

## **Appendix L. Eligible Activities from “Guidance for Ballot Measure 108 One-time Funding to Address Commercial Tobacco Use Inequities 2022-2023”**

Most local TPEP programs received Ballot Measure 108 funding in early 2023 that had been carried over from the 2019-2021 biennium. These funds were intended to provide TPEP with additional capacity and resources to address commercial tobacco use inequities and develop or enhance community partnerships. The eligible activities for funding are outlined below and were co-developed with the Conference of Local Health Officials Prevention and Health Promotion and Prevention Committee. TPEP programs may consider including these activities in their Workplans for 2023-2025.

### ***Building capacity to address inequities and foster authentic community relationships***

Activities focus on individual and organizational capacity building to address commercial tobacco use inequities and develop or enhance community partnerships. Activities could include, but are not limited to, the following:

- Contracts for trainings that build staff capacity and competency for work on health equity and community partnerships (e.g., cultural competence, implicit bias, accessibility, power dynamics in government-community relationships)
- Participate in learning opportunities
- Participate in the Community Policy Leadership Institute (CPLI) and provide stipends to community partners to join
- Attend community partner meetings to learn from and build relationships with the community
- Conduct an internal assessment of how existing work can be enhanced to focus on equity and community partnerships
- Develop policies and procedures to ensure communities of color are represented in county outreach activities and adequately compensated for their time
- Partner with other county and tribal TPEP to engage community partners in commercial tobacco prevention in multi-county or regional activities (*for example: co-develop community engagement strategies and share best practices, toolkits, resources, etc.*)
- Support another county TPEP to increase readiness for work on equity and community partnerships development (*for example: share or co-design assessments to measure community knowledge, attitudes and current efforts, share strategies to identify key community partners, etc.*)
- Assess community cessation needs and create plan for closing gaps, including building capacity to manage NRT distribution in the 2023-2025 biennium (*for example: map cessation access and needs for communities most in need, identify what kind of*

*cessation support is most needed, determine processes for delivering cessation over time, etc.)*

### ***Supporting community-driven assessment, planning, and partnerships***

Activities focus on developing and/or enhancing partnerships with CBOs or other community partners to address commercial tobacco use inequities through community-driven assessment, planning, and partnerships. Activities could include, but are not limited to, the following:

- Outreach to CBOs that received OHA public health funding for commercial tobacco prevention to identify shared/complementary work
- Outreach to CBOs that were not awarded OHA public health funding to identify shared/complementary work and support readiness for future funding
- Attend and be present in community spaces to learn about CBO and other local projects led by community
- Partner with a Regional Health Equity Coalition to understand community priorities for planning, and provide funding for time and expertise
- Invite and financially compensate community to co-develop, facilitate, and/or participate in assessment activities
- Invite and financially compensate community to participate in program planning, budgeting and policy development to ensure cultural and linguistic appropriateness (engage through modalities that are culturally appropriate and meet the community where they are)
- Provide networking opportunities for LPHAs, CBOs, and other community partners in service area
- Support capacity for equity-oriented data collection and analysis, such as community-specific surveys and/or qualitative storytelling and provide stipends to community members to support data collection, analysis, interpretation, and reporting.

### ***Supporting shared implementation and evaluation of strategies and activities***

Activities focus on implementing shared strategies and activities to address commercial tobacco use inequities that reflect community priorities, including activities with CBOs and other community partners. Activities could include, but are not limited to, the following:

- Distribute funds to CBOs that did not receive OHA public health funding (please refer to [CBO Public Health Funding Opportunity for eligibility criteria used for OHA funding decisions](#))<sup>1</sup>
- Distribute funds to CBOs that did receive OHA public health funding to enhance funded work or make up difference between requested and awarded amounts
- Collaborate on shared work with CBOs and other community partners (see [CBO Public Health Funding Opportunity](#) for eligible activities for CBO funding)

- Expand or enhance capacity to ensure policy implementation and enforcement activities are equitable and informed by community partners
- Provide culturally appropriate cessation supports/services, including provision of Nicotine Replacement Therapy, in collaboration with CBOs and other community partners. Identify opportunities for CBOs and other community partners to provide linkages to cessation services.
- Develop culturally appropriate communications materials in collaboration with intended audience including community engagement, creative development, financial compensation for communities participating, focus group testing, campaign planning, including evaluation.
  - If your program would like to spend more than \$5,000 on paid media placements, contact your HPCDP liaison. Paid media refers to spending money to market a message on TV, radio, billboards, digitally, and more to reach a specific audience.
  - [See TPEP 2021-2023 RFA guidance](#) for more information on communications including planning tools
- Convene community-based coalition focused on reducing commercial tobacco use inequities, and provide stipends for youth and community engagement
- In partnership with CBOs, identify, co-develop, and provide culturally relevant training and technical assistance opportunities for community members, CBOs, and/or other LPHAs
- Attend other complementary coalition meetings (e.g., harm reduction, etc.)
- Create opportunities to strengthen the leadership capacity of CBOs and community members to participate in and lead advocacy efforts.