

Impact of A35 Funding: Here's How It Works



1

STEPP receives federal funding (CDC, FDA) and state tobacco tax revenue (A35).



2

STEPP provides A35 funds to local public health agencies (grantees) to conduct education and outreach in their communities and statewide partners / TA providers to support them in their work.



3

Grantees educate and support community mobilization efforts that facilitate and promote local policy and environmental change. Statewide partners support grantees and execute mass media prevention / cessation campaigns.



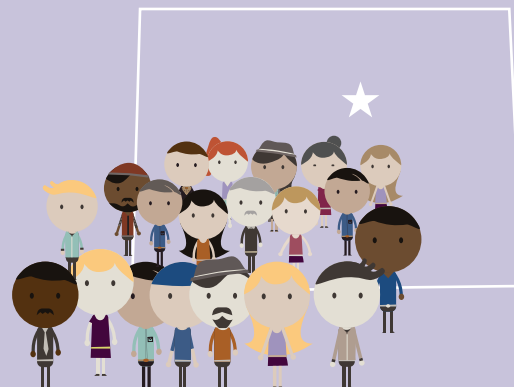
4

Coloradans are exposed to prevention / cessation messages, have access to cessation resources, and live in communities that prevent youth access to tobacco and limit exposure to secondhand smoke.



5

Environmental and systems changes and mass media campaigns help to drive quit attempts by smokers and prevent youth from starting to use tobacco products.



6

Individual behavior changes reduce tobacco prevalence in Colorado, leading to improved population health.