



Colorado Department  
of Public Health  
and Environment

## FY15/16 Tobacco Funding Portfolio

The STEPP program is pleased to announce the FY15/16 tobacco education, prevention and cessation grant portfolio. 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. 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 evidenced-based programming statewide. It also allows Colorado to prioritize populations with a higher than average tobacco burden and to conduct innovative demonstration projects in order to add to the evidence base of effective strategies for these priority populations.

The approved dollar amounts for each program component are:

- I. State and Community Interventions –TRC approved up to \$8.5 million
- II. Mass-Reach Health Communications–TRC approved up to \$4.5 million
- III. Cessation Interventions–TRC approved up to \$8 million
- IV. Surveillance and Evaluation–TRC approved up to \$1.5 million
- V. Infrastructure, Administration and Management (state-level services are not funded via the grants line item).

The sum of the approved component amounts exceeds the approved total of \$22 million in order to give the Tobacco Review Committee flexibility in allocating funds should some categories have fundable applications equaling less than the allocated funds.

The FY15/16 grant portfolio is approximately 10 percent less than the FY14/15 allocation. It is important to remember a measure of our success as a tobacco control movement is a decreasing fund balance. As we reach key milestones the rate of available funds will drop accordingly. In allocating these diminishing resources, we are faced frequently with difficult choices and must prioritize the most effective work and the highest need populations. Despite the continued projected decline in revenues from the tobacco tax, the intent is for stable funding throughout the three year funding cycle. \$6.2 million has been allocated for the Community Tobacco Initiatives – which represents a less than one-percent decrease from the FY15 allocation for such initiatives.

Potential applicants will see some changes in the mechanisms by which the grant funds are administered and distributed. Traditionally, the majority of the funds have been awarded through a single Request for Applications (RFA) process. For this grant cycle, more of the projects will be awarded through alternate means, such as Requests for Proposals (RFPs). Please keep in mind when reviewing the upcoming *FY16 Community and Health Systems Request for Application* (RFA) that it does not reflect the full 3-year funding portfolio. Instead, \$7.3 million of the total \$22 million in FY 15/16 funding will be available via this RFA. The remaining funds will be announced according to the chart below.

<b>Statewide Interventions:</b>	
<b>Children and Youth Projects (new category)</b>	
<b>Project</b>	<b>Date for more information</b>
ONE Step to Reduce Children’s Exposure to Secondhand Smoke training for child care providers*	August 20, 2014
Youth Tobacco Intervention Initiative*	August 20, 2014
Tobacco Free Schools Policy Initiative*	August 20, 2014
<b>Technical Assistance to Grantees</b>	
<b>Project</b>	<b>Date for more information</b>
Cessation and Health Systems Change Training and Technical Assistance for Grantees	August 20, 2014
Training Initiatives on Fundamental Aspects and Strategies of Tobacco Control and Community Level Systems and Environmental Change Technical Assistance	August 20, 2014
NEW! Statewide Smoke Free Multi-unit Housing Technical Assistance Initiative	August 20, 2014
<b>Community Intervention:</b>	
<b>Project</b>	<b>Date for more information</b>
Community Tobacco Initiatives – evidenced based programming	8/4/14 RFA
<b>Mass-Reach Health Communications:</b>	
<b>Project</b>	<b>Date for more information</b>
Media Templates	August 20, 2014
Colorado Quitline Media	August 20, 2014
TobaccoFreeCO.org	August 20, 2014
<b>Cessation Interventions:</b>	
<b>Core Services (new category)</b>	
<b>Project</b>	<b>Date for more information</b>
Youth Cessation Program	August 20, 2014
Health Systems Change, Cessation Treatment and Environmental Change for Mental Health and Priority Populations*	August 20, 2014
Colorado QuitLine	August 20, 2014
<b>Demonstration Projects (new category)</b>	
<b>Project</b>	<b>Date for more information</b>
CoQuitMobile text-based cessation program	August 20, 2014
Colorado QuitLine E-Referral System	August 20, 2014
Baby and Me Tobacco Free Smoking Cessation Program*	August 20, 2014
New! Medicaid Tobacco Cessation Benefits Promotion	August 20, 2014
Cessation Health Systems Initiatives	8/4/14 RFA
<b>Surveillance and Evaluation:</b>	
<b>Project</b>	<b>Date for more information</b>
Program Evaluation and The Attitudes and Behavior Survey (TABS) and Evaluation TA	August 20, 2014
Unified State Health Survey- Healthy Kids Colorado Survey (HKCS)	August 20, 2014

\*indicates previously funded via Innovative Community Tobacco Initiative

Several funding categories that were made available during the current three year funding cycle (through the FY13 RFA and the FY14 RFA) have been changed or discontinued in the FY16 Tobacco Funding Portfolio including the Innovative Community Tobacco Initiative, the Community Led, Targeted Outreach Campaigns, and the Regional Media Buy projects.

The Innovative Community Tobacco Initiative was originally intended to fund pilot and test projects that could add to the tobacco control evidence base and could be replicated or sustained without ongoing funding. Several projects funded as the Innovative category are continuing under a more accurate category of statewide projects as these projects support ongoing evidence-based work at the community level.

The Cessation Interventions program component has a new category called Demonstration Projects. Projects in this category have clearly defined expectations for evaluation to demonstrate effectiveness and for creating sustainability beyond the three-year grant cycle.

The program conducted a large literature review it dubbed *Moving the Mark on Tobacco Disparities* to identify and prioritize strategies for better reaching and serving priority populations. The information gleaned in the *Moving the Mark* review will be reflected in sections of the RFA and in the overall funding portfolio. Applicants are encouraged to review the findings at the link provided in the RFA and apply the information in their applications as appropriate. The intent of the program is to advance cutting edge efforts which will result in observable reductions in tobacco use and initiation among all Coloradans.

We anticipate these changes will result in more strategic innovation in serving Colorado's priority populations, in reaching the goals of the [Strategic Plan](#), and in implementing the requirement of the Amendment 35 statutes.

Questions about the RFA and the FY 15/16 funding portfolio can be submitted to the following email address: [cdphe\\_a35grantreviewcommittees@state.co.us](mailto:cdphe_a35grantreviewcommittees@state.co.us)