



COALITION FOR A
TOBACCO-FREE HAWAII

Strategies for Community Engagement

- 1) How to engage target communities in smoke-free policies. (Asian American, Native Hawaiian and Pacific Islander)
- 2) What challenges and lessons did we learn during the process of instituting smoke-free air policies?
- 3) What about enforcement strategies for smoke-free policies?

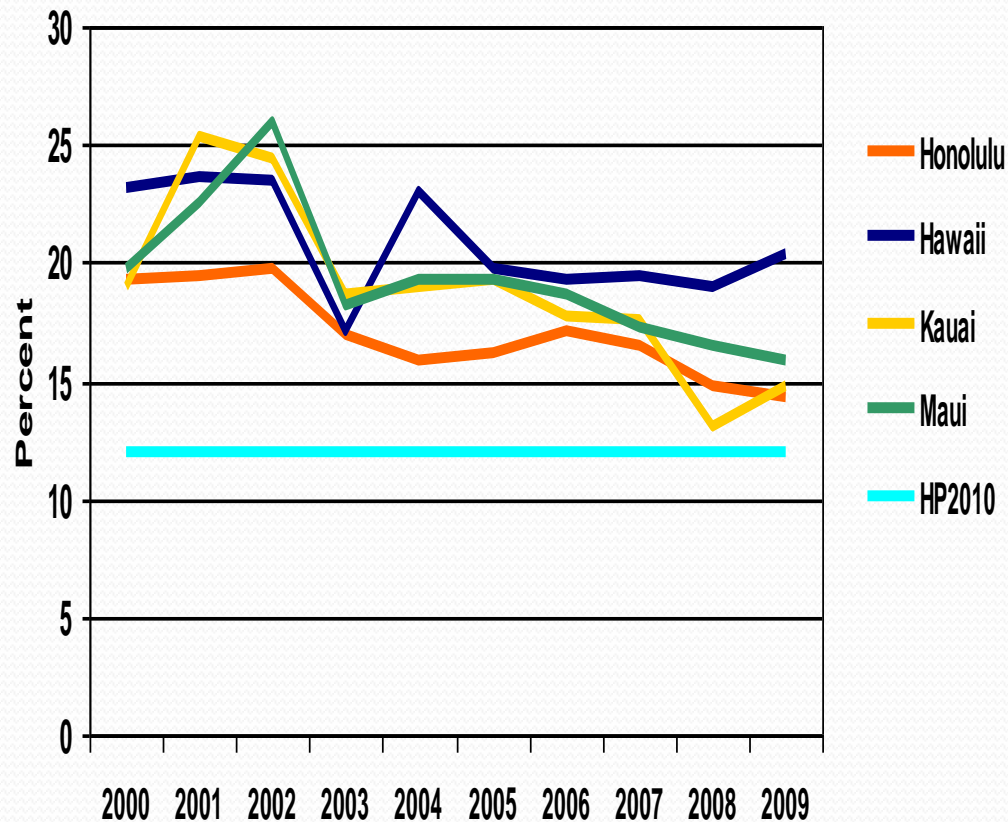
April 26, 2011



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- **Latest US Census: Hawaii** has a population of 1,295,178
- White persons 30.2%
- Black persons 3.2%
- American Indian/Alaska Native 0.6%
- Asian persons 38.8%
- Native Hawaiian/Other Pacific Islander 9.2%
- Persons reporting 2 or more races 18.0%
- Persons of Hispanic/Latino origin, 9.0%
- White persons not Hispanic 25.1%
- Many small rural communities
- Per capita income \$21,525

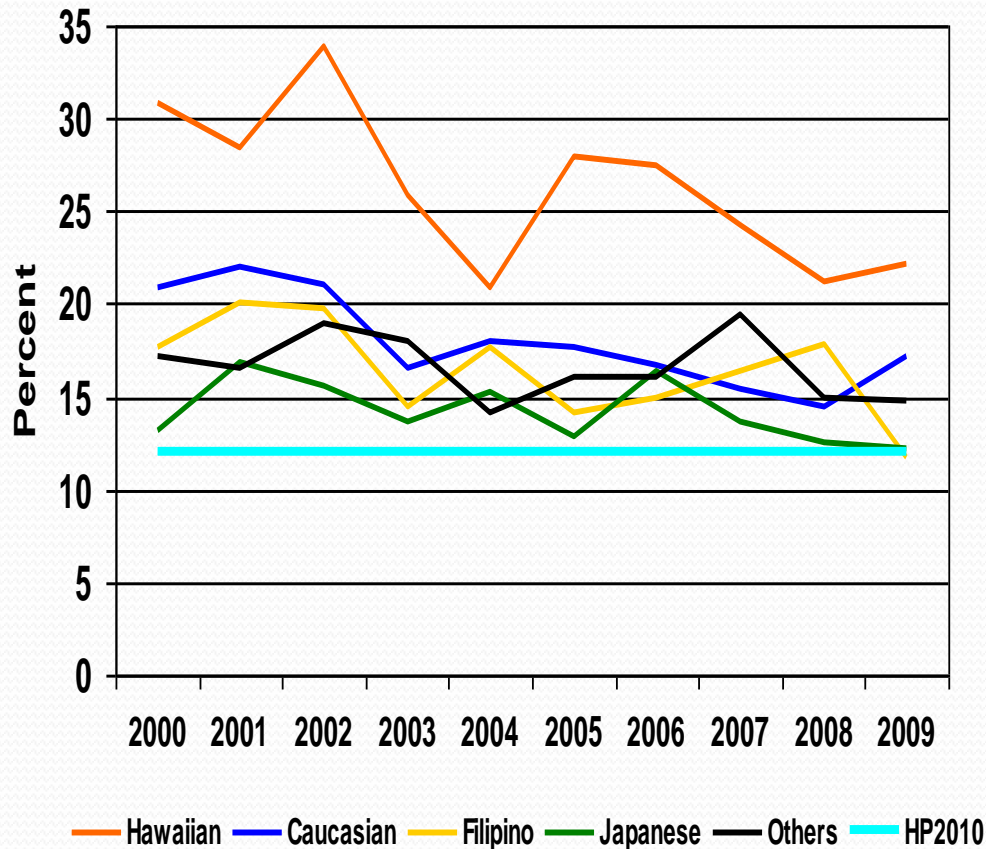
Geographic Disparities



2009 County Prevalence

Hawai'i	20.4%
Maui	15.8%
Kaua'i	14.8%
Honolulu	14.3%
Statewide	15.4%

Ethnic Disparities



2009 Ethnic Prevalence

Hawaiian 22.1%

Caucasian 17.2%

Filipino 11.7%

Japanese 12.2%

Other 14.8%

All Groups 15.4%



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Major goal: reduce Hawaii Co highest smoking rates

- Parks/beaches littered with butts; trade winds/volcano
- Youth and adult leaders spent time cleaning up beaches
- More issues: County Fair filled smoke; asthma rates high
- Strategy: sign-up petitions at every event possible
- Secured County Council member to introduce law



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Engage target communities in smoke-free policies?

- Bring diverse representation to tobacco control efforts, not just racial/ethnic diversity, but political, professional, and skills diversity
- Create alliances of organizations and dedicated volunteers; align our goals; build local/state capacity
- Identify your leaders in the communities you wish to reach/allow them to learn/lead
- Sustain program's goals even if they are small-kind steps
- Work to be a credible coalition that focuses on the community betterment **AND** also supports others



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- Unsupportive County Executive vetoed the passage☹
- We began the drive with help from our state Coalition for Tobacco-free Hawaii members to override the veto!
- On April 22, 2008, seven out of nine members of the Hawaii County Council voted to override former Mayor Kim's veto of Bill 224
- The law made it illegal to use tobacco at County-owned parks, beaches and recreational facilities



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What about enforcement strategies for smoke-free policies?

- Engage the administration leadership early if possible
- Draft framework strategies that can be revised
- Media print and radio to remind people of law
- Educational materials handled out at events
- Engage law enforcement; may/may not be supportive



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What challenges and lessons did we learn during the process of instituting smoke-free air policies?

- Surprised at who will support and who is against it
- Be prepared with a media plan; line-up supporters
- 3 years later lack of official/clear signage at parks/beach facilities informing users and non-compliance penalties
- Paid for the signs to be produced; 4-20-11 start install
- Provided samples of signage used in other communities where similar laws are in place as well as photos
- Enforcement will be an ongoing issue



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Not as simple as passing laws:

- Native Hawaiian, Pacific Islanders, and other Asian populations face multiple risk factors when it comes to tobacco use. Find and grow leaders at all levels!
- Cultural, socioeconomic stressors create significant obstacles to quitting. We may be attacked by the very people we wish to help - rights and freedom issue!
- The process will unfold in the local media; be prepared to counter these with prepared pieces of our own
- Community based, culturally informed, system-wide efforts required to address obstacles. Passing law may be easy part? Negligent if we focus on just that!



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April 22nd, 2009

