
WELCOME!

Tobacco Reduction Advisory Committee
October 23, 2023

Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION

Health
Oregon
Authority



Introductions

Tobacco Reduction Advisory Committee

**Jen Chandler – Policy & Program Manager
Oregon Health Authority - Public Health Division**

Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION



Tobacco Prevention Education Program (TPEP) Overview

Tobacco Reduction Advisory Committee

**Steven Fiala, Tobacco Policy and Partnerships Lead
Oregon Health Authority - Public Health Division**

Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION



BREAK

Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION

Oregon
Health
Authority

Shared Governance

Tobacco Reduction Advisory Committee

Lily Banning, Tobacco Policy Specialist
Oregon Health Authority – Public Health Division

Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION



TPEP Ambassador Group

Purpose:

- Develop recommendations for a new, sustained TPEP governance model that ensures all partners in Oregon's commercial tobacco prevention system have equal voice, decisions are made equitably and inclusively and communicated transparently, and program priorities and budgets represent the full spectrum of prevention, including addressing the root causes of tobacco use.

Responsibilities:

- Determine scope of decision-making
- Identify membership and recruitment process
- Establish meeting frequency and implementation timeline
- Ensure feedback from respective groups is integrated into process and planning

Timeframe: September 2023 – February 2024

Questions



General Updates

TRAC Members

Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION



Public Comment

Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION



Future Agenda Items

Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION



DRAFT Estimated revenues are subject to change

TRAC '23-'25 Proposed Budget - Tobacco Use Reduction Account / Measure 44 2023-2025 10.23.23						
	State-Community	Health Communication	Cessation	Surveillance-Evaluation	Administration-Management	TOTAL
AY25 TURA/M44 REVENUE ESTIMATE						\$ 12,200,000
AY23 CARRYOVER						\$ 1,000,000
LESS TOTAL COST ALLOCATION EXPENSES:						\$ 1,616,037
BUDGET FOR DIRECT SERVICES						\$ 11,583,963
PERSONNEL (15.94 FTE)						\$ 3,965,175
COMMUNITY GRANTS AND CONTRACTS						
County Grants	\$ 750,000					\$ 750,000
Tribal Grants	\$ 1,000,000					\$ 1,000,000
RHEC Grants	\$ 800,000					\$ 800,000
CBO Grants	\$ 750,000					\$ 750,000
State Contracts	\$ 531,823	\$ 2,245,400	\$ 539,647	\$ 602,526		\$ 3,919,396
TOTAL COMMUNITY GRANTS & CONTRACTS	\$ 3,831,823	\$ 2,245,400	\$ 539,647	\$ 602,526	\$ -	\$ 7,219,396
OTHER & SUPPLIES						
Administration Fees (Facilities, Information Technology, Insurance, State Government Service Charges, Telecommunications)						\$ 345,566
Legal Fees and Technical Fees					\$ 50,000	\$ 50,000
Supplies	\$ 1,680	\$ 600	\$ 60	\$ 360	\$ 1,126	\$ 3,826
TOTAL OTHER & SUPPLIES	\$ 1,680	\$ 600	\$ 60	\$ 360	\$ 51,126	\$ 399,392
TOTAL BUDGET	\$ 3,833,503	\$ 2,246,000	\$ 539,707	\$ 602,886	\$ 51,126	\$ 11,583,963

DRAFT Estimated revenues are subject to change

TRAC '23-'25 Proposed Budget - Ballot Measure 108 2023-2025 10.23.23						
	State-Community	Health Communication	Cessation	Surveillance-Evaluation	Administration-Management	TOTAL
AY25 M108 REVENUE ESTIMATE						\$ 45,400,000
AY23 CARRYOVER						\$ 13,332,293
LESS TOTAL COST ALLOCATION EXPENSES:						\$ 1,933,920
BUDGET FOR DIRECT SERVICES						\$ 56,798,373
PERSONNEL (3.0 FTE) & SUPPLIES	\$ 354,217	\$ -	\$ -	\$ 311,894	\$ 386,246	\$ 1,127,099
COMMUNITY GRANTS AND CONTRACTS						
County Grants	\$ 19,082,203					\$ 19,082,203
Tribal Grants	\$ 7,500,000					\$ 7,500,000
RHEC Grants	\$ 480,000					\$ 480,000
CBO Grants	\$ 19,000,000					\$ 19,000,000
State Contracts	\$ 1,244,551	\$ 5,254,601	\$ 1,262,861	\$ 1,410,010		\$ 9,172,023
TOTAL COMMUNITY GRANTS & CONTRACTS	\$ 47,306,754	\$ 5,254,601	\$ 1,262,861	\$ 1,410,010	\$ -	\$ 55,234,226
OTHER						
Administration Fees (Facilities, Information Technology, Insurance, State Government Service Charges, Telecommunications)	\$ 65,757				\$ 345,344	\$ 411,101
Legal Fees and Technical Fees					\$ 25,947	\$ 25,947
TOTAL OTHER	\$ 27,531	\$ 55,064	\$ 12,389	\$ 27,531	\$ 53,478	\$ 437,048
TOTAL BUDGET	\$ 35,624,850	\$ 298,167	\$ 12,389	\$ 825,630	\$ 439,724	\$ 56,798,373

DRAFT Estimated revenues are subject to change

State & Community	TURA/M44	BM 108
Estimated Revenue 2023-2025	\$ 12,200,000	\$ 45,400,000
AY23 Carryover	\$ 1,000,000	\$ 13,332,293
Cost Allocation 18.06%	\$ 1,616,037	\$ 1,933,920
Budget Available for Allocation	\$ 11,583,963	\$ 56,798,373
Budget for Contracts	\$ 3,919,395	\$ 9,172,023

Allocation Amount	\$ 531,823	\$ 1,244,551
Allocation Percent (of contracts budget)	14%	14%

CONTRACTS DETAILS	
Tobacco Policy Change Training and Technical Assistance Contractor (Counter Tools): Supports training and technical assistance framed around the policy change model to support strategic, rapid tobacco prevention policy advancement.	\$180,000
Smokefree Policy Technical Assistance: Placeholder if we decide not to include smokefree policy technical assistance in the Counter Tools Affinity Group contract.	\$60,000
Community Policy Leadership Institutes Contractor: Supports training and technical assistance including a series of two-day institutes throughout the state to develop community leadership capacity for tobacco prevention policy in partnership with equity partners.	\$100,000
Events Logistics Contractor: Coordinates logistics for Grantees and Contractor Meeting, Place Matters Conference, Community Policy Leadership Institutes, Tobacco Policy Change Trainings, and SRCH trainings.	\$150,000
Learning Communities: Co-creates, convenes, and facilitates new commercial tobacco prevention and cessation learning communities with CBOs (including CBO-LPHA alignment learning community).	\$125,000

TPEP External Advisory Group (Governance): Support implementation of new shared governance model, convene and facilitate new TPEP governance group as recommended by Ambassador Group.	\$100,000
CDC Menthol Regional Coalitions: Mini grants to CBOs to convene community members about increasing awareness of the harms of menthol tobacco products and collaborating on effective interventions (6 total).	\$220,000
CDC Menthol Statewide Coalition: Contract to Upstream Public Health (with subcontract to Center for Black Health and Equity) to convene statewide coalition to increase awareness of menthol and flavored tobacco product harms and advance evidence-based interventions.	\$116,374
Youth Advisory Council (YAC): Continued financial support of Youth Advisory Council convened by the Adolescent and School Health program. Supports state staff time, contract with facilitator, stipends for participating youth, and contract with CBO supporting youth mentorship opportunities.	\$200,000
CBO Funding Landscape Analysis: Contract for landscape analysis of public and private funding sources to CBOs for work on public health interventions, including social determinants of health and root causes.	\$125,000
DocuSign Pilot Project: Pilot project to manage contracts and grant agreements electronically. Should allow for quicker execution of contracts/grants and better tracking of spending.	\$300,000
Culture Change and Strategic Planning: Support ongoing contract with external organizational change management and strategic planning consultants to continue supporting internal culture change and strategic planning processes.	\$100,000
TOTAL	\$1,776,374

DRAFT Estimated revenues are subject to change

Health Communications	TURA/M44	BM 108
Estimated Revenue 2023-2025	\$ 12,200,000	\$ 45,400,000
AY23 Carryover	\$ 1,000,000	\$ 13,332,293
Cost Allocation 18.06%	\$ 1,616,037	\$ 1,933,920
Budget Available for Allocation	\$ 11,583,963	\$ 56,798,373
Budget for Contracts	\$ 3,919,395	\$ 9,172,023

Allocation Amount	\$ 2,245,400	\$ 5,254,601
Allocation Percent (of contracts budget)	57%	57%

CONTRACTS DETAILS:	
Technical Assistance for Partners	\$ 1,500,000
1) Monthly Social Media Content	
2) SFO Resource Portal Updates and Maintenance	
3) Trainings for CBOs, LPHAs, RHECs, and Tribes on communications skills and strategies	
4) Ad hoc individualized technical assistance	
Media	\$ 6,000,000
1) Smokefree Oregon Infrastructure, including social media channels, website, campaign monitoring and evaluation	
2) Earned (News) Media Strategy	
TOTAL	\$7,500,000

DRAFT Estimated revenues are subject to change

Data Collection & Evaluation	TURA/M44	BM 108
Estimated Revenue 2023-2025	\$ 12,200,000	\$ 45,400,000
AY23 Carryover	\$ 1,000,000	\$ 13,332,293
Cost Allocation 18.06%	\$ 1,616,037	\$ 1,933,920
Budget Available for Allocation	\$ 11,583,963	\$ 56,798,373
Budget for Contracts	\$ 3,919,395	\$ 9,172,023

Allocation Amount	\$ 602,526	\$ 1,410,010
Allocation Percent (of contracts budget)	15%	15%

CONTRACTS DETAILS:	
Adult Survey: Conduct the ongoing Behavioral Risk Factor Surveillance System (BRFSS) telephone survey to collect prevalence data related to tobacco product use among Oregon adults, including questions with policy implications.	\$ 200,000
Youth Survey: Conduct the Student Health Survey (SHS) of 6th, 8th and 11th graders to collect data on among Oregon youth related to tobacco.	\$ 100,000
Youth Survey: Conduct alternative youth survey; Oregon Youth Survey Online (OYSO) of 15-18 year olds to collect data on among Oregon youth related to tobacco.	\$ 200,000
Adult Survey: Conduct the Oregon Health Matter Survey (OHMS) address-based sampling survey to collect opinion and behavior data among Oregon adults, including questions with policy implications related to tobacco.	\$ 100,000
Priority Population Data Collection: Use alternative methods to collect timely tobacco-related data and information among hard-to-reach populations (e.g., African Americans, Latinos, American Indian/Alaska Natives, and sexual minority populations) related to tobacco. Would include a focus group to test an online ABS survey (sample size of 1000).	\$ 200,000
Support and technical assistance and training (TTA) for CBOs and LPHAs to conduct community assessments and data collection support.	\$ 200,000

TTA for Tobacco and Alcohol Retail Assessments (TARA): To be conducted by LPHAs and CBOS, plan to be conducted in Jan 2025. (Counter Tools) Includes tools and trainings.	\$ 150,000
TPEP Evaluation: Ongoing evaluation of the TPEP Program including the expansion to work with CBOs and new partnerships	\$250,000
Flavored tobacco policy health equity impact assessment: Contract to conduct health equity impact assessment of flavored tobacco policy in Oregon for CDC Menthol Grant.	\$ 50,000
Flavored Tobacco Evaluation: Contract to support evaluation of TPEP Program efforts to pass flavored tobacco sales restrictions (connects to new CDC Menthol Grant).	\$ 50,000
SmokeFree Oregon Prevention Campaign Evaluation: Evaluate the NEW SmokeFree Oregon Tobacco Prevention and Education Campaign, including how shifts in campaign messages and materials developed support local efforts.	\$ 150,000
Update Data Portal: Updates to public-facing data dashboards.	\$ 100,000
CBO Public Health Equity Funding Outcomes Evaluation Planning: Rede Group is leading internal and external evaluation planning process to develop shared purpose, logic model, and evaluation plan for CBO Public Health Equity Funding.	\$ 152,000
CBO Activity Reporting: Contract to support management, cleaning, analysis, and reporting of bi-annual CBO grantee activity reporting.	\$ 110,536
TOTAL	\$2,012,536

DRAFT Estimated revenues are subject to change

Cessation	TURA/M44	BM 108
Estimated Revenue 2023-2025	\$ 12,200,000	\$ 45,400,000
AY23 Carryover	\$ 1,000,000	\$ 13,332,293
Cost Allocation 18.06%	\$ 1,616,037	\$ 1,933,920
Budget Available for Allocation	\$ 11,583,963	\$ 56,798,373
Budget for Contracts	\$ 3,919,395	\$ 9,172,023

Allocation Amount	\$ 539,647	\$ 1,262,861
Allocation Percent (of contracts budget)	14%	14%

CONTRACTS DETAILS:	
Oregon Tobacco Quit Line - Quit Line Services: Call services and nicotine replacement therapy to help uninsured and insured Oregonians quit tobacco. Approximately 1-2% of tobacco users in Oregon access Quit Line services. Services include evidence-based telephonic cessation counseling, cessation medication for eligible participants, and quit resources including a quit guide. Biennium total includes technology updates to the OTQL and e-referral buildouts to the Quit Line.	\$ 1,159,408
Youth Cessation Support: This is Quitting Youth Cessation Contract with Truth Initiative.	\$235,500
Technical Assistance: Coraggio Health Systems TA Support.	\$80,000
Behavioral Health Quit Support: Contract to support ongoing Behavioral Health Cessation Nicotine Treatment and Recovery Project.	\$176,000
North American Quit Line Consortium membership	\$1,600
Placeholder for new cessation strategy projects	\$150,000
TOTAL	\$1,802,508

DRAFT Estimated revenues are subject to change

Administration and Management	TURA/M44	BM 108
Estimated Revenue 2023-2025	\$ 12,200,000	\$ 45,400,000
AY23 Carryover	\$ 1,000,000	\$ 13,332,293
Cost Allocation 18.06%	\$ 1,616,037	\$ 1,933,920
Budget Available for Allocation	\$ 11,583,963	\$ 56,798,373
Allocation Amount	\$ 4,364,568	\$ 1,564,147
Allocation Percent (of total budget)	33%	3%
PERSONNEL	\$ 3,965,176	\$ 1,127,099
SUPPLIES	\$ 3,826	\$ 0
OTHER	\$ 395,566	\$ 437,048
TOTAL	\$ 4,364,568	\$ 1,564,147