

October 14, 2024



OREGON  
**HEALTH**  
AUTHORITY

# Tobacco Reduction Advisory Committee (TRAC)

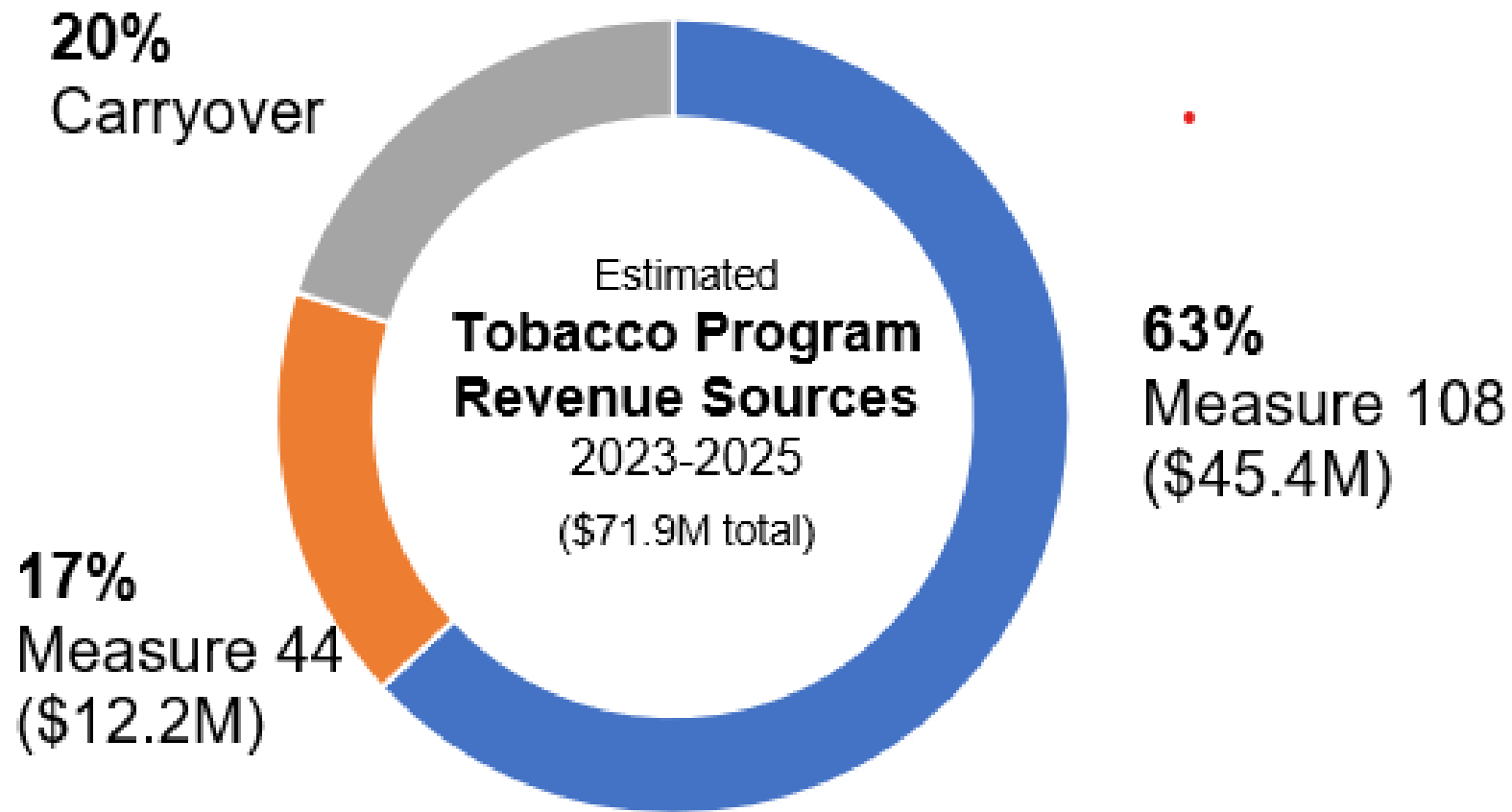


OREGON  
**HEALTH**  
AUTHORITY

October 14, 2024

**Tobacco Prevention and Education  
Program (TPEP)  
2025-2027 Budget Overview**

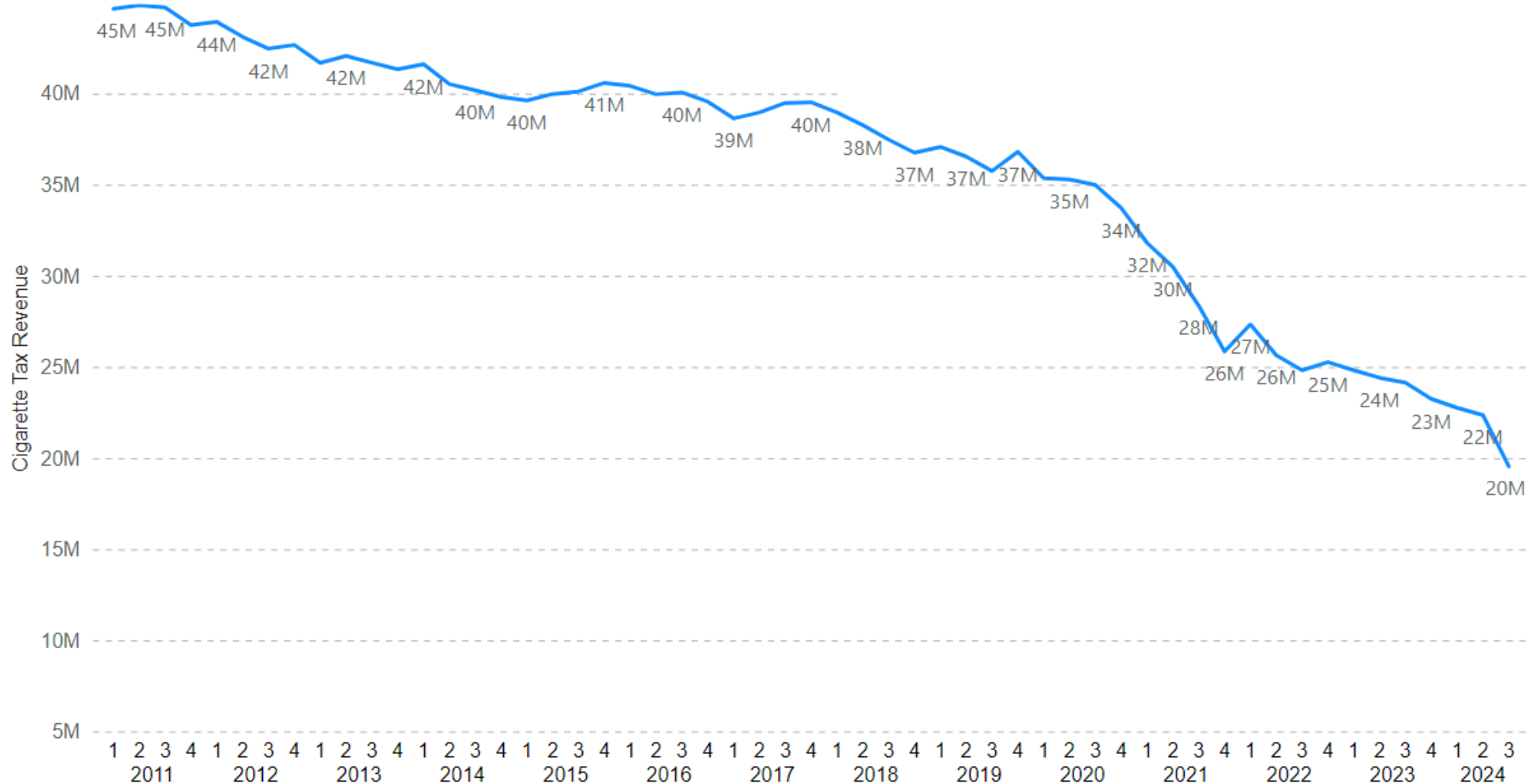
# Estimated Tobacco Tax Revenue, 2023-2025



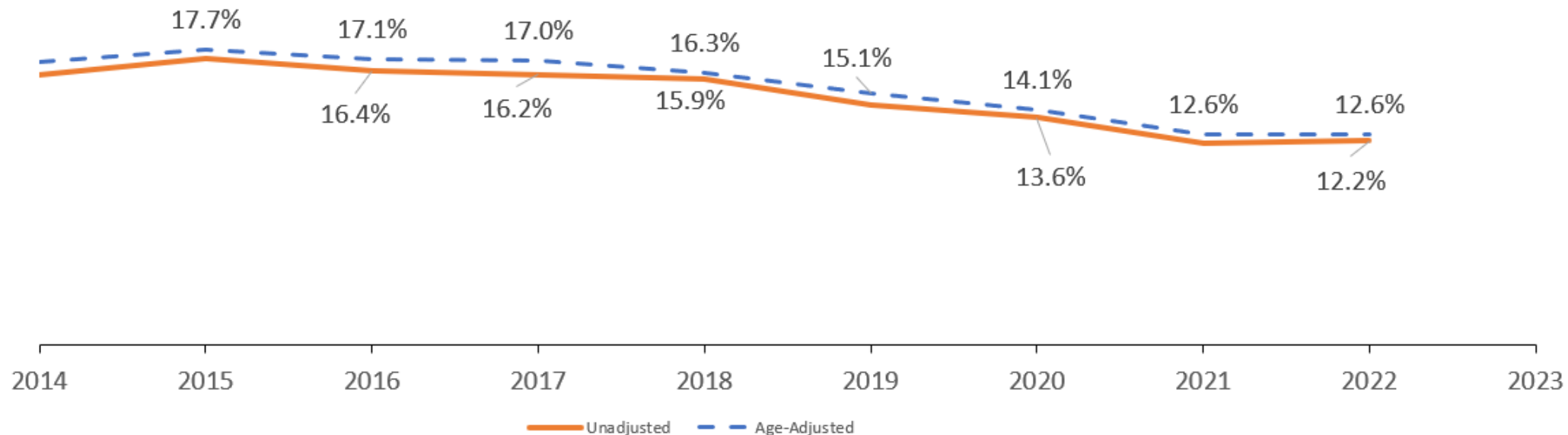
Source: Oregon Office of Economic Analysis

# Oregon Cigarette Pack Sales

Four quarter moving average (calendar year)



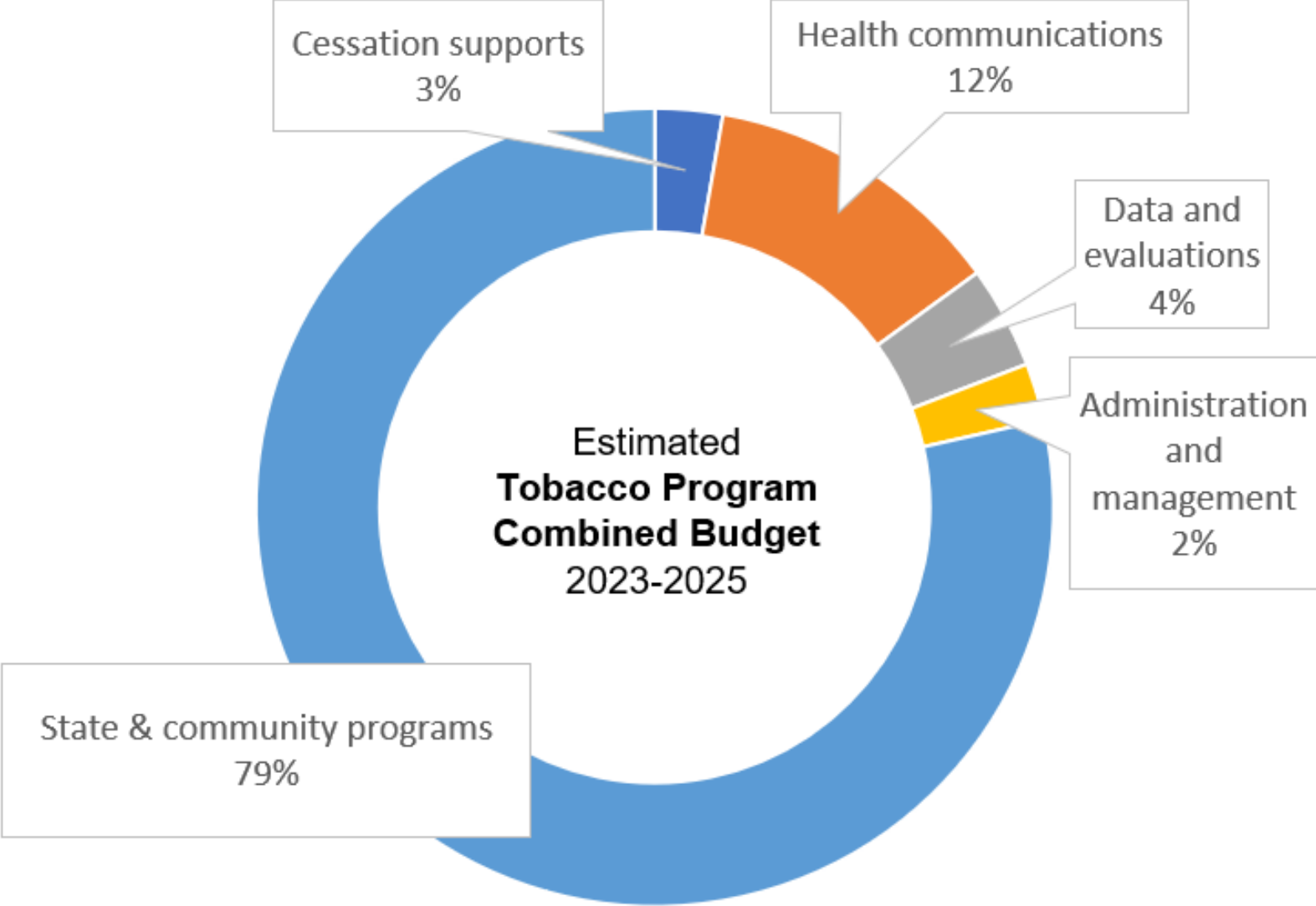
# Current Adult Cigarette Smoking in Oregon, 2012-2023



Source: Oregon Behavioral Risk Factor Surveillance System

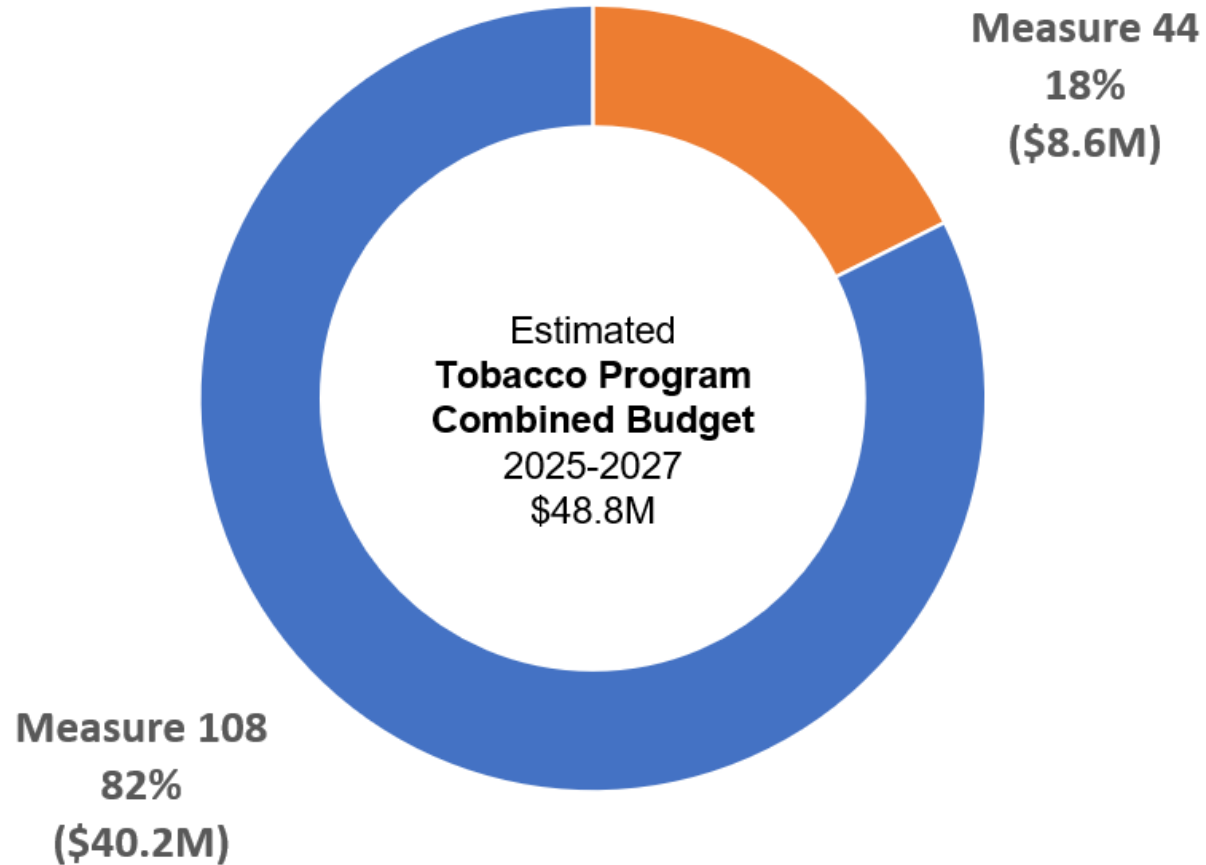
# 2023-2025 Tobacco Program Allocations

*Budgeted revenues do not include state cost allocation (18%)*



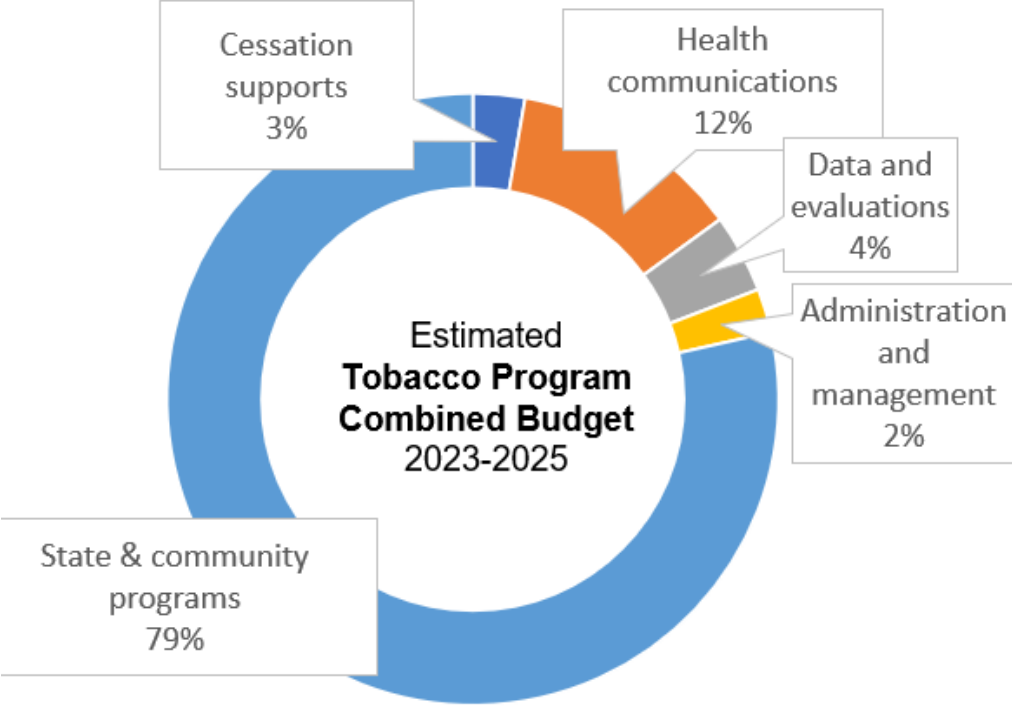
# Estimated Tobacco Tax Revenue, 2025-2027

*Budgeted revenues do not include state cost allocation (18%)*



# 2025-2027 Tobacco Program Allocations (maintain current %)

*Budgeted revenues do not include state cost allocation (18%)*



Program Area	Estimated Revenue 25-27
Cessation supports	\$1.34M
Health communications	\$5.98M
Data and evaluations	\$2.03M
Administration and management	\$1.13M
State & community programs	\$38.35M
<b>Total</b>	<b>\$48.84M</b>

**Source:** Oregon Office of Economic Analysis



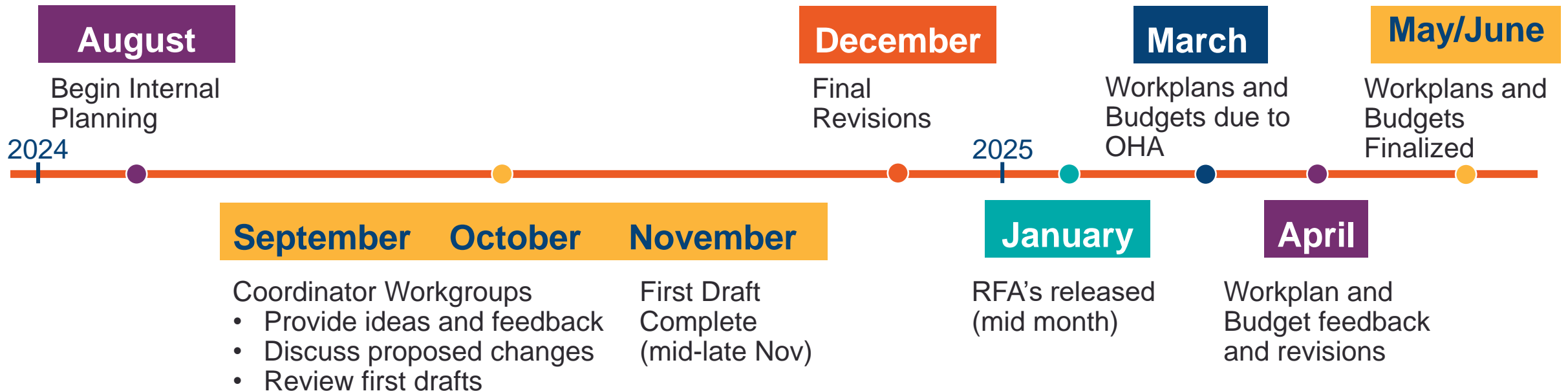


OREGON  
**HEALTH**  
AUTHORITY

October 14, 2024

**2025-2027 Request for Applications (RFA)**  
**Alcohol and Other Drug**  
**Prevention & Education Program (ADPEP)**  
**Tobacco Prevention & Education Program (TPEP)**

# ADPEP and TPEP 2025-2027 RFA Timeline





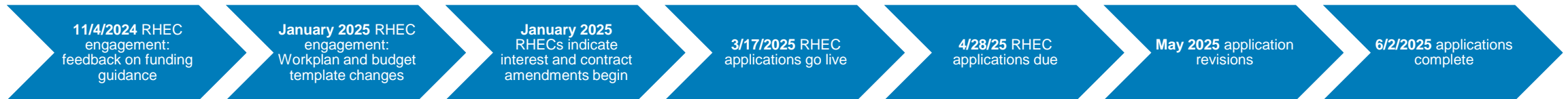
OREGON  
**HEALTH**  
AUTHORITY

October 14, 2024

# **2025-2027 Request for Proposals Regional Health Equity Coalitions**

# 2025-2027 RHEC RfGA Timeline

---



# Major changes to 2025-2027 RHEC RFGA

---

- Quarterly RHEC/HPCDP meeting
- Transitioning to upfront payment model: 75% upon contract execution, 25% once grant deliverables are complete
- Contract re-writes



OREGON  
**HEALTH**  
AUTHORITY

October 14, 2024

**2025-2027 Request for Grant  
Applications (RFGA)  
Public Health Equity (PHE) Grants**

# PUBLIC HEALTH EQUITY GRANTS BACKGROUND



# Preparing for the new biennium

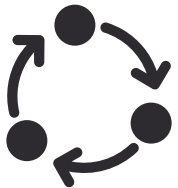
---



Reviewing work plans and budgets



Meeting with CBOs to provide support and guidance and T/TA



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



Collaborate on AY 27 (2025-2027) PHE RFGA development



# PHE Grant Funding Timeline update

---

## AY25 funding

- Current PHE funding will be extended to [December 2025](#)

## AY 27 (2025-2027) funding

- AY27 (2025-2027) RFGA development occurs July 2024 – June 2025
- AY27 RFGA is open July – September 2025
- Scoring and reviews, budget reviews, final decisions October – December 2025
- AY27 PHE funding begins [January 2026](#)



OREGON  
**HEALTH**  
AUTHORITY

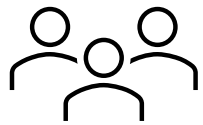
October 14, 2024

**CDC Menthol:  
Opportunity Evaluation User Group**

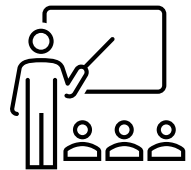
# Background

---

HPCDP is in the first year of a 5-year CDC grant opportunity, with the goal to reduce the burden of menthol and other flavored commercial tobacco products in communities that experience more tobacco-related health disparities.



**Strategy 1:** Engage diverse partners to promote and support social, economic and community change to increase awareness of the harms of menthol and other flavored tobacco product use and availability of cessation services.



**Strategy 2:** Educate the public, community leaders, partners, and decision makers on policy, systems, and environmental changes that can prevent and reduce menthol tobacco use.



**Strategy 3:** Implement culturally appropriate interventions tailored for community needs to prevent and reduce menthol and other flavored tobacco product use.



**Strategy 4:** Use research, surveillance, and evaluation to measure progress made in reducing tobacco use and menthol tobacco-related disparities and inform public health action.

# You Are Invited to Join the Core User Group

---

We are seeking partners with diverse knowledge and lived experience to effectively guide culturally relevant evaluation efforts.

- **Time commitment:** Up to 3 hours per month including virtual meetings and occasional reviews of project materials, from **November 2024 through May 2025**
- **Stipend:** \$200/hour (Non-state and non-county staff members)
- If you are interested in joining or would like more information, please let Caroline Qureshi at RMC ([cqureshi@rmcres.com](mailto:cqureshi@rmcres.com))
- Menthol and flavored tobacco prevention evaluation lead: Helen Kidane ([helen.kidane@oha.oregon.gov](mailto:helen.kidane@oha.oregon.gov))

**Recruitment Ends: October 18, 2025**



OREGON  
**HEALTH**  
AUTHORITY

October 14, 2024

# TPEP Ambassadors

# TPEP Shared Governance

---

**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 work
- 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 – November 2024

# Today, we'll review:

---

- Current state
- Ambassador recommendations
- Contractor selection
- Next steps

# Update: Current State

---

- Request to rescind the Executive Order establishing TRAC has been submitted to Governor's office.
  - Drafting new Executive Order
- Ambassadors have submitted their draft recommendations and are currently finalizing them with the facilitator
- Contractor has been selected to recruit, onboard and facilitate TPEP Governance group
- November is final Ambassador meeting



# Update: Scope of Work

---

- The SOW of the TPEP Governance group has been completed and endows this group with the following responsibilities:
  - Community Engagement
  - Policy development
  - Program strategy
  - Budgeting strategy
  - Program improvement

# Update: Membership Recommendations

---

Group membership will include proportional representation from HPCDP Commercial TPEP grantees and communities served:

- 2-LPHAs (one should also represent CHLO-CPHC)
- 2-RHECs
- 2-CBOs
- 2-National advocacy organizations
- 2-Cross-sector partners (as determined by the governance group)
- 3-5 Community representatives (priority populations that align with HPCDPs strategic commercial tobacco prevention goals )
- 1-2 Flexible seats to balance representation and address any gaps identified by the Governance Group

# Update: Term of Service & Recruitment

---

## Term of Service

Members serve a minimum of a 2-year term.

- First year of service begins: January (of first year)
- Second year of service ends: December (of second year)

## Recruitment

- Governance Group contractor will complete recruitment for the initial group
- Target recruitment will begin in November/December 2024
- We anticipate the Governance Group will start their term of service in February 2025

# Update: Contractor Selection

---

- Selected Kearns & West as TPEP Governance Group contractor
- In collaboration with OHA, the contractor will lead:
  - Project management
  - Recruitment and selection processes
  - Meeting management and facilitation
  - Group processes
  - Onboarding/offboarding members

# Next Steps

---

- November Ambassador meeting: Contractor meet & greet and celebration
- Fall 2024: Contractor onboarding
- Winter 2025: Governance Group recruitment and selection
- Late Winter/Early Spring 2025: Launch group!



OREGON  
**HEALTH**  
AUTHORITY

October 14, 2024

# General Updates

## TRAC Members



OREGON  
**HEALTH**  
AUTHORITY

October 14, 2024

# Public Comment

# Closing

---

Any future agenda requests?

**Thank you!**



Public Health Division  
Health Promotion and Chronic Disease Prevention  
Oregon Health Authority