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| **Title of Innovation in policy and practice presentation** Building a Statewide Tobacco Control Advocacy Infrastructure: Insights from Hawaiʻi  |
| **Setting/problem.** Hawaiʻi is a geographically remote island state of 1.4 million residents. Tobacco is the world’s single-largest preventable cause of death. Comprehensive tobacco control is challenged by tobacco company lobbying. Electronic smoking devices (ESD) demand strong advocacy and knowledge-sharing within and across communities, states, and nations given the pace of technological developments, numerous varieties of flavored e-liquids, and shifting nomenclature (from e-cigarettes to vaping products). Building and sustaining a large-scale advocacy infrastructure over time is critical to address ongoing challenges of tobacco prevention and control.**Intervention.** Hawaiʻistarted formally building statewide tobacco control coalitions in the 1990s, supported by federal funds. Critical to infrastructure success were early strategic choices to build coalitions across all islands, along with a shared vision of a long time horizon to achieve goals; leveraging best practice guidelines and networks; ensuring access to cessation options and current health information; and robust state-wide surveillance and tobacco compliance/enforcement infrastructure.**Outcomes.** Hawaiʻihas achieved comprehensive tobacco control and vanguard policy achievements in taxes, legal age limits, involuntary smoke exposure, and environmental safety. Hawaiʻi was the first US state to raise the minimum age of sale, purchase, and possession of tobacco products (including cigarettes, electronic smoking devices and other tobacco products) to 21 years. Hawaiʻi banned the sale of ESD to minors (2013), added ESD to all clean indoor air laws (2015), and initiated innovative partnerships, including collaborating with the Department of Defense who aligned with “Tobacco 21” to ban sales and possession on Hawaii military bases and commissaries. Comprehensive tobacco control policies contributed to social norm change. Hawaiʻi has seen substantive cost savings and positive health outcomes from these efforts. Smoking prevalence among public high school students dropped by 72% over two decades. Deaths due to heart disease decreased by 34%, stroke by 44%, and lung cancer by 10%. Hawaii is considered the second healthiest state in the nation with the longest lived population.**Implications.** We provide insights on foundational pathways for other large-scale tobacco advocacy efforts at the country, state/province, or municipality/county level. **Preferred presentation format.** Oral or Poster Presentation |