



COLORADO

Department of Public
Health & Environment

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To: Members of the State Board of Health

From: Natalya Verscheure, MA, Program Manager, Tobacco Education, Prevention and Cessation Grant Program, PSD, CDPHE

Patricia Valverde, PhD, MPH, Chair, Tobacco Education, Prevention and Cessation Grant Program Review Committee

Through: Elizabeth M. Whitley, PhD, RN, Director, Prevention Services Division, CDPHE EW
Larry Wolk, MD, MSPH, Executive Director and Chief Medical Officer, CDPHE LW

Date: March 21, 2018

Subject: **Request for approval of the Tobacco Education, Prevention and Cessation Grant Program Review Committee's FY 2019-2021 Funding Recommendations.**

The purpose of this memorandum is to request Board of Health (Board) approval of the Tobacco Education, Prevention and Cessation Grant Program funding recommendations for the three-year grant cycle for fiscal years 2019-2021. The recommendations comply with the statutory requirements outlined in Colorado Revised Statute 25-3.5-801, et seq. and the grant application requirements specified in the rules adopted by the Colorado State Board of Health. These recommendations include projects designed to address: prevention and cessation strategies, education on the dangers of secondhand smoke exposure, with the focus on the specific population groups; activities to prevent the sale of tobacco products to minors. At least fifteen percent of funding awarded for programs designed to eliminate health disparities and the majority of the funding recommendations are awarded for evidence-based strategies to prevent and reduce tobacco use among youth and young adults.

These recommendations were approved by the Tobacco Review Committee, and are supported by the Tony Grampsas Youth Services Program Board (TGYS) and Dr. Larry Wolk, the Executive Director of the Colorado Department of Public Health and Environment (CDPHE).

Program Priorities:

The tobacco program pursues prevention and control strategies spread across five priorities with a particular focus on priority populations that are challenging to reach. Preventing youth initiation by reducing access to tobacco products and promotion of tobacco-free social norms; eliminating second-hand exposure by strengthening clean indoor air regulations and enacting comprehensive smoke-free policies; encouraging cessation by increasing quit attempts, increasing cessation success rate, and deploying new cessation approaches; reducing health disparities through education on policies that impact tobacco use; and advancing tobacco control through coordinated and unified messaging and education. Additionally, the program invests in supporting grantees by providing training and technical assistance in order to build

grantee capacity, provide education, specialized skills training and working knowledge to ensure successful implementation of evidence-based strategies.

Summary of the Funding Process:

The recommended projects were solicited via variety of procurement mechanisms. The program continues to utilize the funding framework based on the Centers for Disease Control and Prevention (CDC) Best Practices for Comprehensive Tobacco Control Programs - 2014. The framework is designed to enable evidence-based programming statewide and allow Colorado to prioritize populations with a higher than average burden of tobacco.

The Best Practice Categories are:

- State and Community Interventions
- Cessation Interventions
- Mass-Reach Health Communications
- Surveillance and Evaluation
- Infrastructure, Administration and Management (state-level services are not funded via the grants line item)

On July 17, 2017, a Request for Applications (RFA) was released, in alignment with the Cancer, Cardiovascular and Pulmonary Grant Program (CCPD). The purpose of this RFA was to fund innovative approaches to address tobacco related inequities, with a focus on interventions that reach the remaining 15 percent of Colorado adults who smoke. Approximately 10% of overall funding amount, or \$2.5mil was made available for the State and Community and Cessation Interventions across 9 strategies in the RFA. Twenty-five applications were received, requesting over \$5.5mil in funds.

The applications were evaluated in a multi-step review process. First, technical reviews were conducted to evaluate application for completeness and compliance with the RFA. Second, a community of volunteer reviewers, including program staff and Review Committee Members, individually scored applications assigned to them based on their content area of expertise. Conflict of interests were disclosed and accounted for during the application review assignments. Third, reviewers from each strategy met as a team to discuss each application and agree on the overall team score for each application. A Funding Conference was held in December, 2017 where applications were discussed and the final list of recommended applications was forwarded to the Tobacco Review Committee (TRC). The TRC met to review and finalize these recommendations on December 15, 2017 and through a formal vote moved forward ten (10) applications totaling \$2,236,987 annually for the three year grant cycle for final approval by the Board of Health.

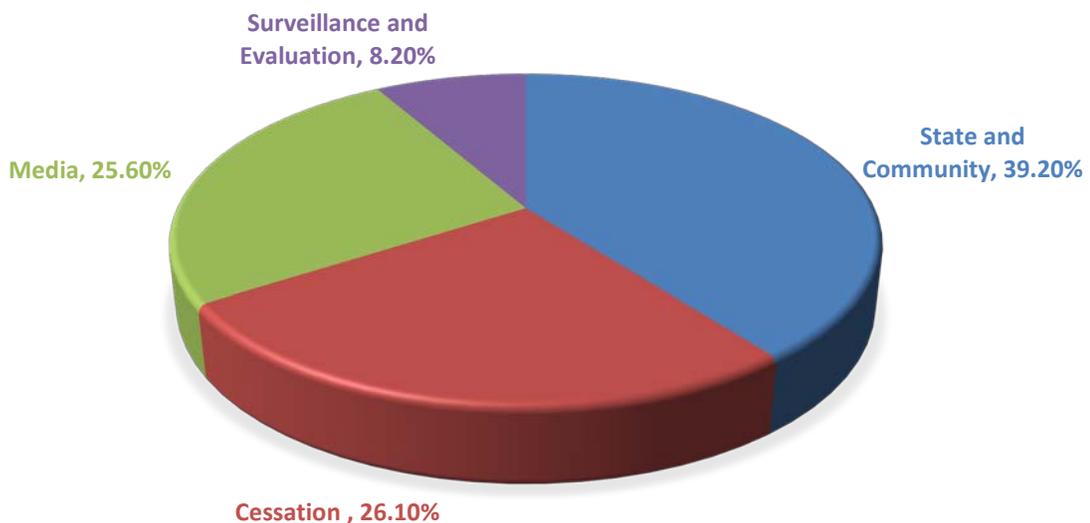
In addition, there are ten (10) projects that are procured via Sole Source and Interagency Agreement (IA), six (6) projects procured via Request for Proposals (RFP), and twenty-seven (27) Local Public Health Agency projects, all totaling \$20,805,496 annually for fiscal year 2019, \$20,264,466 for fiscal year 2020, and \$19,271,045 for fiscal year 2021. There are two (2) projects that currently end in fiscal year 2020. The TRC, through a formal vote moved these projects for final approval of the Board. One (1) project is being solicited via RFP and the vendor cannot be identified at this time. The program will share the award decision and seek final approval from the Board of Health at a later meeting. This project is reflected and labeled as TBD.

As the result of these efforts, fifty-five (55) projects and forty-nine (49) agencies, including rural and urban local public health agencies and community based organizations serving 62 of

Colorado’s 64 counties, are recommended for funding, totaling \$23,042,483 for fiscal year 2019, \$22,501,453 for fiscal year 2020, and \$21,508,032 for fiscal year 2021. The anticipated three-year combined total is \$67,051,968. A small portion of the funding portion was previously approved by the Board of Health; it has been included for informational purposes. At this time the Committee asks the Board of Health to approve the grant projects identified in this memo. All projects have a duration of three years with the exception of the Abt Associates project which has a duration of one year. All funding projects are to support the goals of the 2020 Strategic Plan and to strengthen and grow the current statewide tobacco control movement. The total three-year up-to amount requested for all of the projects is \$65,104,096.

To demonstrate alignment with the CDC recommended structure, using FY19 funding as an example, the distribution is:

<i>Tobacco Control Initiatives by CDC Best Practices Categories</i>	<i>Agencies</i>	<i>Projects</i>	<i>Up to \$ Amount</i>
State and Community Interventions	34	36	\$9,111,151
Cessation Interventions	11+TBD	13	\$6,165,332
Mass-Reach Health Communications	2	3	\$5,880,000
Surveillance and Evaluation	2	3	\$1,886,000
Total	49+	55	\$ 23,042,483



The list which follows provides further detail for each of the grants for the next 3-year funding cycle. Please note all amounts are listed as “not to exceed”. If additional information is needed, please contact Natalya Verscheure, Tobacco Program Manager, 303-692-6320.

**Tobacco Education, Prevention and Cessation Grant Program
Funding Recommendations for Fiscal Years 2019-2021**

State and Community Interventions

Interventions supporting and implementing programs and policies to influence societal organizations, systems and networks that encourage and support individuals to make behavior choices consistent with tobacco-free norms.

Grantee:	American Lung Association in Colorado
Project Title:	ONE Step to Reduce Children’s Exposure to Secondhand Smoke.
Intended Population:	Early childhood educators reaching low-income English and Spanish speaking residents, nurse visitor program and other pediatric settings.
Statewide or Targeted:	Statewide, at least 20 counties across Colorado annually.

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Provide ONE step secondhand education training to a minimum of 400 early childhood educators. • Convert training into on online/webinar format. • Expand target audiences to include nurse visitor program and other pediatric settings. • Facilitate the implementation of tobacco-free policies in early child care center campuses. • Provide technical assistance to increase educators’ knowledge, competency and build capacity across the state. • Compile and analyze training evaluations and follow up surveys to ensure Train-the-Trainer efficacy. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$64,000
Up-To Total Funding:	\$192,000

Grantee:	Colorado Black Health Collaborative
Project Title:	Tackling Menthol in Black Community
Intended Population:	Black/African -American population.
Statewide or Targeted:	Statewide organization, targeted approach in Denver Metro and Colorado Springs areas.

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Engage with Black community at-large to increase awareness and to educate on the menthol and other flavored products use by Black smokers. • Convene stakeholder groups to discuss the burden of tobacco and to prioritize policy, systems or environmental change efforts to decrease access, exposure and/or availability of menthol or other flavored products. 	

- Host a symposium to develop and implement a strategic plan that raises awareness and educates stakeholders on the burden of tobacco in the Black/African-American community and the recommended solutions.
- Generate recommendations and implement proposed strategies.
- Evaluate process and outcome measures. Publish a case study that outlines the process used.

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$125,000
Up-To Total Funding:	\$375,000

Grantee:	Denver Health and Hospital Authority
Project Title:	Statewide Smoke-Free Multi-Unit Housing Technical Assistance and Training Initiative
Intended Population:	STEPP grantees, housing authorities/affordable housing properties.
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Provide education to promote smoking ban(s) in low income multi-unit housing settings. • Increase the number of housing authorities/affordable housing properties that adopt comprehensive smoking bans. • Provide technical assistance and education on secondhand smoke exposure, tobacco use, and best practices. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$200,000
Up-To Total Funding:	\$600,000

Grantee:	Rocky Mountain Center for Health Promotion and Education (dba RMC Health)
Project Title:	Tobacco Free Schools Policy and Second Chance Program Implementation
Intended Population:	Colorado schools, middle and high school students
Statewide or Targeted:	Statewide, specific outreach to alternative schools/school districts serving youth populations with higher tobacco burden.

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:
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- Update current content (to include e-cigarettes), provide training and technical assistance, market Second Chance in schools and youth serving community based organizations.
- Provide technical assistance to LHAs to support Second Chance and Tobacco Free Schools law.
- Conduct robust analysis of effectiveness of the Second Chance program as an effective program to reduce students' tobacco violations and reduce tobacco use and access.

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$450,000
Up-To Total Funding:	\$1,350,000

Grantee:	Regents of the University of Colorado, University of Colorado - Behavioral Health and Wellness Program
Project Title:	Technical Assistance - Fundamental Aspects and Strategies for Cessation and Health Systems
Intended Population:	STEPP LHA Grantees
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Support ongoing dialogue and engagement with STEPP grantees on training and technical assistance topics. • Develop and provide training and technical assistance in the areas of cessation and health systems change. • Assist STEPP grantees in implementation of the strategies identified in the LHA Framework, across 4 CDC goal areas. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$264,453
Up-To Total Funding:	\$793,359

Grantee:	Regents of the University of Colorado, University of Colorado - Colorado School of Public Health
Project Title:	Technical Assistance - Fundamental Aspects and Strategies for Tobacco Control
Intended Population:	STEPP LHA Grantees
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:
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- Support ongoing dialogue and engagement with STEPP grantees on training and technical assistance topics.
- Develop and provide training and technical assistance based on assessment needs of grantees, including but not limited to coalition development and mobilization, policy and environmental change work, community mobilization efforts.
- Assist STEPP grantees in implementation of the strategies identified in the LHA Framework, across 4 CDC goal areas.

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$685,547
Up-To Total Funding:	\$2,056,641

Grantee:	Regents of the University of Colorado, University of Colorado - Colorado School of Public Health
Project Title:	LGBT Health and Wellness Collaborative Comprehensive Tobacco Control Policies Project
Intended Population:	LGBT clients and stakeholders
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Engage LGBT Health and Wellness Collaborative partners to adopt tobacco-free workplace, grounds and events policies with referral to cessation resources for LGBT clients and stakeholders connected to these organizations. • Increase quit attempts and uptake of evidence-based cessation services among clients and staff of the Collaborative organizations. • Promote culturally and linguistically relevant cessation and tobacco-free messages to clients. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$201,116
Up-To Total Funding:	\$603,348

Grantee:	Regents of the University of Colorado, University of Colorado - School of Public Health
Project Title:	Statewide Social Justice Tobacco Control Youth Movement
Intended Population:	Youth (ages 8-12 and 13-18 years old)
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:

- Recruit and engage a diverse group of youth to establish a statewide tobacco control youth action board (YAB).
- Hire and train staff to support youth movement work.
- Recruit, engage and retain 20 youth service organizations and schools to host youth coalitions across Colorado.
- Design and implement a mixed methods process and outcome evaluation that measures the multi-level impact of the Statewide Socials Justice Tobacco Control Youth Movement.
- Develop a manuscript from evaluation activities that advances the science of tobacco prevention, implementation science and youth empowerment.
- Provide long-term recommendations based on outcomes.

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$599,990
Up-To Total Funding:	\$1,799,970

Core Community - Local Public Health Agencies

The FY19-21 program interventions continue the strategies from the current FY16-18 grant cycle and are designed to further advancement of the 2020 STEPP Strategic Plan Goals. During the next grant cycle the interventions are arranged according to the CDC Tobacco Control Goals Areas. In response to partner feedback to appropriately tailor evidence-based interventions, in the first 6 months, agencies will be asked to complete a tobacco-focused community assessment of needs, opportunities and readiness. This will give grantees a more strategic and thoughtful consideration of which strategies to focus on for the remainder of the grant cycle. Additionally, all grantees will be expected to implement a coordinated set of foundational activities.

<p>Foundational Activities for all Grantees:</p> <p>The implementation of a coordinated set of activities includes:</p> <ul style="list-style-type: none"> • Tobacco focused community profile • Community education - education to build awareness around the importance of policies that influence tobacco use • Community engagement and building partnerships • Cessation promotion and referral • HKCS participation/support • Agency staff building and maintaining tobacco expertise • Grant administration
<p>Grantees then select one or more of the following evidence-based goals and strategies based upon the assessment results:</p> <ul style="list-style-type: none"> • Goal 1. Prevent Initiation Among Youth and Young Adults (CO Strategic Plan goals 3, 5) <ul style="list-style-type: none"> ▪ Strategy 1.1 School-based tobacco-free policies and norms to reduce initiation, prevalence and intensity of smoking among youth. ▪ Strategy 1.2 Community mobilization with additional interventions to restrict minors' access to tobacco products. • Goal 2. Eliminate Exposure to Secondhand Smoke (CO Strategic Plan goals 4, 6) <ul style="list-style-type: none"> ▪ Strategy 2.1 Community level protections from secondhand smoke. ▪ Strategy 2.2 Place based tobacco free policies. • Goal 3. Promote Quitting Among Adults and Youth (CO Strategic Plan goals 1, 2), <ul style="list-style-type: none"> ▪ Strategy 3.1 Promote integration of tobacco interventions within the health neighborhood. • Goal 4. Identify and Eliminate Tobacco-Related Disparities Among Populations Groups (CO Strategic Plan goals 1-7) <ul style="list-style-type: none"> ▪ Strategy 4.1 Community mobilization with education on price strategies.
<p>Measures of Success: Grantee Activities, Deliverables and Anticipated Outcomes by Strategy</p>

- Goal 1. Strategy 1.1 School-based tobacco-free policies and norms to reduce initiation, prevalence and intensity of smoking among youth.
 - Promote and assist in implementation of comprehensive tobacco free school policies.
 - Educate and assist in implementation of youth tobacco cessation services such as N-O-T and Second Chance.
- Goal 1. Strategy 1.2 Community mobilization with additional interventions to restrict minors' access to tobacco products.
 - Number of local municipalities with non-cigarette license.
 - Number of local municipalities with point of purchase ordinances (non-licensing).
 - Percent of youth who report it is easy or very easy for them to buy cigarettes decreases.
- Goal 2. Strategy 2.1 Community level protections from secondhand smoke.
 - Increase the number of communities that update or expand indoor/outdoor local smoke-free policies.
- Goal 2. Strategy 2.2 Place based tobacco free policies.
 - Increase the number of public housing units covered by smoking bans.
- Goal 3. Strategy 3.1 Promote integration of tobacco interventions within the health neighborhood.
 - Increase the number of reported quit attempts.
 - Increase enrollment in Colorado Quitline services.
 - Increase the number of direct e-referrals to the Quitline.
- Goal 4. Strategy 4.1 Community mobilization with education on price strategies.
 - Number of communities where price has been discussed as an issue in community forums, meetings and other venues.
 - Average price of tobacco products in Colorado.

Individual grantee funding recommendations are listed below:

Financial Overview:

Grantee:	Bent County Public Health Agency
Counties Served:	Bent County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$38,000
Up-To Total Funding:	\$114,000

Grantee:	Boulder County Public Health
Counties Served:	Boulder County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$313,583
Up-To Total Funding:	\$940,749

Grantee:	Broomfield County Health and Human Services, Public Health and Environment Division
Counties Served:	Broomfield County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$67,613
Up-To Total Funding:	\$202,839

Grantee:	Chaffee County Public Health Agency
Counties Served:	Chaffee County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$38,000
Up-To Total Funding:	\$114,000

Grantee:	Delta County Health Department
Counties Served:	Delta, Gunnison, Montrose, Ouray, San Miguel, and SilverThread Public Health District (Hinsdale and Mineral) counties.
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$276,000
Up-To Total Funding:	\$828,000

Grantee:	Denver Health and Hospital Authority
Counties Served:	City and County of Denver
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$611,651
Up-To Total Funding:	\$1,834,953

Grantee:	Dolores County Public Health Agency
Counties Served:	Dolores County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$38,000
Up-To Total Funding:	\$114,000

Grantee:	El Paso County Public Health
Counties Served:	El Paso County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$764,252
Up-To Total Funding:	\$2,292,756

Grantee:	Fremont County Public Health Agency
Counties Served:	Fremont and Custer counties
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$92,958
Up-To Total Funding:	\$278,874

Grantee:	Jefferson County Public Health
Counties Served:	Jefferson, Clear Creek, and Gilpin counties
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$461,888
Up-To Total Funding:	\$1,385,664

Grantee:	Kit Carson County Health and Human Services
Counties Served:	Kit Carson County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$38,000
Up-To Total Funding:	\$114,000

Grantee:	Lake County Public Health Agency
Counties Served:	Lake County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$38,000
Up-To Total Funding:	\$114,000

Grantee:	Larimer County Health Department
Counties Served:	Larimer County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$334,570
Up-To Total Funding:	\$1,003,710

Grantee:	Lincoln County Department of Public Health
Counties Served:	Lincoln County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$38,000
Up-To Total Funding:	\$114,000

Grantee:	Mesa County Health Department
Counties Served:	Mesa County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$145,818
Up-To Total Funding:	\$437,454

Grantee:	Montezuma County Public Health Agency
Counties Served:	Montezuma County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$38,000
Up-To Total Funding:	\$114,000

Grantee:	Northeast Colorado Health Department
Counties Served:	Logan, Morgan, Phillips, Sedgwick, Washington, and Yuma counties
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$228,000
Up-To Total Funding:	\$684,000

Grantee:	Northwest Colorado Visiting Nurse Association (Northwest Colorado Health)
Counties Served:	Moffat, Routt, Jackson, and Grand counties
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$162,000
Up-To Total Funding:	\$486,000

Grantee:	Otero County Health Department
Counties Served:	Otero, Baca, Cheyenne, Crowley, Huerfano, Kiowa, Las Animas, and Prowers counties
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$314,000
Up-To Total Funding:	\$942,000

Grantee:	Park County Public Health Agency
Counties Served:	Park County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$38,000
Up-To Total Funding:	\$114,000

Grantee:	Pitkin County Public Health Agency
Counties Served:	Pitkin, Eagle, and Garfield counties
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$133,681
Up-To Total Funding:	\$401,043

Grantee:	Pueblo City-County Health Department
Counties Served:	Pueblo County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$228,632
Up-To Total Funding:	\$685,896

Grantee:	Rio Blanco County Department of Public Health and Environment
Counties Served:	Rio Blanco County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$38,000
Up-To Total Funding:	\$114,000

Grantee:	Rio Grande County Department of Public Health and Environment
Counties Served:	Rio Grande, Alamosa, Costilla, Conejos, and Saguache counties
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$200,000
Up-To Total Funding:	\$600,000

Grantee:	San Juan Basin Public Health
Counties Served:	La Plata and Archuleta counties
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$76,000
Up-To Total Funding:	\$228,000

Grantee:	San Juan County Public Health Service
Counties Served:	San Juan County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$38,000
Up-To Total Funding:	\$114,000

Grantee:	Tri-County Health Department
Counties Served:	Adams, Arapahoe, Douglas, and Elbert counties
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$1,411,494
Up-To Total Funding:	\$4,234,482

Grantee:	Weld County Department of Public Health and Environment
Counties Served:	Weld County
Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$318,903
Up-To Total Funding:	\$956,709

Cessation Interventions

Interventions focusing on three broad goals: promoting health system change, expanding insurance coverage of proven cessation treatments, and supporting state QuitLine capacity.

Grantee:	American Lung Association in Colorado
Project Title:	Not on Tobacco (NOT) Youth Smoking Cessation Program
Intended Population:	High school youth ages 14-19 years of age, with emphasis on low-SES youth
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Continue to offer the Not On Tobacco (NOT) program, a 10 week youth tobacco cessation program designed for teens ages 14-19 years old. The program helps teens to voluntarily stop or reduce the number of cigarettes they smoke, increase healthy lifestyle behaviors, and improve life management skills through peer support and interaction. • Offer the QUIT+FIT module to schools, youth-serving organizations, and state funded grantees throughout Colorado. • Provide ongoing technical assistance to all organizations implementing the NOT program. • Provide NOT refresher trainings and ongoing technical assistance to trained facilitators. • Develop a website to be used to implement the program. • Evaluate and analyze NOT program outcomes data. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$250,000
Up-To Total Funding:	\$750,000

Grantee:	Colorado Association of School-based Health Care (CASBHC)
Project Title:	Screening and Intervention for Tobacco as a Standard of Care - SBHC
Intended Population:	5,000 to 7,500 adolescents served in 8-12 SBHCs
Statewide or Targeted:	Statewide, with an emphasis on low-SES and high prevalence communities and centers with an emphasis on integrated behavioral health care.

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Screen school-based health users ages 11-21 years of age for tobacco use and secondhand smoke exposure using "Just Health," an electronic risk assessment tool. • Develop a youth-friendly report showing personal results from "Just Health." • Train SBHC providers in primary care, behavioral, and oral health clinical practices, in clinical skills for tobacco cessation. • Train school and community collaborators as NOT program facilitators. 	

- Provide individualize clinical interventions for adolescents and referrals to the QuitLine and NOT programs.
- Institutionalized screening and intervention for tobacco in SBHCs will increase cessations and lower tobacco use among low-SES adolescents.
- Evaluation through data collection and analysis of screening and intervention data and the correlations of tobacco use with other mental health issues among youth.

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$250,000
Up-To Total Funding:	\$750,000

Grantee:	El Paso County Public Health
Project Title:	Establishing Peer Tobacco Cessation Connectors in Low Income Multi-Unit Housing in Colorado Springs
Intended Population:	Public housing residents living in multi-unit housing (MUH) in Colorado Springs
Statewide or Targeted:	Targeted: El Paso County

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Reduce health inequities by working directly with low-SES adults who are smokers to increase quit attempts, duration of quit attempts, and use of evidence-based cessation treatments. • Implement resident cessation education and activities in 9 multi-unit Colorado Springs Housing Authority (CSHA) housing complexes with smoke-free policies. • Recruit and train two resident leaders per identified CSHA site (18 total) to serve as onsite cessation connectors. • Develop and implement an evaluation plan to determine overall impact of activities. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$200,349
Up-To Total Funding:	\$601,047

Grantee:	Jefferson Center for Mental Health
Project Title:	Peer Supported Tobacco Cessation and Eviction Prevention for Residents of Public Housing.
Intended Population:	Low-SES individuals living in Jefferson County Housing Authority public housing properties with emphasis on families and senior citizens.
Statewide or Targeted:	Targeted: Jefferson County

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Reduce the burden of tobacco use among low-SES populations through public housing residents' increase access to tobacco cessation services. 	

- Expand and focus tobacco cessation efforts across 30 public housing properties under the jurisdiction of the Jefferson County Housing Authority (JCHA).
- Implement community-based Quit Coaches focused on providing services to JCHA residents individually at home or through group classes and Connectors to serve as liaisons between residents and Quit Coaches.
- Increased access to tobacco cessation services will result in fewer tobacco-related evictions and lower smoking rates.

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$172,803
Up-To Total Funding:	\$518,409

Grantee:	Mercy Housing Mountain Plains
Project Title:	Tobacco Cessation Navigation Project.
Intended Population:	Low-SES adults over 18 years or age living in 5 Mercy Housing owned/managed properties: Aromor, Franconia, Decatur Place, Francis Heights, and Holly Park.
Statewide or Targeted:	Targeted: Adams and Denver Counties.

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Implement a Tobacco Cessation Navigation Program to reduce smoking among Mercy Housing residents through one-on-one counseling, personalized guidance and support, and referrals for tobacco cessation. • Increase tobacco cessation understanding and support. • Increase quit attempts and duration of attempts. • Increase the use of population-appropriate evidence-based cessation strategies. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$137,729
Up-To Total Funding:	\$413,187

Grantee:	National Jewish Health
Project Title:	Colorado QuitLine
Intended Population:	Colorado residents over age 15 who smoke or use other tobacco products
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • As appropriate to each tobacco user’s readiness to quit, provide screening, assessment, proactive counseling, support materials, chronic disease identification and referrals to chronic disease resources, and/or referrals to community-based cessation programs. 	

- Provide information and materials to tobacco users and non-tobacco users on tobacco dependence and its treatment, the dangers of secondhand smoke, and other tobacco-related information.
- Provide a simple, no-cost point of access to services to assist tobacco users in quitting
- Provide technical assistance and consultation to healthcare providers on effective tobacco dependence treatment issues.
- Provide a web-based program that allows participants 24/7 access to an online, interactive tobacco cessation website.
- Provide text messages at strategic points throughout the QuitLine program to participants who opt into the text messaging program.
- Performance measured through weekly, monthly, quarterly, and annual reports to track QuitLine use, caller participation and caller progress.
- Evaluation through program participant satisfaction surveys annually.

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$3,400,000
Up-To Total Funding:	\$10,200,000

Grantee:	Regents of the University of Colorado, University of Colorado Denver, Behavioral Health and Wellness Program
Project Title:	Addressing the Whole Health of Low-SES Families: A Novel Approach of Tobacco Treatment
Intended Population:	Economically disadvantaged parents and caregivers recruited through Sheridan Health Services
Statewide or Targeted:	Targeted: Arapahoe County

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Adapt current evidence-based Tobacco Cessation training curriculum and deliver the adapted training program (DIMENSIONS: Family-Centered Tobacco Cessation and Wellness) to primary care and behavioral health providers at Sheridan Health Services. • Train Sheridan providers to provide a 6-8 week group-based intervention to parents reporting current or recent tobacco use. Groups will be offered in English and Spanish. • Evaluate outcomes at all levels of implementation to demonstrate the degree of effectiveness and facilitate sustainability at Sheridan Health Services. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$150,000
Up-To Total Funding:	\$450,000

Grantee:	Regents of the University of Colorado/Children’s Hospital Colorado
Project Title:	ONE Step - Health Systems Collaboration
Intended Population:	Children’s Hospital Clinic pediatric patients exposed to secondhand smoke and the parents/caregivers who use tobacco products.

Statewide or Targeted:	Statewide
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Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Make available an integrated approach within the pediatric medical home to treating tobacco dependence through expansion of the ONE Step intervention program to additional pediatric clinics. • Implement a Tobacco Cessation Clinic in the Primary Care Clinic at Children’s Hospital to provide integrated care for smoking caregivers and caregivers’ children using evidence-based cessation practices. • Expand tobacco cessation services to local and rural areas through a centralized referral process. • Collaborate with the Children’s Hospital Telehealth group to deliver care to socio-economically disadvantaged regions and hard-to-reach medically underserved areas. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$250,000
Up-To Total Funding:	\$750,000

Grantee:	Regents of the University of Colorado, University of Colorado Denver, Behavioral Health and Wellness Program
Project Title:	Health Systems Change, Cessation Treatment, and Environmental Changes for Mental Health and Priority Populations
Intended Population:	Populations with Behavioral Health Disorders
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Increase tobacco cessation, reduce initiation of tobacco use, decrease tobacco prevalence among young and decrease exposure to secondhand smoke for mental health and priority populations. • Provide tailored technical assistance and capacity building training regarding health systems change, cessation treatment, and environmental change. • Provide tailored technical assistance to community healthcare or behavioral health organizations. • Train and certify individuals working within behavioral health organization as Tobacco Treatment Specialists. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$250,000
Up-To Total Funding:	\$750,000

Grantee:	Rocky Mountain Health Foundation
Project Title:	Baby and Me Tobacco Free Smoking Cessation Program (BMTF)
Intended Population:	Pregnant and postpartum women
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Coordinate statewide implementation of the BMTF program. • Provide training and technical assistance to collaborating health agencies to support Baby and Me Tobacco Free. • Coordinate media promotion of BMTF in Colorado. • Develop a sustainability plan. • Conduct evaluation of program effectiveness and outcomes and publish a report on the findings. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$550,000
Up-To Total Funding:	\$1,650,000

Grantee:	Summit Community Care Clinic
Project Title:	Tobacco Cessation in Dental Settings
Intended Population:	<ul style="list-style-type: none"> • Clinic patients residing in Summit, Lake, Chaffee, and portions of Park, Eagle, and Grand counties, with an emphasis on low-SES, under/uninsured/Medicaid populations. • Middle and high school students who receive dental screenings at school-based health centers in Summit and Lake counties.
Statewide or Targeted:	Targeted: Clinic patients within Summit Community Care Clinic’s service area (Summit, Lake, Chaffee, and portions of Park and Grand counties) and Eagle County, which is not part of the Clinic’s service area.

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Integrate tobacco cessation into routine practices in dental clinic operations and school based health centers. • Offer evidence-based tobacco cessation resources to 100% of identified tobacco users, including nicotine replacement therapy (NRT), QuitLine, and behavioral health support. • Create an environment and culture within the dental clinic and school-based health centers in which tobacco prevention and cessation messages/resources is readily available. • Evaluate the effectiveness, reach, and project implementation, with results used to inform future tobacco work. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$150,000

Up-To Total Funding:	\$450,000
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Grantee:	TBD
Project Title:	QuitLine E-Referral Optimization Project
Intended Population:	Low-socioeconomic (low-SES) smokers
Statewide or Targeted:	Statewide with targeted e-referral implementation sites.

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Increase delivery of Colorado QuitLine services to low-SES status smokers through strategic optimization of existing QuitLine e-referral systems statewide. • Develop and deliver a comprehensive utilization and needs assessment tool to each identified QuitLine e-referral implementation site. • Assess results to identify high priority sites. • Draft tailored technical assistance to e-referral implementation sites. • Co-develop monitoring plans with each implementation site to measure impact of training and technical assistance on implementation of QuitLine e-referral into routine clinical practices. • Co-develop a shareable toolkit that describes optimization efforts, summarizes evaluation findings and translatable lessons for knowledge dissemination and replication. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$250,000
Up-To Total Funding:	\$750,000

Grantee:	Truth Initiative Foundation* (off-cycle)
Project Title:	"This is Quitting" Mobile Cessation Application
Intended Population:	Young adults 18-29 years of age
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Provide access to free tobacco cessation support through cessation messaging and services designed to reach young adults ages 18-29 years old. • Promote and evaluate the impact in Colorado on young adult smoking rates. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2020
Up-To Funding Amount for each State Fiscal Year:	FY 19: \$154,451
	FY 20: \$95,421

Up-To Total Funding:	\$249,872
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*This section is informational only to provide the Board the full portfolio. The Board has already approved this project.

Mass-Reach Media Communications

Delivery of strategic, culturally appropriate and high-impact messages through sustained and adequately funded campaigns that are integrated into a comprehensive tobacco control program.

Grantee:	E-Squared Communications/SE2
Project Title:	Statewide Media Education and Awareness Campaign
Intended Population:	Statewide population, with emphasis on low-SES adults; youth under 18 years of age; straight-to-work adults ages 18-24; Spanish-speaking adults; LGBTQ adults, and adults with behavioral health conditions
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Use analytics and digital marketing best practices to maintain and update at least four unique digital properties including TobaccoFreeCO.org, ColoradoSinTabaco.org, TobaccolsNasty.com, and EnoughwiththePuff.com. • Design comprehensive and targeted campaigns and develop creative materials to promote the four digital properties. • Negotiation and placement of media selected based on target audience(s), tracking value-added efforts and production of a comprehensive post-buy analysis • Manage social media accounts. • Develop campaigns into print and digital communication template materials for tobacco grantees. • Develop additional template campaigns to support local grantee policy work. • Provide technical assistance and training to tobacco grantees on promotion of digital sites and proper distribution and usage of marketing materials. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$2,500,000
Up-To Total Funding:	\$7,500,000

Grantee:	E-Squared Communications/SE2* (off-cycle)
Project Title:	"This is Quitting" Media Promotion
Intended Population:	Young adults, with a focus on the straight-to-work young adults.
Statewide or Targeted:	Statewide (media component of Truth Initiative Foundations project); targeting straight-to-work young adults.

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Develop and implement a statewide media promotion of the "This is Quitting" (TIQ) mobile application project. • Place statewide media to promote the TIQ application and reach young adults with a focus on the straight-to-work population. 	

- Provide media evaluation at the end of each fiscal year analyzing outcomes data to determine overall program efficacy and effectiveness on targeted populations.
- Ongoing reporting and evaluation based on post-buy analysis to ensure statewide reach and reach to target audiences.

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2020
Up-To Funding Amount for each State Fiscal Year:	FY 19: \$880,000
	FY 20: \$818,000
Up-To Total Funding:	\$1,698,000

*This section is informational only to provide the Board the full portfolio. The Board has already approved this project.

Grantee:	Inline Media
Project Title:	Colorado QuitLine Media Planning and Buying Services
Intended Population:	Statewide population, with an emphasis on low-SES populations, high risk/high use audiences, and English and Spanish-speaking tobacco users
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Media planning and buying services for annual 9-12 month targeted tobacco cessation campaign aimed at educating Coloradans on the dangers of tobacco use and directing tobacco users to the Colorado QuitLine. • Media buying services, including tactical strategy and implementation, media negotiation and purchasing, and evaluation. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021
Up-To Funding Amount for each State Fiscal Year:	\$2,500,000
Up-To Total Funding:	\$7,500,000

Surveillance and Education

Process of continuous monitoring attitudes, behaviors and health outcomes over time. Data can be used to inform programmatic and policy decisions, demonstrate program effectiveness and monitoring progress on reducing health disparities.

Grantee:	Abt Associates
Project Title:	Colorado Adult Survey on Tobacco and Health Attitudes and Behaviors (CAS-THAB)
Intended Population:	Adults
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Design and implement a representative telephone survey of Colorado adults on specific health-related topics. • Support evaluation of tobacco-use prevention and reduction programs. • Complete approximately 12,000 completed core interviews via landline and cell-phone in English and Spanish, with half of respondents completing a follow up module. • Collect and review data and deliver a fully documented dataset to CDPHE. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2019
Up-To Funding Amount for each State Fiscal Year:	\$800,000
Up-To Total Funding:	\$800,000

Grantee:	Regents of the University of Colorado/University of Colorado Denver/Community Epidemiology and Program Evaluation (CEPEG)
Project Title:	Program Evaluation
Intended Population:	STEPP grantee agencies
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:	
<ul style="list-style-type: none"> • Provide evaluation of grantees' data to inform of impacts of funding on tobacco prevention and control efforts in Colorado and understanding about successes, impacts, and challenges of grantee efforts in strategic areas. • Provide technical assistance to grantees. • Provide metrics, measures and toolkits for grantees to report on key elements of tobacco program work. 	

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021	
Up-To Funding Amount for each Fiscal Year:	FY: 19	\$1,000,000
	FY: 20	\$1,300,000
	FY: 21	\$1,300,000
Up-To Total Funding:	\$3,600,000	

Grantee:	Regents of the University of Colorado/University of Colorado Denver.
Project Title:	Unified State Health Survey - Healthy Kids Colorado Survey (HKCS) and Tobacco Module
Intended Population:	Middle and high school youth
Statewide or Targeted:	Statewide

Measures of Success:

Grantee Activities, Deliverables and Anticipated Outcomes:
<ul style="list-style-type: none"> Youth surveillance system implemented in middle and high schools throughout Colorado and, in part, will measure knowledge, attitudes, and behaviors of youth regarding tobacco use and access. Evaluation to implement and analyze data, number of schools, and number of youth participants in survey.

Financial Overview:

Project Duration:	July 1, 2018 - June 30, 2021	
Up-To Funding Amount for each Fiscal Year:	FY: 19	\$86,000
	FY: 20	\$166,000
	FY: 21	\$86,000
Up-To Total Funding:	\$338,000	