



To: Members of the Colorado State Board of Health

From: Karen Wilson, MD, Chair, Tobacco Education, Prevention and Cessation Grant Program Review Committee

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

Through: Elizabeth M. Whitley, PhD, RN, Director, Prevention Services Division, CDPHE *EW*

Larry Wolk, MD, MSPH, Executive Director, CDPHE *LW*

Date: February 18, 2015

Subject: **Request for approval of the Tobacco Education, Prevention and Cessation Grant Program Review Committee's FY 2016-2018 Funding Recommendations**

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The purpose of this memorandum is to request Board of Health approval of the accompanying funding recommendations of the Tobacco Education, Prevention and Cessation grant program's upcoming three-year grant cycle for fiscal years 2016-2018. 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 (Board of Health). We are requesting that the Colorado State Board of Health approve the funding plan for the three-year project period and fiscal years 2016 - 2018. The program is anticipating a July 1, 2015 start date for these projects, as contingent upon the General Assembly appropriating funds.

The Tobacco Education, Prevention and Cessation Grants Program, in alignment with the Cancer, Cardiovascular and Pulmonary Grant Program and the Health Disparities Grant Program, released a Request for Applications (RFA) for funding on August 4, 2014. All three grant programs are funded by state tobacco tax revenues as prescribed by Amendment 35 and aligned the processes of this funding opportunity. Procedural steps of the RFA release, instruction, communication, submission, application reviews and dissemination of results were planned in conjunction with each other for broad reach to those eligible for funding and transparency of the processes.

Enclosed with this memo is the Tobacco Grant Program Funding Recommendations for Fiscal Years 2016-18, which fully describes the statutory funding requirements, the funding opportunity processes and the resulting decisions and recommendations.

Details of each application being recommended for funding are included and organized by the categorical funding recommendations.

Per statute, the review committee shall submit to the executive director of the department recommended grant recipients, grant amount and the duration of each grant. Dr. Larry Wolk has reviewed and concurs with the recommendations of the review committee for grant awards. Per statute, the review committee's funding recommendations regarding grantees of the Tony Grampsas Youth Services Program (TGYS) were presented to the Tony Grampsas Youth Services Board. The TGYS Board shall submit its recommendations to the State BOH.

In addition, the Amendment 35 grants programs conducted an evaluation of the aligned application and review processes by soliciting feedback from the applicants, application reviewers, program staff and review committee/commission members. Recommendations were received by each program for improvements to the RFA planning, review, coordination and communication processes for the next funding opportunity. Those who provided feedback shared they found the regional grant writing trainings provided by the Colorado School of Public Health, Center for Public Health Practice helpful and that the application requirements were clear. Most respondents indicated an appreciation for coordinating the three grant application processes and deadlines. Several respondents from smaller organizations shared the application requirements were too burdensome and required a lot of staff time to complete and submit. A detailed summary of the feedback provided will be available on the Amendment 35 webpage by March 31, 2015.

The list which follows provides further detail each of the awards and contracts the Tobacco Program proposes for the next 3-year funding cycle. If additional information is needed or there are specific questions prior to the Board of Health meeting, please contact Natalya Verscheure, Tobacco Program Manager, 303-692-6320

**Tobacco Education, Prevention and Cessation  
Grant Program  
Funding Recommendations for Fiscal Years 2016-18**

**Background:**

In 2005, the Tobacco Education, Prevention and Cessation Grant Program (STEPP Grant Program) was established through the passage of Amendment 35 to fund community-based and statewide tobacco education programs designed to reduce initiation of tobacco use by children and youth, promote cessation of tobacco use among youth and adults, and reduce exposure to secondhand smoke. This legislation also established a 16-member advisory committee to the Board of Health, the Tobacco Education, Prevention and Cessation Grant Program Review Committee (CRS 25-3.5-804 (5)). The review committee is responsible for ensuring that program priorities are established consistent with the Colorado tobacco prevention and control strategic plan, overseeing program strategies and activities, and ensuring that the program grants are in compliance with guiding legislation (CRS 25-3.5-801 et seq.). In 2012 the Tobacco Review Committee adopted the 2020 Colorado tobacco prevention and control strategic plan. The plan identifies the following priority populations known to have higher than average tobacco disparities based on Colorado Department of Public Health and Environment data - low socioeconomic populations, 18-24 year old non-students and youth, especially those most burdened by exposure to tobacco advertising and marketing. The strategic plan establishes seven goal areas:

1. The cessation success gap affecting low SES youth and adult smokers decreases by 50 percent
2. A majority of people and health care systems in Colorado recognize and treat tobacco dependence as a chronic condition
3. A majority of Coloradans live, learn, work and play in communities that have effective policies and regulations that reduce youth and adult use and access to tobacco
4. Tobacco prevalence and initiation among young adults, especially straight to work, decreases by 50 percent
5. Initiation among youth, especially high burden and low SES populations, decreases by 50 percent
6. Exposure to secondhand smoke, with an emphasis on low SES populations, decreases by 50 percent
7. Colorado is among the 10 states with the highest price for tobacco products

The Tobacco Review Committee (TRC) approved a three-year funding cycle with an annual allocation of \$22 million - the anticipated three-year average fund balance based on current state projections. The TRC also voted to distribute monies according

to a funding framework based on the program components outlined in the CDC's Best Practices for Comprehensive Tobacco Control Programs - 2014. The funding framework is designed to enable evidence-based programming statewide and allow Colorado to prioritize populations with a higher than average tobacco burden.

The Best Practices Categories are:

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

At this time the TRC requests that the Board of Health approve the grantees and projects identified within this funding recommendation. All of these projects are for duration of three years. The total funding requested at this time is **\$14,833,114** for each year of the three grant cycle. Contingent upon satisfactory performance and funding availability, the program anticipates continuing to fund these projects in FY 2016-17 and FY 2017-18, totaling \$ 44,499,342 for all three years. The TRC is return to this board later this spring with the remainder of the funding recommendations. The anticipated annual total for all TRC activities is \$21,583,114. The anticipated three-year combined total is \$64,749,342.

This award will fund 54 agencies for a total of 55 projects, including direct funding to 30 rural and urban local health agencies or community based organizations serving 58 of Colorado's 64 counties. Breakdown of funding recommendations is listed below.

#### **Funding Recommendations:**

A Request for Application (RFA) for new community and health systems change (cessation) projects to support the goals of the 2020 Tobacco Control Strategic Plan, was released on August 4, 2014. Forty-One (41) applications were received for new grants with funding requests totaling \$7,913,672 annually (or \$23,741,016 for a 36-month project period). A three-stage application review process was followed including a technical review by staff for completeness and compliance with the legislation, independent scoring by individual reviewers, and a final funding conference that drew all reviewers together to deliberate over each application to arrive at a final score. Applications with an average and consensus score of 70 or greater were submitted to the Tobacco Review Committee. Potential conflicts of interest for Review Committee members were disclosed and documented during the review process to ensure compliance with the Tobacco Grant Program by-laws.

Additionally, the Review Committee considered other factors in formulating their recommendations, such as fulfillment of statutory mandates and the Department's assessment of the applicant's capacity to successfully account for public grant dollars as determined by the financial risk assessment questionnaire. Through a formal vote,

the Tobacco Review Committee is recommending the funding allocation scenario presented herein.

As a result of these efforts, thirty-six (36) new projects are recommended for funding totaling \$7,124,114 annually (or \$21,372,342 for the 3-year cycle of the project (July 1, 2015 - June 30, 2018)). All funding awards are to support the goals of the 2012-2020 Tobacco Control Strategic Plan and to strengthen and grow the current statewide tobacco control movement.

In addition to new projects resulting from the RFA process, 18 additional funding recommendations critical to the Tobacco Strategic Plan and fulfillment of statutory mandates are included in this memorandum. Eleven (11) of these funding recommendations are procured via Sole Sources and Interagency Agreements (IA), totaling \$7,709,000 annually (or \$23,127,000 for the 3-year cycle of the project). Seven (7) of the projects, totaling \$6,750,000 annually (or \$20,250,000 for the 3-year cycle of the project) are being processed through the state procurement process (as Request for Proposals) and are still in process at the time of this Board of Health meeting. As a result, the grantee agency cannot be identified and included in this request at this time. At the conclusion of procurement process, a single grantee for each of these projects will be selected. The program will share these 7 award decisions with the Board of Health at a later meeting and seek final approval for these contracts at that time. For now, the commitments to pursue contracts in these areas are submitted for the Board of Health members' full review and consideration. These are reflected in the table and the detailed project description or agency is labeled as TBD.

The projects are also highlighted to reflect the 3 different procurement processes (aqua - for RFA, purple for Sole Sources/IA, olive green - for RFP) from which the requested dollar amounts were derived.

**State and Community Interventions: To involve multiple sectors in influencing how and where tobacco products are used, sold and marketed.**

<i>Intervention</i>	<i>Agency</i>	<i>Project Name</i>	<i>Up to Annual \$ Amount</i>	<i>Up to 3yr/project \$ Amount</i>
*Community	31 Local Public Health or Health Agencies/Non-profit Organizations serving 58 Counties. Each entity is identified in the grant summaries that follow.	Varies by Agency	\$6,024,114	\$18,072,342
Statewide	American Lung	One Step	\$64,000	\$192,000

	<i>Association</i>			
<i>Statewide</i>	<i>Boys and Girls Club of Metro Denver</i>	<i>Youth Tobacco Intervention Initiative</i>	<i>\$700,000</i>	<i>\$2,100,000</i>
<i>Statewide</i>	<i>Rocky Mountain Center Health</i>	<i>Tobacco Free Schools Policy Initiative</i>	<i>\$340,000</i>	<i>\$1,020,000</i>
<i>Statewide</i>	<i>Regents-School of Public Health</i>	<i>Cessation/Health Systems Change and other Tobacco Control Training and Technical Assistance to Grantees</i>	<i>\$970,000</i>	<i>\$2,910,000</i>
<i>Statewide</i>	<i>TBD</i>	<i>Statewide Smoke Free Multi-Unit Housing/Technical Assistance</i>	<i>\$200,000</i>	<i>\$600,000</i>
		<i>SUB-TOTAL</i>	<i>\$8,298,114</i>	<i>\$24,894,342</i>

***Health Communication Interventions:*** *To provide well coordinated mass media campaigns to reach a wide market and warn about the dangers of tobacco use, promote cessation and prevent initiation and to build support for local and state tobacco control efforts.*

<i>Intervention</i>	<i>Agency</i>	<i>Project Name</i>	<i>Up to Annual \$ Amount</i>	<i>Up to 3/yr project \$ Amount</i>
<i>Health Communications</i>	<i>TBD</i>	<i>Media Templates/Marketing materials for Grantees</i>	<i>\$500,000</i>	<i>\$1,500,000</i>
<i>Health Communications</i>	<i>TBD</i>	<i>Colorado Quitline Media mass media</i>	<i>\$2,500,000</i>	<i>\$7,500,000</i>
<i>Health Communications</i>	<i>TBD</i>	<i>TobaccoFreeCO web maintenance/mass media</i>	<i>\$1,500,000</i>	<i>\$4,500,000</i>

		<i>SUB-TOTAL</i>	<i>\$4,500,000</i>	<i>\$13,500,000</i>
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***Cessation Interventions: To identify, treat and refer people who are addicted to tobacco to evidenced based cessation services***

<i>Intervention</i>	<i>Agency</i>	<i>Project Name</i>	<i>Up to Annual \$ Amount</i>	<i>Up to 3/yr project \$ Amount</i>
<i>Cessation</i>	<i>American Lung Association</i>	<i>Not On Tobacco (NOT)/Youth Cessation</i>	<i>\$325,000</i>	<i>\$975,000</i>
<i>Cessation</i>	<i>Regents-Behavioral Health and Wellness Prevention</i>	<i>Health Systems Change, Cessation Treatment and Environment Change for Mental Health and Priority Populations</i>	<i>\$250,000</i>	<i>\$750,000</i>
<i>Cessation</i>	<i>National Jewish</i>	<i>Colorado Quitline</i>	<i>\$3,500,000</i>	<i>\$10,500,000</i>
<i>Cessation</i>	<i>TBD</i>	<i>CoQuitMobile Text-Based Cessation Program</i>	<i>\$1,000,000</i>	<i>\$3,000,000</i>
<i>Cessation</i>	<i>Denver Health &amp; Hospital Authority</i>	<i>Colorado Quitline E-Referral System</i>	<i>\$500,000</i>	<i>\$1,500,000</i>
<i>Cessation</i>	<i>Rocky Mountain Health Plan foundation</i>	<i>Baby and Me Tobacco Free Smoking Cessation program</i>	<i>\$550,000</i>	<i>\$1,650,000</i>
<i>Cessation</i>	<i>TBD</i>	<i>Medicaid Tobacco Cessation Benefits Promotion</i>	<i>\$250,000</i>	<i>\$750,000</i>
<i>*Cessation</i>	<i>6 Agencies selected via RFA. Each entity is identified in the grant summaries that follow.</i>	<i>Health Systems Change to promote cessation</i>	<i>\$1,100,000</i>	<i>\$3,300,000</i>

		<b>SUB-TOTAL</b>	<b>\$7,475,000</b>	<b>\$22,425,000</b>
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**Surveillance and Evaluation:** *To monitor tobacco use and related behaviors and demonstrate effectiveness in reaching planned outcomes.*

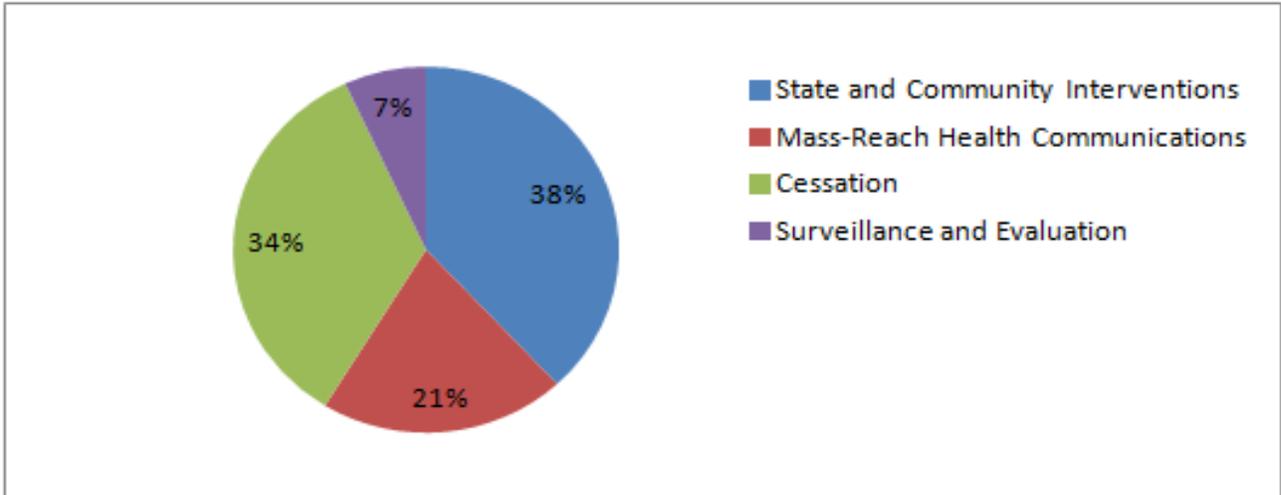
<i>Intervention</i>	<i>Agency</i>	<i>Project Name</i>	<i>Up to Annual \$ Amount</i>	<i>Up to 3/yr \$ Amount</i>
<i>Surveillance &amp; Evaluation</i>	<i>TBD</i>	<i>Program Evaluation</i>	<i>\$800,000/ \$1,300,000 yr 2 and yr 3</i>	<i>\$3,400,000</i>
<i>Surveillance &amp; Evaluation</i>	<i>Regents - CEPEG</i>	<i>The Attitudes and Behavior Survey (TABS)</i>	<i>\$500,000 year 1 only.</i>	<i>500,000</i>
<i>Surveillance &amp; Evaluation</i>	<i>Regents - CEPEG</i>	<i>Unified State Health Survey-Healthy Kids Colorado Survey (HKCS)</i>	<i>\$10,000</i>	<i>\$30,000</i>
		<i>SUB-TOTAL</i>	<i>\$1,310,000</i>	<i>\$3,930,000</i>
<b><i>STEPP Portfolio Total</i></b>			<b><i>\$21,583,114</i></b>	<b><i>\$64,749,342</i></b>

Please note that all funds recommended are listed as “not to exceed.” The grantee may receive less than the total listed as recommended by the Review Committee and presented to the Colorado Board of Health.

<b>Number of Projects addressing each Strategic Plan goal area</b>						
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>	<b>Goal 5</b>	<b>Goal 6</b>	<b>Goal 7</b>
25	27	13	15	19	12	2

The FY16 funding recommendation follows the CDC recommended structure.

<b><i>Tobacco Control Initiatives by CDC Best Practices Categories</i></b>	<b><i>Agencies</i></b>	<b><i>Projects</i></b>	<b><i>Up to \$ Amount</i></b>
<i>State and Community Interventions</i>	<i>36</i>	<i>36</i>	<i>\$8,298,114</i>
<i>Mass-Reach Health Communications</i>	<i>3</i>	<i>3</i>	<i>\$4,500,000</i>
<i>Cessation</i>	<i>13</i>	<i>13</i>	<i>\$7,475,000</i>
<i>Surveillance and Evaluation</i>	<i>2</i>	<i>3</i>	<i>\$1,310,000</i>
<b>Total</b>	<b>54</b>	<b>55</b>	<b>\$ 21,583,114</b>



Community applications

Lead agency	Project name	Final Amount: 3K stipend (26 non metro)
Delta County Health Department	Delta County Tobacco Education Program	\$ 36,333.00
Summit County Public Health	Summit County STEPP Program	\$ 36,333.00
Larimer County	Tobacco Education, Prevention and Cessation Grant Program in Larimer County	\$ 299,880.00
Northeast Colorado Health Department	Northeast Colorado Community Tobacco Initiative	\$ 202,998.00
Otero County Health Department	Southeast Regional Tobacco Initiative	\$ 269,664.00
Boulder County Public Health	Tobacco Education and Prevention Partnership (TEPP) Program	\$ 287,934.00
Pueblo City/County Health Department	The Pueblo Tobacco Education and Prevention Partnership	\$ 228,634.00
Ouray County Public Health	Ouray County Tobacco Education Program-Community	\$ 36,333.00
Lincoln County Public Health	Lincoln County Against Tobacco (LCAT)	\$ 36,333.00
Hinsdale County Public Health Agency	Hinsdale/Mineral Tobacco Prevention and Cessation Initiative	\$ 69,666
Eagle County Public Health	West Mountain Region Tobacco Education Prevention and Cessation Program	\$ 117,347.00
Rio Grande Public Health Agency	San Luis Valley Community Tobacco Initiative	\$ 169,665.00
Kit Carson County Health and Human Services	Kit Carson County Tobacco Control and Education Program	\$ 36,000.00
San Miguel County Department of Health and Environment	San Miguel County Tobacco Education and Prevention Program	\$ 36,333.00
San Juan County Public Health	The San Juan County Tobacco Initiative	\$ 36,278.00
Mesa County Health Department	Advancing Health Systems Change Through Primary Care	\$ 138,265.00
Montrose County DHHS	Community Tobacco Initiative	\$ 41,441.00
Denver Public Health	Denver Public Health Community Tobacco Initiative	\$ 611,651.00
Chaffee County Public Health	Chaffee County Public Health Community Tobacco Prevention Program	\$ 35,963.00
Montezuma County	Healthy Schools, Healthy Communities	\$ 68,822.00
Weld County Department of Public Health and Environment	Weld County Tobacco Control Program	\$ 318,903.00
San Juan Basin Health Department	San Juan Basin Health Tobacco Prevention Program (previously Celebrating Healthy Communities)	\$ 75,378.00
Bent Count Public Health	Tobacco Free Bent County	\$ 36,312.00
Tri-County Health Department	Tri-County Health Department Tobacco Prevention Program	\$ 1,363,494.00

Community applications

Lake County Build a Generation	Lake County Build a Generation Environmental Project to Address Youth Initiation, Adult Cessation, Tobacco-Free Policies	\$ 36,000.00
Broomfield Health and Human Services	Broomfield Tobacco Education and Prevention Partnership (BTEPP)	\$ 42,953.00
Jefferson County Public Health	Partnership for Tobacco-free Communities	\$ 451,888.00
Gunnison County Department of Health and Human Services	Gunnison County Tobacco Education Program	\$ 36,062.00
Grand Futures Prevention Coalition	Limiting Youth Access and Initiation to Tobacco Through Prevention	\$ 102,999.00
El Paso County Public Health	Community Tobacco Initiatives for El Paso County	\$ 764,252.00
Countertools		\$ 45,000.00

Cessation applications

Lead agency	Project name	Final Amount
Penrose - St. Francis Health Foundation for Penrose - St. Francis Health Services	Providing Tobacco Treatment Through the Continuum of Care	\$ 200,000.00
University of Colorado Denver [Children's Hospital]	ONE Step	\$ 200,000.00
Exempla Lutheran Medical Center Foundation	Healthy You, Healthy Baby	\$ 198,769.00
Jefferson Center for Mental Health	Tobacco Cessation Initiative - Systems Changes and Peer Support in a Community Mental Health Center	\$ 200,000.00
Denver Public Health	Denver Public Health Cessation Tobacco Initiative	\$ 200,000.00
Summit Community Care Clinic	The Care Clinic Tobacco Cessation Project	\$ 101,231.00