

Agenda

Tobacco & Health Trust Fund Board

Friday, January 29, 2010

10:00 a.m. to 12:00 noon

Room 410

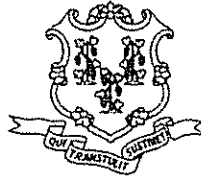
State Capitol

- I. Welcome and Introductions
- II. Update on the Sustinet Tobacco Workgroup by Andrew Salner
- III. Status on FY 2010 Disbursement by DPH
 - a. Quitline
 - b. Counter Marketing
 - c. Community –Based Cessation
 - d. Cessation for Individuals with Serious Mental Illness
 - e. School-Based Prevention
 - f. Lung Cancer and Genetic Research
 - g. Evaluation
 - h. Innovative Programs
- IV. Update on Tobacco Stimulus Funds by DPH
- V. 2010 Meetings
 - a. July 16, August 20, September 17, October 15, November 19, and December 17

The Connecticut General Assembly

Joint Committee on Appropriations

Sen. Toni Nathaniel Harp
Co-Chairperson



Rep. John C. Geragosian
Co-Chairperson

January 4, 2010

Anne Foley
Chairperson
Tobacco and Health Trust Fund Board of Trustees
450 Capitol Avenue
Hartford, CT 06106-1308


Dear Ms. Foley:


In accordance with Section 4-28f of the Connecticut General Statutes, the Appropriations Committee has met and has approved the FY 2010 recommendations of the Tobacco and Health Trust Fund Board of Trustees for disbursements from the trust fund, as amended by the Public Health Committee. The changes are as follows:

1. Community Based Cessation programs may include Emergency Department programs that help people quit smoking;
2. Innovative Programs must be:
 - a) focused primarily on elementary education programs that prevent tobacco use;
 - b) evaluated so that the findings can be reported back not only to the Board of Trustees, but also to the legislative committees of cognizance.

Please contact us if you have any questions.

Sincerely,


Toni Nathaniel Harp
Co-Chairperson


John C. Geragosian
Co-Chairperson

TOBACCO AND HEALTH TRUST FUND SUMMARY OF FY 2010 FUNDING

Program	Amount	Funding Description	Status
QuitLine	\$1,650,000	Tobacco use cessation telephone service including information, counseling and pharmacotherapy.	Contract in place until 3/31/2014. Amendment in process to add funding for additional callers to be served over this year and next. Services already being provided.
Counter-Marketing	\$1,650,000	Mass media campaigns designed to discourage tobacco use.	Purchase Order Number 0000034207 issued on 8/11/2009 for \$1,999,820. Amendment in Process to expand and extend current campaign for use of the additional \$1,650,000. Includes statewide media campaign delivering high-impact messages through media including television, radio, print and web-based advertising. Media to begin in March 2010, amendment will extend & expand airtime of the campaign over next 15 months. Also expand on youth campaign component to tie into school-aged efforts.
Community-Based Cessation	\$750,000	Strategies to help people quit smoking including counseling and pharmacotherapies.	Programs are to be funded in geographic areas OTHER than those already funded: Also include language that applicants may include emergency department programs that help people to quit smoking. RFP under development. Anticipated release date March 1, 2010 for new contracts to begin August 1, 2010. (Current Community Health Center Program contracts that expire on June 30, 2010 will be eligible to apply)
Cessation for Individuals with Serious Mental Illness	\$800,000	Strategies to help people with serious mental illness quit smoking including counseling and pharmacotherapy.	Contract in place until 12/31/2011. Amendment in process for additional \$800,000 to add deliverables for 11 more LMHA's to be trained and to provide tobacco cessation services to an additional 2,250 individuals in an outpatient eight-week program. Current contract will be expanded to add 'phase three' for additional programs to begin in September 2010 (based on current schedule, not yet negotiated)

School-Based Prevention	\$500,000	To implement tobacco use prevention and cessation programs.	<p>Four proposals to be funded under RFP # 2009-0928 total of \$ 378,475.</p> <p>NEW RFP to be developed to highlight after school programs and youth service bureaus as eligible to receive funding. Anticipated RFP release date of April 1, 2010 for a September 1, 2010 contract start date (school year)</p> <p>School-Aged Tobacco Use Prevention Programs?</p> <p>Can entities such as Big Brothers/Big Sisters and Girl Scouts apply?</p> <p>Additional \$121,525 available on RFP 2009-0928 can be included?</p>
Lung Cancer and Genetic Research	\$250,000	Statewide Tumor Tissue Biorepository Feasibility Study and Lung Tissue Biorepository Demonstration Project	<p>Award made to UConn Health Center on RFP # 2009-0923</p> <p>MOA to be amended to add additional \$250,000 for genetic research component</p>
Evaluation	\$300,000	Monitor program accountability including progress in achieving outcome objectives.	<p>Contract in place until 12/31/2011.</p> <p>Amendment in process to add \$300,000 for evaluation of all additional programs. Workplan being developed, additional deliverables will be timed with the new contracts. Work already in progress.</p>
Innovative Programs	\$ 477,745	<p>Seed funding for new and innovative programs that do not fit into other categories.</p> <p>& language for elementary school aged children as target population</p>	<p>Sample RFP's being collected</p> <p>Innovative programs must be a) focused primarily on elementary education programs that prevent tobacco use; and b) must be evaluated to report back to the Board and the legislature.</p> <p>NEW RFP TO BE DEVELOPED. Anticipated release date by April 1, 2010 for contracts to begin September 1, 2010.</p> <p>--Have each contractor set aside 10% for program evaluation and have the independent program evaluator audit that evaluation?--</p>
Total:	\$6,377,745		



Performance Dashboard Connecticut QuitLine

Contract dates from 7/1/2009 through 12/31/2009

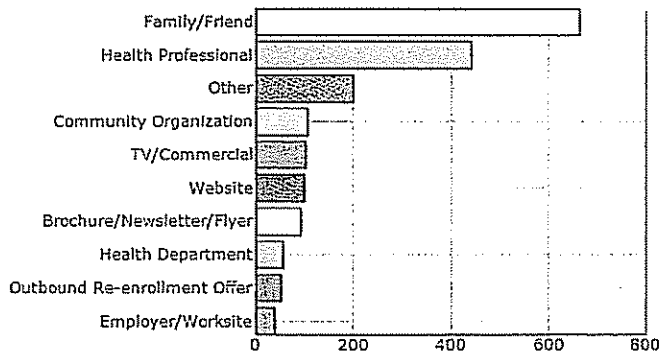
Tobacco Users Served YTD (Adults)



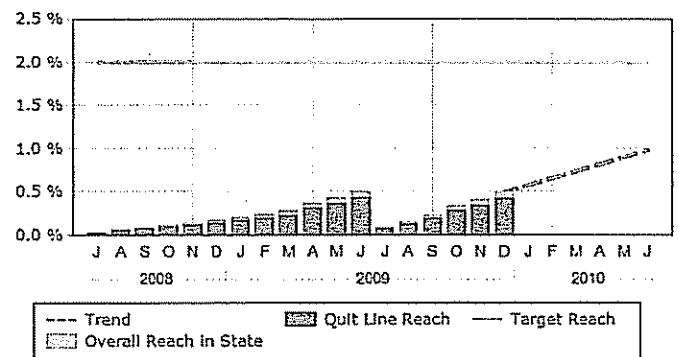
	Population	Prevalence	Tobacco Users
Adult	3,034,060	15.9 %	482,416

	Quitline	State
Tobacco Users YTD	2,002	2,374
Target Reach	2.0 %	2.0 %
Reach YTD	0.41 %	0.49 %
Annualized Reach	0.83 %	0.98 %

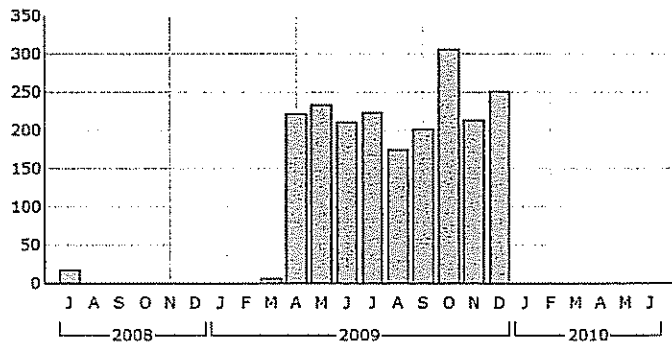
Top 10 How Heard About (Contract YTD)



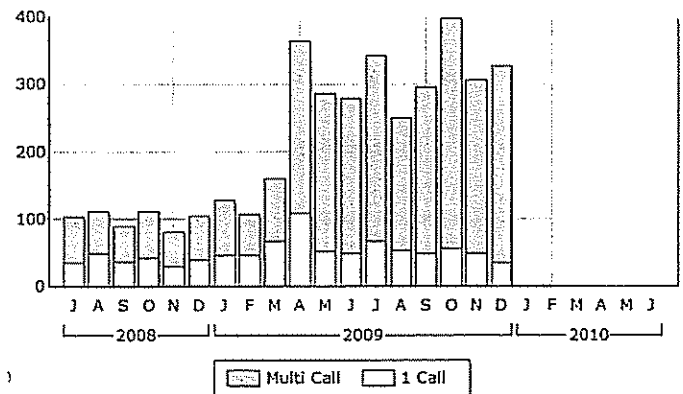
Cumulative Reach Rate



Tobacco Users Receiving NRT



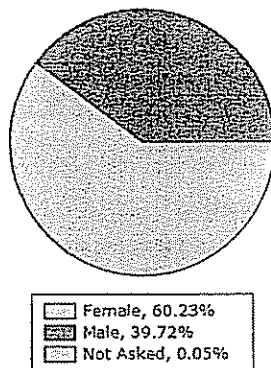
Tobacco User Enrollments By Program Type



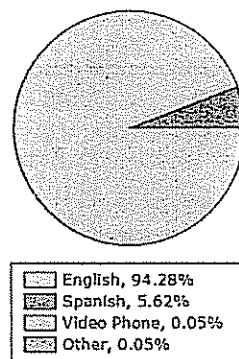
NOTE: Includes Tobacco Users only, does not include Proxy or Provider.

Demographics (Past 6 Months)

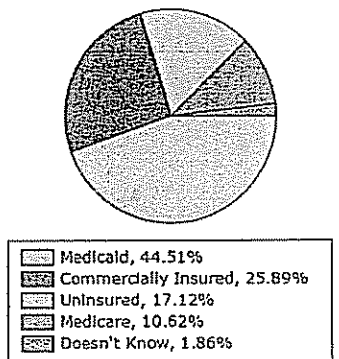
Tobacco Users By Gender



Tobacco Users By Language



Tobacco Users By Health Plan

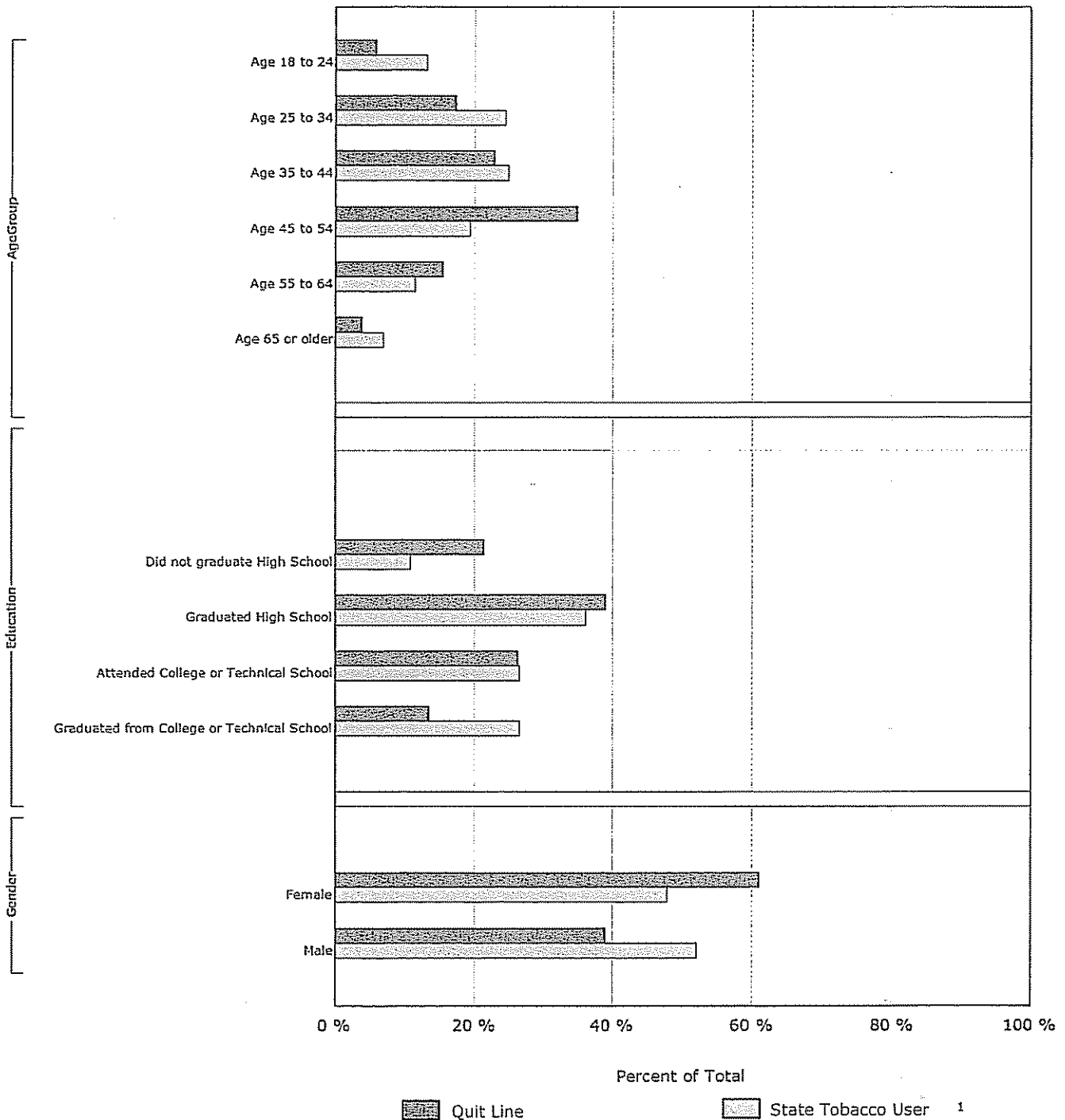




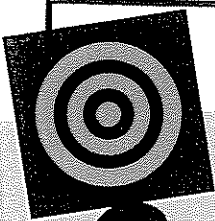
Performance Dashboard Connecticut QuitLine

Contract dates from 7/1/2009 through 12/31/2009

Demographic Comparison



1. Data Source: Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2008.



Save the Date



Tobacco, Teens and Young Adults:
How do we get the message across?



Exciting and Captivating Agenda

Topics to include:

- ✓ Youth cessation
- ✓ Media Literacy
- ✓ Promising Practices
- ✓ Gender-specific approaches

Thursday, March 18, 2010

Saint Joseph College,

West Hartford, CT

Time: 9:00 am - 4:00 pm

Mark your calendars-Registration information will follow!

Continuing Education Credit Applications will be submitted for Public Health, Prevention, Treatment & Social Work professionals. Contact Laura Minor at lminor@wheelerclinic.org or 860-793-2164.

Sponsor:

Connecticut Department of Public Health with a grant from the Centers for Disease Control and Prevention.

**LEAD BY EXAMPLE.
BE TOBACCO FREE.**

TOBACCO USE PREVENTION & CONTROL

Connecticut
Department of Public Health

**Institute for
Tobacco
Education &
Training**