Healthy People 2020: Who’s Leading the Leading Health Indicators?
Leading Health Indicators are:
- Critical health issues that, if addressed appropriately, will dramatically reduce the leading causes of preventable deaths and illnesses
- Linked to specific Healthy People objectives
- Intended to motivate action to improve the health of the entire population

1200 Healthy People objectives

LHIs are a subset of Healthy People objectives
Who’s Leading the Leading Health Indicators?

Featured Speakers:
- **Emmeline Ochiai, JD, MPH** - Public Health Advisor, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services

- **Brian King, PhD, MPH** - Deputy Director for Research Translation, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

- **Lila Johnson, RN, MPH, CHES** - Program Manager, Tobacco Prevention and Education Program, Primary Prevention Branch, Hawaii State Department of Health
Emmeline Ochiai, JD, MPH  
Public Health Advisor,  
Office of Disease Prevention and  
Health Promotion  
U.S. Department of Health and Human Services
Tobacco Use

- Tobacco use is the leading cause of preventable disease, disability, and death in the United States.

- Each year, nearly an estimated half a million Americans die prematurely of cigarette smoking or exposure to secondhand smoke.

- Cigarette smoking causes:
  - Cancer
  - Heart disease and stroke
  - Lung diseases
  - Pregnancy complications
  - Other effects
Tobacco Use

- Each year, the United States spends over $300 billion on smoking related healthcare and lost productivity costs, including nearly $170 billion on medical care to treat smoking-related disease in adults.
- In 2015, about 15 of every 100 U.S. adults aged 18 years or older (15.3%) currently smoked cigarettes.
- Every day, nearly 2,500 youth aged 18 years or younger smoke their first cigarette.
- In 2016, 3.9 million U.S. middle school and high school students reported currently using at least one tobacco product, including smoked, smokeless, and electronic products.
- Quitting smoking lowers your risk for smoking-related diseases and can add years to your life.
Adults who are current cigarette smokers (TU-1.1)

Adolescents who smoked cigarettes in the past 30 days (TU-2.2)
● Disparities in cigarette smoking remain across adult groups:
  ○ Males
  ○ Young adults
  ○ Racial/ethnic minorities (American Indians/Alaska Natives)
  ○ Persons with lower education levels
  ○ Persons living below the poverty level
  ○ Persons living in the South and Midwest
  ○ Lesbian, gay, and bisexual adults
  ○ Persons with a disability/limitation
  ○ Persons with mental illness
Current Cigarette Smoking, Adults 18+ Years, 1965–2015

NOTES: Data are for adults 18+ who have smoked at least 100 cigarettes in their lifetime and currently report smoking every day or some days. Data are age adjusted to the 2000 standard population. Data prior to 1997 are not strictly comparable with data for later years due to the 1997 questionnaire redesign.

SOURCE: National Health Interview Survey (NHIS), CDC/NCHS.

Obj. TU-1.1
Decrease desired
Tobacco Use in Past Month Among Students in Grades 9–12, 1991–2015

### NOTES:
Data are for students in grades 9–12 who used the following tobacco products on 1 or more of the 30 days preceding the survey: cigarettes, cigars (including cigarillos or little cigars) and smokeless tobacco (i.e., chewing tobacco, snuff, or dip). The category ‘Any Tobacco Product’ is limited to the products listed.

**SOURCE:** Youth Risk Behavior Surveillance System (YRBSS), CDC/NCHHSTP.

**Objs. TU-2.1–2.4**
Decrease desired
Cigarette Use in Past Month Among Students in Grades 9–12, 2015

Healthy People 2020 Objective TU-2.2 • National Target = 16.0 percent • National Rate = 10.8 percent

NOTES: Data are for students in grades 9–12 who used cigarettes on 1 or more of the 30 days preceding the survey. National data for the objective are based data from a single year and are the basis for setting the target. National and state data may not be comparable. Data are displayed by a modified Jenks classification for states. For more information see National Center for Health Statistics. Appendix A: Technical Notes. Healthy People 2020 Midcourse Review. Hyattsville, MD. 2016. https://www.cdc.gov/nchs/data/hpdata2020/HP2020MCR-D01-Technical-Notes.pdf

SOURCE: Youth Risk Behavior Surveillance System (YRBSS), CDC/NCHHSTP.

Obj. TU-2.2
Decrease desired
NOTES:  = 95% confidence interval. *2009 Total = HP2020 baseline. Data are for students in grades 9–12 who used cigarettes on 1 or more of the 30 days preceding the survey. American Indian includes Alaska Natives. Native Hawaiian includes other Pacific Islanders. Black and White exclude persons of Hispanic origin. Persons of Hispanic origin may be of any race. Respondents were asked to select one or more races. Data for the single race categories are for persons who reported only one racial group.

SOURCE: Youth Risk Behavior Surveillance System (YRBSS), CDC/NCHHSTP.
An Ounce of Prevention Is Worth a Pound of Cure:

Challenges and Opportunities in Combatting Tobacco Use in the United States

BRIAN A. KING, PHD, MPH
DEPUTY DIRECTOR FOR RESEARCH TRANSLATION OFFICE ON SMOKING AND HEALTH
CDC’s Office on Smoking and Health

The CDC is the lead federal agency for comprehensive tobacco prevention and control efforts

CDC’s Office on Smoking and Health works to:

- **Prevent** initiation of tobacco use among youth and young adults
- **Promote** tobacco use cessation among adults and youth
- **Eliminate** exposure to secondhand smoke
- **Identify** and **eliminate** tobacco-related disparities

CDC’s National Tobacco Control Program (NTCP) was developed to encourage coordinated, national efforts to reduce tobacco-related disease and death. CDC is the only federal agency that provides funding to help support all 50 states, 8 U.S. territories, and the District of Columbia’s comprehensive tobacco control efforts.

**CDC funds:**

- **50** states and DC
- **12** tribal support organizations
- **8** U.S. territories
- **8** national networks representing populations most impacted
Major Conclusion: “The burden of death and disease from tobacco use in the United States is overwhelmingly caused by cigarettes and other combusted tobacco products; rapid elimination of their use will dramatically reduce this burden.”

Since 1964, over 20 million Americans died because of smoking, including:

- 2.5 million nonsmokers
- 108,000 babies
- 86,000 residential fires
- 6.58 million from cancers
- 7.8 million from cardiovascular disease and metabolic diseases
- 3.8 million from pulmonary diseases

If smoking continues at the current rate among youth in this country, 5.6 million of today’s Americans younger than 18 will die early from a smoking-related illness.¹

Nearly 9 out of 10 cigarette smokers first tried smoking by age 18, and 99% first try smoking by age 26.¹³

Each day, about 2,500 kids in the United States try their first cigarette, and another 400 additional kids become new regular, daily smokers.²

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Adults aged ≥18 years who were current smokers—U.S., 1998-2015

Source: National Health Interview Survey (NHIS); Centers for Disease Control and Prevention, National Center for Health Statistics.

Source: Youth Risk Behavior Surveillance System (YRBSS); Centers for Disease Control and Prevention, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention.
Adult per capita cigarette consumption and major smoking-and-health events—U.S., 1900-2015

Sources:
Tobacco Control Works:

“Since the 1964 Surgeon General’s report, comprehensive tobacco control programs and policies have been proven effective for controlling tobacco use. Further gains can be made with the full, forceful, and sustained use of these measures.”

Since 1964 tobacco control:

- Prevented over 8 million early deaths
- Saved 157 million life years

“Tobacco Control Vaccine”

- 100% Smoke-Free Policies
- Tobacco Price Increases
- Cessation Access
- Hard-Hitting Media Campaigns

Source: Centers for Disease Control and Prevention.
The Evolving Tobacco Product Landscape

- Cigarettes
- Cigars, Cigarillos, Little Cigars
- Pipes
- Hookah
- Dissolvables
- Smokeless
- Snus
- Bidis
- Kreteks
- ENDS
The Times Are Changing, and So Must We

Tobacco 21

Smoke-free Multiunit Housing

Tobacco-free College

E-cigarettes

Tobacco-free Pharmacies

e-Referrals

Tobacco-free Sports

Digital Media
260+ Cities & Counties in 18 States

includes 5 with Statewide T21 laws

Summary: Takeaways

1. Tobacco use is the leading cause of preventable disease, disability, and death.
2. Most tobacco use begins during adolescence.
3. Tobacco control has the luxury of over a half century of experience. We know what works.
4. The tobacco product landscape continues to diversify. We must modernize tobacco control strategies to adapt to these changes.
The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
HEALTHY PEOPLE 2020
TOBACCO USE LEADING HEALTH INDICATORS WEBINAR

HAWAII’S TOBACCO 21 LAW

Lila Johnson, RN, MPH, CHES Program Manager
Tobacco Prevention & Education Program Hawaii State Department of Health
Congratulations, Hawaiʻi!

It’s the first state to raise the tobacco sale age to 21.

TobaccoFreeKids.org
TOBACCO PREVENTION & EDUCATION PROGRAM

- The official state government program addressing tobacco control in Hawaii.
- A program in the Hawaii State Department of Health
- It has been funded by CDC since 1994 through the comprehensive National Tobacco Control Program.
- Focus on the four major national program goals:
  - Preventing initiation
  - Promoting quitting
  - Eliminating exposure to secondhand smoke
  - Eliminating tobacco-related disparities

Hawaii State Department of Health
1. Started at the local county level
2. Gathered evidence-based, policy, and legal research
3. Analyzed relevant data (national & local)
4. Generated community involvement/public support
5. Engaged youth/young adults
6. Identified legislative champions
7. Generated media support
SUCCESS AT THE LOCAL LEVEL

Hawaii Island Ordinance
- Passed unanimously November 2013
- Covered all tobacco products, including E-cigarettes
- Included a “grandfather clause” for current 18 yr olds
- Effective July 1, 2014
COMMUNITY SUPPORT

77% approval

An independent opinion poll conducted by SMS in 2014 found that 77% of Hawaii residents would support a law raising the age of sale of tobacco to 21 years.
Raising the tobacco purchasing age of tobacco and electronic smoking devices will:

I think raising the tobacco purchasing age of tobacco and electronic smoking devices is a good idea because it will eventually decrease the amount of young smokers in Hawaii. Less smoking could not only have a positive impact on our people, but also on our environment.

Mahalo for signing the bill,
Predictions:

- Reduce smoking initiation by 25%
- Reduce smoking rate by 12%
- Reduce smoking-related deaths by 10%
- 249,000 fewer premature deaths
- 4.2 million fewer years of life lost
WHAT HAPPENED?

- Legislature passed SB 1030, SD1, HD2 (became Act 122)
- Increased the minimum age for sale, possession, consumption, or purchase of tobacco products or electronic smoking devices to 21.
- Defined “tobacco products” to include electronic smoking devices
WHY E-CIGARETTES?

- Cigarette smoking and traditional tobacco product use had decreased.
- E-cigarette experimentation (from 2011 – 2015):
  - **4-FOLD INCREASE** among high school students (5.0% to 22.2%)
  - **6-FOLD INCREASE** among middle school students (1.9% to 12.2%)
- Rates were higher among Hawai‘i students compared with the US sample.
- Hawaii students were equally likely to have tried new tobacco products as traditional ones.
IMPLEMENTATION AND EVALUATION
MERCHANT EDUCATION

- Retailer Toolkit
  - Letter from Director
  - Copy of law
  - New law flyer
  - Age calculator
  - Legal signage
  - Window Cling
  - Request for materials

- Online Resources
  - Retailer toolkit materials
  - Downloadable signage
  - Request form

http://health.Hawaii.gov/tobacco/retail
ENFORCEMENT
PUBLIC INFORMATION

Change is in the Air

New year brings new laws to better protect your health. You must be 21 years old to buy tobacco products.

Hawaii will soon raise the legal smoking age to 21.

How will the new tobacco laws in Hawaii will lead to a smoke free Hawaii

By Web Staff

Published: December 30, 2015, 8:45 am | Updated: December 31, 2015, 10:59 am

The two laws that will take effect on January 1, 2016, encourage a smoke-free Hawaii by restricting the use of tobacco products.
December 1, 2015

Re: Prohibited Use of Electronic Smoking Devices

Dear Parents/Legal Guardians,

Effective January 1, 2016, any possession and/or use of electronic cigarettes (e-cigarettes) will be considered as a Class C offense under Hawaii Administrative Rules (HAR) Title 8 Chapter 19 Student Misconduct, Discipline, School Searches and Seizures, Reporting Offenses, Police Interviews and Arrests, and Restitution for Vandalism.

Currently, HAR Chapter 19 considers the possession, sale and/or use of e-cigarettes as contraband under Class D offenses.

This change in the enforcement of HAR Title 8 Chapter 19 is pursuant to:

Act 19, Session Laws of Hawaii, 2015 (Hawaii Revised Statutes Chapter 33B,)
- This law expands current statute to include the definition of an “electronic smoking device” and a “tobacco product” and prohibits the use of electronic smoking devices in all areas where smoking is prohibited.

Act 122, Session Laws of Hawaii, 2015 (Hawaii Revised Statutes Chapter 321)
- This law increases the minimum age to purchase tobacco products from 16 to 21, making it unlawful to sell or furnish tobacco products to anyone less than 21 years of age. Act 122 also includes electronic smoking devices in the definition of a tobacco product.

Kindly share and discuss this change in law with your children. Should you have any further questions, please contact your school administrator(s) for assistance.

Thank you for your continued cooperation and efforts to improve the safety and well-being of all students.

Sincerely,

[Signature]
Principal
Tourism

Change is in the Air

New year brings new laws to better protect your family and your health.

Starting January 1, 2018

You must be 21 Years Old to buy tobacco products.

E-Cigarette Use is banned in all indoor areas where smoking is illegal.

Hawaii Tobacco Quitline
1-800 QUIT-NOW

The Sale of Tobacco Products or Electronic Smoking Devices to Persons Under 21 is Prohibited

만 21세 미만에게 담배 제품 또는 전자흡연장치의 판매가 금지됩니다

21歳未満の方へのたばこ及び電子タバコの販売は

法律规定禁止销售任何烟草产品

或电子烟装置给未满21岁人士

ACT 122, effective 01/01/16

Hawaii State Department of Health
MEMORANDUM FOR ASSISTANT SECRETARY OF THE ARMY (MANPOWER & RESERVE AFFAIRS)
ASSISTANT SECRETARY OF THE NAVY (MANPOWER & RESERVE AFFAIRS)
ASSISTANT SECRETARY OF THE AIR FORCE (MANPOWER & RESERVE AFFAIRS)
DIRECTOR, DEFENSE COMMISARY AGENCY

December 28, 2015

Effective January 1, 2016, State of Hawaii law prohibits the sale or furnishing of tobacco products, including electronic smoking devices and smokeless tobacco, to persons under the age of 21 years. The law also prohibits persons under 21 from purchasing or possessing tobacco products.

Although state law generally does not regulate federal activities, as a matter of policy, Defense Resale activities, including Morale, Welfare, and Recreation points of sale, located on places subject to concurrent jurisdiction in the State of Hawaii will not sell or furnish tobacco products, including electronic smoking devices and smokeless tobacco, to persons under the age of 21 years.

Defense Resale activities on areas of exclusive federal jurisdiction, including U.S. Naval vessels, are not required to comply with this minimum age restriction.

This policy is effective on January 1, 2016. For further information about this action, please contact Mr. Michael Kelly, Director, MWB and Resale Policy, Office of the Under Secretary of Defense for Personnel and Readiness, at michael.j.kelly51.civ@mail.mil or 703-588-0645.

Sincerely,

[Signature]

Stephanie Bona
Principal Deputy Assistant Secretary of Defense (Manpower and Reserve Affairs),
Performing the Duties of the Assistant Secretary of Defense (Manpower and Reserve Affairs)

CC: Members, DoD Executive Resale Board
EVALUATION

Hawaii State Department of Health

Logic Model: Implementing and Enforcing Hawaii’s Tobacco 21 Law:

**INPUTS**
- Policy: Tobacco 21 Legislation
- Funding: CDC Funds, Coalition Funds
- Partners: Dept. of Health/TPEP, Coalition for a Tobacco-Free Hawaii
- UNH (Public Health Studies; Campus Police, Student Affairs)
- Dept. of Education (DOE)
- Police/Adjutant

**ACTIVITIES**
- Develop and distribute educational materials
- Educate key audiences: military base commanders, university staff/students, public school teachers & administrators, youth & young adults
- Create enforcement infrastructure: in schools, on campuses, on military bases
- Train enforcement personnel in various capacities
- Create & distribute signage: in schools, in retail establishments, in point of sale locations
- Create & distribute media: promote cessation resources
- Monitor and evaluate: conduct periodic surveillance efforts

**OUTPUTS**
- # audience-tailored fact sheets developed (e.g., military, pros locations) & distributed
- # education/training sessions held by group
- # meetings convened to discuss Tobacco 21 implementation & enforcement (e.g., military, university, campus security)
- # and type of tobacco-related policy revisions/procurement developed and disseminated
- # signage developed and distributed (e.g., schools, retail establishments, point of sale locations, multilingual)
- # calls to Quitline (tobacco, ESDS by age)
- # ads & type of venues (featuring Quitline tag)

**SHORT-TERM OUTCOMES**
- Increased awareness and understanding of law (e.g., general public, tourists)
- Increased awareness of policy-related enforcement issues within state law
- Increased awareness of location-specific policies around tobacco & ESDS use
- Increased awareness of tobacco & ESDS use at universities, schools, military bases
- Increased enforcement

**INTERMEDIATE OUTCOMES**
- Increased favorable public opinion of law (attitudes & beliefs)
- Increased military base policies' consistent with state law
- Decreased tobacco & ESDS use at schools & military bases
- Increased favorable social norms around underage smoking (descriptive, injunctive, subjective)
- Decreased commercial supply of tobacco/nicotine to minors
- Decreased social supply of tobacco/nicotine to minors
- Decreased intentions to start smoking using ESDS
- Decreased intentions to product switch
- Increased quit intentions

**LONG-TERM OUTCOMES**
- Decreased smoking & ESDS use prevalence among minors
- Increased compliance with law
- Increased sustained cessation among minors
- Improved health: decreased tobacco/nicotine exposure among minors, decreased health effects b/c of smoking/ESDS use
- Decreased health disparities (e.g., tobacco/nicotine access, use, and health and social consequences)
- Improved economic return on investment (ROI)
WHAT DO WE KNOW?

- **SHORT TERM OUTCOMES:**
  - Increased awareness and understanding of law
  - Increased awareness of age of sale among retailers
  - Increased enforcement through compliance checks
  - Increased military base policies consistent with state law

- **INTERMEDIATE OUTCOMES:**
  - Increased favorable public opinion of law
  - Increased compliance with new law
  - Decreased tobacco & e-cigarette sales

- **LIMITED DATA:**
  - Adult prevalence dropped to 13.1% (2016 BRFSS)
  - Tobacco Tax revenues decreased 2.4%
BARRIERS AND CHALLENGES

- Perceived government over-reach
- Well organized opposition from tobacco and vape industry
- Military argument
- Possession law
KEY TAKEAWAYS - ISSUES TO CONSIDER

- Current tobacco control laws/preparedness
- Political Climate
- Public Sentiment
- Merchant Preparedness
- Enforcement and Compliance Checks
- Data Collection/Evaluation
- Economic Impact
LESSONS LEARNED

Arguments that worked:

■ 18 is not a magical age

■ With the age of entry to kindergarten being delayed, more 18 years olds are on high school campuses

■ Clerks relate to carding for alcohol sales
WHAT’S NEXT?

COUNTY LEGISLATION
- Smoke-free automobiles with persons under 18 present
  - Honolulu County
  - Maui County

2018 LEGISLATIVE SESSION
- Regulation of E-Cigarettes (Electronic Smoking Devices)
  - Licensure
  - Permitting
  - Taxation
  - Possibly internet sales
“Raising the minimum age as part of our comprehensive tobacco control efforts will help reduce tobacco use among our youth and increase the likelihood that our keiki (children) will grow up to be tobacco-free.”

Governor David Ige
MAHALO

Lila Johnson, RN, MPH, CHES
Hawaii State Department of Health
Tobacco Prevention & Education
Program lila.johnson@doh.hawaii.gov
Progress Review Webinar

Optimizing Birth Outcomes Through Preconception and Interconception Health

Wednesday, October 25, 2017 | 12:30 PM ET

Join us as we review the progress of Healthy People 2020 Family Planning and Maternal, Infant, and Child Health objectives.

Hear how a community–based program is working to improve health outcomes.

To register, visit: www.healthypeople.gov
Online Public Comment

Send Healthy People your written comments on the proposed framework for Healthy People 2030.

Visit www.healthypeople.gov from June 27, 2017 – September 29, 2017
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  - Join the Healthy People 2020 Consortium
  - Share how your organization is working to achieve Healthy People goals

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