



2026 Youth ESD Prevention Program

Funding Opportunity

Online Application Deadline: Friday, April 24, 2026, 4:00 p.m. HST

Focus: Prevent the use of ESDs and other tobacco products by Hawai'i youth under 18.

Grant Range: Up to \$65,000 per year for youth education and up to \$10,000 per year for parent /adult engagement, subject to available funding.

Grant Period: July 2026 to June 2028

OVERVIEW

The purpose of this Funding Opportunity (FO) is to prevent the use of Electronic Smoking Devices (ESDs) and other tobacco products by Hawai'i youth under age 18. For purposes of this FO, the term ESDs should be interpreted broadly to include all electronic devices that contain nicotine and other substances (commonly referred to as e-cigarettes, mods, or vapes) and includes other tobacco products, both currently existing and created in the future. Prevention services provided under this grant will be based on the Stanford [REACH Lab's](#) Tobacco Prevention Toolkit, specifically the [Hawai'i version](#) of [You and Me, Together Vape Free](#).

BACKGROUND

The Hawai'i Tobacco Prevention and Control Trust Fund (Trust Fund) was created by state law following a Master Settlement Agreement (MSA) in class action lawsuits between most US states and territories and the tobacco industry. Hawai'i Community Foundation (HCF) has held and managed the Trust Fund under contract with the Hawai'i State Department of Health (DOH) since 2000.

Pursuant to the contract with the DOH, HCF implements a community grants program as one component of a statewide comprehensive tobacco prevention, education, and cessation strategy to reduce and eliminate tobacco consumption in Hawai'i based on the Centers for Disease Control and Prevention's best practices for comprehensive tobacco control programs. Hawai'i's statewide tobacco control strategy is implemented through a coordinated effort between DOH's Tobacco Prevention and Control Section, the Trust Fund, public health advocates, private and nonprofit organizations, policy makers, and various communities throughout the state. The Trust Fund currently supports [Escape the Vape Hawai'i](#), a statewide media campaign targeted to Hawai'i youth to raise awareness about the risks of ESDs and to prevent youth ESD initiation. The Youth ESD Prevention program is intended to be complementary to and coordinated with the Escape the Vape Hawai'i campaign.

Hawai'i's tobacco cessation and prevention efforts, including this FO, are guided by the State's [Hawai'i Tobacco Prevention and Control Plan 2030](#), which focuses on reaching and serving priority populations in Hawai'i. The Plan was developed with community input throughout the state.¹

¹ The Plan is meant to be a living document that is reviewed and updated throughout the plan's timeframe. Updated Hawai'i Tobacco Plan 2030 Objectives can be found at <https://hhsp.hawaii.gov/objectives/program/10>



Youth ESD Use in Hawai'i

Combustible cigarette smoking among Hawai'i high school youth has dropped drastically from 29.2% in 1997 to 3.0% in 2023. This progress is now threatened by youth initiation and usage of ESDs that is addicting a new generation to nicotine. In 2023, over 13% of Hawai'i high schoolers and over 10% of middle schoolers reported using ESDs. Some neighbor island current use and ever tried rates are disproportionately higher than the overall state rates (see Table 1.1). There is widespread anecdotal evidence of ESD use by Hawai'i elementary school students.

Table 1.1. Electronic Vapor Product Current and Ever Tried Rates, Middle School and High School, YRBS, 2019, 2021, 2023²

Grade level	Current use ³			Ever Tried		
	2019	2021	2023	2019	2021	2023
Middle School						
State	17.7	6.7	10.3	30.6	12.8	16.9
Hawai'i County	20.3	9.3	13.5	36.2	16.4	22.1
Honolulu County	16.4	5.7	9.5	28.1	11.1	15.3
Kaua'i County	22.5	7.6	9.2	37.1	15.3	15.2
Maui County	18.7	7.7	10.7	33.4	15.2	19.7
High School						
State	30.6	14.8	13.2	48.3	32.4	28.8
Hawai'i County	35.4	21.5	15.4	56.5	39.7	31.0
Honolulu County	28.0	12.6	12.4	44.5	29.7	28.2
Kaua'i County	35.9	16.0	12.0	51.6	35.4	22.4
Maui County	36.4	18.0	15.1	58.1	36.6	32.2

These data mirror national trends described as an “epidemic” by the Surgeon General of the United States. Despite the 2016 enactment of a Hawai'i state law prohibiting the sale of tobacco products, including ESDs, to persons under age 21, youth access to ESDs continues virtually unabated. Unlike laws strictly controlling marketing of other tobacco products to youth, there is no legal restriction on ESD marketing to youth. Many ESD products are flavored and packaged to attract young users, and manufacturers aggressively market these products to youth through myriad platforms, including digital and social media.

Nicotine is a highly addictive substance. Many ESD products deliver nicotine to the user's lungs at much higher concentrations than smoking combustible cigarettes. Nicotine can harm adolescent brain development, cause lung damage and respiratory disease, and may have long-term consequences including reduced impulse control, difficulty with attention and memory, mood disorders, and vulnerability to addictions. Youth who use ESDs have a higher risk of transitioning to smoking cigarettes compared to youth who do not use ESDs.

² Hawai'i Health Data Warehouse Indicator Based Information System, DOH, Hawai'i Youth Risk Behavior Survey, <http://ibis.hhdw.org/ibispv-view/query/selection/yrbs/YRBSselection.html>

³ “Current use” means respondent used an electronic vapor product on 1 or more of the past 30 days



PURPOSE

Through this FO, HCF seeks proposals from qualified 501(c)(3) organizations to address the youth ESD epidemic in Hawai'i in alignment with federal and state goals for tobacco prevention and control by:

- 1. Equipping youth with the knowledge and skills to refuse experimentation and use of ESDs, with the goal of reducing ESD current use rates for Hawai'i middle and high school youth below the 2023 rates.**

The target population for this FO is Hawai'i youth under age 18 who are not using ESDs or who have only experimented, to prevent them from becoming regular ESD users. Awarded organizations will use the Hawai'i version of the Stanford Toolkit, comprising age-appropriate lesson plans to equip Hawai'i youth with skills to reduce experimentation and use of ESDs.

- 2. Engaging parents, caregivers, and other adult influencers of youth under 18 to raise awareness about the harms of ESDs and to build skills in preventing youth ESD use in their families and communities.**

****NOTE:** This is a new and optional addition to the youth education grant.**

Parents, caregivers, and other adult influencers play a critical role in reducing youth ESD initiation and use. Evidence suggests that when parents set clear expectations about tobacco use, stay informed about their teens' activities, and have open conversations about health risks, youth are less likely to initiate ESD use. Conversely, when parents use tobacco themselves or are unaware of the risks, their teens' likelihood of use increases.⁴ Many parents and caregivers lack adequate information about ESD products, including how they work, how harmful they are to our health, and how discreet product designs can make them difficult to recognize. This results in missed opportunities for adults to talk with their teens or to recognize early signs of use. Because youth may be reluctant to seek advice from adults regarding ESD use, adult-initiated conversations are especially important.⁵

The Stanford REACH Lab will conduct a needs assessment to inform the development of a Hawai'i-specific parent toolkit to be used by awarded organizations during the grant term. The needs assessment will involve focus groups with parents and awarded organizations, as well as a Parent Advisory Board comprising parents across Hawai'i. The resulting toolkit may include, but is not limited to: brochures, flyers and infographics, website materials, videos and animations, community talks, social media, and/or an interactive app. Content may cover topics such as information on ESD products, the latest vaping trends, effects of nicotine on the developing brain and body, how to talk to youth about ESD use, how to have 'ohana or

⁴ Trucco EM, Cristello JV, Sutherland MT. Do Parents Still Matter? The Impact of Parents and Peers on Adolescent Electronic Cigarette Use. *J Adolescent Health*. 2021;68(4):780-786. [doi:10.1016/j.jadohealth.2020.12.002](https://doi.org/10.1016/j.jadohealth.2020.12.002); Jeong Choi H, Miller-Day M, Hecht M, Glenn SD, Lyons RE, Greene K. A snapshot of parenting practices useful for preventing adolescent vaping. *Addict Behav Rep*. 2022;15:100418. [doi:10.1016/j.abrep.2022.100418](https://doi.org/10.1016/j.abrep.2022.100418); Mantey DS, Clendennen SL, Springer AE, Harrell MB. Perceived Parental Knowledge Reduces Risk for Initiation of Nicotine and Cannabis Vaping: A Longitudinal Study of Adolescents. *Am J Health Promot*. 2022;36(4):623-632. [doi:10.1177/08901171211061941](https://doi.org/10.1177/08901171211061941); Staff J, Mongilio JM, Maggs JL, Vuolo M, Kelly BC. Household vaping bans and youth e-cigarette use. *Addiction*. 2024;119(1):74-83. [doi:10.1111/add.16335](https://doi.org/10.1111/add.16335)

⁵ Less EL, Mady M, Beckman KJ, Kingsbury JH. "If Someone Has It, I'm Gonna Hit It": Lessons Learned From Minnesota Teens About Vaping. *Health Promot Pract*. 2022;23(6):1028-1038. [doi:10.1177/15248399211045353](https://doi.org/10.1177/15248399211045353)



community conversations about use, adult quitting tips, youth cessation options, and how to support youth who may be struggling with nicotine use.

TIMELINE/KEY DATES

Description	Date
Application Release	March 16, 2026
Virtual Office Hours/Q&A*	March 23, 2026, 12:00 PM - 1:30 PM
Application Deadline	April 24, 2026
Anticipated Notification Time Frame	June 2026
Grant Start & End Date	July 1, 2026 to June 30, 2028

*To register for the virtual information session, please click this [link](#).

ELIGIBILITY & REQUIREMENTS

1. The applicant must be a nonprofit organization with a 501(c)(3) tax-exempt status.
2. The applicant must have a history of successful programmatic implementation with Hawai'i youth under age 18 and experienced personnel.
3. Applicants on the neighbor islands are encouraged to apply.
4. Applicants that receive funding or in-kind support from organizations that manufacture or sell tobacco products or ESDs are ineligible to apply.
5. Applicants must not have any outstanding final reports due to HCF.
6. Hawai'i State Department of Education schools, charter schools, and independent schools are not eligible to apply. Nonprofit applicants can partner with schools and teachers to implement the grant, as appropriate.

Awarded programs will be expected to:

- Deliver the Hawai'i version of Stanford's You and Me, Together Vape-Free Toolkit to students or youth participants. Grantee organizations will be trained in the best practices to implement the Toolkit materials. Although the grant is focused on preventing youth ESD use, the Stanford Toolkit includes information about other forms of tobacco use that can be included in the grant program. Organizations may need to adapt the Toolkit to meet the needs and circumstances of the youth to be served; these adaptations must be documented in the implementation forms collected by Stanford. Grant-funded activities should emphasize skill development to empower youth to recognize and resist tobacco industry marketing tactics intended to attract and addict youth to tobacco products.
- Establish partnerships or leverage existing partnerships as appropriate with agencies serving youth in the same geographic area, including schools, to increase reach.
- Refer youth clients who need assistance with quitting tobacco, nicotine, or ESDs to the [My Life, My Quit](#) youth cessation program or to certified tobacco cessation treatment specialists in the community, as appropriate.
- Collaborate with the Hawai'i State Department of Health and other community stakeholders working to reduce youth ESD use to provide effective, accurate, coordinated, and consistent messaging about youth ESD prevention.
- Participate in grantee gatherings and trainings as required by HCF to increase staff knowledge and build program capacity, network with other youth ESD prevention grantee partners, and meet other Trust Fund vendors and stakeholders.



- Participate in the program evaluation conducted by Stanford REACH Lab, including completing toolkit implementation forms, facilitating student pre- and post-surveys, and participating in student and educator qualitative interviews.
- Receive a site visit by HCF staff during the grant term.
- Submit a progress report to HCF at the end of the first grant year and a final report within thirty (30) days of the grant end date.
- ****For organizations awarded additional funding for Parent/Caregiver Engagement****
 - Fully participate in the development of the parent toolkit and related evaluation activities. This may include sharing insights in focus groups and nominating/recruiting parents for focus groups or the Parent Advisory Board, as well as reviewing drafts of the Toolkit as appropriate.
 - Participate in any sensitivity trainings offered by HCF to promote awareness, respect, and understanding in approaching parent/caregiver interactions without judgment, as some households may have adult tobacco and ESD users.
 - Provide cessation resources as appropriate (i.e., community-based tobacco cessation programs and the Hawai'i Tobacco Quitline).

GRANT TERM & FUNDING RANGE

- Grants will be awarded for a two-year period. The grant term will begin July 1, 2026, and end June 30, 2028.
- Applicants may apply for grants up to \$130,000 for two years (up to \$65,000 per year) for youth ESD education and prevention activities, subject to available funding. Larger grants may be considered for applicants that can demonstrate reaching a greater number of youth through multiple sites.
- Applicants may apply for additional funds (up to \$10,000 per year) to conduct parent/caregiver engagement activities, subject to available funding.
- HCF reserves the right in its sole discretion to discontinue grant funding to individual grantees if progress is determined to be unsatisfactory. Grant payments are contingent on the availability of funds from the Trust Fund.
- Grant funds must only be used for the purpose of this FO.

TRAINING AND OTHER SUPPORT

HCF will hold a mandatory, in-person gathering each grant year which will include training on the Stanford Toolkit for staff who will be implementing the program. Grantee staff are encouraged to stay continuously informed on the rapidly evolving ESD industry and youth ESD use. HCF will regularly send out information and resources to assist grantees in reaching program goals.

In addition to the grant, awarded organizations will receive other support from HCF including:

- Technical assistance over the two years by the Stanford REACH Lab team.
- Implementation of program evaluation (e.g., assistance with the evaluation tools).
- Use of the evaluation results (e.g., assistance with interpreting and using evaluation findings).
- An in-person grantee gathering each grant year to provide updates on ESDs and prevention services, share successes and challenges to improve services, and learn from evaluation results. Virtual grantee gatherings will be held on a quarterly basis.



- Coordination of grant activities and prevention messaging with the Hawai'i State Department of Health, the Coalition for a Tobacco-free Hawai'i, HCF's youth ESD prevention media campaign vendor, and other tobacco control stakeholders.

APPLICATION PROCESS

Online Application

Applications can be submitted online via the Hawai'i Community Foundation's Grants Portal: https://hawaiiicf.smartsimple.com/s_Login.jsp using Google Chrome or Mozilla Firefox. Applicants must log in to their account to apply; new users must register for an account. We recommend that you do not wait until the last moment to submit your application as you may experience technical difficulties. Only complete applications submitted by the deadline will be accepted; this includes completion of Organization Profiles.

ORGANIZATION PROFILE

Both new and returning users must certify and submit the organization profile prior to submission of the application; re-certification is required every six months.

The Organizational Profile consists of five tabs: *Organization Information, Contact Information, Budget, Board, and Certification*. To submit your organization profile, you must complete all required fields marked with an asterisk on each tab.

APPLICATION

The application consists of four tabs: *Program Overview, Program Information, Budget, and Supporting Documents & Certification*. All required fields are marked with an asterisk.

- **Program Overview:**
 - Provide general information and characteristics about the program including program title, duration, program location(s), ages and genders served, and the CHANGE sector(s) your program most closely aligns with.
 - For more information about the CHANGE framework, please visit our website <https://www.hawaiicommunityfoundation.org/change>.
- **Program Information:**
 - **Organization Description:** Describe the history and mission of the organization. What is the organization's experience implementing youth programs and staff capabilities to conduct the proposed work? Please specify the organization's experience in youth ESD prevention or other related activities with youth. (*Maximum 2,500 characters = ¾ page*)
 - **Problem or Opportunity:** Provide data and information (with sources, to the extent possible) to describe the need or opportunity you are seeking to address and why this is critical. This may include, but is not limited to, demographic information about the youth you serve, past program data and/or anecdotal evidence of ESD exposure in the community, etc. (*Maximum 3,000 characters = ¾ page*)
 - **Program Activities:** Describe the activities that will be completed to address the need/opportunity. Specify the grades/ages of youth you plan to serve, the location(s) of program implementation, and which version(s) of the curriculum you will use (i.e., elementary, middle, or high school; 3-lesson vs. 1-lesson; any additional Toolkit curricula/resources). Provide a program timeline, including when



and how often the curricula will be delivered. Share a list of existing partnerships, or partnerships you plan to establish, to increase program reach. (*Maximum 3,500 characters = 1 page*)

- **Expected Results:** Describe what you hope to achieve and how you will measure the effectiveness of your program. Please include number of students expected to be served and the outcomes to be measured (such as the survey data). (*Maximum 3,500 characters = 1 page*)
- **Additional Questions:**
 - **Parent/Caregiver Engagement (if applicable):** Are you also applying for Parent/Caregiver Engagement funding? If so, please describe your current touchpoints with parents, caregivers, and/or other adult influencers of the youth you serve. How, if at all, do you already engage this audience in youth ESD prevention or other topics? How, if at all, do you engage parents/caregivers in sensitive topic areas that affect parent/caregiver behavior? How do you anticipate implementing the Stanford parent toolkit once available? Provide the projected number of parents/caregivers to be served by program year. (*Maximum 3,000 characters = 3/4 page*)
- **Budget:** Provide your total **Youth ESD Prevention** program budget, amount requested through this application, and upload a copy of your program's budget, showing income and expenses, indicating sources of income that are pending and secured. **Please use the budget template provided.**
 - The YEP Program Budget Form is available in the Grants Portal Resources > Additional Documents and Templates section. This form must be uploaded in PDF format. The program budget includes separate budgets for youth and parent/caregiver activities.

RESOURCES

- [You and Me, Hawai'i Vape-Free Curriculum](#) (Stanford REACH Lab)
- [Hawai'i Vaping Resource Guide for Parents](#) (Hawai'i State Department of Health)
- [Hawai'i Vaping Resource Guide for Educators](#) (Hawai'i State Department of Health)
- [Escape the Vape Hawai'i](#) Youth ESD Prevention Campaign
- [My Life, My Quit](#) Youth Cessation Program
- [Hawai'i Health Matters](#) State and county-level data

NOTIFICATION PROCESS

Decision notifications will be sent by email to the applicant and applicant's Chief Staff or Volunteer in the HCF Grants Portal. The decision letter will be attached to the email and available in the Grants Portal under My Application Tracker in the Active or Historical tabs.

CONTACT INFORMATION

If you have questions about this funding opportunity, please contact Malia Maier at mmaier@hcf-hawaii.org or (808) 566-5588.

For technical assistance with the Grants Portal, please submit a [support ticket](#).

Tips for Applicants



- How-to videos, the Applicant User Guide and support tickets can be found on our [website](#).
- Tool tips can be found throughout the portal. These boxes indicate exactly what information you should provide.
- Use Google Chrome or Mozilla Firefox on a computer for the best user experience.
- The online application has fillable boxes with character limits that may not match character counts in MS word. If you cut and paste your work into the application, please be sure all text is complete.
- If you have an existing organization profile and fields are not editable, please click “Update Profile.” This will move your org profile to draft and allow you to make edits. Click “Submit” to move it back to active status.