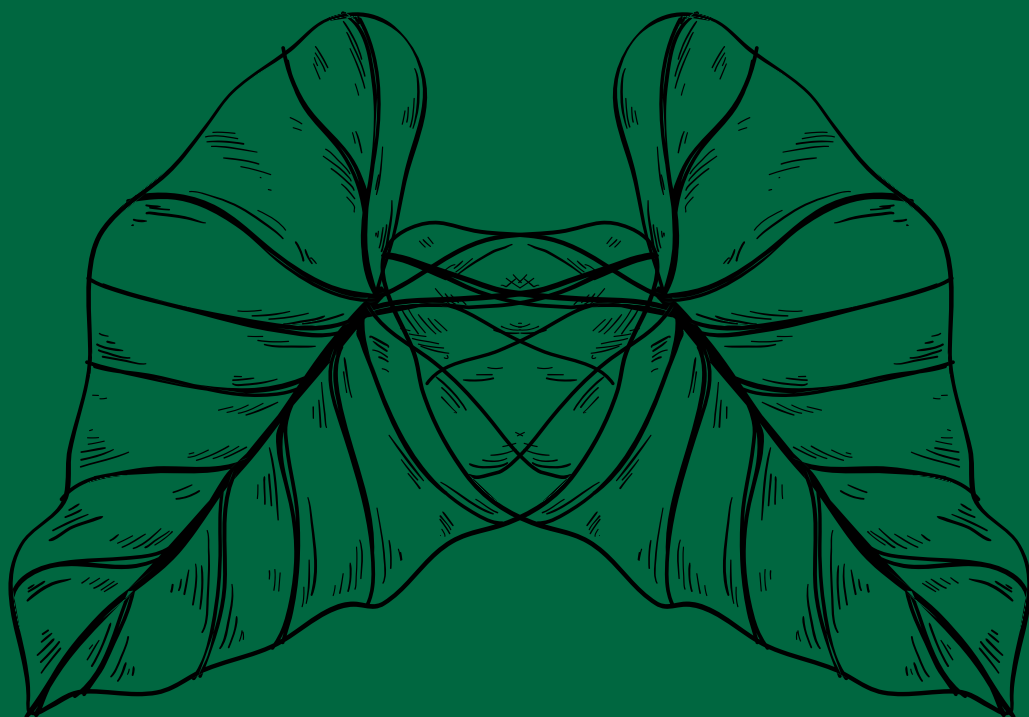




# **TOBACCO CESSATION, PREVENTION & EDUCATION TOOLKIT**



**A CULTURALLY GROUNDED  
APPROACH TO HEALTH EQUITY AND  
TOBACCO CESSATION**



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# PURPOSE AND VISION

This toolkit provides educators, health navigators, and community advocates with culturally grounded tools to prevent tobacco and vape use among youth and families in Hawai'i. Rooted in Hawaiian values of mālama 'āina (land stewardship), pono (righteousness), and ola kino (physical health), it encourages connection to 'āina (land), 'ohana (family), and cultural identity as protective factors against addiction and imbalance.

Developed to uplift 'ike Hawai'i (Hawaiian knowledge) and integrate ancestral wisdom into modern health education, this toolkit offers a culturally aligned approach to both prevention and cessation. It recognizes that while tobacco use continues to cause preventable illness across our pae 'āina (Hawaiian Islands), the pathways to healing for Native Hawaiians must arise from within our own worldview: one grounded in aloha 'āina, lokahi (unity), and pono.

Our collective vision is to bridge traditional knowledge with contemporary health practices, supporting families and communities in addressing not just the symptoms of addiction but the root causes, including disconnection, colonization, and the loss of identity. By reawakening cultural connection and fostering pride in who we are, we strengthen our maui ola, the life essence that sustains health and well-being for generations to come.



# CULTURAL FOUNDATION

## HO'OKUMU I KE KAHUA (LAYING THE FOUNDATION)

In Hawaiian culture, health is understood as a balance between body, mind, spirit, and 'āina. (Possible reference to the Lokahi Triangle) Tobacco prevention is not just about saying no; it's about remembering who we are. By reconnecting to values, language, and community, we strengthen protective factors that guide keiki and 'ohana toward pono and ola.

## CORE VALUES

**Aloha 'Āina - Caring for the 'āina means caring for ourselves**

**Kuleana - Each person has a responsibility to protect the next generation from harmful influences.**

**Mālama 'Ohana - Supporting one another's health and choices strengthens the collective.**

**Pono Choices - Making decisions rooted in harmony, respect, and truth.**



# **GUIDING PROVERB: MAI KA PIKO O KE PO'O**

**Phrase used in healing, blessings,  
and pule (prayer)**

Mai ka piko o ke po'o,  
a ka poli o ka wāwae,  
A la'a ma nā kihi 'ehā o ke kino.  
E Ola!

## **Translation:**

From the crown of the head  
To the soles of the feet  
And the four corners of the body  
Grant me Life! Let me Live!



# CULTURAL CONTEXT:



This proverb is from Tūtū Mary Kawena Pukui's 'Ōlelo Noeau; it is an expression used in prayers of healing. The four corners of the shoulders and hips; between them are all the vital organs. This pule calls upon your personal mana and collective well-being. It acknowledges the interconnectedness of self-love in healing yourself and overcoming obstacles and challenges.

## Guiding Principle

'Umia ka hanu, Ho'okāhi ka umauma ke kīpo'ohiwi i ke kīpo'ohiwi.  
(Pukui, 1983, No. 2876)

## Translation

Hold your breath; let your chests be one, shoulder to shoulder.

## Meaning

Work together in unity, stay focused, and move as one toward a shared purpose.

This proverb teaches that to be patient, don't give up too easily, be of one accord, standing shoulder to shoulder, carrying weight collectively, healing collectively, we as a Lāhui are in this together.

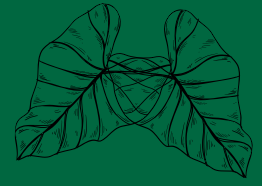
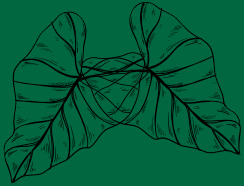
Each person's choices affect the well-being of the whole.

Healing is not isolated; it's shared and interconnected.

Our breath (hā) carries mana, and protecting it is both a personal and communal kuleana.

# **TOBACCO ACTIVITIES**

# 1. TOBACCO ACTIVITIES



## Why Use This

Engages youth in interactive learning, helping them understand the physical, social, and cultural consequences of tobacco use. Activities are designed to spark critical thinking and connect healthy choices to Hawaiian values.

## Benefits

Youth gain hands-on understanding of how tobacco affects health and community.

Encourage peer discussion, reflection, and critical thinking. Reinforce the idea that making pono choices preserves your Maui Ola.

## Guiding Principle

'A'ohe hana nui ke alu 'ia (Pukui, 1983, No. 142).

## Translation

No task is too big when done together.

## Meaning

This proverb emphasizes unity, shared responsibility, and the belief that collective effort makes even the heaviest work manageable



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or visit [polhi.org/tobacco](https://polhi.org/tobacco)



# LETTER TO A LOVED ONE

**Objective:** Demonstrate your concern about the smoking habits of either yourself or other loved ones, while also expressing your support for their health and overall well-being

## **Maintain a Supportive Tone**

- Write the letter with care and empathy, and avoid harmful and judgmental language that may harm the recipient

## **Share Your Knowledge**

- Feel free to include what you have learned about the harms of smoking and vaping
- Present your knowledge with care and concern other than criticism

## **Express How you are Affected**

- Share your personal experiences about how the recipients' smoking or vaping impacts you
- Express your experience using "I" statements, and avoid using a confrontational tone

## **Include Encouragement, Love, and Support**

- Emphasize throughout the letter your love and care for the recipient
- Offer encouragement and express your belief in their ability to make healthier choices

## **Challenge Yourself**

- The purpose of this activity is to write a letter to a loved one with the intention of encouraging them to consider quitting smoking or vaping
- After completing the letter, the participants will be encouraged to deliver their letter to the intended recipient as a gesture of love and support



# *I AM...*

ANSWER THE PROMPTS BELOW COMPLETE YOUR POEM.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**I AM THE DESCENDANT OF** [name of your ancestors or parents]

**I AM FROM THE WATERS OF** [name a water source that is important to you]

**I LOOK TO THE MOUNTAIN OF** [name of a mountain that is important to you]

**I AM** [the smell of your favorite person's cooking]

**I KNOW** [something you know to be true]



Holomua >>



# *I AM...*

**I DREAM** [something you (actually) dream about]

**I BRING WITH ME** [(one) thing(s) you can share with your community]

**I HEAR** [something that brings you joy]

**I TRY TO** [something you try to do]

**I GROUND MYSELF IN THE 'ŌLELO NO'EAU OF:** [insert 'ōlelo no'eau]

**I AM** [your name; however people refer to you]



Pau.

# TOBACCO JEOPARDY

**Objective:** Educate participants about the harmful effects of vaping. Players will compete by answering various questions through varying categories that will further their awareness of tobacco-related topics.

**Group Formation:**

- Divide participants into evenly sized-groups
- Each group will develop a team name

**Designating a Representative:**

- Each round, each group will nominate one participant to select a topic for their question and be the one to answer it
- Each member in each group has to be the representative of their group at least once

**Gameplay:**

- Groups will select a category and point value (e.g., “Marketing for 200” or “Health Data for 500”)
- The host will read the selected question aloud
- The designated participant will have 20 seconds to answer

**Rules for Resources**

- The designated participant must answer independently, without assistance from team members
- If the answer is correct, the group earned the corresponding point value
- If the answer is incorrect, the question becomes available for other groups to “steal” and attempt to answer for the points

**Game Progression:**

- Questions will continue to be selected and answered until all questions on the jeopardy board have been answered

**Winning the Game:**

- The group with the highest total score at the end of the game will be declared the winner



# TOBACCO JEOPARDY: TOPICS AND QUESTIONS

	Marketing
100	True or False - Vaping legions lure NHPI youth to vape with flavors such as Aloha Strawberry Guava
200	Which of the following is NOT a flavor of a brand that targets NHPI youth? <ul style="list-style-type: none"> <li>• Luau Punch</li> <li>• Liliko'i Punch</li> <li>• White Gummy Ice</li> <li>• Coconut Pineapple</li> <li>• Pass-O-Guava</li> </ul>
300	True or False - "We don;t smoke this shit, we just sell it. We reserve the right to smoke for the young, the poor, the Black,, and the stupid."
400	In a 2000 internal tobacco document by Phillip Morris, the company made several bold and misleading statements about the community and trends of tobacco. Which of these did the company say? <ul style="list-style-type: none"> <li>• About their employees: "We cannot have people feeling so bad about our company and what they do."</li> <li>• About creating a wellness program for smokers: "Buy a pack, get a free check-up"</li> <li>• About market trends: "We need to lead the change and manage the decline. It's only depressing if we stay out of sync with what society is telling us."</li> <li>• What are you talking about? They said all of these</li> </ul>



# TOBACCO JEOPARDY: TOPICS AND QUESTIONS

	Health Data
100	<p>Vapes are filled with many harmful chemicals. Which organ does nicotine have an impact on?</p> <ul style="list-style-type: none"> <li>• Akemakani/Lungs</li> <li>• Niho/Teeth</li> <li>• Lolo/Brain</li> <li>• 'Ili/Skin</li> <li>• All of them</li> </ul>
200	<p>Arsenic, which is a carcinogenic chemical that has been found in vapes, is also used in other industrial products. What is NOT used in them?</p> <ul style="list-style-type: none"> <li>• Car batteries</li> <li>• Pool cleaners</li> <li>• Glass making</li> <li>• Wood preservatives</li> </ul>
300	<p>In 2019, 3.6% of (all) students said they currently smoke cigarettes. In the same year, what percent of NHPI students said they currently smoke cigarettes?</p> <ul style="list-style-type: none"> <li>• 1-2%</li> <li>• 2-5%</li> <li>• 6-8%</li> <li>• &gt;9%</li> </ul> <p>What percentage of NHPI high schoolers use e-cigarettes?</p> <ul style="list-style-type: none"> <li>• 10-15%</li> <li>• 16-25%</li> <li>• 26-35% (30.6%)</li> <li>• 36-45%</li> </ul>
400	<p>NHPI students used a certain category of tobacco more than any other ethnic/racial group. What category was it?</p> <ul style="list-style-type: none"> <li>• Commercial combustible cigarettes</li> <li>• Electronic Smoking Devices</li> <li>• Smokeless Tobacco</li> </ul>



# TOBACCO JEOPARDY: TOPICS AND QUESTIONS

	Impacts on the Body
100	True or False - A single JUUL pod contains as much nicotine as 20 regular cigarettes
200	Smoking kills more than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. <ul style="list-style-type: none"><li>• Illegal drugs</li><li>• Alcohol</li><li>• All murders and suicides</li><li>• Car crashes</li><li>• All of the above</li></ul>
300	Youth may turn to vaping to try to deal with stress or anxiety, creating a cycle of nicotine dependence. Bust nicotine addiction can be a source of stress.  Youth e-cigarette and cigarette use have been associated with mental health symptoms such as depression and anxiety.
400	True or False - Because over 1,300 people a day will die from smoking or secondhand smoke, the tobacco industry has stated that "younger adult smokers are the only source of replacement smoker."



# IMPACTS RELAY RACE

**Objective:** Demonstrate to students the detrimental effects of smoking on lung health and breathing patterns

## Setup:

1. Place a marker to indicate a starting point
2. Place either a table or chair 20 feet from the starting point. This will serve as the turnaround point
3. Place six straws on the table or chair. Ensure the straws are replaced each time a new participant tagged into the relay
4. Ensure both regular-sized and boba straws are readily available and prepared for use throughout all rounds of the activity

## Group Formation:

1. Divide participants into even groups, ideally with five members in each group
2. Team members must remain behind the starting point until they are tagged by their teammate

## Gameplay:

- Round 1
  - At the host's signal, the first team member from each team will run to the table or chair to retrieve a regular-sized straw
  - The participant must perform an Oli and inhale exclusively through the straw as needed until the Oli is done
  - Once complete, the participant will run back to the starting point and will tag their next teammate
- Round 2
  - The second player will run to the table or chair to retrieve a new set of regular-sized straws
  - Using only the regular-sized straw to breathe, the participant must Uwehe back to the starting point
  - Once they have returned to the starting point, they will tag their next teammate



# IMPACTS RELAY RACE

**Objective:** Demonstrate to students the detrimental effects of smoking on lung health and breathing patterns

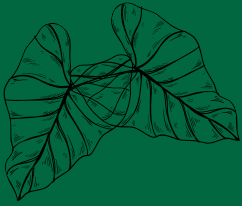
**Gameplay:**

- Round 3
  - The third participant will run to the table or chair to retrieve a boba straw
  - The participant must 'Uwehe back to the starting point, only using the boba straw to breathe through
  - Once complete, the participant will run back to the starting point and will tag their next teammate
- Round 4
  - The fourth player will retrieve a new set of regular-sized straws from the table or chair
  - Using only the straw to breathe through, the participants will Kāholo back to the returning point
  - The next teammate will then be tagged in
- Round 5
  - The newly tagged participant will run to the table or chair to retrieve a regular-sized straw
  - Upon retrieving the straw, the participant must Kāholo to return to the starting point, using the straw exclusively for breathing
  - The participant must tag their first teammate as an acknowledgement of completing their turn
  - The team that completes all the steps the fastest will win the relay



**TOBACCO  
EDUCATIONAL  
MATERIALS**

## 2. MEDICINES THAT HELP YOU QUIT NICOTINE BROCHURE



### Why Use This

Provides clear guidance on FDA-approved options to quit nicotine, empowering users to take control of their health.

### Benefits

Reduces risk of illness, strengthens resilience, and supports cessation success.

Promotes self-efficacy in health management.

Encourages reflection on the connection between body, mind, and spirit in maintaining Maui Ola.

### Guiding Principle

I ka 'ōlelo nō ke ola, i ka 'ōlelo nō ka make. (Pukui, 1983, No. 1191).

### Translation

In speech is life; in speech is death.

### Meaning

This proverb emphasizes the life-giving (and life-taking) power of knowledge, words, and awareness. It supports the point that knowing one's options (for example, cessation or care choices) is an act of pono informed ethical, life-affirming decision-making.



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or visit [polhi.org/tobacco](https://polhi.org/tobacco)



The laua'e fern thrives in various environments from the lava fields to the nāhele (forest) and can withstand the elements of nature from the wela (hot) sun to the torrential ua (rain). Its resiliency symbolizes one's ability to not only conquer addiction such as tobacco use but to be triumphant in living ola kino.

The roots of the laua'e grows deep and are many, this is the connection between you (the fern) and all of those who will kāko'o support you on your journey.

Kai Carvalho  
Hāmākua-Kohala Health Center



## READY TO LIVE PONO?

Start your smoke-free, vape-free journey today.



[www.polhi.org/tobacco](http://www.polhi.org/tobacco)

Mahalo nui to our partners:  
Hāmākua-Kohala Health Center  
Coalition for a Tobacco-Free Hawai'i Island  
Hawai'i Public Health Institute  
Hawai'i State Department of Health

Updated: 05/2024

## MEDICINES TO HELP YOU QUIT SMOKING & VAPING

It's normal to need help quitting cigarettes and vapes. Quit medications and the help of a doctor or a tobacco treatment specialist can double your chances of quitting for good. Learn more about medicines to help you quit nicotine and live pono.



## THERE ARE MANY MEDICINES THAT CAN HELP YOU QUIT

TALK TO YOUR DOCTOR ABOUT WHICH IS RIGHT FOR YOU.

The following medicines are available over the counter at most drugstores, pharmacies, supermarkets, and wholesale retailers such as Costco and Sam's Club. Your health insurance may cover some or all of the cost.

Get **FREE** patches, gum and lozenges by enrolling with the Hawai'i Tobacco Quitline.\*

For all products read the directions carefully, or talk to your pharmacist, or health care provider.

### NICOTINE PATCHES

**Brand Name:** Habitrol, Nicoderm CQ, Nicotrol

**Description:** A patch that sticks to your skin and releases small amounts of nicotine into your body.

### NICOTINE LOZENGE

**Brand Name:** Nicorette

**Description:** Lozenges are like cough drops that must be sucked on until gone. Don't bite, chew or swallow them. **Read directions carefully** because the dosage is reduced over time.

### NICOTINE GUM

**Brand Name:** Nicorette, Nicorette DS, Nicorette various flavors

**Description:** Gum that is chewed, one piece at a time. Be sure to **read the directions carefully** about how to chew and how many can be chewed in a day.

\***Hawai'i Tobacco Quitline**  
**1-800-QUIT-NOW (1-800-784-8669)**

Or visit online at:  
[www.hawaiiquitline.org](http://www.hawaiiquitline.org)

These medications are only available with a prescription from your health care provider.

In some cases your health insurance may cover some or all of the cost.

### PILLS

**Brand Name:** Zyban

**Also Called:** Wellbutrin, Bupropion SR

**Description:** This medication lessens cravings and weight gain while quitting. Doesn't contain nicotine.

**Brand Name:** Chantix

**Also Called:** Varenicline

**Description:** This medication lessens the urge to smoke for most people. Doesn't contain nicotine.

### NICOTINE INHALER

**Brand Name:** Nicotrol IN

**Description:** The Nicotine Inhaler comes in a kit. Ask your health care provider about use.

### NICOTINE NASAL SPRAY

**Brand Name:** Nicotrol NS

**Description:** A solution that is sprayed in the nose.

**Talk to your pharmacist or health care provider about the benefits of using more than one medication at a time.**



# 3. BE PONO, BE YOUR BEST DOOR HANGER

## Why Use This

Motivates youth through culturally relevant messaging and visual cues, promoting pride, self-respect, and healthy choices. This resource serves as a guide to retaining your Maui Ola by making choices that nurture physical, mental, and spiritual well-being.

## Benefits

Reinforces positive behaviors in everyday environments.

Serves as a constant reminder to live pono and honor your Maui Ola.

Encourages youth to connect their health decisions to cultural identity, family, and community.

Supports holistic wellness, helping youth recognize that preserving their Maui Ola strengthens resilience against harmful influences.

## Guiding Principle

He ali'i ka 'āina; he kauwā ke kanaka. (Pukui, 1983, No. 531)

## Interpretation

The land is chief; man is its servant.

## Meaning

By honoring yourself and your life force, you honor the 'āina and community



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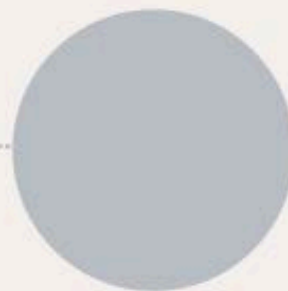




# BE PONO BE YOUR BEST



Papa Ola Lōkahi



## How to Maintain Your Maui Ola!

### 1. Rest & realign

Take a break from work & put down the phone. Connect with 'ohana, 'āina, & do something that makes your spirit happy.



### 2. Eat & be well

Our ancestral & local foods are full of nutrients. Eat a variety of fruits, vegetables, meats, & proteins that is good for you & your body.



### 3. E ho'oikaika kino

Exercise improves brain & sleep health, increases the hormones that make you feel happy, strengthens bones & builds muscle.



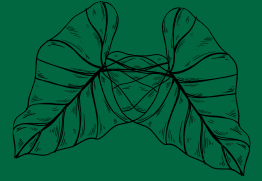
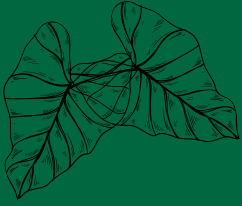
### 4. Live pono

Leave negative habits like smoking & vaping behind & replace it with activities that are better for your maui ola.



Papa Ola Lōkahi

## 4. SMOKING AND VAPING: NOT HAWAIIAN TRADITION DOOR HANGER



### Why Use This

Educates communities that tobacco use is not traditional Hawaiian practice, helping youth understand that cultural identity is incompatible with harmful substances, such as smoking and vaping.

### Benefits

- Promotes pride in heritage while discouraging harmful behaviors.
- Strengthens cultural identity as a protective factor against tobacco and vaping.
- Helps youth see wellness as honoring ancestors (kūpuna) and future generations.

### Guiding Principle

“E mālama i ka na’auao.” (Pukui, 1983, No. 353)

### Translation

Cherish enlightenment; care for wisdom.

### Meaning

Growth of wisdom, inner knowing, and spiritual intelligence; aligns beautifully with choosing health and balanced living.



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or visit [polhi.org/tobacco](http://polhi.org/tobacco)





**'A'OLE  
E PUHI PAKA**

**'A'OLE E PUHI  
PAKA UILA**

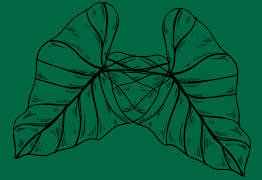
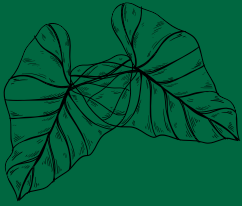


**SMOKING &  
VAPING ARE  
NOT  
HAWAIIAN  
TRADITIONS**



For more info scan the  
QR code above or go to  
[poli.org/POLresources](http://poli.org/POLresources)

## 5. MĀKUA VAPING BROCHURE



### Why Use This

Provides parents/caregivers tools to discuss vaping and tobacco with youth. Fosters open communication grounded in respect and cultural values.

### Benefits

Builds parent confidence to guide youth toward healthy choices.  
Supports family cohesion and strengthens kuleana.  
Encourages intergenerational discussion on wellness and preserving Maui Ola.

### Guiding Principle

‘Ike aku, ‘ike mai, kōkua aku, kōkua mai (Pukui, 1983, No. 1478)

### Translation

“Observe, learn, help and be helped.”

### Meaning

This proverb emphasizes reciprocity, shared learning, and mutual support. In the context of health and family, it highlights how parents guide children to foster cycles of support, wellness, and intergenerational care.



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## 'ŌPIO FACTS IN HAWAI'I

- Native Hawaiian middle schoolers (grades 6-8) use e-cigarettes more than the general middle school population in Hawai'i (15.5% vs. 10.3%)
- One-third of Native Hawaiian high schoolers (grades 9-12) have tried e-cigarettes, which is more than the general high school population in Hawai'i (33.9% vs. 28.8%)
- Most teens and young adults in Hawai'i get vape products from their family and friends
- 8 in 10 youth who use tobacco products started with a flavored product
- Most vape flavors sold in Hawai'i are flavored like fruit, candy, and local juices that target keiki

(Flavors Hook Kids Hawaii, 2023; HIPHI, 2019; YRBS, 2023)



Myth	Fact
Vapes do not contain nicotine	Vapes have nicotine (up to 50mg), a very addictive chemical that can harm brain development
Vapes are better for the environment than cigarettes	When not thrown away properly, vapes leak harmful chemicals like nicotine salts, which can hurt the 'āina, wai, animals and kanaka
Vaping is "healthier" than cigarettes	The e-liquids in vapes have nicotine and other harmful chemicals that can cause health and growth problems

A vaping resource for caregivers of keiki

# 'ĀIOLE PUHIUULA



### MAHALO TO OUR PARTNERS:

Coalition for a Tobacco-Free Hawai'i Island  
Hāmākua-Kohala Health Center  
Hawai'i Island Tobacco-Free Partnership  
Hawai'i Public Health Institute



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## HOW VAPES WORK

- A heating element turns the e-liquid into an aerosol
- The aerosol has very small particles that are inhaled deeply into the lungs
- The aerosol contains nicotine, flavoring, and other chemicals
- E-liquid flavors have diacetyl which is a chemical linked to serious lung disease
- Benzene, which is found in car exhaust, is among the many harmful chemicals found in vapes
- Vape e-liquid can have dangerous metals, like nickel, tin, and lead
- Vapes can look like:
  - Highlighters, pens, toys, earbud case, or as a hoodie drawstring



## SIGNS YOUR KEIKI MAY BE VAPING

- Unknown packages or things bought online
- Sweet or fruity smells
- Changes in mood or behavior
- Being more irritable or restless
- Wanting strong flavors because their taste buds are damaged
- Coughing or trouble breathing
- Drinking more water than usual

## TALKING POINTS

- Vape companies get kids to use their products by making candy and fruit e-liquid flavors and fun designs
- Vaping can cause problems like mood swings, addiction to nicotine, and trouble focusing
- One cigarette has about 20 puffs. Some vapes can have up to 50,000 puffs
- The brain continues to develop until age 25, using nicotine can alter the brain's development
- Often seen as containing hazardous materials, components within vapes make them very difficult to safely dispose of
- Third hand vape - toxic chemicals are left behind on surfaces after vaping and can be inhaled or consumed by those around you (including keiki and pets)



Learn More at  
[polhi.org/tobacco](http://polhi.org/tobacco)

## TALK ABOUT VAPING/SMOKING WITH YOUR KEIKI

### HO'OMĀKAUKAU - BEFORE THE TALK

- Know the facts
- Be patient and ready to listen
- Set a positive example by being tobacco-free

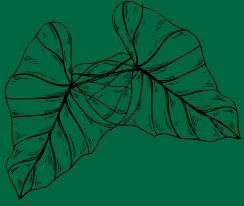
### KŪKĀKŪKĀ - START THE TALK

- Choose the right moment and a private, safe place for the conversation
- Start the conversation with an open mind and try not to get angry or make anyone feel bad
- Appreciate and acknowledge your keiki's feelings
- Ask for support from a tobacco treatment specialist (TTS) or the keiki's doctor

### HO'OMAU - CONTINUE TO TALK

- Keep talking about this and have more than one conversation/talk
- Keiki might feel more comfortable talking about it as time goes by
- Give keiki tools and information to help them learn or stop vaping
- Stay informed about new nicotine products keiki might use

## 6. 'ŌPIO VAPING BROCHURE – 'ŌLELO HAWAI'I



### Why Use This

Culturally and linguistically relevant resource helping youth understand vaping risks, grounded in Hawaiian worldview.

### Benefits

Strengthens Hawaiian language skills and cultural identity.  
Reinforces self-respect and connection to ancestors.  
Promotes informed decision-making to protect Maui Ola.

### Guiding Principle

E ola nō i ka 'āina, e ola nō i ka po'e. (Pukui, 1983, No. 310)

### Translation

“When the land thrives, the people thrive.”

### Meaning

This proverb emphasizes the interconnectedness of the 'āina and the community. Protecting the land, honoring natural resources, and caring for the environment are inseparable from protecting the health and well-being of people.



Scan the QR code to visit our resource page,  
or visit [polhi.org/tobacco](http://polhi.org/tobacco)



## NĀ KEMIKALA MA KĀU PUHI PAKA UILA

'A'ole ia he ehu wai wale nō, nui nā kemikala 'ino loa e pe'e ana ma ke kai puhi paka uila. Eia kekahi o nā kemikala.

Aia ke kēpau i ka pena 'awahia (toxic).

Aia ka 'alakenika i ka iho ka'a.

Ho'ohana 'ia ka benezene i ka hana 'ana i ka 'aila maka (crude oil).

Keleawe Mākolū: Eia nō na'e, 'a'ole ke 'ano he kanaka kaulana.

Formaldehyde: 'Ae, ke kemikala like i ho'ohana pinepine 'ia no ka 'āloa 'ana i nā kino ma nā hale ho'olewa.

## NĀ MEA KŪ'I'O O NĀ 'ŌPIO PUHI PAKA UILA

- 'O'i aku ka ma'alaha o ka he'i 'ia o ka lolo 'ōpio i ka nicotina ma mua o ka lolo makuu.
- Ho'ō'ia ka puhi paka uila e ka 'ōpio kula k'ek'e, he 63.8 pākēneka ka nui.
- Pā 12 ka nui o nā 'ōpio kula waena i ha'i mai no kā lākou puhi paka uila i nā keiki i ha'i mai no kā lākou puhi paka 'ana, i loko nō o ka nicotina ma nā 'ano 'elua.
- Mea mai ka 17% o nā 'ōpio kula k'ek'e Hawai'i, ua ho'ohana lākou i kekahi vape 20 a 'oi manawa i loko o nā lā he 30 i hana akula. Ke ho'ohālike 'ia me kona hoalike Hawai'i 'ole, pēlā ka 10.4 wale nō pākēneka.
- Wahi a 1 o 3 'ōpio, 'o ka loa'a o nā 'ano ma'ono like 'ole kekahi o nā kumu o kā lākou puhi paka uila 'ana.
- Pili ka puhi paka uila 'ana i ka EVALI, kekahi ma'i nui e pau ai ke akemāmā i nā mea ma loko o nā kikaliki uila a me nā mea puhi paka uila.

## MĀKAUKAU E HA'ALELE I KA PUHI PAKA UILA 'ANA? PĒNEI E HANA AI

'A'ole ma'alaha ka ha'alele i ka puhi paka uila 'ana, eia na'e, aia nō ke kōkua! E kele aku i nā toulou ma lalo nei

[pahi.org/tobacco](http://pahi.org/tobacco)  
[www.mylifemyquit.com](http://www.mylifemyquit.com)

*\*\*Data: YTS (2019) and YRBS (2019)*

## E HŌ'OLE I KA PUHI PAKA UILA



## HE KUMUWAIWAI PUHI PAKA UILA NO NĀ HAWAI'I



[www.papaolalokahi.org](http://www.papaolalokahi.org)

Mahalo i nō pakanā  
Coalition for a Tobacco-Free Hawai'i Island  
Hāmōkua-Kohala Health Center  
Hawai'i Island Tobacco-Free Partnership  
Hawai'i Public Health Institute  
Ka 'Umeke Kā'eo Public Charter School

## NĀ HOPENA O KA PUHI PAKA UILA

'O ka nicotina kekahi o nā mea e hiki ke hele a hei loa ma ke ao. Hiki ke pilikia loa kou kino i ka nicotina. Eia kekahi mau mea e hiki ke pilikia i ka puhi paka uila 'ana.

**Akemāmā:** Kunukunu, hānō, pōkole ke aho; inā e puhi i kekahi mau 'ano (flavors)- hiki ke pilikia i ke akemakani kūlina pohāpohā (popcorn lung nō ho'i)

**Ihu:** Hele a malo'o nā ala o ka ihu; he toko maia ka ihu a hiki ke pilikia ka ihu ma nā 'ano 'ē a'e kekahi.



**Lauoho:** Ho'ōpiliā i kahi e ulu ai nā oho, ho'ohā'ule kēia i ka lauoho.

**Lolo:** Pā kou lolo i kēia a hiki ke 'oi aku ka hei i ka lā'au; hiki ke pā i ke a'o, ka ho'opā'ana'au, ka na'au, a me ka hiki ke kīa.

**Maka:** Hiki ke pilikia ka maka ma kekahi mau 'ano a hiki ke hele a hei loa ma ke ao.

**Niho:** 'O nā 'ano (flavor) momona nā mea e hiki ke hō'emī i ka ikaika o ka niho, inā pēlā, e hiki ke loa'a mai nā puka niho a me ka ma'i 'o pale niho.

**Pepeiao:** Hiki ke hō'emī i ke kāhe o ke koko i ka haka mo'oni, a pēlā e hele ai a pilikia ka lohe, hele a kuli.

**Pu'uwal:** 'O'i aku ka papaha o ke kauhōia, ka huki, a me ka ma'i pu'uwal.

**'Ili:** Ho'omākuakua kēia lā'au i ka 'ili, hiki ke ho'omaka e minomino ka 'ili; E mālie loa paha ke kōhi 'ana mai o ka 'ili.

## E HO'OPALEKANA I KOU EA A ME KOU 'ĀINA, MAI PUHI PAKA UILA

E ola no ke kino. E mālama i kou mau akemāmā a me kou kino i hiki iā 'oe ke ho'okō i kou mau kuleana.



I mea ka lolo e ho'omana'o a ho'oma'ama' ai i nā loina Hawai'i.



I mea ka pepeiao a me ka maka e a'o mai ke kumu hula.



'O nā maka kekahi mea e pono ai 'oe i mea e 'ike ai ma hea 'oe i kēia manawa, a e 'ike ma hea 'oe e hele ana ma kou ola.



'O kou manawa iho nō ka mea e pono ai i ka mana'o pono no kāu mea'ai



I mea ka pepeiao e 'ō 'ia 'ia 'ole ai kou papa ke he'enalu 'oe.

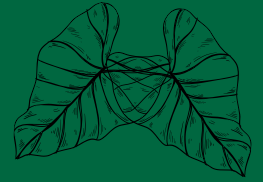


I mea ke aho o ke akemāmā e lu'u hohonu ai i 'a.



I mea ka 'ili maika'i e mālama ai i ka lo'i a iā 'oe iho.

## 7. 'ŌPIO VAPING BROCHURE – ENGLISH



### Why Use This

Complements the Hawaiian version, ensuring all youth and community members understand vaping risks.

### Benefits

Promotes awareness and informed choices.

Encourages personal responsibility in protecting Maui Ola.

Reinforces the same cultural and health messages in a language accessible to more learners.

### Guiding Principle

'A'ohe mea nui ke alu 'ia. (Pukui, 1983, No. 142)

### Translations

No task is too big when done together.

### Meaning

This proverb emphasizes the power of collective effort and cooperation. In the context of tobacco cessation, it highlights how working together strengthens youth decision-making, promotes shared responsibility, and fosters a supportive environment for growth and wellness.



Scan the QR code to visit our resource page,  
or visit [polhi.org/tobacco](https://polhi.org/tobacco)



## CHEMICALS IN YOUR VAPE

It's not just water vapors, there's some serious chemicals hidden in vaping liquid. Here are just a few, and it's gross other uses.



Lead, which can be found in toxic paint.



Arsenic, which is also used in car batteries.



Benzene, which is also used in crude oil (a.k.a. gasoline).



Heavy Metals: And no, not the rockstar kind.



Formaldehyde: yes, the same chemical that's commonly used to preserve bodies in mortuaries.

## FACTS ABOUT KĀNAKA 'ŌPIO AND VAPING

- 'Ōpio (youth) brains are more likely to be addicted to nicotine than adult brains.
- 6 out of 10 (63.8%) of Kanaka high schoolers have tried vaping.
- Kanaka middle schoolers report vaping 12 times more than they report smoking combustible cigarettes, even though both contain nicotine.
- 17% of Kanaka high schoolers reported using a vape product 20+ days in the last 30 days, compared to only 10.4% of the general youth population in Hawai'i.
- 1 in 3 Kanaka 'ōpio stated the availability of flavors is the reason they use vape products.
- Vaping is associated with EVALI, a serious medical condition in which a person's lungs become damaged from substances contained in e-cigarettes and vaping products.

## READY TO STOP VAPING? HERE'S HOW!

Deciding to stop vaping isn't always easy, but we're here to help! These links will start you on your journey:

[polhi.org/tobacco](http://polhi.org/tobacco)  
[www.mylfemyquit.com](http://www.mylfemyquit.com)

*\*\*Data: YTS (2019) and YRBS (2019)*

SAYING 'A'OLE TO VAPING



## A VAPING RESOURCE FOR NATIVE HAWAIIAN YOUTH



[www.papaolalokahi.org](http://www.papaolalokahi.org)

Mahalo to our partners:

Coalition for a Tobacco-Free Hawai'i Island  
Hāmākua-Kohala Health Center  
Hawai'i Island Tobacco-Free Partnership  
Hawai'i Public Health Institute

## VAPING'S IMPACT ON YOUR KINO

Nicotine is one of the most addictive substances in the world! It's impact on your body can cause some serious damage. Here are just some ways vaping can harm your kino (body).

**Akemakani/Lungs:** Coughing, wheezing, shortness of breath; some flavors linked to popcorn lung.

**Ihu/Nose:** Dries out nasal passages; can cause nose bleeds and sinus infections.

**Lauoho/Hair:** Harms hair follicles; can cause hair to fall out.

**Lolo/Brain:** Alters your brain and increases risk for addiction; can affect learning, memory, mood & attention.

**Maka/Eyes:** Can lead to eye conditions that can cause permanent eye damage.

**Niho/Teeth:** Sweet flavors common in vapes can weaken tooth enamel, which can lead to cavities; may contribute to gum disease.

**Pepeiao/Ears:** Can limit blood flow to inner ears, causing harm to hearing.

**Pu'uwai/Heart:** Increases risk of heart attack, stroke and heart disease.

**'Ili/Skin:** Ages skin causing premature wrinkling; can also cause skin and wounds to heal more slowly.



## PROTECT YOUR EA AND YOUR 'ĀINA, MAI PUHI PAKA

E ola no ke kino. Protect your body and your lungs so you can kō your kuleana.



You'll need your lolo to remember and practice your protocols.



You'll need your pepeiao and maka to learn from your kumu hula.

You'll need your maka to see where you are, and where you're going.



You'll need your pu'uwai to put your good intentions into the mea 'ai.



You'll need your pepeiao to balance on those waves.

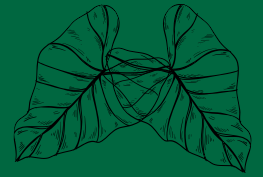
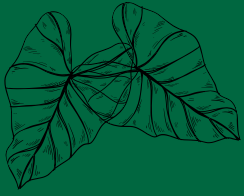


You'll need your akemakani to hold your breath to dive deep for those 'a.



You'll need healthy 'ilī to keep you and the lo'i safe.

# 8. MANA'O ACROSS THE PAE 'ĀINA ROLLUP REPORT



## Why Use This

Captures perspectives from communities across Hawai'i on youth vaping and prevention strategies.

## Benefits

Provides evidence and guidance for culturally grounded programming.

Ensure community voices are central to intervention design. Helps planners create strategies that honor Hawaiian identity and promote wellness.

## Guiding Principle

E kūlia i ka nu'u . (Pukui, 1983, No. 391)

## Translation

Strive for the summit.



## Meaning

This proverb encourages perseverance, excellence, and aiming for the highest standards. In the context of community programs, it reminds us that using shared knowledge, guidance, and collaboration ensures initiatives reach their fullest potential and benefit the community most effectively.



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or visit [polhi.org/tobacco](https://polhi.org/tobacco)





# Mana'o across the Pae'āina

Native Hawaiian Tobacco Stakeholder Roll-up Report

**The Mana'o Across the Pae'āina report (Island/Statewide Listening Tour Report) shared the findings of various Native Hawaiian stakeholder meetings that took place to gather what community members and partners are seeing and feeling about tobacco and vaping among Native Hawaiians. Participants shared strong concerns about how easy it is for youth to get vaping products and how little support there is to help them quit.**

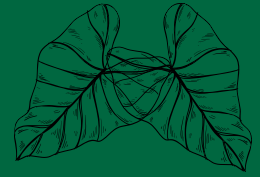
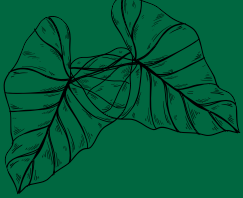
**The report underscores the importance of using Hawaiian culture, relationships, and community strengths to guide solutions. It ends with questions to help groups create programs that remove barriers, honor who we are as Kānaka, and support healthier futures together.**



**Scan QR code to  
read report:**



## 9. HARD FACTS: YOUTH VAPING POSTER



### Why Use This

Visually communicates key statistics and health risks of vaping to youth, families, and the broader community.

### Benefits

Raises awareness and sparks conversation about tobacco-related harm.

Encourage protective behaviors and informed decision-making.

Reinforces holistic health and the preservation of Maui Ola.

### Guiding Principle

Ola i ka wai, ola i ka 'āina, ola i ka pono. (Pukui, 1983, No. 264)

### Translation

Life thrives in water, 'āina, and righteousness.

### Meaning

This proverb emphasizes the interconnectedness of natural resources, ethical living, and human well-being. Making healthy choices that honor water, land, and pono supports not only the body and mind but also the spirit. In social work and community health, this reminds us that sustaining physical, mental, and spiritual health is inseparable from caring for the environment and living ethically.



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or visit [polhi.org/tobacco](http://polhi.org/tobacco)



# HARD FACTS ABOUT VAPING AMONG OUR NATIVE HAWAIIAN YOUTH

## 6 OUT OF 10 NATIVE HAWAIIAN HIGH SCHOOL 'ŌPIO HAVE TRIED VAPING

63.8% of Native Hawaiian high school youth, and 37.6% of middle school youth have tried vaping

## NATIVE HAWAIIAN MIDDLE SCHOOLER 'ŌPIO REPORT VAPING 12X MORE THAN THEY REPORT SMOKING COMBUSTIBLE CIGARETTES

Kanaka middle schoolers report vaping to combustible rates at 23.6% vs 1.9% while Native Hawaiian high schoolers report 46.6% vs 5.1%

## NATIVE HAWAIIAN HIGH SCHOOL 'ŌPIO REPORT MORE FREQUENT VAPING THAN NON-KANAKA YOUTH

Nearly 2 in 10 (17%) of Native Hawaiian high schoolers reported using a vape product frequently (20+ days within the last 30 days), compared to 10.4% of the general youth population. Furthermore 1 in 3 kanaka 'ōpio stated the availability of flavors is the reason they use vape products

## NATIVE HAWAIIAN HIGH SCHOOL 'ŌPIO REPORT ACTIVE USE OF VAPE PRODUCTS MORE THAN NEARLY EVERY OTHER RACIAL GROUP IN HAWAII

In a 2019 state study, 42% of Native Hawaiian teens reported using vape products, 11% higher than the overall teen rate and other Pacific Islanders, both at 31%.

## 'ŌPIO BRAINS ARE MORE LIKELY TO BE ADDICTED TO NICOTINE THAN ADULT BRAINS

Adolescent brains are still developing synapse connections (the connections made in order to learn and retain information). Nicotine alters these connections and can instead make different connects, leading to addiction.

FOR MORE INFORMATION VISIT:  
[www.polhi.org/tobacco](http://www.polhi.org/tobacco)



# CONCLUSION

Preventing tobacco and vape use in Hawai'i is not only a public health issue, but also an act of cultural preservation. When our keiki know their identity, values, and purpose, they are less likely to turn to harmful behaviors. This toolkit bridges modern education and ancestral wisdom, guiding communities toward pono choices and ola pono.

## LONG-TERM IMPACT & HEALTH EQUITY

By centering Hawaiian cultural values in health education, this toolkit aims to:

- ✿ Reduce tobacco-related health disparities among Native Hawaiians.
- ✿ Promote self-determination and health sovereignty through culturally led practices.
- ✿ Influence policy by highlighting cultural determinants of health. Advance decolonized social work and health practice through 'ike kupuna.
- ✿ This work reminds us that healing is generational. When we restore breath, we restore lineage and when we care for the 'āina, we care for ourselves.



# MAHALO NUI

Mahalo nui to all of the interns and community partners who have supported the creation of these educational materials:

Chez	Kierston
Teave	Leina'ala
Trinitie	Cat
Tiana	Limweidihwen
Jaika	Billy
	Alex

Coalition for a Tobacco-Free Hawai'i Island  
Hāmākua-Kohala Health Center  
Hawai'i Public Health Institute  
Hawai'i State Department of Health



# CLOSING REFLECTION

Healing begins where connection is restored to 'āina, to hā, and to each other. This toolkit is not just a health resource; it is a call to remember that our breath, our voice, and our stories are sacred. Let this work move us toward collective balance, grounded in aloha and the wisdom of our kūpuna.





## **CONTACT INFORMATION**

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