

Tobacco Prevention and Control Advisory Board Meeting

July 14, 2022, 11:00 a.m. to 12:30 p.m.

Remote Meeting and Designated Connected Location 1250 Punchbowl Street, Room 422

Members Present: Sharlene Chun-Lum; Robert Hirokawa; Dr. Hye-Ryeon Lee; Jennifer Ryan; Darrin Sato; Dr. Anthea Wang (Chair)
 Members Absent: Dr. Sheri Daniels, Danette Wong -Tomiyasu
 Dept. of Health: Lola Irvin; Heidi Hansen-Smith; Lila Johnson; Anuheha Amian; Jill Tamashiro; Dennis Kondo
 Dept. of Attorney General: Blair Goto
 Guests (Public): Tom Matsuda, HCF; Tricia Mabellos, HCF; Julian Lipsher, CFTH

Agenda	Discussion	Decision	Outcome
Call to Order	Meeting was called to order at 11:00 by Chair Wang <ul style="list-style-type: none"> • Virtual meeting instructions reviewed • Guests welcomed. • Minutes of 10/29/21 meeting reviewed • Agenda reviewed 	Dr. Hirokawa moved to approve minutes as submitted and Ms. Chun-Lum seconded.	Minutes approved unanimously.
Legislative Summary 2022 Tobacco Prevention Priorities Presenter: Lila Johnson	Questions from the Advisory Board: <ul style="list-style-type: none"> • (Sato) Why did these bills stall? Response: (Irvin) Competing priorities. • How does Hawaii compare to other states? Response: Massachusetts and California have comprehensive laws, and Hawaii keiki don't have protections from flavored tobacco products. • (Lee) Plans for larger and more intensive efforts? Response: Advocates and partners are preparing, and DOH will continue public education campaign. • (Ryan) will there be an opinion poll of elected officials? Response: HIPHI will be conducting after the general election. 		Recommendations from Advisory Board Members: <ul style="list-style-type: none"> • (Sato/Lee/Wang) Increase public awareness of the issue and start early. • (Lee) Consider comparisons with other states and jurisdictions with youth tobacco prevention policies – and how Hawaii is not protecting keiki from vape products.
Hawaii Community Foundation Community Grants Program Presenter:	Community Cessation Grants: <ul style="list-style-type: none"> • Across all counties and islands; new grantee Wahiawa Center for Community Health; merger Bay Clinic and West Hawaii Community Health Center • Eval results, mid-year 3: served 5,644 unique participants 7/2019 to 12/2021, 		

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<p>Tom Matsuda Tricia Mabellos</p>	<p>96% from priority populations. Youth ESD Prevention (YEP) Grants:</p> <ul style="list-style-type: none"> +1.000 students received Stanford Tobacco Prevention Toolkit curriculum Across all counties and islands. <p>Grantee challenges: staffing turnover, and COVID pandemic toll on staff and clients Next steps: Cessation programs planning 1-year extension through 6/30/2024. In-person gathering; YEP new Stanford curriculum being created for Hawaii students. New funding opportunity early 2023. Questions: Challenges from COVID-19? Cessation switched to online format; Youth tired of online but everyone is adapting.</p>		
<p>Hawaii Tobacco Quitline Adult and Youth Cessation Program Presenter: Dennis Kondo</p>	<p>Hawaii Tobacco Quitline includes cessation services, communications and marketing program, and evaluation (for services and communications). Services include Hawaii-based coaches. Challenges: like other states enrollment went down; onboarding new vendor. My Life My is Quit youth cessation program.</p> <p>Questions from Advisory Board:</p> <ul style="list-style-type: none"> (Lee) What is the reach of MLMQ to youth? Need to both reach and motivate youth, difficult. (Irvin) Numbers average below 10 per month, uptake & support has been slow. DOH to increase youth enrollment, engaging DOE and providers. (Hirokawa) HTQL may be entry point into healthcare system. Is there a mechanism to refer them to mental health services, and is there a way to track this? Response: HTQL screens and if someone 		<p>Recommendation from Advisory Board:</p> <ul style="list-style-type: none"> (Lee/Wang) Provide proposal for specific and aggressive marketing of MLMQ for next meeting. (Irvin) HCF/DOH will include in calendar year 2023 budget proposal to the Advisory Board (Lee/Wang) Explore social support strategy for youth cessation engagement with MLMQ. (Hirokawa/Sato) Requested collaboration with community health centers to promote the HTQL and MLMQ. (Hirokawa/Sato) Requested information on bi-directional referral and CHC participation especially for mental health needs. Response: (Kondo) Will take question about bi-directional referral to Trust Fund team for discussion. (Wang) Continue collaboration with DOE to promote MLMQ.

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	<p>refers to mental health needs then there is targeted intervention. Grantees include CHCs with behavioral health protocols.</p> <ul style="list-style-type: none"> • (Sato) Behavioral health clients may need more NRTs. Can marketing and promotion be coordinated with community health centers for high and middle school students to MLMQ – in-house screens available. CHCs make referrals and need bi-directional feedback loop with HTQL. • (Char-Lum) Are you working with Hawaii organizations like H5 and others? Response: Working with HIPHI and creating Hawaii-specific campaigns, and there are effective campaigns from Illinois and UCSF has peer-to-peer social support program that appears promising. 		
<p>Youth Electronic Smoking Devices Prevention Campaign Presenter: Dennis Kondo</p>	<p>Youth campaign components: Escape the Vape (ETV) media campaign and evaluation. Reached 90% of youth, exceeding 50% goal.</p>		
<p>No Quorum</p>	<p>Quorum ended 12:10 p.m. with departure of Advisory Board Member Jennfier Ryan.*</p> <ul style="list-style-type: none"> • (Lee) HCF increase youth cessation interventions. (Mabellos) Programs need to be evidence-based, and there are no evidence-based youth cessation programs except MLMQ. 		<p>(Recommendation after quorum ended)</p> <ul style="list-style-type: none"> • (Chun-Lum) With DOE involvement, consider opportunities for creating vape-free motivators like athletic participation. • (Lee) Consider promising community-based youth cessation programs in next cessation grant round. <p>*Post-quorum discussions will be reviewed during next TPCAB meeting with quorum.</p>

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Request for Public Comment	Chair made request for Public Comment. (Lipsher) Legislature will be changing and good to get to know them.		(Lipsher) Recommended using nationally created ads and tailoring them for Hawaii.
Adjournment	Meeting was adjourned by Chair at 12:23 pm		

Respectfully submitted,

Approved:

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

Dr. Anthea Wang, Chair