



2016 Tobacco Master Settlement Agreement (TMSA): Progress Update on TMSA Investment

Regional Health Equity Coalitions

- The Health Promotion and Chronic Disease Prevention (HPCDP) Section funded six Regional Health Equity coalitions for capacity building and to address chronic disease risk factors including tobacco use disparities.
- Regional Health Equity Coalitions completed a variety of activities, including supporting adoption of a tobacco retail licensure ordinance in Multnomah County and implementing a smokefree properties policy for all affordable housing sites in Linn and Benton Counties.

Strategies for Policy And environmental Change Tobacco-Free (SPArC)

- HPCDP funded seven counties to address the tobacco retail environment.
- Funded strategies include passing and implementing a comprehensive tobacco retail licensing system in several counties, raising the minimum legal sale age of tobacco products to 21 and eliminating the sale of tobacco products in pharmacies.
- See SPArC Tobacco-Free Recipients map and strategies document for a full list of tobacco retail related strategies.

Sustainable Resources for Community Health (SRCH)

- The 2016 Request for Grant Proposals was released March 4th and applications are due on April 12. A review committee has been identified and will meet on April 29 to review applications. Awardees will be identified the first week of May. Grantees will address tobacco cessation by setting up sustainable systems for identifying tobacco users, referring them to cessation services, and implementing a system that provides updates to the referring entity (e.g., provider, CCO) on the patient's progress in their quit attempt.

Cessation Support & Health System Transformation Efforts

- The Tobacco Prevention and Education Program (TPEP) provided guidance to the Health Evidence Review Commission (HERC) on improving coverage and access to tobacco cessation benefits through updates to Oregon's Prioritized List. The "practice guidelines" for tobacco dependence were updated by the HERC in October 2015 to follow the minimum standard criteria as defined in the Oregon Health Authority (OHA) - Public Health Division's (PHD) "Standard Tobacco Cessation Coverage" document, which reflects the Affordable Care Act's guidelines and recommendations from the Public Health Service Clinical Practice Guideline.
- Per requirements for OHA's Tobacco Prevalence Use incentive measure, Coordinated Care Organizations (CCOs) will need to have the minimum cessation benefits in place by July 1st 2016 in order to be eligible for quality pool dollars. TPEP is working with OHA's Transformation Center and the Office of Health Analytics in offering technical assistance to CCOs to ensure benefits are in place.

- TPEP staff provided content expertise for two focus groups with CCO staff on their technical assistance needs for addressing the tobacco prevalence use CCO incentive measure. TPEP is working with OHA's Transformation Center staff to identify technical assistance contractors for specific needs identified via the focus group conversations.
- Traditional health worker chronic disease trainings, which included tobacco cessation, were delivered in November, December and February.

Place Matters Conference

- The Oregon Place Matters Conference is sponsored every two years by HPCDP as a forum to convene diverse individuals and organizations to engage, collaborate and challenge ourselves to work toward a common goal - *that all people in Oregon live, work, play and learn in communities that support health and optimal quality of life.*
- The Place Matters Conference will take place October 4-6, 2016 at the Oregon Convention Center in Portland. A planning team has formed and is working on identifying plenary speakers and topics for interactive breakout sessions for the conference.

Prevention and Cessation Campaigns

- The SmokefreeOregon brand supports two campaigns: Prevention and Cessation. Since July 2015, HPCDP has implemented media flights for both campaigns.
- The Prevention campaign ran on television, print, radio, and out of home in the fall of 2015. Broadcast media ended in December 2015.
- The Cessation campaign ran in television, radio, and print in select counties. HPCDP partnered with Trillium Coordinated Care Organization to run the campaign in Lane County.
- The Cessation campaign prioritized reaching African American and American Indian/Alaska Native tobacco users in Oregon.
- HPCDP is analyzing data for the Cessation campaign.

Surveillance and Evaluation

- A new contracting arrangement has been finalized with four evaluation contractors.
- SPArC Tobacco-Free and Tobacco Retail evaluation support projects have been submitted for proposals from the new contractors. Project specific responses are due from the contractors on May 13th. An internal committee will review responses and make a contractor selection on May 20th.
- Several additional evaluation projects are expected to be released for contracting in May and June. They include:
 - A revision process to the tool that HPCDP uses as the primary tracking and data collection system between the state and local grantees,
 - A continuation of an evaluation project for the Tobacco Prevention Communications Campaign,
 - A continuation of an evaluation project related to assessing communities' readiness to address tobacco,
 - An retrospective evaluation of the policy process of passing HB2546, and
 - An evaluation of tobacco cessation communication efforts.

- Two on-going projects related to evaluating Tobacco-free County Worksite Policies and general examination of the Healthy Communities' funding system are on target to be completed by July 2016.