

## Jessica Yamauchi, MA



Jessica Yamauchi is the Executive Director of the Hawai'i Public Health Institute (HIPHI). The Hawai'i Public Health Institute (HIPHI), formerly the Coalition for a Tobacco-Free Hawai'i (CTFH), is a 501(c)(3) nonprofit organization founded in 1996 as a grassroots effort of like-minded organizations in response to the need for a long-term and sustained effort to address the complex challenges of reducing tobacco use in the state. Jessica has served as the executive director for HIPHI since 2012. Prior to becoming the executive director, she was the policy director for CTFH and worked on state and local tobacco control policies in Hawai'i. Since her tenure at HIPHI she has worked to pass several tobacco control policies, including raising the age of sale of tobacco products to 21 (first state in the nation) and including electronic smoking devices in Hawai'i's state smoke-free air law (fourth state in the nation). In addition to tobacco control work, Jessica has been the co-chair of the statewide obesity prevention task force since 2014. The obesity prevention task force identifies and advocates for statewide policies that will help to reduce obesity. In 2016, Jessica was elected to the board of directors for the National Network of Public Health Institutes, which HIPHI is a member of. Jessica also served on the state climate change task force (convened by Hawaii Public Health Association and the Department of Health) and serves on the University of Hawaii, Office of Public Health Studies, Community Advisory Panel. Jessica graduated from the University of Hawai'i at Manoa with a B.A. and M.A. in speech communication. She has worked in public health and tobacco control for more than ten years and has been with HIPHI since July 2010.