

Hawaii Tobacco Prevention and Control Trust Fund

Health Communications Campaigns 2022

Hawaii State Department of Health
Trust Fund Advisory Board Update

October 4, 2022



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
- My Life My Quit Media Campaign
- 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 and MLMQ Media Campaign Evaluation

HTQL Communications Update

HTQL Communications Strategy

Goals for 2022

- Shift from Priority Population to General Population focus to increase overall enrollment
- Modify the marketing mix
- 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.

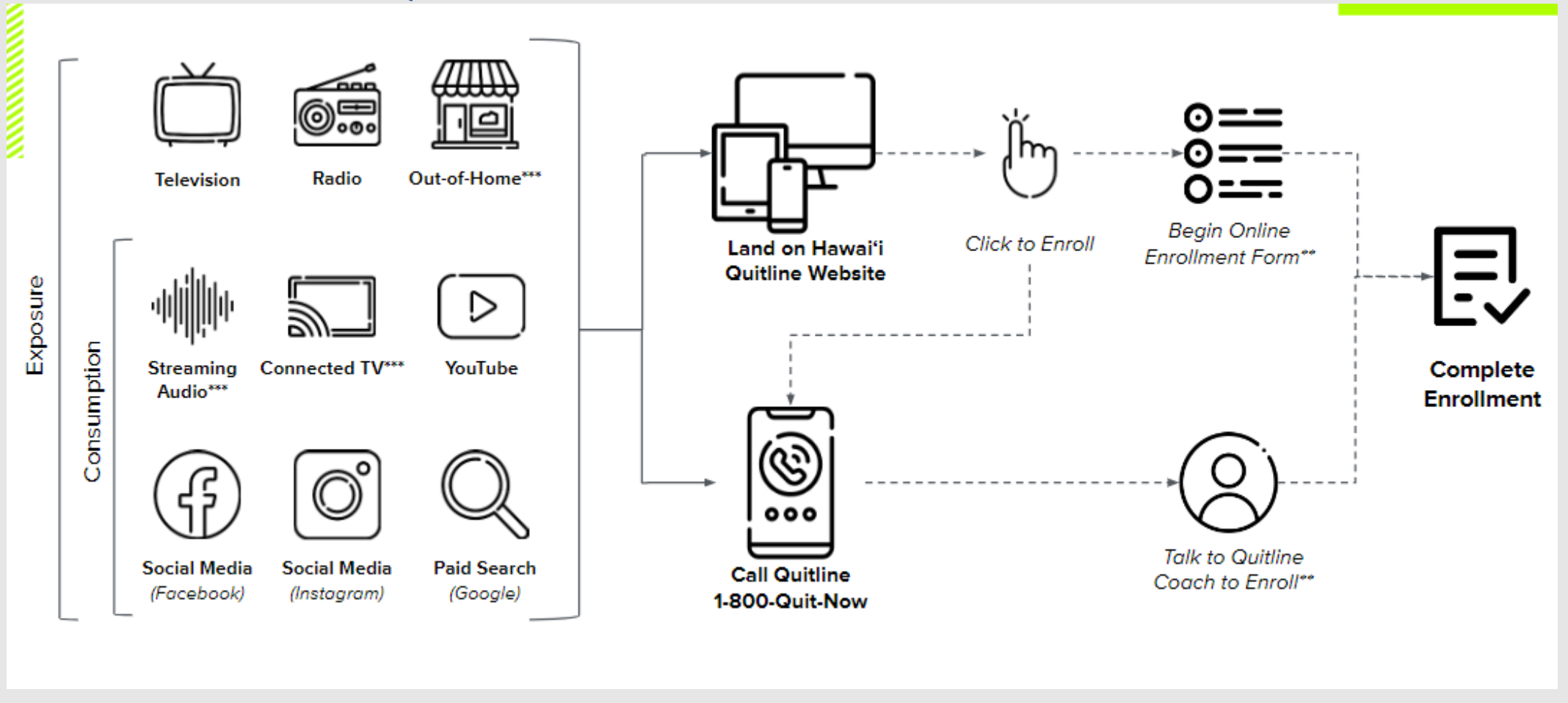
Note, media targeting includes the core audience as well as higher-prevalence populations noted in the annual comms & media plan.

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.

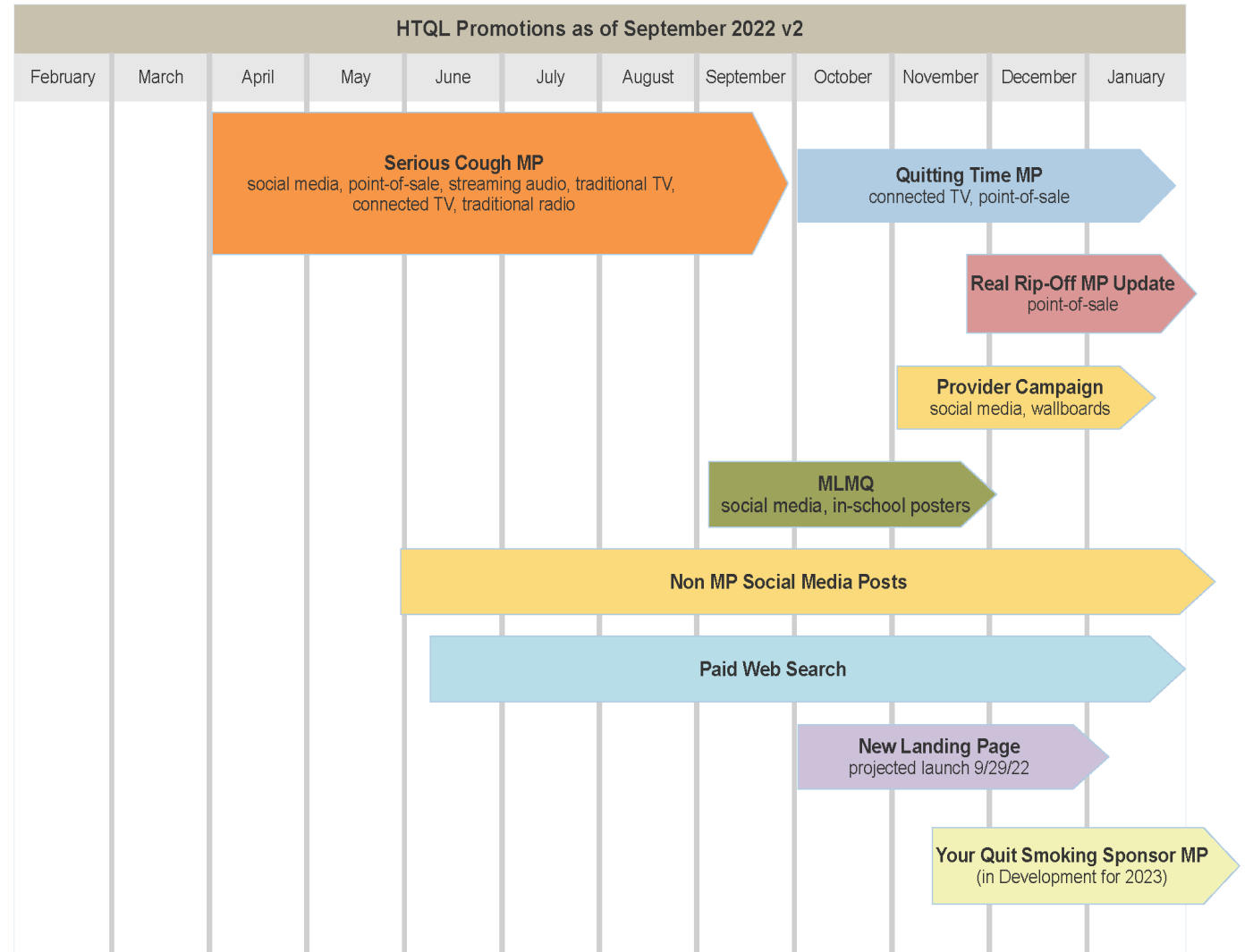
Show them how the quitline can help with a custom plan to remove smoking from their routine.

HTQL Communications Channels

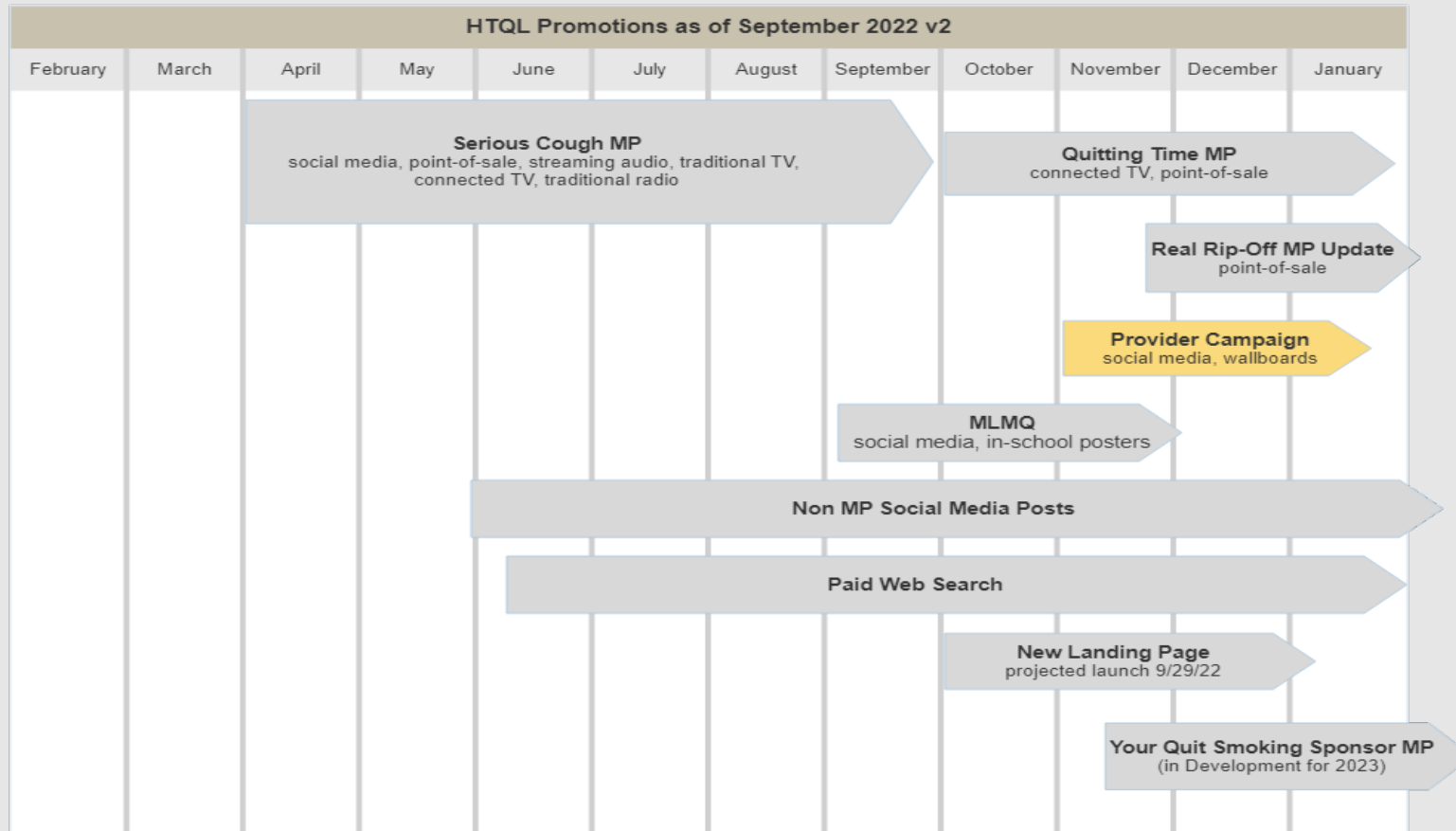


Media Tracks

- Highlights for 2022
- Late start due to contract renegotiations
- Shift to more traditional TV and Radio
- Healthcare Professional Campaign complements the eReferral initiative



Healthcare Professional Campaign



Healthcare Professional Wallboards

HELP YOUR PATIENTS QUIT SMOKING MORE SUCCESSFULLY

SHARE FREE RESOURCES TO QUIT TOBACCO

The Hawai'i Tobacco Quitline offers customized quit support:



Free Nicotine Replacement Therapy (gum, patches, or lozenges)



1:1 coaching from a trained tobacco cessation expert



Special programs for pregnant or postpartum patients or those with behavioral health conditions

Patients are more likely to try to quit from even a brief discussion with a health professional.



PATIENTS CAN ENROLL AT:

HAWAII TOBACCO QUITLINE
1-800 QUIT-NOW

OR [HAWAIIQUITLINE.ORG](https://www.hawaiiquitline.org)

SCAN TO LEARN HOW TO REFER A PATIENT ▶

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



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

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

ENROLL AT:

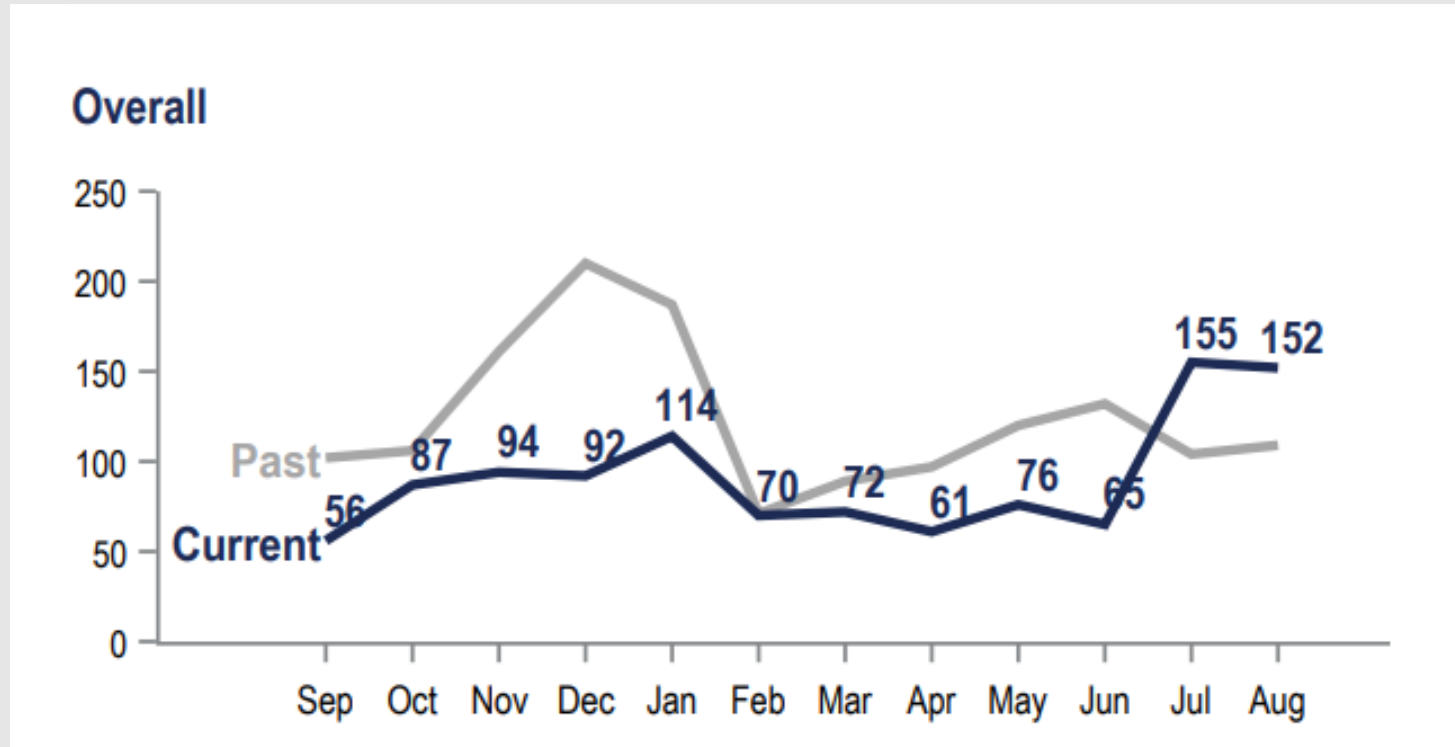
HAWAII TOBACCO QUITLINE

1-800 QUIT-NOW

HawaiiQuitline.org



Increased HTQL Enrollment



Source: Professional Data Analysts (September 2022)



Escape the Vape Communications Update

Strategy

Escape the Vape Hawai'i aims to prevent and reduce teen vaping in Hawai'i by increasing knowledge to correct misperceptions.

AUDIENCE

Hawai'i teens, age 13-18, who are susceptible to start, ever used, or are currently vaping.

INSIGHT

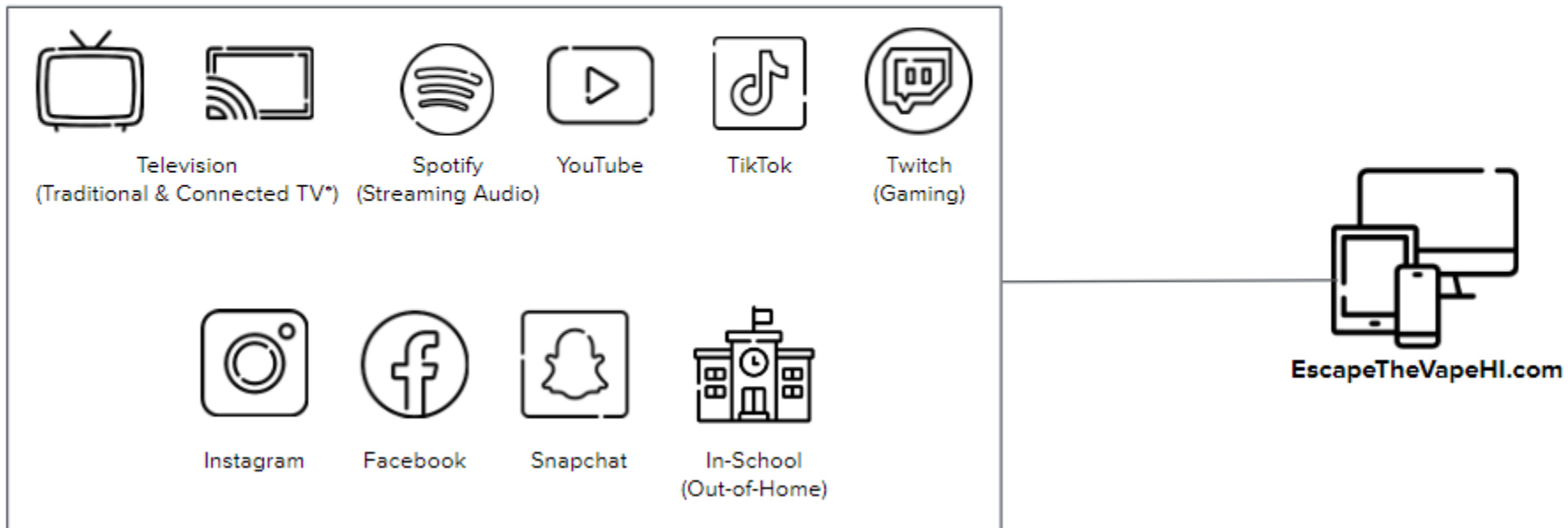
Young people identify the importance of and report experiencing mental health concerns related to stress, anxiety and depression. And teens are recognizing that them / their peers could be vaping nicotine to cope.

MESSAGING & COMMUNICATIONS STRATEGY

Provide unbiased & easy to understand explanation about how nicotine in vapes can affect their mental health, mood and how they feel. Explain what is happening inside the brain now to believe the risks.

ETV Communications Channels

- **A multi-channel approach, delivering prevention messages to counter pro-vaping imagery on channels that feature pro-vape content** (marketing, influencer & peer use). Feeling native for how teens interact on each channel.



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



My Life My Quit Communications Update

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:

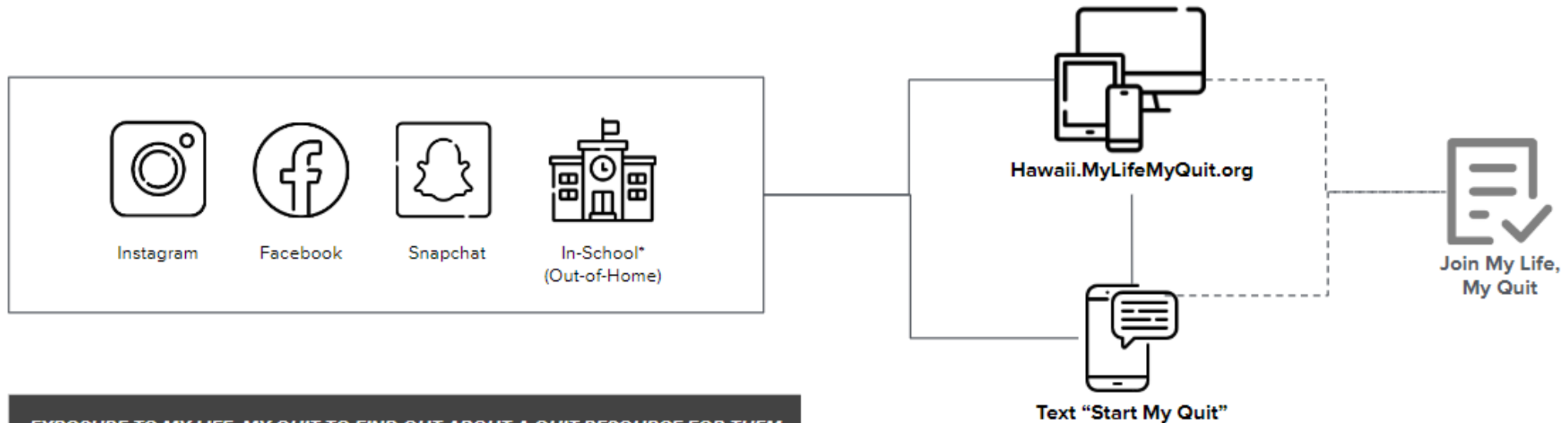
Text **"Start my Quit"** to **36072**

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

MLMQ Communications Channels

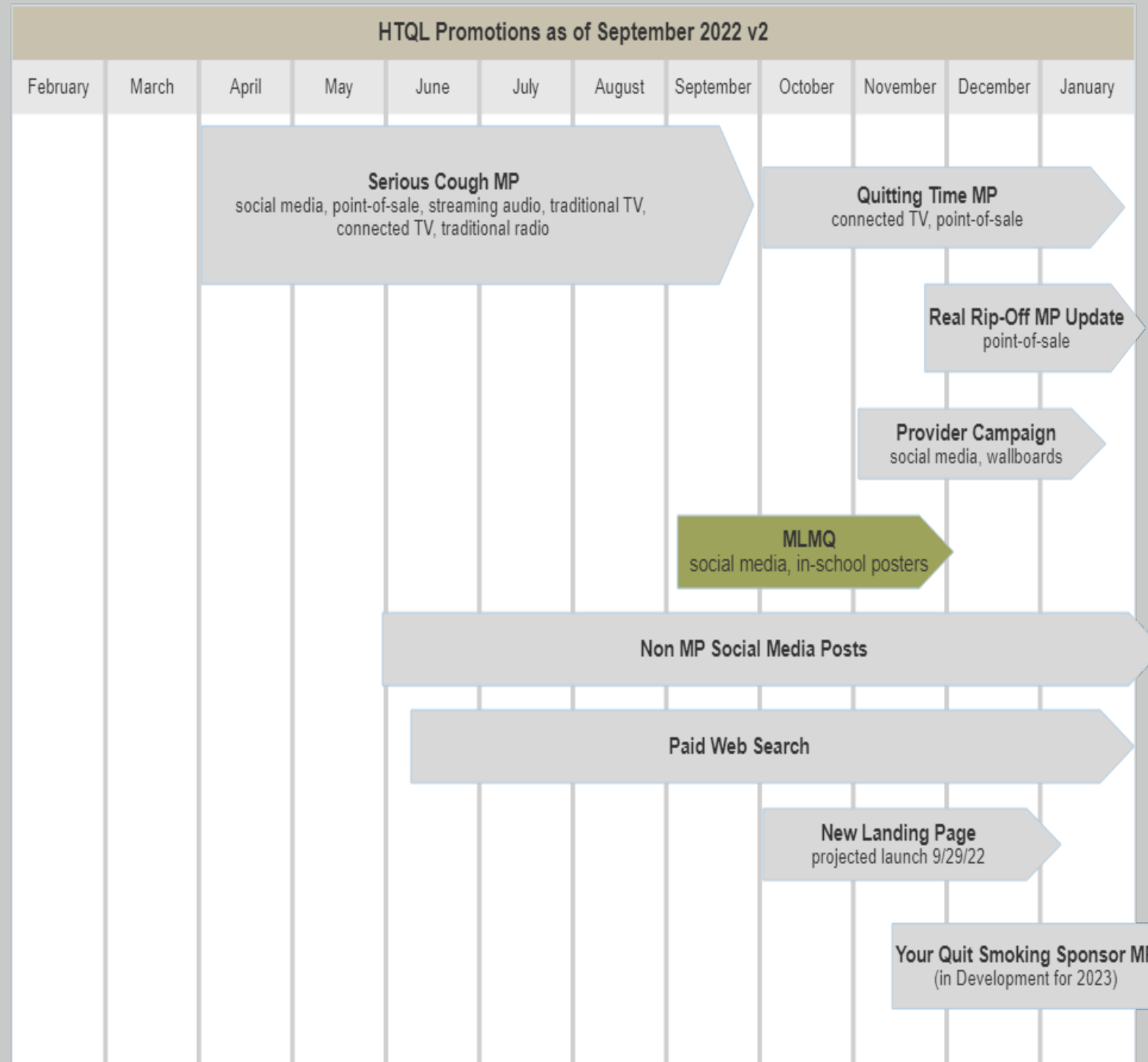
A multi-channel approach, delivering cessation messages to counter pro-vaping imagery on channels that feature pro-vape content (marketing, influencer & peer use). Feeling native for how teens interact on each channel.



EXPOSURE TO MY LIFE, MY QUIT TO FIND OUT ABOUT A QUIT RESOURCE FOR THEM

MLMQ Media Track

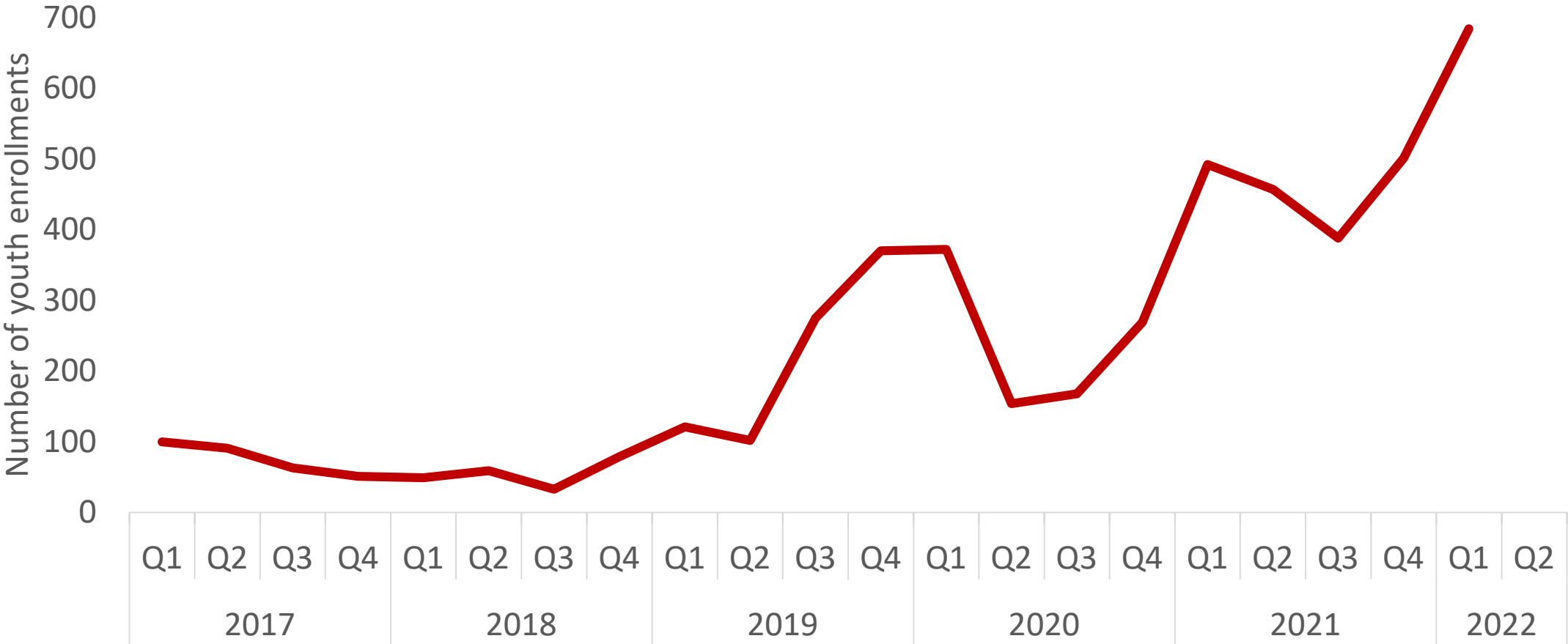
- **Highlights for 2022**
- Test new channels
- In-school posters
- Laying the groundwork to build the brand



MLMQ Strategic Outlook

- 2022 Program
 - Research other state youth cessation initiatives
 - Build partner awareness and linkages
- 2023 Next Steps
 - Separate from HTQL media budget
 - Increase promotional budget to build awareness and develop the brand
 - Build community partnerships

MLMQ National Enrollments



Source: National Jewish Health

Overall Strategic Outlook for 2023

Strategic Communications Summary

Cessation

- Continue the current HTQL Communications Strategy
- Look to fine-tune the current marketing channel mix
- Separate the MLMQ and the HTQL marketing budgets
- Build the MLMQ brand

Youth ESD Prevention Awareness

- Continue the current Communications Plan.

Mahalo

View the “Serious Cough” and “Broken Immunity” Flagship Videos, if time permits