



WISCONSIN DEPARTMENT *of* HEALTH SERVICES

Tobacco Prevention and Control Program Community Interventions Funding Opportunity

RFA Timeline

State Fiscal Year 2021

DATE	DESCRIPTION
August 14, 2019	Webinar (9-9:30 a.m.) Survey distributed
August 28, 2019	Survey closed
September 16, 2019	Q&A document distributed
November 18, 2019	RFA released
January 15, 2020	RFA applications due
February 28, 2020	Notification of awards Negotiations begin
May 1, 2020	Negotiations completed
June 30, 2020	Contracts in place

Alliances Addressing Tobacco-Related Disparities

The Wisconsin Tobacco Prevention and Control Program (TCP) requests your input in the proposed funding opportunity. Your feedback will be used to write the final Request for Application (RFA). Please review this overview document and provide feedback via this survey link: <https://www.surveymzmo.com/s3/5104347/Tobacco-Prevention-and-Control-Funding-Opportunity>. The survey will be available until August 28, 2019.

Overview

Health equity means that everyone has a fair and just opportunity to be healthy. To achieve health equity, additional focus must be placed on engaging with priority populations. The aim of this proposed funding opportunity is to reduce tobacco-related disparities by supporting collaboration among the organizations and agencies that work with and provide services to these populations.

The framework for achieving this overarching goal focuses on changing the social norms surrounding tobacco use, creating a climate in which tobacco becomes less desirable, less acceptable, and less accessible. Priority areas that support social norm change and address tobacco-related disparities are:

- Prevent initiation
- Reduce exposure to secondhand smoke and aerosol
- Promote the treatment of tobacco and nicotine dependence

Systems have power to impact health inequities. TCP acknowledges that to change the patterns associated with tobacco use disparities, a new approach that addresses these systems must be taken.

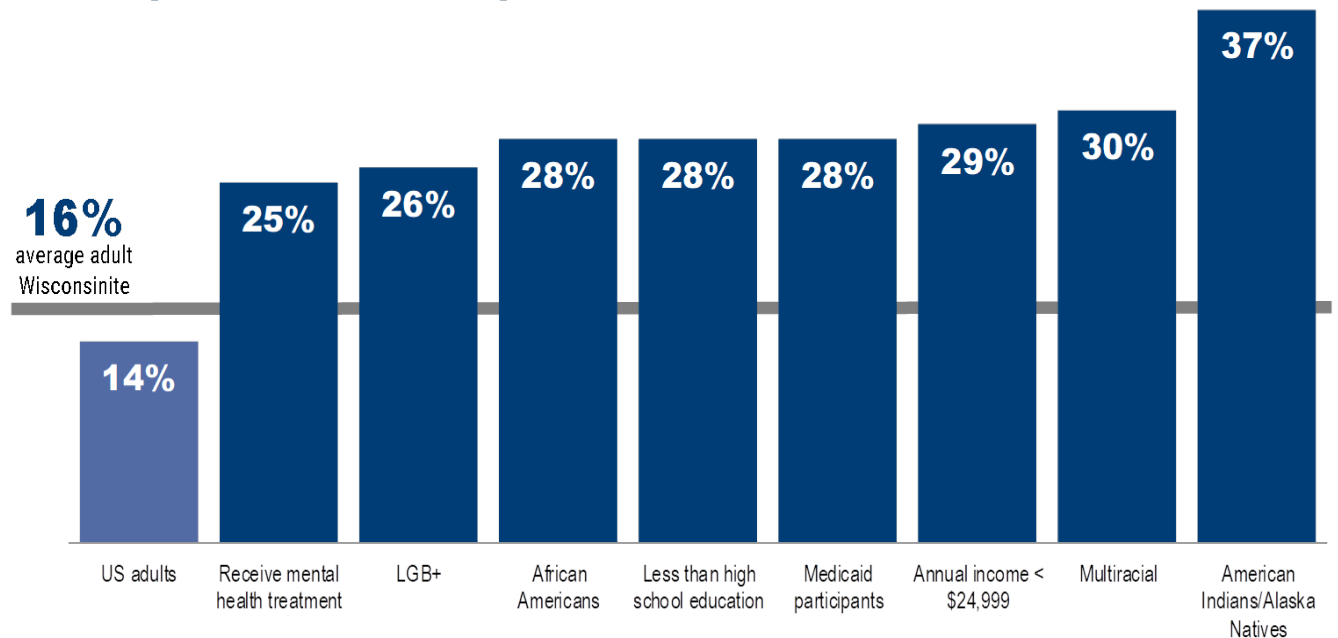
The State of Wisconsin TCP recognizes that traditional and commercial tobacco are different in the way they are planted, grown, harvested, prepared, and used. Traditional tobacco is and has been used in sacred ways by American Indians for centuries. Commercial tobacco is manufactured by companies for recreational and habitual use in cigarettes, smokeless tobacco, pipe tobacco, cigars, hookahs, and other products. Commercial tobacco is mass produced and sold for profit. The term tobacco used in this proposed funding opportunity refers to commercial tobacco products unless otherwise noted. It does not seek to impinge upon sacred use of traditional tobacco in American Indian communities.

Since 2000, TCP, along with local and statewide partners, has experienced major successes in efforts to curb tobacco use and exposure to secondhand smoke and aerosol. A statewide smoke free air law, two major tax increases, widespread community education, a decrease in

youth access to tobacco, the development of a nationally recognized youth advocacy program, and the Tobacco is Changing media campaign, along with several other media campaigns, are all testaments to the hard work and commitment of the Tobacco Prevention and Control Movement.

These strategies have resulted in an overall tobacco use rate of 16%, the lowest it has ever been in Wisconsin. Despite this success, large differences in smoking and tobacco use prevalence persist for adults and youth by race/ethnicity and among population groups by socioeconomic status, educational attainment, occupation, mental health status, sexual orientation, and geography. These groups suffer disproportionately from tobacco-related illnesses and death despite the progress made in reducing adult tobacco use in Wisconsin.

Some groups smoke cigarettes more than others.



Disparities in exposure to secondhand smoke, density of retailers in low socio-economic status neighborhoods, targeted price reductions, targeted placement, and high rates of tobacco-related diseases led to this disparity in smoking rates among some populations in Wisconsin.

The purpose of this proposed funding opportunity is to address these tobacco-related disparities. TPCP is proposing to fund two types of alliances that focus on reducing tobacco-related disparities by facilitating and influencing the development and adoption of tobacco prevention and control policy and system changes. Strategies and activities are expected to support implementation of promising evidence-based practices and policies that promote community norm change strategies to create healthy, sustainable communities that dissuade or eliminate the use of tobacco. Activities could include educating state and local decision makers, engaging community members to garner earned media, and empowering youth to participate

in advocacy efforts. The funded project is expected to apply the most current research findings to prevent initiation of tobacco use, eliminate exposure to secondhand smoke and aerosol, and promote utilization of tobacco cessation treatment services.

TCPC values local tobacco control coalitions as an essential component of the effort to reduce the death and disease caused by tobacco use and exposure. Supporting coalitions that are well-organized to work with community organizations and members to reduce tobacco-related disparities, while also implementing strategies to promote tobacco prevention and control best practices, offers essential assets to Wisconsin's efforts, including the following:

- Coordination of local efforts linked to state goals
- Implementation of best practices for policy development
- Development of local leadership
- Evaluation and monitoring of program outcomes

TCPC is proposing to fund two types of alliances for a two-year contract:

- 10 Tobacco Prevention and Control (TPC) Alliances @ \$125,000 each/year
- Five Catalyst Alliances at \$50,000 each/year

In addition, to address some of the most persistent inequities that exist around tobacco, \$500,000 will be dedicated to fund a TPC Alliance in the City of Milwaukee, and \$250,000 will be dedicated to fund a TPC American Indian Alliance.

All Alliances will be funded with General Purpose Revenue (GPR) Community Intervention funding for two years, with an option for renewal based on performance, accountability, and availability of funding.

To ensure tobacco prevention and control education in communities across Wisconsin, TCPC will host a platform to support non-funded coalitions, health departments, and community agencies to sustain a unified tobacco prevention and control movement. This will include the ability to participate in statewide calls, access toolkits that include fact sheets and PowerPoints, and use of data.

Alliances Addressing Tobacco-Related Disparities

Funding Structure

Since 2000, because of focused efforts to reduce the initiation and use of tobacco and protect nonsmokers from secondhand smoke, the smoking prevalence among adults in Wisconsin has decreased 33%, from 24% in 2000 to 16% in 2017. Despite this success, large differences in smoking prevalence and acceptance of smoking persist for adults and youth among many specific population groups defined by race/ethnicity, socioeconomic status, educational attainment, occupation, mental health status, sexual orientation, gender identity, and geography. Certain high-risk groups suffer disproportionately from tobacco-related illnesses and death despite the progress made in reducing overall tobacco use. In Wisconsin, the prevalence of current cigarette use among adult American Indians/Alaskan Natives (37%) and Blacks/African Americans (28%) is significantly higher than that of the overall non-American Indian/Alaskan Native and non-Black/African American adult Wisconsin population (16%).

The tobacco industry is known for its aggressive marketing to these disparate populations. The tobacco industry promotes discounted products and rewards programs and advertises specific products, such as menthol cigarettes, towards vulnerable populations. The tobacco industry targets these communities by appropriating cultural icons, names, and symbols to market their deadly products. The objectives of these targeted marketing strategies are likely to include encouraging smoking initiation, establishing and maintaining brand loyalty, increasing tobacco consumption, and averting cessation efforts.

Because of the high disparities that exist in the American Indian population and the City of Milwaukee, TPCP will fund two Tobacco Prevention and Control (TPC) Alliances focused on decreasing these disparities, one through a fiscal agent to address the American Indian population, and one through a fiscal agent to address the City of Milwaukee population.

American Indian Tobacco Prevention and Control Alliance @ \$250,000

Wisconsin is home to 11 federally recognized tribes in addition to other non-federally recognized tribes. These tribes are sovereign nations that maintain a government-to-government relationship with the U.S. Tribal lands are exempt from civil tobacco control laws enacted by state and local governments. However, tribes have the sovereign right and authority to adopt laws that regulate smoking and other commercial tobacco control-related measures on tribal lands. American Indians in Wisconsin are burdened with some of the highest health-related disparities in the state, including heart disease, cancer, unintentional injury, and diabetes.

The American Indian Tobacco Prevention and Control Alliance will be coordinated by one lead agency that represents the American Indian population in Wisconsin. This agency will be required to provide fiscal support to collaborating tribal agencies to reduce tobacco-related disparities affecting the American Indian population through tribal approaches focused on commercial tobacco use prevention and reduction, collaboration, and community and tribal engagement.

City of Milwaukee Tobacco Prevention and Control Alliance @ \$500,000

Milwaukee is the largest city in Wisconsin and is home to a diverse population with approximately 53% of residents identifying as black, Asian, or of a race other than white. It houses many of Wisconsin's wealthiest residents as well as the majority of the state's poorest residents. Milwaukee is the nation's fifth most impoverished city and has a poverty rate of 29%. This rate is more than double the rate for the state (13.3%). The overall percentage of children 18 and under living in poverty is 43.3%. In Milwaukee, health disparities are pronounced with higher than state average rates of infant mortality, sexually transmitted diseases, cancer (breast, cervical, lung, and prostate), violence, teen pregnancy, childhood lead poisoning, and mortality due to unintentional injuries.

One lead agency will be funded in the City of Milwaukee to focus on reducing existing tobacco-related disparities. This agency will be required to provide fiscal support to collaborating community agencies to facilitate community engagement and organizing among tobacco control stakeholders and decision makers that may facilitate and influence the development and adoption of tobacco control-related policy and system changes. Community engagement and organizing activities are expected to support implementation of promising evidence-based policies and practices that promote community-norm change strategies to create healthy, sustainable communities that dissuade or eliminate tobacco use.

Tobacco Prevention and Control (TPC) Alliances + Catalyst Alliances

Two alliance structures will be funded to create a cohesive tobacco control movement in Wisconsin that utilizes community infrastructure to reduce tobacco-related disparities. These alliances will engage and energize local, regional, and priority populations and increasingly involve nonpublic health sectors, such as housing, environmental, and business sectors; League of Cities; county and city planners; and social justice and human rights organizations, to support tobacco use prevention and reduction.

(10) Tobacco Prevention and Control (TPC) Alliances @ \$125,000*

The TPC Alliances will focus solely on tobacco prevention and control activities to decrease tobacco-related disparities. They will build power through the engagement of populations impacted by tobacco-related disparities to work toward the adoption and implementation of local and statewide tobacco prevention and control policies and system changes in Wisconsin. These alliances will capitalize on the benefits of collaboration, share a common vision and mission, and maximize limited resources to enhance successful initiatives. TPC Alliances are required to collaborate with agencies working directly with populations disproportionately impacted by tobacco use.

(5) Catalyst Alliances @ \$50,000*

The Catalyst Alliances will be integrated into established coalitions in communities across Wisconsin to decrease tobacco-related disparities. They will collaborate with current coalition members and stakeholders to build power to move toward tobacco prevention and control policy and system changes. Catalyst Alliances are required to use this funding to implement activities supporting a tobacco-related project by collaborating with agencies working directly with populations disproportionately impacted by tobacco use.

*The number of alliances could be adjusted based on applications received and funding available

WI Wins, Wisconsin's youth access program, will continue to be funded by TPCP. TPC and Catalyst Alliances will be required to conduct WI Wins activities in the jurisdiction their alliance covers. Funding for WI Wins will be in addition to the Community Intervention funding the alliance receives.