

# Mana'o across the Pae'āina

Native Hawaiian Tobacco Stakeholder Roll-up Report



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# Ka Pahuhopu (Goal)

Papa Ola Lōkahi convened virtual Native Hawaiian Tobacco Stakeholder Meetings in late April 2021. These gatherings aimed to engage and capture stakeholders' perspectives about the status, needs and aspirations to address Native Hawaiian tobacco use. In addition, these sessions harnessed the collective wisdom of stakeholders in order to create culturally-appropriate strategies to address the following goals:

- Prevent youth initiation of tobacco use
- Eliminate secondhand smoke exposure, and
- Increase the proportion of youth and adults who quit using tobacco among Native Hawaiians in selected communities.

Toward this end, this roll-up report illustrates the common themes identified across all communities and provides guiding questions and recommendations for groups to consider during implementation.

# Participant Profile

Participants represented a variety of health, government and community-based organizations across non-profit, private and public sectors. The composition of participants affirms a shared kuleana to address tobacco prevention and cessation across the pae'āina.

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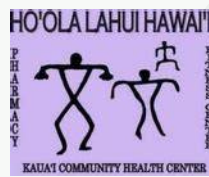
Stakeholder Meetings

25

Organizations

41

Participants



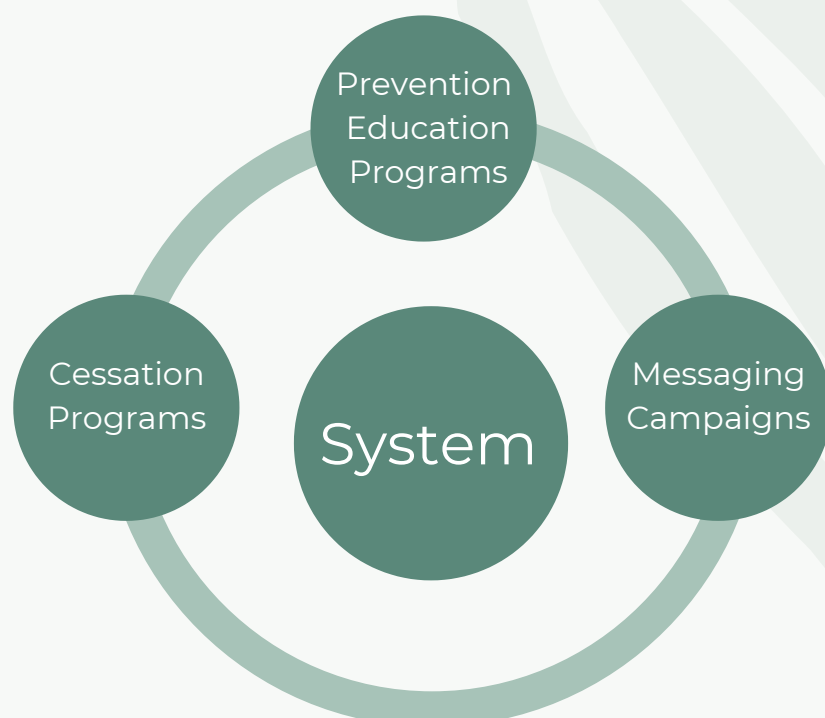


# Identifying and Addressing the Current State

**Youth Vaping** clearly emerged as the top concern across all communities. Participants described the current state as being "out of control." Tobacco and vaping products are highly accessible with retailers and social media platforms willingly selling to minors and parents and other adults/caregivers making purchases for underage youth. The vaping industry has a strong marketing presence via radio ads to attract the youth demographic. Participants reported a widespread lack of knowledge and awareness of the harm caused by vaping. They also identified a lack of vaping cessation programs for Native Hawaiians and an overall need for effective treatment to appropriately address tobacco and vaping use.

## Creating a System of Education and Intervention

To address the concerns of youth vaping, participants collectively identified a multi-pronged approach of education and intervention to change the mindset and behaviors around tobacco and vaping use. The following graphic illustrates the elements included in this comprehensive system.



# Barriers to Native Hawaiian Engagement

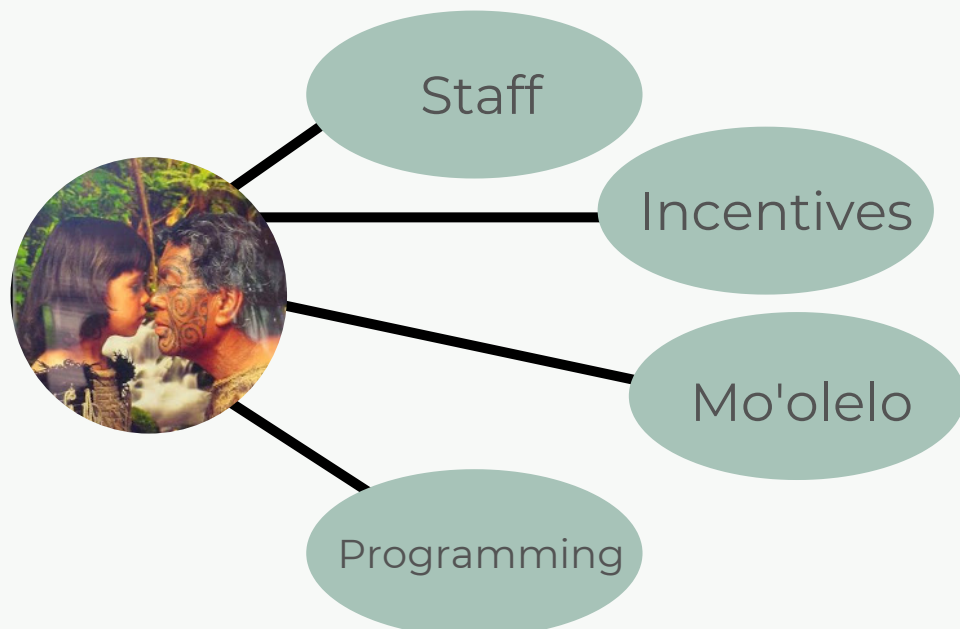
Three sets of themes emerged across all communities to provide insight as to why Native Hawaiians may not engage in tobacco prevention and cessation programs.

- **Historical Trauma and Systemic Racism:** There is a perceived distrust in Western systems which in some contexts may have contributed to dissonance with health and medical providers.
- **Lack of Support Systems:** Native Hawaiians experience a lack of support in the following areas:
  - Lack of resources to engage virtually: no technology, wifi/cell service, electricity, computer, etc.
  - Lack of transportation and geographic distance for rural communities
  - Lack of support from family and friends
- **Environmental and Wellbeing Stressors:** A myriad of social and economic challenges such as substance use, domestic violence, lack of employment, houselessness, etc. create significant barriers for Native Hawaiians to address their tobacco use.

## Approaches to Remove Barriers

For the most part, the approaches to remove barriers were island and community specific. However, a people-centered approach surfaced in a variety of ways to illustrate the importance of putting relationships at the center in order to provide quality care and support. In 'Ōlelo Hawai'i (Hawaiian Language), pilina means relationship, connection. The following are examples of what pilina-centered approaches might look like in action.

- Hiring Tobacco Treatment Specialists that are relatable and engaging;
- "Pay" people to quit tobacco with a "currency" they value (i.e. time off of work, money, food, etc.);
- Share community members' success mo'olelo (stories) about quitting tobacco on social media platforms and via community gatherings;
- Client-Designed Programming: Invite participants to develop the programs themselves to facilitate pride and ownership in the process and outcomes.





# Future-Focused: Leveraging Community Strengths and Creating Hawaiian Culture and Place-Based Approaches

## Communities of Wealth

Stakeholders consistently described their island homes as places where people possess a strong sense of community, grounded in who they are and where they come from. This collectivist culture provides a solid foundation for groups to work effectively together and has built powerful cross-system collaborations. Furthermore, it speaks to the waiwai, the wealth of relationships and connections they have with one another. The graphic below represents the core, the heart, of these communities' strengths, illustrating what we are able to achieve when we holomua, progress, together.



# Creating Hawaiian Culture and Place-Based Approaches to Address Tobacco Prevention and Cessation

Almost all participants (95%) voted that it is important to integrate Native Hawaiian language, culture and traditions into tobacco prevention and cessation programs. It is also relevant to note place-based approaches that were identified as they represent possibilities to build capacity within the communities being served. The following are themes that emerged to create hawaiian culture and place-based approaches to address tobacco prevention and cessation.

- **Kānaka Social Influencers:** Harness the visibility of influential Native Hawaiians to model healthy behaviors and decrease the "attractiveness" of smoking
- **Weaving Perspectives:** Design programs and activities that apply ancestral cultural practices with modern day approaches as a means to promote overall health grounded in Native Hawaiian Identity
  - For example, taking care of the Poli'ahu Heiau in the Wailua River State Park on the island of Kaua'i. This heiau represents the goddess Poliahu's manifestation of cleanliness and aligns to modern day-practices of "clean-living"
- **Homegrown Workforce Development System**
  - Develop/strengthen workforce development systems in health and prevention fields
  - Train community members to do this work. Relationships are already built on trust and pilina
  - Provide professional development training in appropriate cultural practices
  - Build the capacity of the community to achieve sustainability



# Guiding Questions for Implementation

In closing, the mana'o shared across the pae'āina provides rich, thoughtful pathways for how communities might create culturally-appropriate strategies for addressing and reducing Native Hawaiian tobacco use. Here are a set of questions that stakeholders may consider as they build a statewide Native Hawaiian Tobacco Coalition and move toward systemic action and impact.

- Does the design, implementation and evaluation of the strategies and/or program effectively address the following elements?
  - Explicitly and intentionally address and remove barriers for Native Hawaiian engagement?
  - Leverage the strengths of the communities served?
  - Incorporate hawaiian culture and place-based approaches to address tobacco use from an indigenous and/or community-focused lens?

