



To: Members of the Colorado State Board of Health

From: Daniel Kortsch, MD, Vice-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: April 15, 2015

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

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The purpose of this memorandum is to request Board of Health approval of the accompanying additional 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.

In February, 2015, the Board of Health approved funding recommendations for fifty-four (54) grantees in the annual amount of \$14,833,114 for the state and community, health communications, cessation, and surveillance interventions. Since February, five (5) projects have been processed through the state procurement process, totaling \$4,950,000 annually (or \$14,850,000 for the 3-year cycle of the project), and are recommended for funding by the Tobacco Review Committee (TRC). The Department has two (2) projects that are pending procurement selection and TRC anticipates bringing these to the Board in June, 2015.

Enclosed with this memo are the Tobacco Grant Program Funding Recommendations for Fiscal Years 2016-18, which fully describe the resulting funding decisions and recommendations, including the details of each of the awards and contracts being recommended for funding.

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.

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

## Additional 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 Tobacco Review Committee requests that the Board of Health approve funding to the agencies 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 **\$4,950,000** 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 \$14,850,000 for all three years. The anticipated annual total for all Tobacco activities is \$21,583,114. The anticipated three-year combined total is \$64,749,342.

This award will fund four (4) contractors for a total of five (5) projects, serving all counties Colorado with Tobacco Education, Prevention and Cessation activities.

## **State and Community Interventions**

**Proposed Grantee:** Denver Health and Hospital Authority

**Project Title:** Statewide Smoke-Free Multi-Unit Housing Technical Assistance and Training Initiative

**Up to Dollar Amount:** Annual = \$200,000 3-Year = \$600,000

**Geographic Area Served:** Statewide

**Tobacco Initiative:** Statewide Interventions

**Key Objectives:** Provide education on secondhand smoke exposure and cessation to promote smoking ban(s) in low income multiunit housing settings in order to increase the number of housing authorities/affordable housing properties that adopt comprehensive smoking bans.

**Project Summary:** This project will provide technical assistance, training, and education on secondhand smoke exposure, tobacco use, tobacco cessation and best practices to reduce secondhand smoke exposure and promote cessation to tobacco program staff within local public health departments, legal staff, and top decision makers in low income multi-unit housing properties and settings.

## Mass-Reach Health Communications

**Proposed Grantee:** E-Squared Communications Group

**Project Title:** Grantee Media Template Materials

**Up to Dollar Amount:** Annual = \$500,000 3-Year = \$1,500,000

**Geographic Area Served:** Statewide

**Tobacco Initiative:** Mass- Reach Health Communications

**Key Objectives:** Continue to plan, write, design and program customizable messaging and marketing materials for STEPP grantees. Materials and messages will include cessation, prevention, and secondhand smoke. Materials are intended for the target audiences of disparately affected and low SES populations, at-risk youth, and young adults.

**Project Summary:** Expand upon existing print and digital communication template materials available through [www.COHealthResources.org](http://www.COHealthResources.org) to support local campaign efforts and offset creative service burdens on local partners. Select campaigns have Spanish language execution.

**Evaluation Strategy:** Create an evaluation plan for the materials including surveys, interviews, and focus groups with grantees and their audiences. The information learned will be used to inform revisions and new materials needed.

**Proposed Grantee:** Inline Media

**Project Title:** Colorado QuitLine Media Planning and Buying Services

**Up to Dollar Amount:** Annual = \$2,500,000 3-Year = \$7,500,000

**Geographic Area Served:** Statewide

**Tobacco Initiative:** Mass- Reach Health Communications

**Key Objectives:** Develop and implement a statewide annual media plan to increase awareness and drive calls to the Colorado QuitLine.

**Project Summary:** Provide media planning and buying services for an annual 9 to 12-month targeted tobacco cessation campaign aimed at educating Coloradans on the dangers of tobacco use and driving tobacco users to the [Colorado QuitLine](http://www.coquitline.org), located online at <https://www.coquitline.org>. Media buying services will include tactical strategy and implementation, media negotiation and purchasing, and evaluation. The selected vendor will utilize pre-existing tobacco cessation campaign materials available through the CDC's [Media Campaign Resource Center](http://www.cdc.gov/tobacco/media_campaigns/index.htm) ([http://www.cdc.gov/tobacco/media\\_campaigns/index.htm](http://www.cdc.gov/tobacco/media_campaigns/index.htm)) or other resources, as identified and approved by CDPHE. Campaign materials will be tagged with Colorado QuitLine information and placed based on target audience and media channel demographic.

**Evaluation Strategy:** Ongoing reporting and evaluation based on a post-buy analysis to ensure statewide reach, reach to target audiences, and monitoring of QuitLine call volume.

**Proposed Grantee:** E-Squared Communications Group  
**Project Title:** Tobacco Cessation Awareness Campaign and Web Hub  
**Up to Dollar Amount:** Annual = \$1,500,000 3-Year = \$4,500,000  
**Geographic Area Served:** Statewide

**Tobacco Initiative:** Mass- Reach Health Communications

**Key Objectives:** Develop an overarching strategic campaign plan, including creative materials, maintain and update four unique digital properties and provide technical assistance to STEPP grantees.

**Project Summary:** This project will use analytics and digital marketing best practices to maintain and update four unique digital properties including - TobaccoFreeCO.org, ColoradoSinTabaco.org (Spanish version of TobaccoFreeCO.org), a youth-specific site (currently in development and set to launch in March 2015), and the Tobacco Quit and Save mobile app. The vendor will design comprehensive and targeted campaigns and develop creative materials to promote each of the digital platforms mentioned above. The creative direction will be based on focus group findings, conducted by the vendor, for message and artwork. Campaign execution will include the negotiation and placement of media selected based on target audience(s), the tracking of value-added efforts and the production of a comprehensive post buy analysis. The vendor will create and promote materials and toolkits for tobacco grantees to utilize to extend the impact and reach of the campaigns. Technical assistance and training will be provided to tobacco grantees on the promotion of these sites and proper distribution and usage of marketing materials. The vendor will coordinate the advertising flights with local tobacco grantees and the Colorado QuitLine's statewide media buyer to be strategic and coordinated about messaging saturation in the market and to ensure there is no duplication of advertising placements as well as pursue and secure earned media whenever possible, including pitching stories to media outlets, and responding to media inquiries as needed. The vendor will also manage existing social media accounts.

**Evaluation Strategy:** Media buy impressions, earned media clips, internet ad click-throughs, hits to website, QuitLine calls, mobile texts, grantee downloads, social media followers, social media engagement, social media analytics. Maintain and update a statewide web hub resource that provides specific information directed toward multiple identified and agreed upon target audiences. Conduct formal research for identified target audiences. Determine strategy for all new and updated creative components of the English and Spanish web hub promotional campaign. Develop and implement public relations/public educational outreach components of an overall promotional plan to promote the English and Spanish web hub.

## Cessation

**Proposed Grantee:** JSI Research and Training Institute Inc.  
**Project Title:** Statewide Colorado Medicaid Tobacco Cessation Benefits & Services Promotion Initiative  
**Up to Dollar Amount:** Annual = \$250,000 3-Year = \$750,000  
**Geographic Area Served:** Statewide  
**Tobacco Initiative:** Cessation Intervention

**Key Objectives:** Promote utilization of the Colorado Medicaid tobacco cessation counseling benefit by creating and updating materials, integrating Medicaid benefits processes into tobacco use screening and providing technical assistance.

**Project Summary:** This project will promote utilization of the Colorado Medicaid tobacco cessation counseling benefit and pharmacotherapy benefit available to Medicaid clients. The selected entity will develop new and update existing training materials, clinic workflow templates and implementation tools for health care organizations and providers to ensure Medicaid benefits processes and information are integrated into tobacco use screening and intervention for all Medicaid clients. This project will coordinate with Colorado Regional Care Coordination Organizations (RCCOs) and Behavioral Health Organizations (BHOs) to ensure that tobacco dependence treatment is integrated in care coordination efforts for Medicaid clients and Medicaid providers; coordinate with RCCOs and BHOs to ensure information about tobacco cessation benefits are communicated to Medicaid clients and Medicaid providers; and coordinate with RCCOs and BHOs to reduce/eliminate barriers to utilizing Medicaid tobacco cessation benefits and accessing tobacco cessation resources including the Colorado QuitLine. This project will monitor utilization of Colorado Medicaid tobacco cessation benefits and provide technical assistance to help RCCOs and Medicaid providers measure the implementation of health systems changes and the impact of these changes on outcomes in their patient populations using data from electronic health records, QuitLine referral reports, reimbursement claims, and other sources.