



Hawai'i County Tobacco-Control Policies: A New Horizon for Health

Hawai'i County Tobacco-Control Policies

Planning through implementation and the lessons learned

- Tobacco-Free County Parks, Beaches and Recreation Facilities.
- Smoke-Free vehicles when a minor is present.

Tobacco-Free Beaches, Parks, and Recreational Facilities

April 22, 2008:

Hawai'i County is the first in the State to prohibit tobacco-use at ALL Hawai'i County-owned parks, beaches and recreational facilities .



Kids, a Beach and Ghost Crabs

2006: West Hawaii Youth
Fisheries Council &
Hualalai Academy

↑ Cigarette Butts = ↓ Ghost Crabs

Jan. 2007
Designated
Smoke-Free



3-month Campaign

Month 1: January 2008

- Planning and Organizing
Research and Development

Month 2: February 2008

- Bill moves from Committee to 1st Reading
- Organize the troops

Month 3: March 2008

- Bill's final road to becoming LAW



Month One:

Go Slow To Go Fast:

- ♦ Number of Hearings - Slow and Steady Wins the Race
- ♦ Committee on Parks & Recreation
- ♦ Who testified when and what their message would be
- ♦ Respond to opposition
- ♦ When to present signatures
- ♦ Community education & support

The Planning:

Why Smoke-Free Parks & Beaches?

#1: Eliminate secondhand smoke (Class-A Carcinogen), known to cause cancer.

Outdoor tobacco smoke is known to be as toxic as indoor SHS, which negatively affects youth and adults with asthma, emphysema, and heart conditions.



#2: Toxic Unsightly Litter:

Cigarette butts and tobacco packaging are the number one litter problem on our beaches.

- Ingesting cigarette butts is harmful to our children, coastal birds and marine life.
- Toxins from cigarette butts leach in the ground and ocean.



#3: Changing societal acceptance of tobacco use:

Everyday 3,000 youth become newly addicted tobacco users

Youth get mixed messages about tobacco use.

“Do as I say, not as I do.”

RESEARCH: Island-wide?

Sept. 2007: TFBI started its Community Assessment for an island-wide initiative conducted at the County Fair and health fairs.

Answer: **Yes, Island-wide!**



Support from County Council?

**We Needed a
Champion!**

The Good News...

We had a
CHAMPION

J Yoshimoto
Council Member,
Chaired
Committee on
Parks & Recreation
Sponsored Bill



Assessed P&R Director and Council Members



Five out of the
Nine member
County Council
were probable
YES'!

Gathered Troops:

- TFBI Members, Health Experts, Heart, Lung, Cancer
- Youth Groups, Environmental Groups, (i.e. BEACH.org)
- NPAC Hawaii County
- Treatment Specialist, State Coalition
- Collected Signatures
- Personal Stories



Anticipated Opposition & Talking Points:

Secondhand Smoke: Science & health risks, even outdoors.

Toxic Environmental Hazards to marine, wildlife & unsightly litter

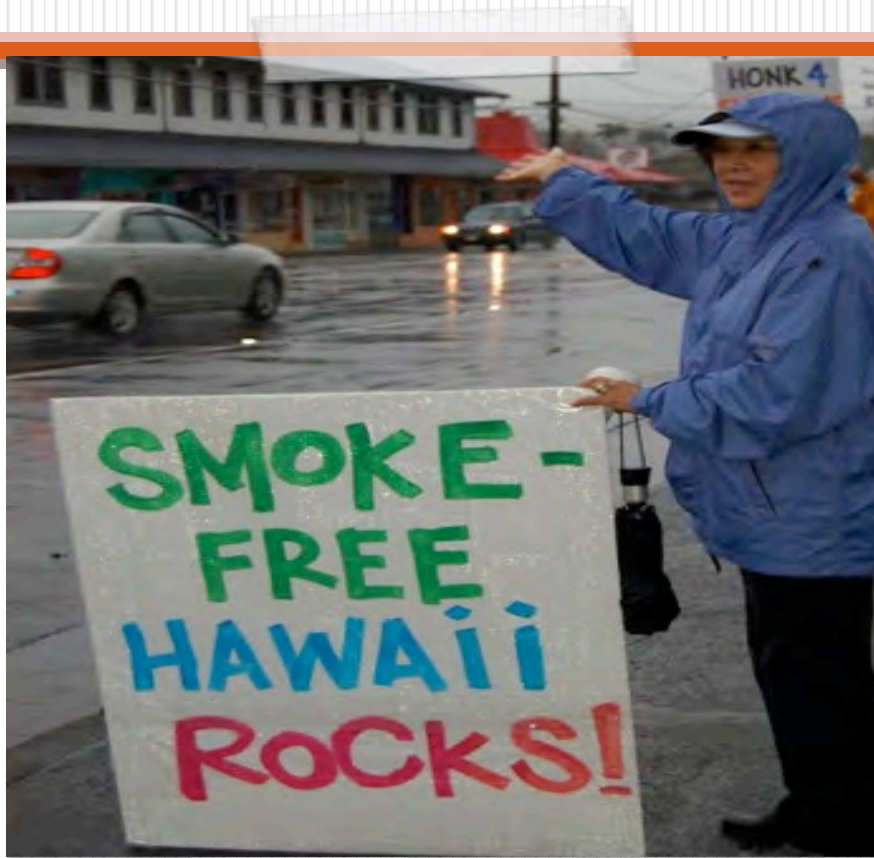
Impact on youth and future generations: changing social norms of tobacco use



There is no right to smoke (ACLU)

MONTH TWO:

Feb. 5, 2008 - Bill 224 is Moving



Building
Community
Support-Hilo
Style!

ACTION STEPS:

Clean the Beach!

The more butts the better!



- Youth & adults collected 1,500 Butts in 40 minute sweep
- Beach cleaned just 4 days prior

And MORE Action Steps:

- Action Alerts
- T-Shirts
- Letters to the Editor
- Classroom Talks
- Information Fliers
- Collecting Signatures



Month Three:

The Final Stretch

- **Bill 224 Passes 2nd Reading**
- **Mayor Vetoes Bill**
- **Council overrides veto and Bill 224 Passes on April 22nd 2008 “Earth Day”**

AND.... Ordinance No.08-56

- Effective immediately
- Use of all tobacco products is prohibited at all County-owned parks and recreational facilities
- Includes parking lots, NO ACCOMMODATIONS
- Violators fined up to \$100 & enforcement by police
- Does not specify minimum signage requirement.

IMPLEMENTATION:

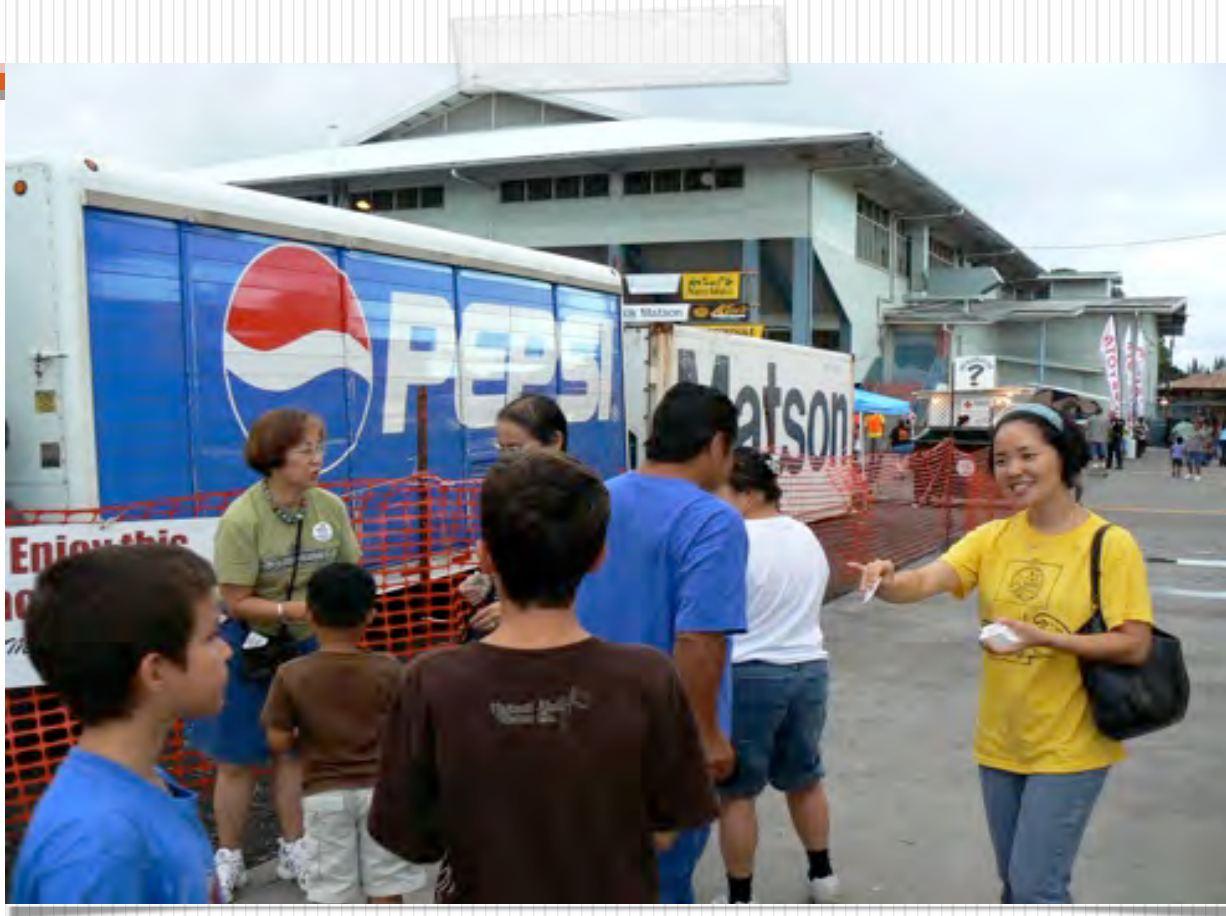
Media

- **Youth Art Contest**
- **Banners**
- **Event Signage**
- **Print/Broadcast Radio Spots**
- **Collateral/Incentives**

Youth Art Contest



Tobacco-Free Hawai`i: County Fair



We Celebrated the One-Year Anniversary

- Beach Clean Up on Earth Day!
- Sign Waving - Of Course
- Mayor's Proclamation

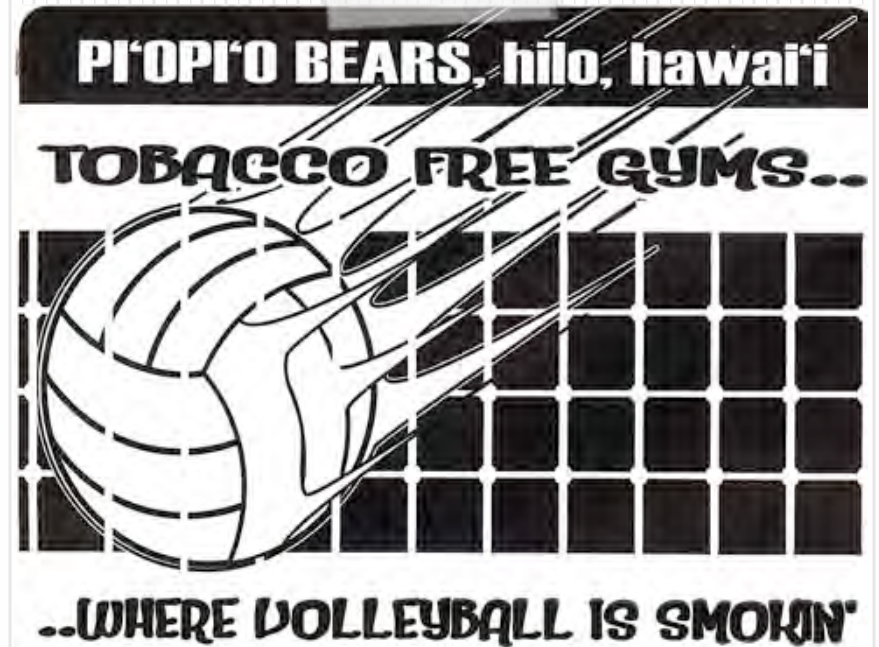


Smoke-Free Walk/Run in the Park



The Community Will Follow:

Girls Volleyball team
takes message of
Tobacco-Free Gyms to
National Volleyball
tournament in Phoenix,
AZ



Lessons Learned:

June 2009 —

Present:

- Official signage, slowly going up



3rd Anniversary : April 2011

- Beach Clean Ups
- Signs are UP?
- Youth Groups still involved

**OUTCOME = Need
partnership with
Parks & Rec Division
& Rural Communities**



2011 Public Opinion survey:

What the community is saying

What is your level of support for the current Hawaii County law for tobacco free public beaches and parks?

Strongly Agree 33,658 52.3%

Moderately Agree 13,377 20.8%

Nearly 75% in agreement!

TF Parks, Beaches, Recreation Center: The Education Continues

- Distribute collateral materials- Bookmarkers
- Art Contest for GYMS- banners in all gyms
- County website, camping permits
- Community involvement-adopt the law
- Building relationships



Smoke-Free Cars:

August 8, 2010:

- Hawai'i County is the first in the State to prohibit smoking in ALL vehicles whenever occupied by a person less than 18 years of age.

The Fast & Furious...

- Introduced by Hawaii County Vice Chair Emily Na'ole
- Moved quickly through introduction, 1st & 2nd reading
- Passed in June 2010
- Signed into law Hawaii County Ordinance No. 10-33 August 2010



Bill 260 Became Law

Hawai'i County prohibits smoking in any motor vehicle whenever occupied by a person less than eighteen years of age:

- Automatic court appearance
- Violation on driving record
- Fines up to \$50.00

Implementation:

MEDIA & Youth

- Partnered with Waiakea High School's marketing program. Seniors to create multiple radio PSA's
- Art Contest
- Created partnership with Hawaii County Police
- Youth driven presentations



1st Anniversary of SF Vehicles

- Island Wide Art Contest with over 200 pieces of artwork from grades K-12
- Awarded at Hawaii County Smoke-Free Fair
- Using artwork in collateral education tools



Building Relationships:

The work continues...



- Work with HPD to educate & enforce law
- Create banners for families to see at schools
- Outreach to all registered vehicle owners

What Worked

- ♦ Strategy
- ♦ Using data and science
- ♦ Personal Testimony
- ♦ Youth Advocates
- ♦ Environmental Group
- ♦ Beach Clean-Ups
- ♦ Visuals: Cigarette Butts
- ♦ Success of SF Beaches



In Hindsight

- ♦ Careful of who to ask for help from - not everyone was in step.
- ♦ Include a 3-month effective date, allow for education.
- ♦ Specific signage requirements
- ♦ Youth athletic Organizations
- ♦ Environmental Organizations
- ♦ Designate Fines to Police Dept.



On the Horizon

- Signs in every county park, beach park, gym, recreation facility & information on Permits
- Community ownership of SF/TF laws
- Other counties adopting TF laws
- Building & strengthening our relationships

Our Island is Not an Ashtray!

Coalition for a Tobacco-Free Hawai`i

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