

Tobacco Prevention and Control Program (TPCP)
Budget Summary
2009 and 2010
August 2009

The Wisconsin TPCP is moving forward with critical statewide tobacco prevention and control initiatives while supporting Wisconsin smokers who want to quit in 2009 and 2010. As a result of the 55% decrease in TPCP funding (from \$15,250,000 to \$6,850,000), reductions to all program areas were required. When making the funding decisions, the Department of Health Services Secretary and the Division of Public Health Division Administrator considered TPCP recommendations based on guidance from the Centers for Disease Control and Prevention (CDC) Best Practices for Comprehensive Tobacco Control Programs and CDC recommendations to states experiencing drastic budget reductions. Despite the funding cuts, the TPCP is committed to implementing a comprehensive Wisconsin-specific approach that takes into account:

CDC goal areas

- preventing initiation among youth and young adults
- promoting quitting among adults and youth
- eliminating exposure to secondhand smoke
- identifying and eliminating tobacco-related disparities among population groups

Wisconsin-specific priorities

- smoke-free air law implementation
- program sustainability
- implementation of multi-jurisdictional coalitions (MJC)
- eliminating tobacco related disparities and improving healthy birth outcomes
- future policy options

2009 – Program Impact for Remaining Calendar Year

Community Coalitions

- Implementation of the statewide smoke-free air law and program sustainability are the main priorities.
- Multi-year action planning objectives will not be funded and will be deleted from the GAC. Contracts will be revised to reflect these changes.
- Treating tobacco dependence objectives will not be funded and will be deleted from the GAC. Contracts will be revised to reflect these changes.
- WI Wins inspection objectives will be reduced. The amount of the reduction will include any non-completed checks from January to July AND approximately 58% of checks contracted for August to December. The number of checks and the value of the objectives will be reduced in GAC. Contracts will be revised to reflect checks already completed and the reduction.

State Contracts

- Contracts will be reduced. Work plans will be adjusted to reflect program priorities.
- Smoke-Free Wisconsin will be funded with CDC TPCP funds for \$200,000 through March 31, 2010 if approved by CDC. These funds will be used to support:
 - 2010 state conference
 - program sustainability
 - TPCP policy support

2010 TPCP Focus

Community Coalitions

- 12 to 15 Multi-Jurisdictional Coalitions (MJC) will be funded via a competitive process.
- Implementation of the statewide smoke-free air law, program sustainability and coalition building will be the main priorities.
- Development of a MJC multi-year action plan will be required.
- WI Wins inspections will be contracted with the lead agency of the multi-jurisdictional coalitions.
 - These checks may be subcontracted to other agencies.
 - Law enforcement involvement will be required.
 - Bars, taverns, liquor stores and bowling alleys must be inspected.

State Contracts

- The Wisconsin Quit Line will be directly administered by the TPCP. This will allow for administrative cost savings.
- Five Ethnic and Poverty Networks will be funded through a competitive process. The TPCP is allocating \$150,000 to each network to ensure capacity to operate effectively. A formula allocation was not used since the decreased budget does not provide adequate funding levels that would allow each network to sustain and function as a statewide network.
- School-based tobacco prevention efforts through the Department of Public Instruction will no longer be funded. Since school-based tobacco prevention and control policies are already in place throughout public schools in Wisconsin, the focus will be on social and community norm change through public policies. Youth efforts will continue through FACT, N-O-T, WI Wins and FDA policy initiatives.
- Training and Technical Assistance (TTA) will be restructured from a regional to a statewide approach. Strategic Planning for this structure will take place in the next few months. The TPCP will be the lead for all TTA efforts.
- CDC funds will continue to provide the infrastructure used to support the central office and regional office staff whose roles and responsibilities will change with the needs of the restructured program.
- The statewide media contract will focus on smoke-free air implementation.
- Surveillance and Evaluation efforts will be funded to preserve the priority of youth and adult surveillance systems (Behavioral Risk Factor Surveillance System and Youth Tobacco Survey) and support the evaluation of statewide smoke-free air implementation.

TOBACCO PREVENTION AND CONTROL PROGRAM

January 1, 2009 – December 31, 2009

Program Name	Original 2009 Contract Total	Revised 7/1/09 – 12/31/09 Total	Revised 1/1/09 – 12/31/09 Contract
Treating Tobacco Dependence			
Quit Line (\$2,557,928 in SFY 09 to cover 2009)	3,700,000	0	1,250,000
UW CTRI Outreach	900,000	200,000	650,000
WiNTiP	100,000	25,000	75,000
First Breath	300,000	150,000	300,000
<i>Sub-total</i>	5,000,000	375,000	2,275,000
Community Interventions			
Local Coalitions	3,751,371	1,112,892	2,891,204
WI Wins	755,672	175,000	552,512
<i>Sub-total</i>	4,507,043	1,287,892	3,443,716
Youth Interventions			
N-O-T	150,000	75,000	150,000
FACT	340,000	170,000	340,000
18-24 Pilot Project	80,000	25,000	65,000
Department Public Instruction	262,500	131,250	131,250
Smokeless Project	96,000	48,000	86,000
<i>Sub-total</i>	928,500	449,250	772,250
Training and Technical Assistance			
State Conference	27,500	0	13,750
Sustaining States	75,000	0	37,500
UW Clearinghouse – Resource Center	210,500	105,250	210,500
TTA	623,668	222,572	404,406
Smoke-Free Air TTA	562,864	0	281,432
<i>Sub-total</i>	1,499,532	327,822	947,588
Disparities Initiatives			
Poverty and Prevention Network	442,032	110,000	331,016
African American Tobacco Network	298,968	94,000	243,484
Hispanic/Latino Tobacco Network	204,116	60,000	162,058
Asian Tobacco Network	147,796	40,000	113,898
Asthma Coalition Project	30,000	0	30,000
Native American Tobacco Network	114,237	76,158	114,237
Tobacco Related Diseases	22,500	0	22,500
<i>Sub-total</i>	1,259,649	380,158	1,017,193
Media & Counter Marketing			
Knupp & Watson	835,140	261,128	261,128
Surveillance, Evaluation & Research			
UW Comprehensive Cancer Center	600,000	200,000	500,000
UW Clearinghouse -Data Projects	80,000	40,000	80,000
Integrated Pilot Projects	82,500	41,250	82,500
UW Milwaukee – Youth Tobacco Survey	0	62,500	62,500
<i>Sub-total</i>	762,500	343,750	725,000
TOTAL	14,792,364	\$3,425,000	\$9,441,875

TOBACCO PREVENTION AND CONTROL PROGRAM

January 1, 2010 – December 31, 2010

Program Name	Original 2009 Contract Total	2010 Contract Total
Treating Tobacco Dependence		
Quit Line	3,700,000	1,200,000
UW CTRI Outreach	900,000	250,000
WiNTiP	100,000	50,000
First Breath	300,000	300,000
<i>Sub-total</i>	5,000,000	1,800,000
Community Interventions		
Local Coalitions	3,751,371	2,200,000
WI Wins	755,672	340,344
<i>Sub-total</i>	4,507,043	2,540,344
Youth Interventions		
N-O-T	150,000	50,000
FACT	340,000	244,000
18-24 Project (focus on smokeless tobacco)	80,000	96,000
Department Public Instruction	262,500	0
Smokeless Project (allocated to 18-24 Project)	96,000	0
<i>Sub-total</i>	928,500	390,000
Training and Technical Assistance		
State Conference	27,500	0
Sustaining States	75,000	0
UW Clearinghouse – Resource Center	210,500	145,000
TTA	623,668	360,000
Smoke-Free Air TTA	562,864	0
<i>Sub-total</i>	1,499,532	505,000
Disparities Initiatives		
Poverty and Prevention Network	442,032	150,000
African American Tobacco Network	298,968	150,000
Hispanic/Latino Tobacco Network	204,116	150,000
Asian Tobacco Network	147,796	150,000
Asthma Coalition Project	30,000	0
Native American Tobacco Network	114,237	152,156
Tobacco Related Diseases	22,500	0
<i>Sub-total</i>	1,259,649	752,156
Media & Counter Marketing		
Media Firm - TBD	835,140	430,000
Surveillance, Evaluation & Research		
UW Comprehensive Cancer Center	600,000	300,000
UW Clearinghouse - Data Projects	80,000	70,000
Integrated Pilot Projects	82,500	0
UW Milwaukee – Youth Tobacco Survey	0	62,500
<i>Sub-total</i>	762,500	432,500
TOTAL	<u>\$14,792,364</u>	<u>\$6,850,000</u>