

Tobacco and Health Trust
Fund Board of Trustees
Meeting

July 24, 2024

Purpose of Trust Fund v. Board Priorities

P.A. 23-92, Sec. 4(a): The purpose of the trust fund shall be to create a continuing significant source of funds to support and encourage development of programs to reduce tobacco and nicotine use through prevention, education and cessation programs that use evidence based best practices regarding:

(1) state and community interventions

(2) communication methods to disseminate health information to a wide audience

(3) cessation interventions

(4) surveillance and evaluation

(5) infrastructure, administration and management

The trust fund shall be used to support the reduction in use of all tobacco and nicotine products, including, but not limited to, combustible, noncombustible, electronic and synthetic tobacco and nicotine products

P.A. 23-92, Section 4 (d)(1): The board's recommendations shall give (A) priority to comprehensive tobacco and nicotine control programs for:

(i) prevention of initial tobacco and nicotine product use among youth and young adults

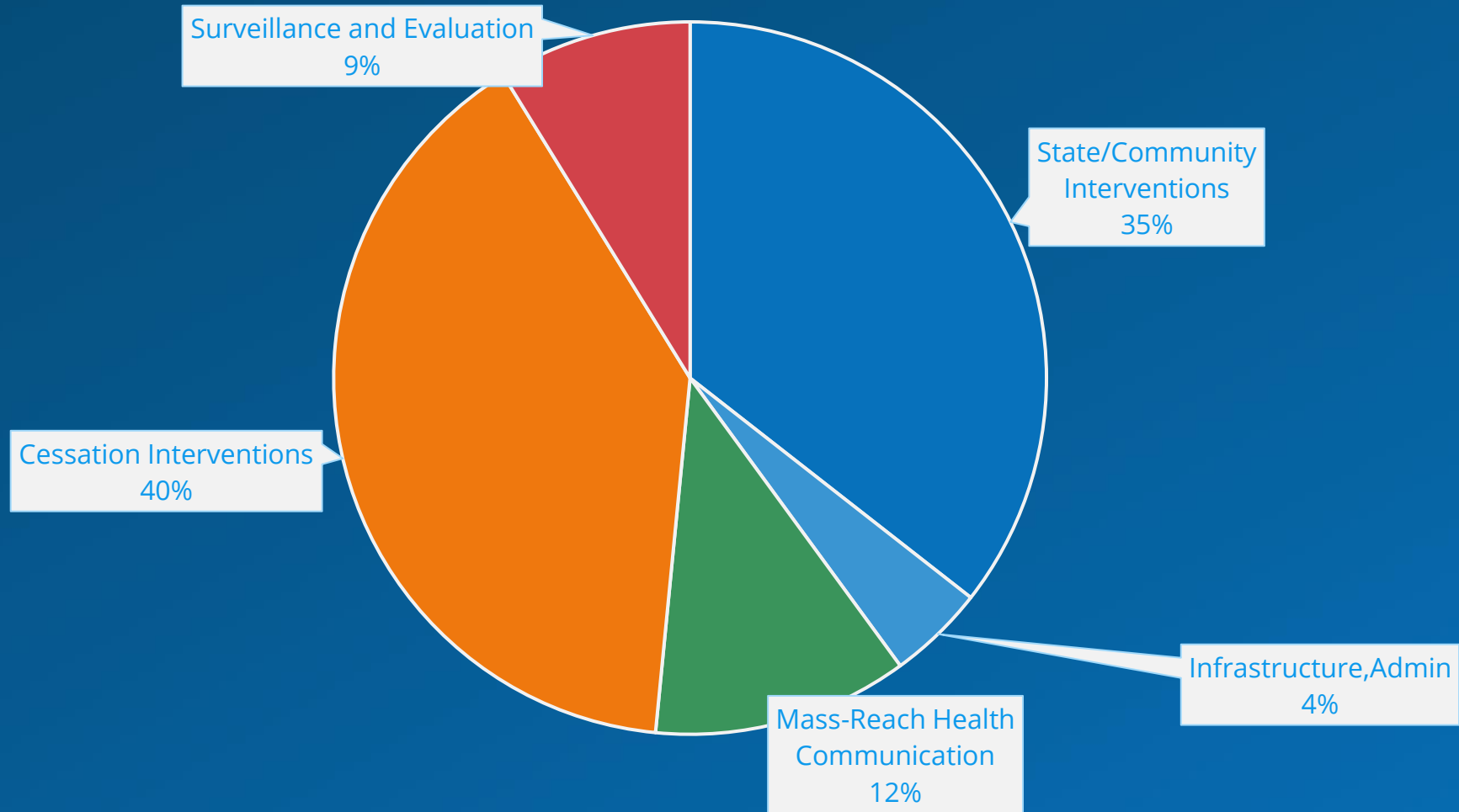
(ii) smoking cessation directed at adults and youth

(iii) elimination of exposure to secondhand smoke and aerosol

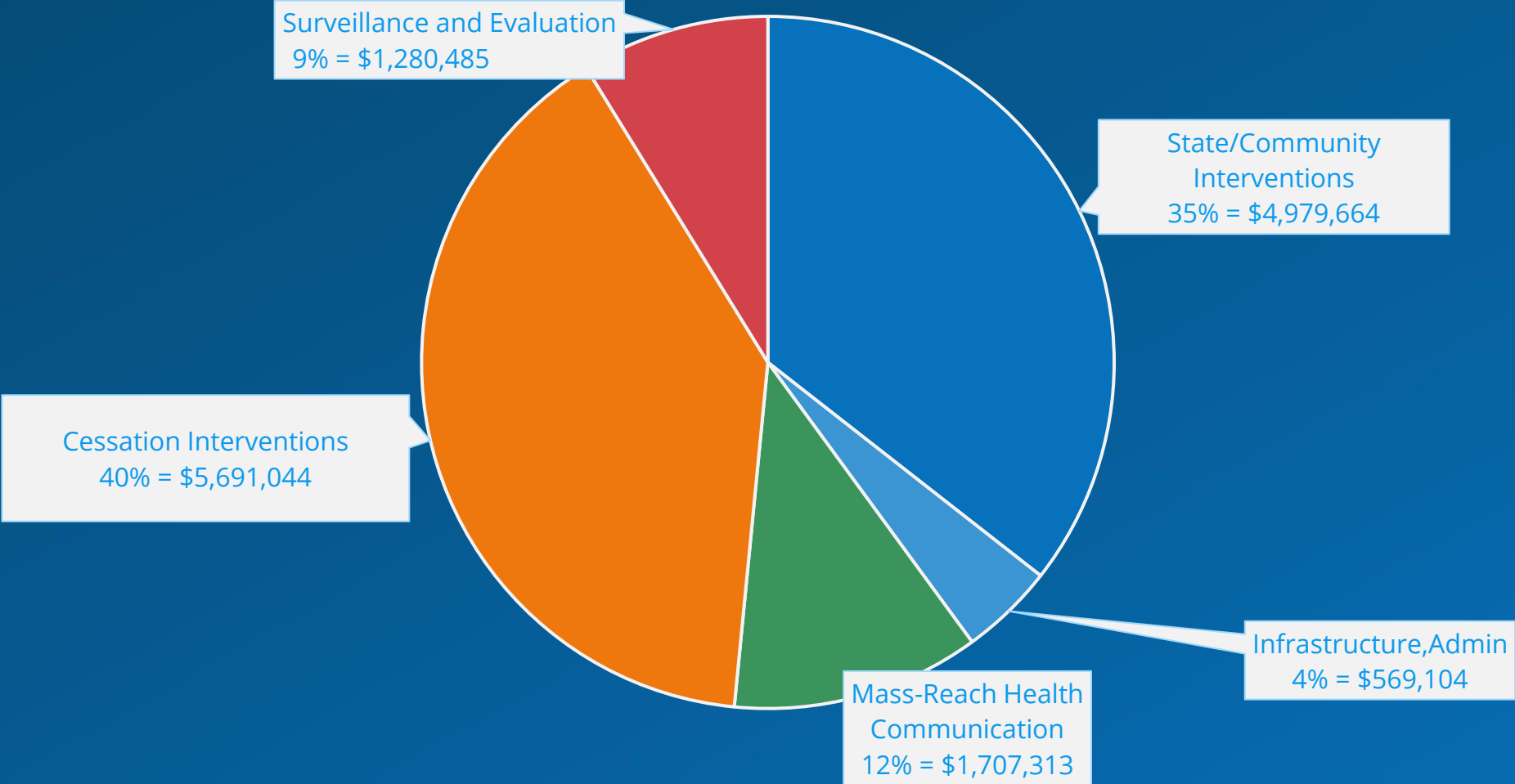
(iv) identification and elimination of tobacco and nicotine-related disparities

(B) consideration to the availability of private matching funds. Recommended disbursements from the trust fund shall be in addition to any resources that would otherwise be appropriated by the state for such purposes and programs.

CDC Best Practices



CDC Best Practices With CT Allocation Total: \$14,227,611 (Estimated)



Examples of CDC Best Practices

Best Practice Category	Examples
State and Community Interventions	<p><u>State</u>: Coalition support for educational opportunities, strategic planning, training/conference sponsorship</p> <p><u>Community</u>: education of public and media, LHD funding for tobacco free policy, funding for community-based organizations for prevention efforts</p> <p>*2015 example of contracts with 4 non-profits: Boys & Girls Clubs of CT (after school prevention programs), Community Mental Health Affiliates (PhotoVoice Project), EdAdvance (policy work and family events), SCSU (tobacco free policy and campus cessation services)</p>
Mass Reach Communications	<p>Targeted media campaigns (youth vaping), promotion of Quitline, concept research/focus groups</p> <p>Former media approaches included: radio, digital gas station monitors, FB boosted posts, Instagram & Snapchat targeted ads, Google text ads, YouTube videos, digital flyers</p>
Cessation Interventions	<p>Support for existing Quitline, develop E-Referrals from electronic health records, nicotine replacement, face to face cessation programs</p>
Surveillance and Evaluation	<p>Ongoing evaluation of key short-term, intermediate and long-term outcomes, effective data surveillance, evidence-based indicators</p>
Infrastructure, Administration, and Management	<p>Tobacco treatment specialists and other training, staffing (Policy Coordinator, Communications Specialist), conferences, retrospective reports</p>