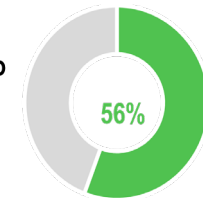
The program is successful in helping all priority populations quit using tobacco.

Quit from conventional tobacco products for 30 days at the time of follow-up, by priority population

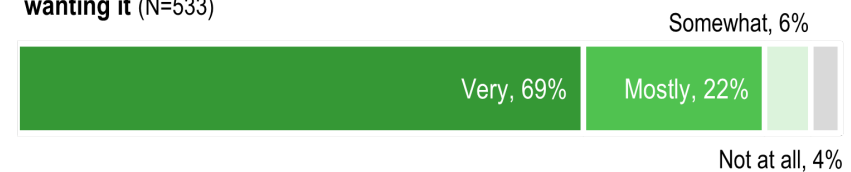


The program is helpful for those seeking support with quitting e-cigarettes.

Participants who were using e-cigarettes and were hoping to receive support to quit using them (N=973)



Helpfulness of e-cigarette support received among those who reported wanting it (N=533)



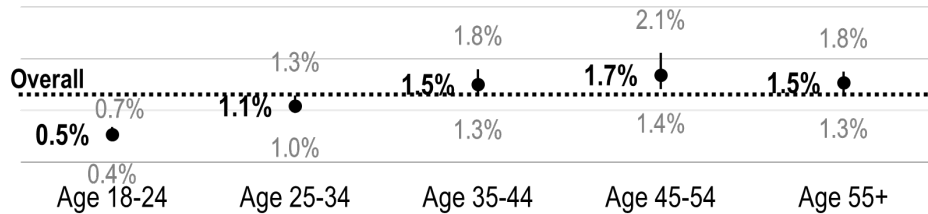
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Key opportunities

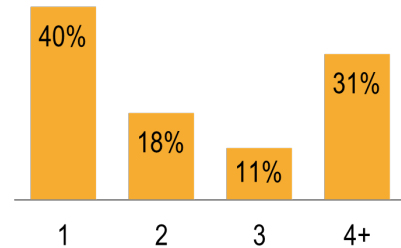
Increasing reach to specific groups

Treatment reach of adults who use cigarettes and/or e-cigarettes, by age group

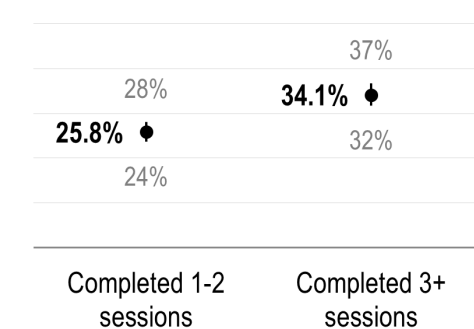


Increasing the number of counseling sessions a participant completes

Number of completed counseling sessions

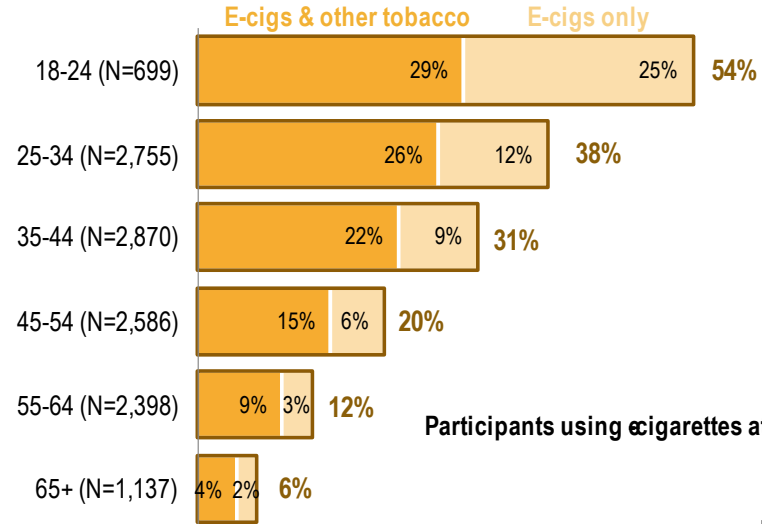


Quit for ≥30 days at the time of follow-up

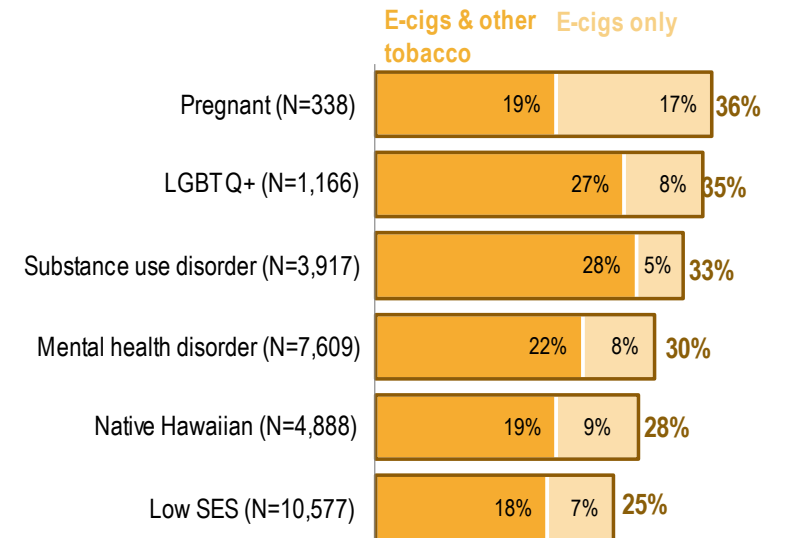


Supporting e-cigarette cessation with limited guidance

Participants using e-cigarettes at enrollment, by age group



Participants using e-cigarettes at enrollment, by priority population





HAWAI'I COMMUNITY
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Stanford
MEDICINE

REACH Lab



Brief, unlinked pre/post summary of

Preliminary Analyses of Hawai'i Youth ESD Prevention Data

Year 1 Data (April 2023-June 2024)

Bonnie Halpern-Felsher, PhD, FSAHM
Carly Noelani Kajiwara, MLFP

Implementation Surveys

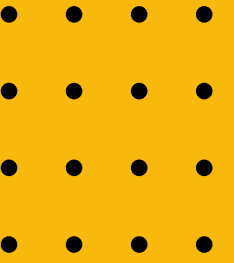
n=79

Most educators are
using the 3-session
curriculum

Additional
resources are used
35% of the time

Most are presenting
on the curriculum
once a week for
three weeks

Student Surveys



Pre:

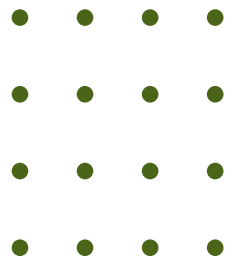
N= 4,260

Post:

N= 2,980

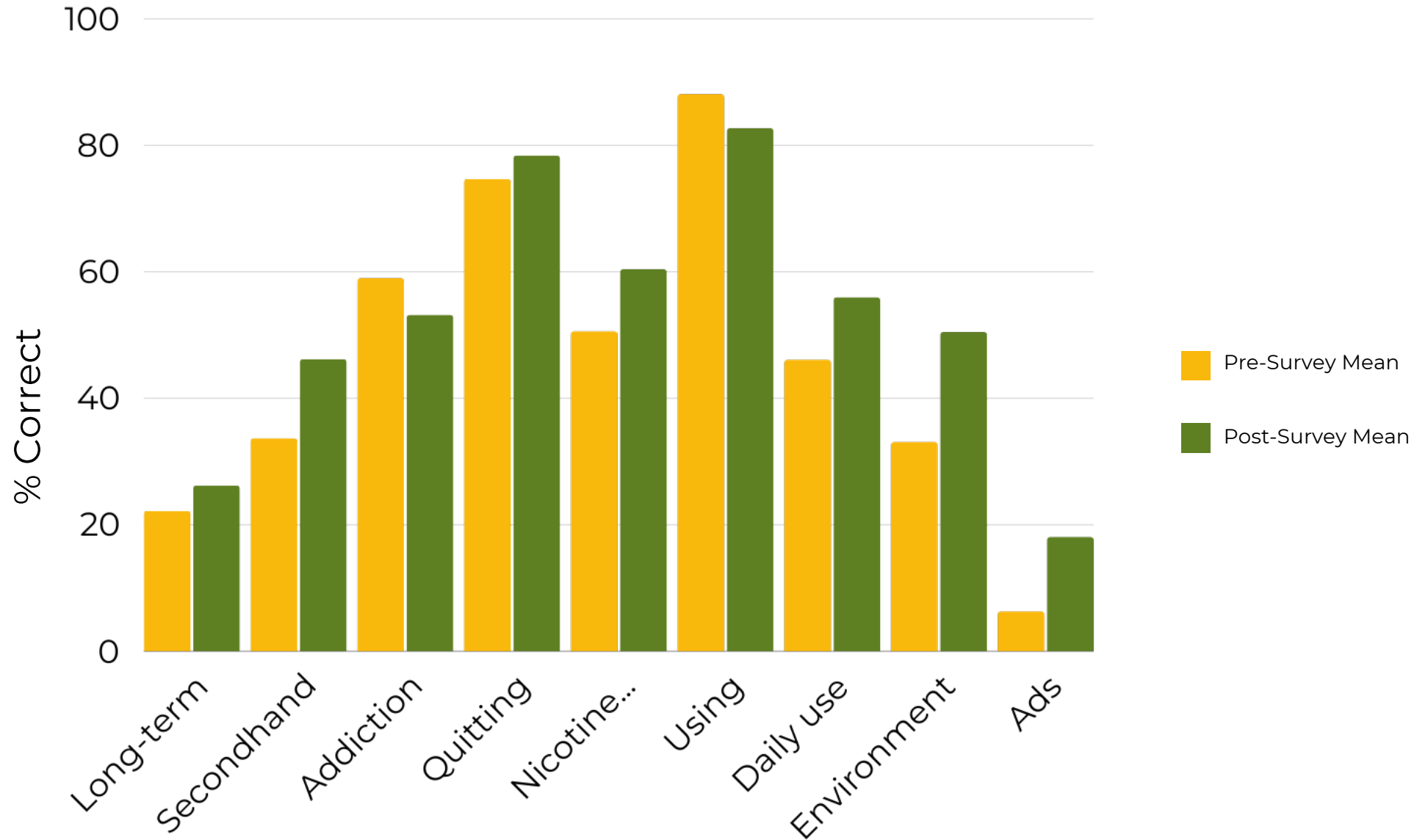
3-Month Post:

N= 629



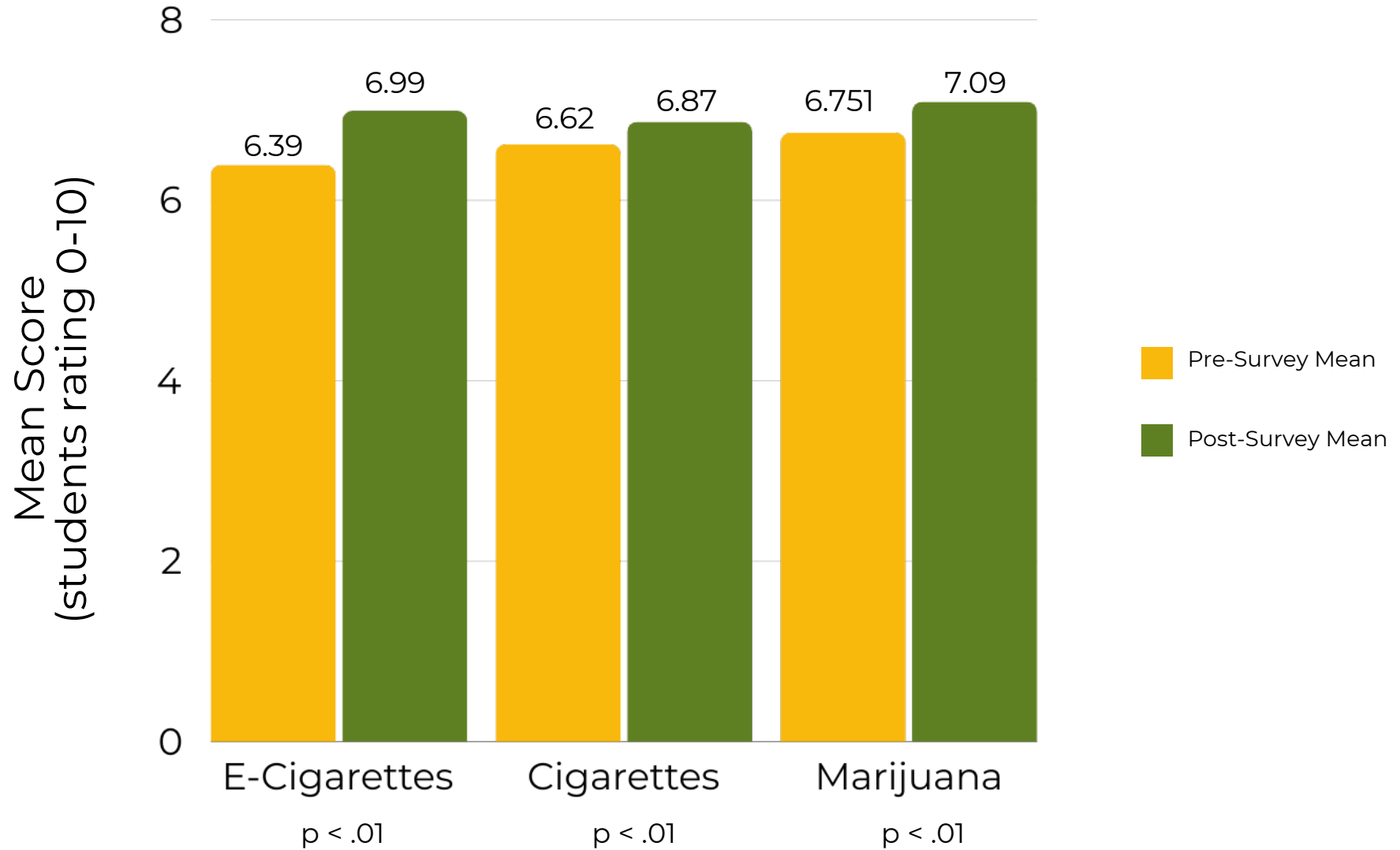
Knowledge Questions Results

Most questions, $p < .01$

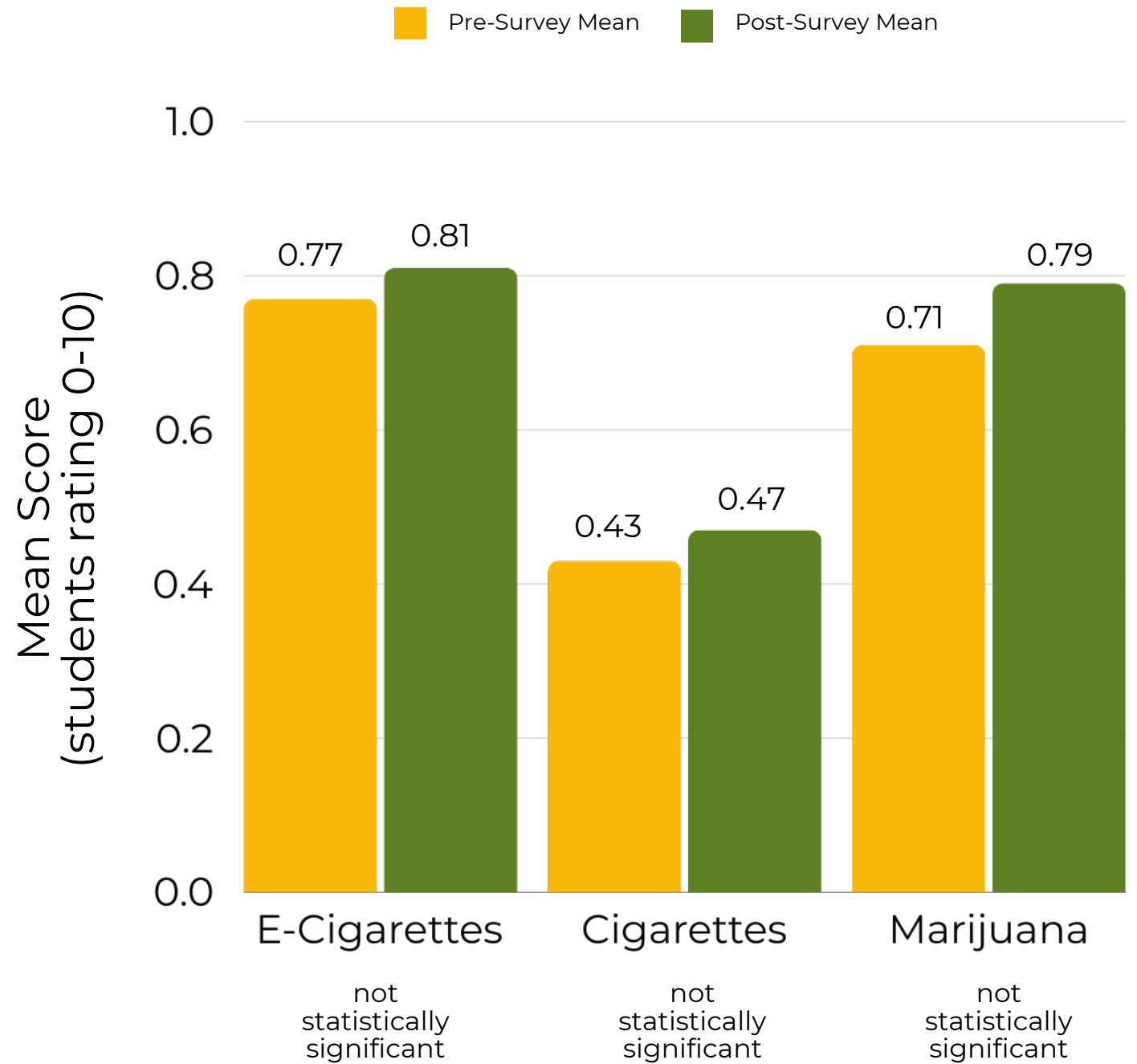


Perceptions of Addictiveness Results

Perceptions of addictiveness positively increased across substances after the curriculum



Intentions to Use Results



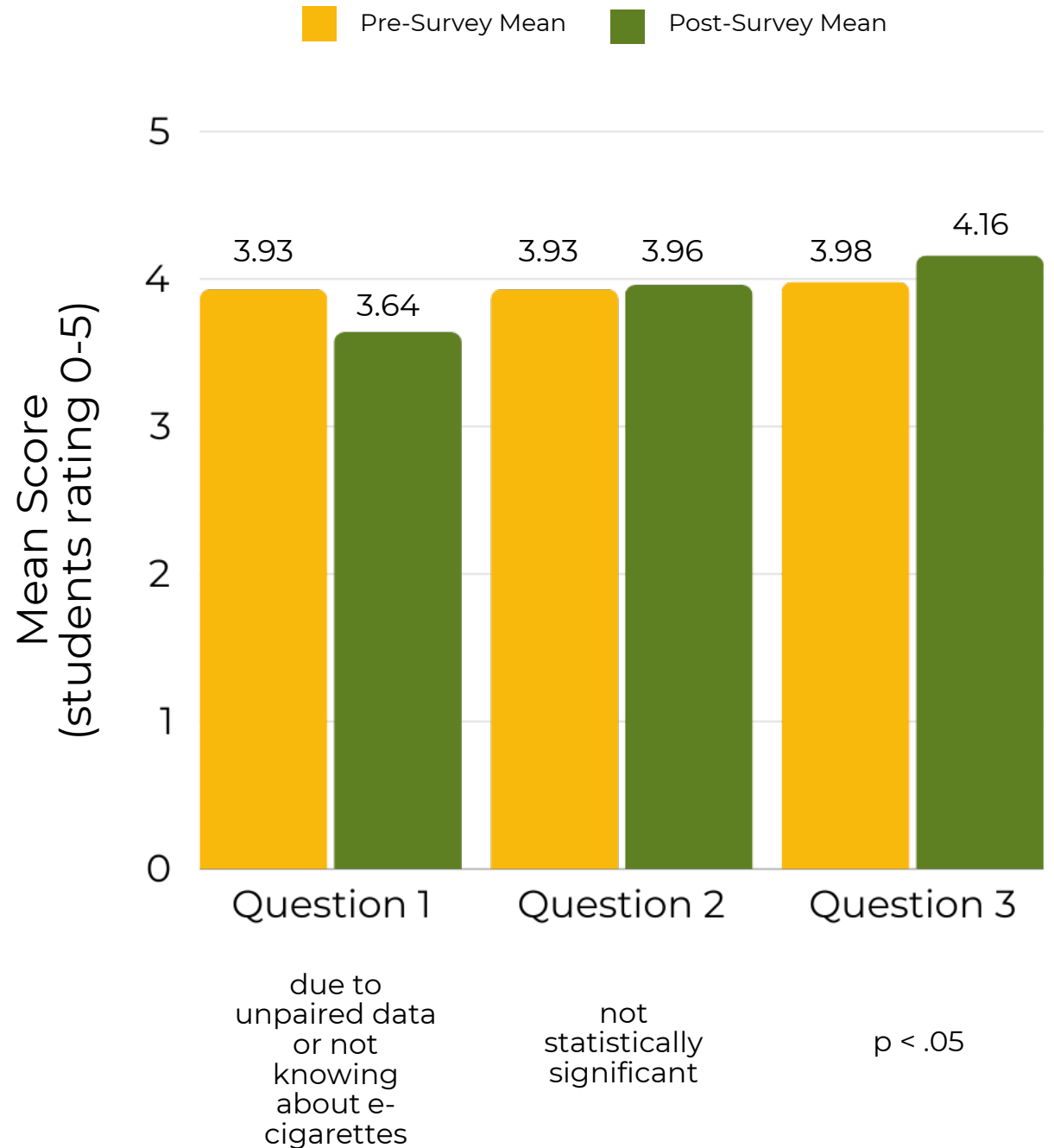
Cessation Results

On a scale of 1-5, students rated the following questions:

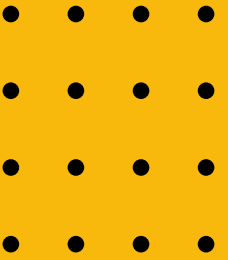
Question 1 - How much do you want to quit vaping nicotine now?

Question 2 - How motivated are you to quit vaping nicotine at this time?

Question 3 - How confident are you that you can avoid vaping nicotine in the next 6 months?



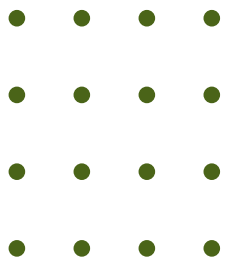
Key Points



A decline in the number of vaping incidents reported in schools

Students were engaged with the content

The 3-lesson model was an appropriate length



Summary of Implications

The preliminary findings indicate that a culturally relevant e-cigarette curriculum developed in collaboration with adolescents and educators from Hawai'i is viewed as feasible and advantageous by educators.

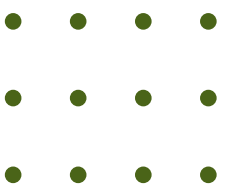
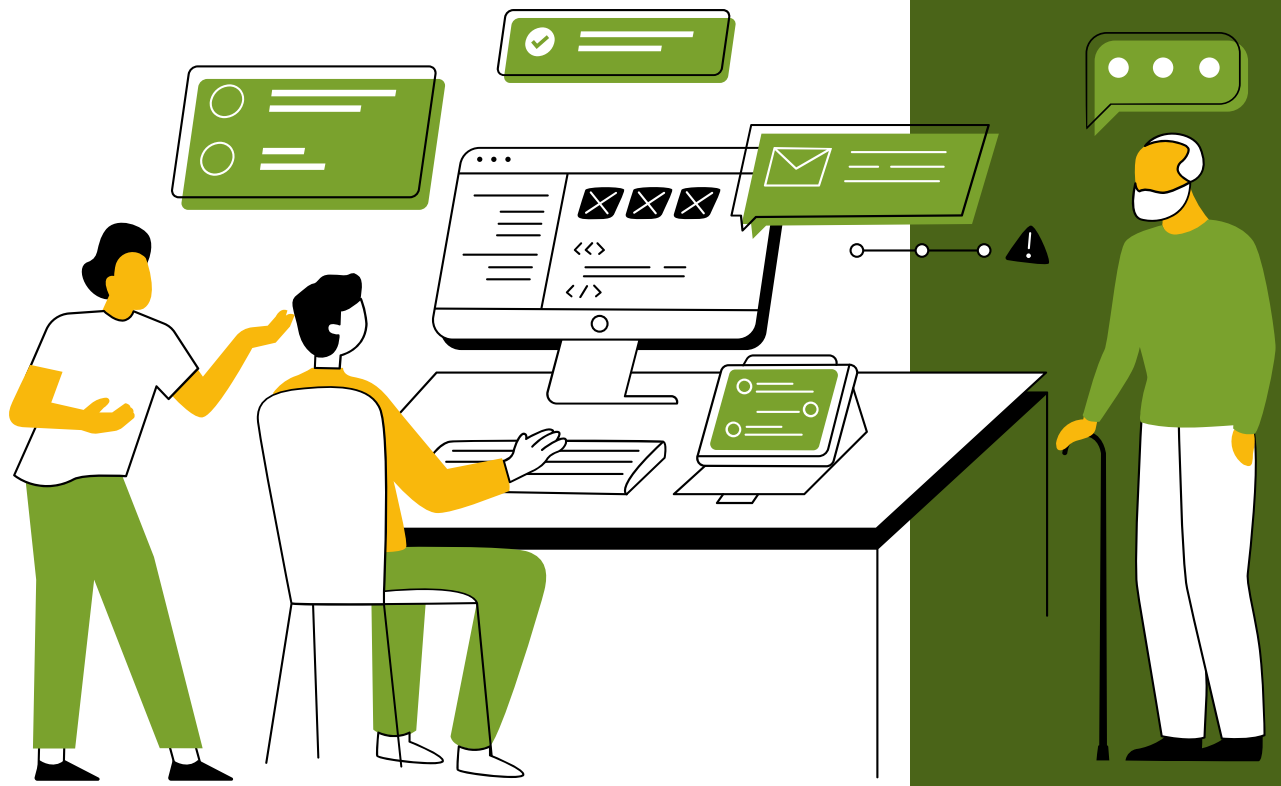
Educators reported strong engagement from the students and believed that the curriculum is reducing e-cigarette use.

Student Pre/Post data shows:

- Students are more confident that they can avoid vaping nicotine in the next 6 months**
- Students' perceptions of addictiveness of e-cigarettes, cigarettes, and marijuana increased significantly**
- Knowledge generally increased with the exception of two measures, which were already fairly high in accuracy**

Mahalo

Q&A





HAWAI'I COMMUNITY FOUNDATION

2025 Budget Tobacco Prevention and Control Trust Fund

Gregg Kishaba, Health & Wellness Director

2025 TPCTF Budget

	2024	2025
State and Community Interventions (includes Youth ESD Prevention Grants, Cessation Grants, Community Education & Advocacy, and Grantee Training & TA)	\$4,075,000	\$4,065,000
Health Communications (Quitline Marketing & Youth ESD Prevention Marketing)	\$2,000,000	\$2,000,000
Cessation Interventions (Hawai'i Tobacco Quitline)	\$450,000	\$495,000
Surveillance & Evaluation (Evaluation of contracts and grants for Cessation, Youth ESD Prevention, and Education/Advocacy)	\$868,000	\$809,500
Administration & Management (includes Research Corporation of Hawaii contract, iMeet platform, NAQC Membership, etc.)	\$148,473	\$143,000
Total	\$7,541,473	\$7,512,500

Mahalo

Q&A