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# WELCOME!

**Tobacco Reduction Advisory Committee**  
**March 27, 2024**

Health Promotion and Chronic Disease Prevention  
PUBLIC HEALTH DIVISION

**Health**  
Oregon  
Authority



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# 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



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# Public Health Equity Grants

Tobacco Reduction Advisory Committee



**Helen Kidane, Senior Social Epidemiologist**  
**Oregon Health Authority - Public Health Division**

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# PUBLIC HEALTH EQUITY GRANTS BACKGROUND



2020

JAN: Tobacco Tax Effective

2021

APR: 94 CBOs awarded Grants; community work begins.

Today

2021

2022

NOV: Ballot Measure 108 Passes

- MAR-SEPT: BM 108 Advisory Board Convenes
- DEC: CBO Funding Opportunity Released

Second Round of Funding; Work plan & budget reviews

# PUBLIC HEALTH EQUITY GRANTS OVERVIEW

COMMUNITIES SERVED



OUTCOMES



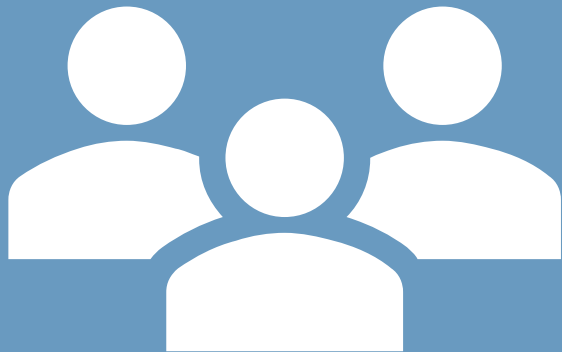
WHATS NEXT



OUR PARTNERS



# OUR PARTNERS



Organization  
Types

Partnerships

Impact by  
the Numbers

# A VARIETY OF ORGANIZATIONS

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Culturally- Specific



Faith-Based



Resource Centers



Community Health Centers

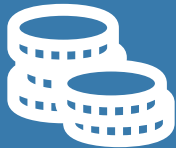
# NEW PARTNERSHIPS & FUNDING

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Leveraged Ballot Measure 108  
funding to receive

**additional**

funding for their organization

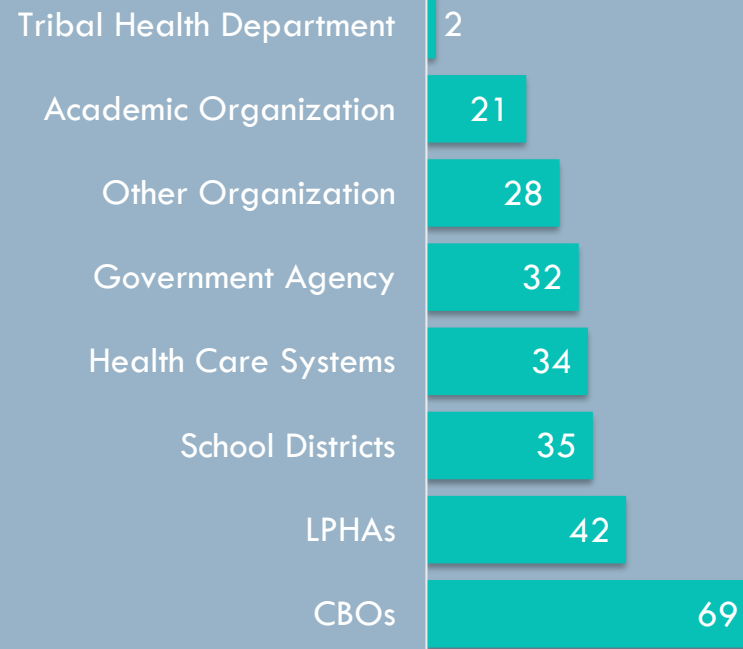


Nearly **300**

new partnerships  
across multiple sectors



## Partnerships Made





# COLLECTIVE IMPACT

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Collectively Funded Community-Based Organizations have been able to...



Grow capacity for policy and systems change advocacy



Partner with schools and districts to engage youth in prevention work



Host over 30 events with a focus on tobacco cessation, prevention, and addressing upstream social determinants.



Advance community priorities around tobacco prevention by building community power and voice.



Engaged and supported over 8300 Oregonians in a variety of ways including quitting support, education, training, and awareness.

# COMMUNITIES SERVED



Priority  
Populations

Oregon  
Regions  
Served

Wide Variety  
of  
Languages

# UPLIFTING PRIORITY POPULATIONS

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CBOs  
Serving  
A Variety of  
Communities

42

Black/African  
American

22

American  
Indian/Alaska  
Native/Indigenous

23

Pacific  
Islanders

35

Latino/a/x

24

Asian

31

Houseless  
communities

35

LGBTQIA2S+

35

Immigrant and  
refugee  
communities

20

Faith  
communities

30

People with  
behavioral health  
conditions

34

Rural communities

34

People living  
with disabilities

# SERVING THE ENTIRE STATE

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30

Oregon counties served

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With a range of

1- 13

counties served

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Average of

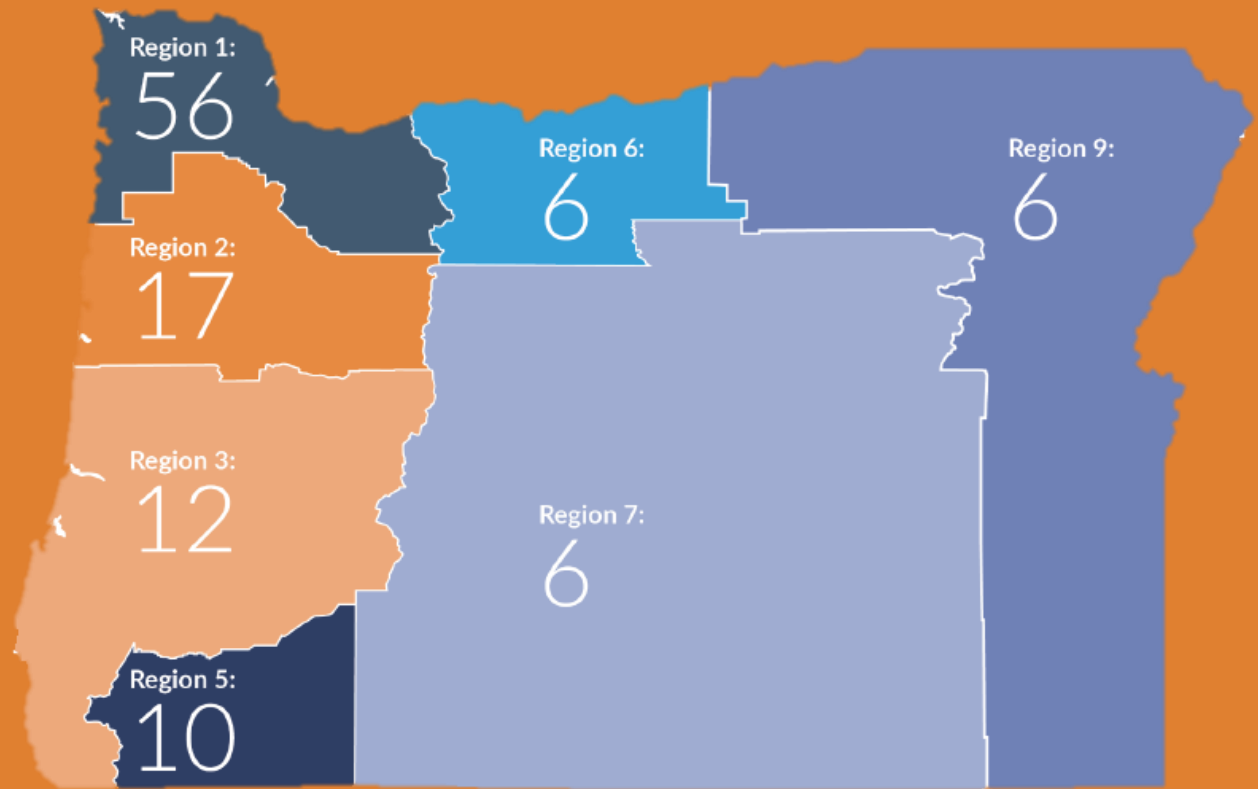
2

counties per CBO

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Funding covered

All Regions



# CBOS SERVING IN A RANGE OF LANGUAGES

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Spanish	Marshallese	Ukrainian	Chinese/ Mandarin	Arabic	Chuukese	Dari
Korean	Vietnamese	Rohingya	Mam/ Guatemalan/ Mayan	Tagalog	Samoaan	Hmong
Thai	Lao	Pashto	Chinese/Yue/ Cantonese	Burmese	Hawaiian	French

Spoken in Over **21**  
languages

# OUTCOMES



Successes &  
Learnings

Challenges

Resource  
Needs



# SUCCESSSES AND LEARNINGS

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## SUCCESSSES:


*“We have developed systems and materials for talking about Black health being harmed by social-economic factors on a range of local to national policies and actions.”*

*“Since October, we have been conducting surveys centered around both general health and tobacco usage.”*

## NEW LEARNINGS:

*“Tobacco use in [our] community is more frequent than we suspected going into this project. From the youth to the adults, the encounters and input we received from our community has made us aware that commercial tobacco use is very prevalent.”*

*“The fact that people believe that vape is less harmful than cigarettes. People are substituting tobacco with tea leaves cigarettes. Another belief that was surprising is that if you don't inhale the smoke into your lungs it doesn't harm your body”*



# CHALLENGES

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*Overall, grantees reported far fewer challenges compared to progress, successes, and learnings.*

*“There continues to be challenges with data collection that is culturally appropriate but shows the progress that we are making.”*

*“It has also been difficult to find updated data that reflect tobacco usage and opinions that are desegregated by race and ethnicity that include trends for Latinos. Having that data would be helpful in the producing of curriculum and would be helpful to also give us direction for a communications plan on areas to focus on for a public health campaign.”*

*“Unfortunately, not knowing if we are funded beyond June 2023 is impacting our scheduling of activities. Due to funding disbursement issues, we had to adjust the timeline of our work plan and skip some of the activities.”*







# RESOURCE NEEDS


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*The resource needs are closely aligned with challenges that CBOs reported, with funding being the top reported resource need. One-third of CBO respondents reported needing more funding.*

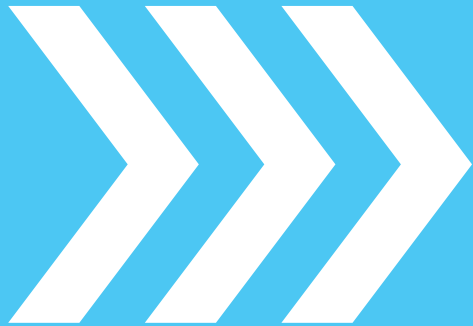
*“Consistent, reliable, year-round funding would help us improve the efficiency and efficacy of our work.”*

*“Support with data, literature and research regarding the impact of commercial tobacco on communities of color.”*

*“Helping CBOs with evaluation would be helpful. Not only to better understand the work that CBOs are doing from the OHA side, but also to set up CBOs for success. While we know that culture is prevention, we also want to see how commercial tobacco use is curbed by cultural engagement.”*



# WHATS NEXT?



Supporting  
CBOs

New 5-year  
Evaluation  
Plan

Preparing  
for the New  
Biennium

# SUPPORTING CBOS

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PHD and HPCDP has been working to respond and support our community partners.



Implemented bridge funding to support CBOs to continue their work with minimal interruptions



Provide requested support, materials, training and technical assistance



Development of new tools and resources to address needs



Consultative 1:1 meetings with CBOs who would like a thought partner and/or guidance.



COMING SUMMER 2024: New Learning Communities to foster shared connection, learning, and support between CBOs

# NEW 5-YEAR EVALUATION PLAN

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**Program Purpose:** Oregon's Tobacco Prevention and Education Program (TPEP) community intervention partners create and implement strengths-based and community-responsive resources, programming, and policies that address systemic inequities, prevent commercial tobacco use, and promote commercial tobacco-free living.

## Goals for the theory of change for the Oregon TPEP program

Implement tobacco control policies

Increase Knowledge

Increase Health Equity

Increase access to cessation services

Decrease tobacco/nicotine use

Address the social determinants of health

# PREPARING FOR THE NEW BIENNIUM

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Reviewing work plans and budgets



Meeting with CBOs to provide support and guidance



Internal planning, process, and program improvement for supporting incoming CBOs.

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# **Tobacco Prevention & Education Program (TPEP) Governance**

## **Tobacco Reduction Advisory Committee**

**Gwyn Ashcom, Conference Local Health Officials, TRAC  
Member**

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

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# TPEP Governance Background

Currently, TPEP has two advisory groups that provide guidance on how tobacco tax revenues should be allocated for prevention and cessation:

- 1. Tobacco Reduction Advisory Committee (TRAC)** - Advisory body for Measure 44 (M44) tax revenues. Outlined in administrative rule and [Executive Order](#) and comprised of state agencies, health associations, the Conference of Local Health Officials (CLHO) and national advocacy organizations. [Roster](#).
- 2. CBO Advisory Group** – Representatives from 21 community-based organizations (CBOs) and Regional Health Equity Coalitions (RHECs) convened to provide recommendations for the equitable distribution of Measure 108 (M108) tax revenues. [Roster](#).

# TPEP AMBASSADORS

## Local Public Health Authorities

- Washington County
  - Crook County

## Community-Based Organizations & Regional Health Equity Coalitions

- Highland Haven African American Youth Community Coalition
  - Southern Oregon Regional Health Equity Coalition
    - EUVALCREE
- South Coast Equity Coalition

## National Advocacy Organizations

- American Heart Association
- American Cancer Society, Cancer Action Network



# Scope of Work

TPEP Governance Group will collaborate with HPCDP staff on the following:

**Policy  
Development**

**Program  
Improvement**

**Program  
Strategy**

**Budget  
Strategy**

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**BREAK**

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# **CDC Menthol Grant & Juul Settlement Funding**

**Tobacco Reduction Advisory Committee**

**Sari Hargand, Surveillance, Evaluation & Epidemiology  
Manager**

**Oregon Health Authority – Public Health Division**

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# CDC-RFA-DP-23-0019: BUILDING CAPACITY TO REDUCE THE BURDEN OF MENTHOL AND OTHER FLAVORED COMMERCIAL TOBACCO PRODUCTS IN COMMUNITIES THAT EXPERIENCE HEALTH DISPARITIES

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This grant seeks to advance health equity through strategic partnerships and community engagement by addressing disparities caused by menthol and other flavored tobacco product marketing and use.

# OUR PARTNERS



UPSTREAM  
PUBLIC  
HEALTH

CENTER FOR  
BLACK  
HEALTH AND  
EQUITY

REGIONAL  
CONVENORS

# COMMUNITIES SERVED



BLACK AND  
AFRICAN  
AMERICAN

RURAL AND  
FRONTIER  
COUNTIES

YOUTH AND YOUNG ADULTS

# PROJECT PLAN



ENGAGE  
DIVERSE  
PARTNERS

EDUCATE

INTERVENTIONS  
AND DATA

# YEAR ONE PROJECT PLAN



Ongoing

Conduct statewide landscape analysis of existing resources, organizations and individuals working towards reducing the use of flavored tobacco

April

Conduct statewide landscape analysis of cessation resources

Ongoing

March

May

Engage diverse partners

Fund six organizations as regional conveners

Educate the public, community leaders, partners, and decision makers



# JUUL FUNDING 2023-2025 BIENNIUM

HPCDP staff developed preliminary budget ideas based on program gaps across the settlement's recommended areas for spending:

- vaping prevention,
- cessation,
- research,
- enforcement, and
- vaping in schools

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# Public Health Division Organizational Chart

Tobacco Reduction Advisory Committee

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

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- New OHA Director:
  - Dr. Segal Hathi
- Interim Public Health Director:
  - Cara Biddlecom
- New Health Promotion & Chronic Disease Prevention Section Manager:
  - Tameka Brazile Miles

<https://www.oregon.gov/oha/ph/phd/pages/organizational-chart.aspx>

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# General Updates

## TRAC Members

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# Public Comment

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# Questions



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# Future Agenda Items

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