

Tobacco Prevention and Control Advisory Board Meeting

October 4, 2022, 11:00 a.m. to 12:00 p.m.

Kinau Hale, Department of Health, 1250 Punchbowl Street, 1st Floor Board Room

Members Present: Sharlene Chun-Lum, Dr. Robert Hirokawa, Darrin Sato, Danette Wong -Tomiyasu, Dr. Anthea Wang (Chair)
 Members Absent: Dr. Sheri Daniels, Dr. Hye-Ryeon Lee; Jennifer Ryan
 Dept. of Health: Lola Irvin, Heidi Hansen-Smith, Lila Johnson, Anuheha Amian, Jill Tamashiro, Anwar Quadri, Daniel de Gracia; Dennis Kondo
 Dept. of Attorney General: Blair Goto
 Guests (Public): Tom Matsuda, HCF; Cynthia Au; Jessica Yamauchi, Peggy Mierzwa

Agenda	Discussion	Decision	Outcome
Call to Order	Meeting was called to order at 11:10 by Chair Wang <ul style="list-style-type: none"> • Guests and Advisory Board members informed that there was not a quorum of members at the start of the meeting. • Advisory Board members may hear presentations but need to withhold discussions and decisions till quorum is met or till a future meeting with quorum. 		Advisory Board members and members of the public asked to refrain from discussions until quorum is achieved. Presentations can proceed for information sharing but discussions and comments are not permitted.
Update on Health Communications Campaign Presenter: Dennis Kondo	<ul style="list-style-type: none"> • Hawaii Tobacco Quitline <ul style="list-style-type: none"> ○ Adult Cessation – media campaign shifted in calendar year (CY2022) from Priority Populations to General Populations to meet goals. Used mixture of traditional and other media mix to reach population. Media tracks had a late start in April based on contract renegotiations. Provider Campaign added to increase provider engagement and referrals. e-Referrals to integrate HTQL with provider for bi-directional referral with healthcare system in discussions. HTQL performance issues are being resolved including new HTQL website landing page for users. • Escape the Vape – Youth Prevention <ul style="list-style-type: none"> ○ ETV communication channels includes 		

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	<p>posters for schools, a new feature to build awareness. Late getting into market, started July and finished end of September, and 2nd campaign entering market.</p> <ul style="list-style-type: none"> ○ Programs successful over 2 years reaching 50% teens, and 90% reached through ETV. ● My Life My Quit – Youth Cessation <ul style="list-style-type: none"> ○ Communications channels has smaller budget with social media, and part of the school posters for schools component. Media track starting September. ○ 2022 researching what other states doing and building Hawaii partner awareness and linkages ○ 2023 recommend separating MLMQ from adult HTQL budget to increase awareness and use for MLMQ ○ 2023 recommend maintaining HTQL promotions 		
<p>Review of Proposed 2023 TPCTF Budget Presenter: Tom Matsuda</p>	<ul style="list-style-type: none"> ● Budget process. HCF Board of Governors meeting is December and presenting to TPCAB prior to BOG ● Budget table has columns for comparing CY2022 and proposed CY2023 budgets. Budget structure is based on Centers for Disease Prevention and Control standard for comprehensive state tobacco prevention program. ● State and Community Intervention is due to adjustments with grantee costs in 2023. Major change is Health Communications increase in budget proposal from \$1.5 mil to \$2 mil to market the MLMQ cessation 		

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	<p>program to youth.</p> <ul style="list-style-type: none"> • Increase in Cessation Interventions reflects increase in e-referral efforts • Evaluation increased to align with MLMQ cessation promotion • Table of current grants and contracts timeline. Youth ESD grants will be ending, and a new prevention curriculum when completed by Stanford will be basis for new prevention grantee RFP. 		
Request for Public Comment	No public comments received due to lack of quorum of TPCAB members.		
Adjournment	Meeting was adjourned by Chair at 11:45 a.m. when presentations were completed. A quorum of members was not reached.		DOH will request a November meeting date with TPCAB for discussion and decisions on information shared on 10-04-22.

Respectfully submitted,

Approved:

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

Dr. Anthea Wang, Chair