

Tobacco-Free East Hawai'i Happenings:

The Tobacco-Free East Hawai'i (TFEH) coalition (formerly Tobacco-Free Big Island) has been actively meeting under a new name and new leadership since September 2010. Sally Ancheta, former Hawaii Island Program Coordinator for the American Lung Association has stepped into the position of Coalition Coordinator and with the help of coalition members have been very active in their community.

GAISO 2010:

Keaau Middle School students participated in the Great American Smoke Out for the very first time on November 18, 2010. Nearly 60 students in 6th grade health participated in a sign waving event to



inform Keaau residents of the recently passed Hawaii County law, No Smoking in Cars with minors present. Other schools that participated in the sign waving were Waiakea Intermediate School, Hilo High and Hilo Intermediate Schools. They were thrilled when motorists beeped their horns in support of their signs and they were so thankful for the opportunity to make a difference in their community.



The Keaau Middle School 6th graders, along with junior and seniors from Kamehameha Schools Hawaii Campus wrote post cards to former Hawaii County Council Chair J Yoshimoto, Mayor William (Billy) Kenoi and Parks and Recreation Director Robert Fitzgerald during the month of November. After learning about the laws in a Tobacco 101 presentation given by Sally Ancheta in their classes, the students wrote the post cards, thanking them for the strong tobacco control laws in Hawaii County.

Youth Internships:

The TFEH coalition is currently collaborating with high school seniors in several tobacco control goals. Waiakea High School Seniors, Jesse Luis and Jan Pascual are marketing interns from the Business Academy Senior Marketing program and they have created two radio spots that aired on KWXX 94.7 FM Hilo and 101.5 FM Kona in November and December 2010. The spots promoted the No Smoking in Cars with minor's present law. One spot aired prior to the Great American Smoke-out in November and the other spot aired during the Holiday season. Kat Konanui from the KWXX Morning Show produced the spot and Jesse, Jan, along with the Ancheta children, Jordan and Kylee starred in the ads. The spots ran for a total of 20 days and were popular to a family-oriented listening audience.



Two seniors from Kamehameha Schools Hawaii Campus, Haulii Laranang and Victoria Jose were inspired by a Tobacco 101 presentation in their Health and Occupation Services class to do their Senior Legacy project on Lung Cancer prevention. After learning about the amount of ingredients in cigarettes that cause cancer and having family members that have battled lung cancer, they took on the mission of educating younger students about the harmful effects of smoking. They will be conducting a tobacco prevention presentation at Na Pua Noeau Center for Gifted Native Hawaiian

Children and man a booth at the Na Pua Noeau Family Affair in March 2011. They plan to pass out pledges to children and families asking them “Not to Smoke in Tutu’s House”.

New Year’s Resolution event 2011:

On Friday January 14, 2011 the TFEH partnered with the Hawaii Island branch of the American Lung Association in Hawaii to conduct the 8th annual New Years Resolution (NYR) event at Hilo Shopping Center. The NYR event is to help smokers set a quit date in the next 30 days by passing out Quit Smoking Survival kits. Kat and Keala from radio station KWXX 94.7 FM Morning Show provide a free-live remote from 6:30-8:00 AM to draw in motorists on their way to work, school or shopping. Over 20 individuals stopped by our tents set up in the shopping center parking lot and we distribute over 50 kits.

State House Representative Mark Nakashima and Hawaii County Councilman Dennis (Fresh) Onishi stopped by to lend their support. We were joined by UH Hilo Nursing students and College of Pharmacy student.

The event was blessed with a sunny, clear morning and it was a great start to promoting tobacco cessation to East Hawai`i residents in 2011.

