

# Question 1

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Tobacco price increases are associated with decreased consumption of tobacco.

- A. True
- B. False

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# Question 2

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Which of the following are ways to control the price of tobacco?

- A. Tobacco tax
- B. Ban price discounting
- C. Minimum price law
- D. All of the above

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## Question 3

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The Surgeon General has called raising prices on cigarettes “one of the most effective tobacco control interventions.”

- A. True
- B. False

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## Question 4

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As an A35 grantee, one of your roles is to educate your community about tobacco pricing.

- A. True
- B. False

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## Question 5

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Which of the following is a proven benefit of increasing the price of tobacco?

- A. Reducing initiation of tobacco use among young people.
- B. Reducing the prevalence of tobacco use.
- C. Increasing the number of tobacco users who quit.
- D. All of the above.

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## Question 6

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Which of the following are allowed with A35 funds?

- A. Sharing key messages about the public health benefits of tobacco price increases in a tobacco presentation to community members.
- B. Emailing a “call to action” flyer to community members urging them to contact members of the Colorado General Assembly.
- C. Contacting the state elected official for your neighborhood/community and asking them to vote for or against a specific bill that has been proposed at the Capitol.
- D. Meeting with elected officials to discuss accomplishments and priorities of your local tobacco control program.

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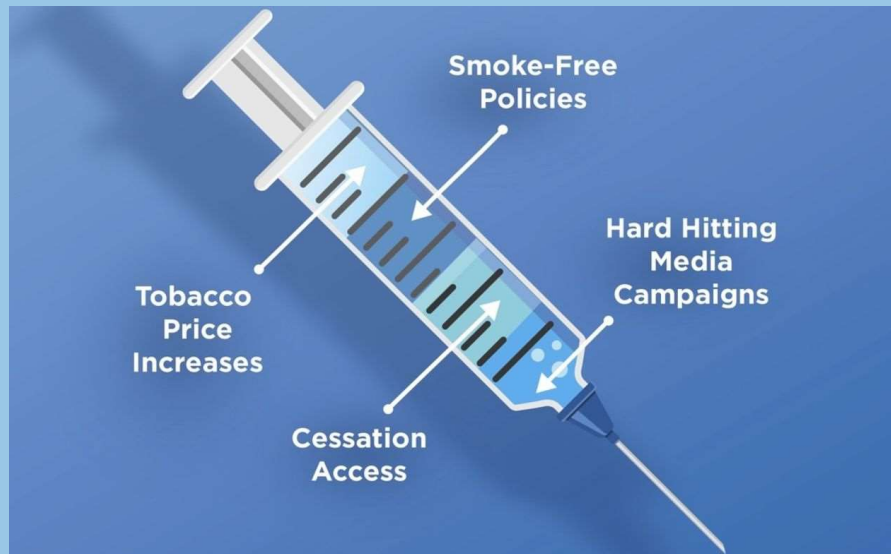
**Welcome!**

**Let's talk about how to  
provide education  
about tobacco price  
strategies**

**But First,**

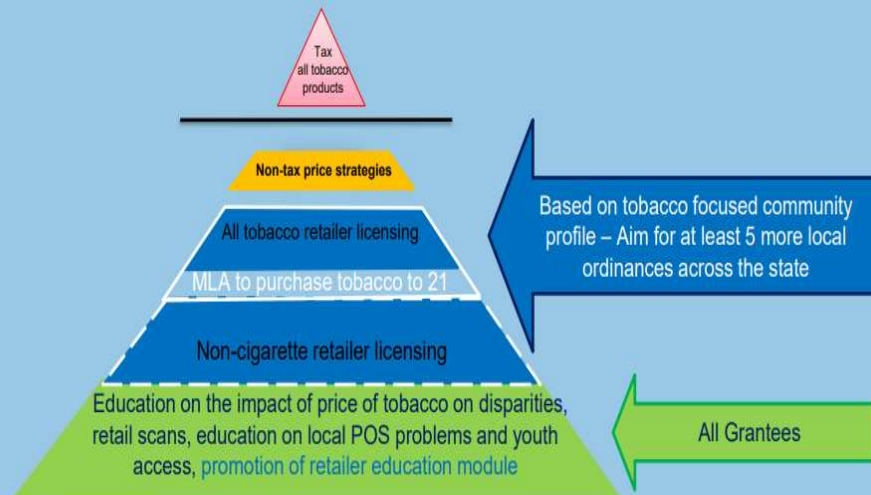
**What is STEPP requiring  
of all grantees  
regarding price  
education and why?**

## “Tobacco Control Vaccine”



Source: King BA, Graffunder C. The Tobacco Control Vaccine: a population-based framework for preventing tobacco-related disease and death. Tobacco Control 2018;27:123-124.

## Unifying Message - Coordinated Approach



# Unifying Message - Education

Education on the impact of price of tobacco on disparities, retail scans, education on local POS problems and youth access, promotion of retailer education module

All Grantees

## All community grantees (LHA) will:

- Engage community leaders and build awareness about tobacco disparities and proven population based strategies to address tobacco use, such as price increases.
- Gather community data, educate on problems in the point of sale environment and industry targeting low income communities.
- Conduct earned media events to increase community awareness about these problems.

All Grantees will educate on the public health impact of price increases on tobacco use.

**Unifying Message:** Tobacco use is a youth epidemic and a health equity issue. Colorado Kids are Not for Sale.

## FY 19-21 Foundational Activities

required components in each of the counties served:

- *Tobacco Focused Community Profile*
- *Community education - provide education on the importance of policies that influence tobacco use, such as price policies (Goal 4 strategy)*
- *Community engagement and building partnerships*
- *Cessation promotion and referral*
- *HKCS Participation/Support*
- *Maintain tobacco expertise*
- *Grant administration*

[FY19-21 Tobacco LHA Funding Matrix and Foundational Work Requirements](#)

## Goal 4: Identify and Eliminate Tobacco-Related Disparities Among Population Groups

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### Strategy 4.1 Community Mobilization with Education on Price Strategies:

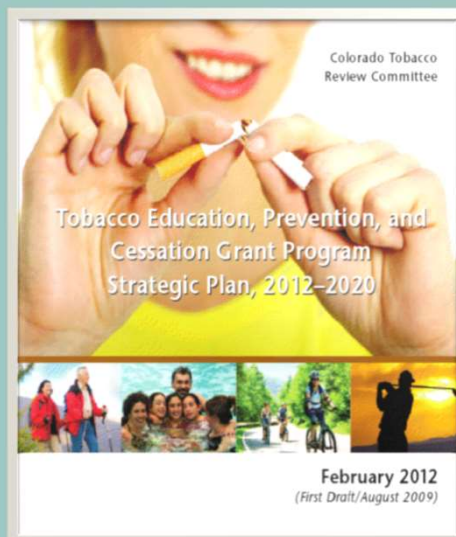
Lead community mobilization efforts to build a sustainable, strong, and broad local coalition of tobacco control advocates.

Provide education at the local level, to build awareness around the importance of policies that influence tobacco use, such as increases in the price of tobacco products.

[FY19-21 LHA Core Framework](#)

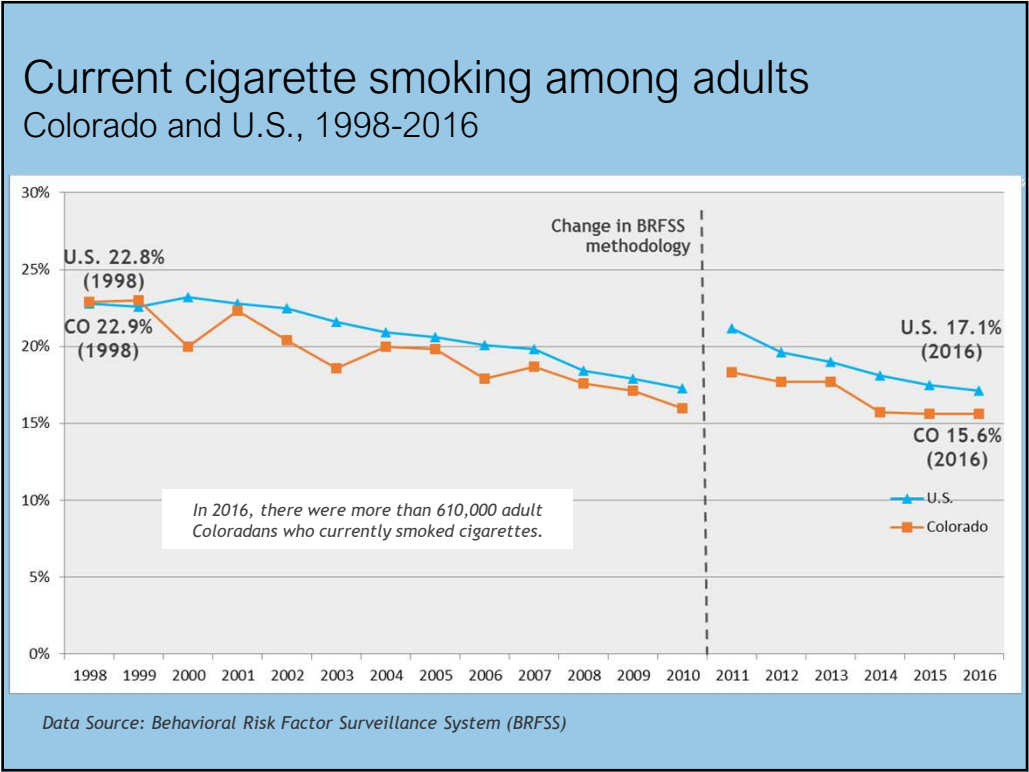
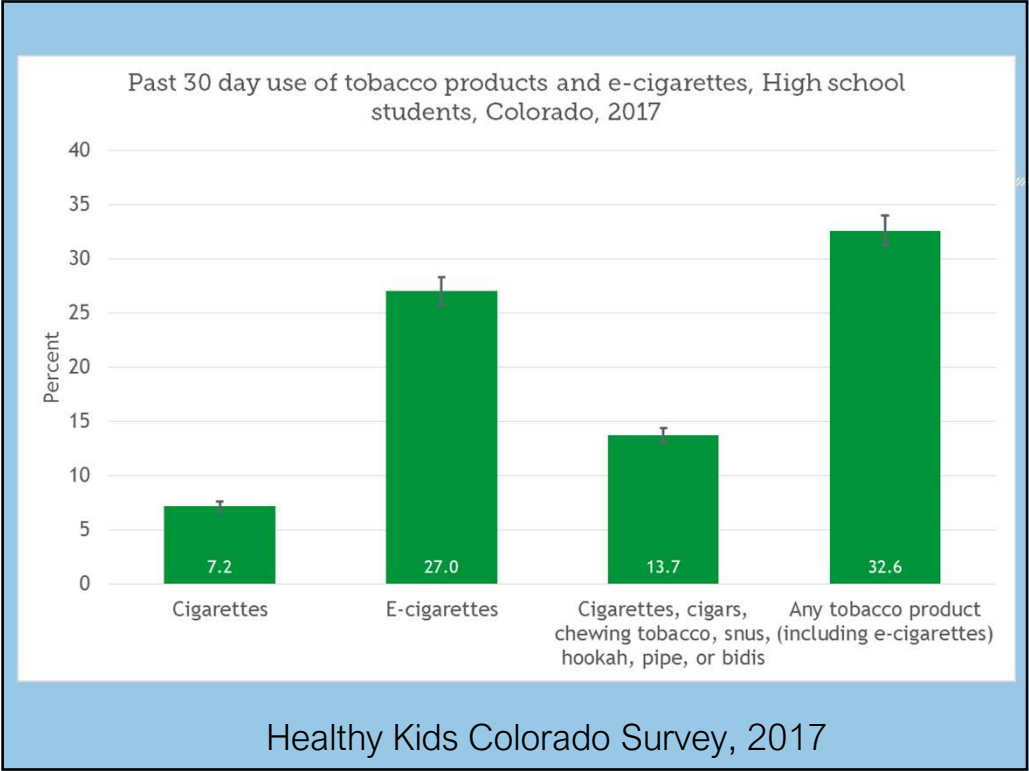
## Strategic Plan, 2012-2020

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Goal 7 - Colorado is among the 10 states with the highest price for tobacco products



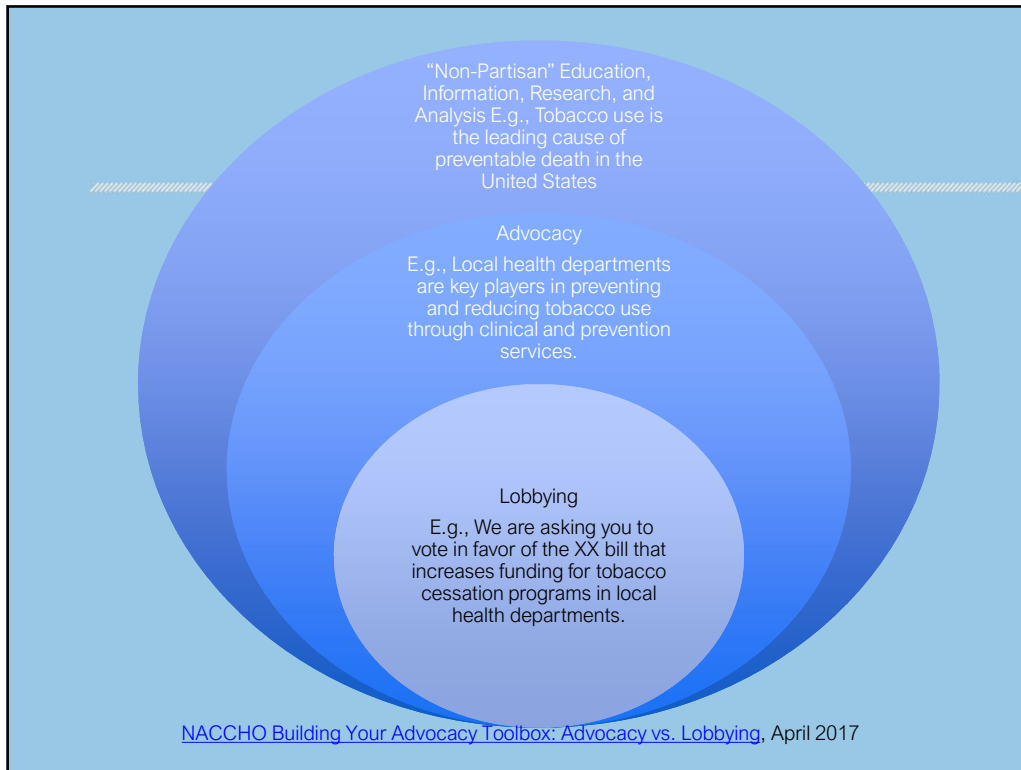


Current Smoking Among Colorado Adults, 2012-2017,  
by Poverty Level

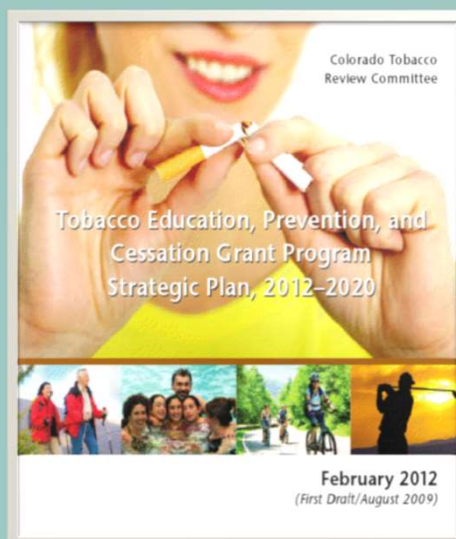


[VISION, BRFSS 2012-2017, CDPHE](#)

**Before we dive in,  
Let's talk about the  
difference between  
education and lobbying.**



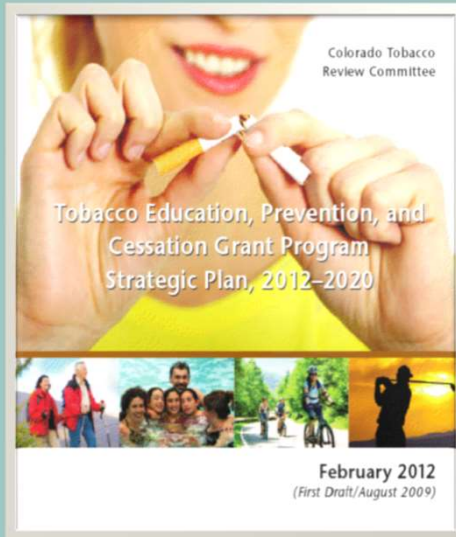
## Strategic Plan, 2012-2020



### Strategies to achieve the plan:

- Advocacy
- Community mobilization
- Comprehensive tobacco cessation treatment
- Countering the tobacco industry
- Media
- Policy and health systems change
- Research and evaluation
- Social marketing

## Strategic Plan, 2012-2020



**Advocacy** is “taking a stand” or acting in support of something. It is appropriate for state and community coalitions to educate and build a constituency that is in support of making tobacco less accessible, through price or other barriers, and to be vocal advocates in support of funding for tobacco prevention and control efforts.

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## Governor Hickenlooper Executive Order 2018, B 011

“Comprehensively addressing the use of tobacco, vaping and e-cigarettes among youth will require action by the legislature and Colorado voters. Price increases are a proven tool for protecting public health and discouraging youth use but Colorado currently ranks 39th among states in cigarette taxes and does not extend any excise taxes on vaping products.”

## A35 Restrictions on Lobbying

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- **Lobbying** includes “communicating directly, or soliciting others to communicate, with a covered official for the purpose of aiding or influencing” a list of specific activities, including
  - Introducing legislation
  - Calling a special session, or
  - Affecting state rule-making bodies.
- “**Covered official**” means the Governor, the Lieutenant Governor, or a member of the General Assembly. C.R.S. § 24-6-301(1.7)(a).

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## Additional Prohibitions

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The Colorado Fair Campaign Practices Act C.R.S § 1-45-101 *et seq.*,

- Prohibits supporting or opposing citizen petitions, referred measures, tax changes, tax policy changes, or revenue changes that have
  - Had a title set by the title board convened by the Secretary of State, or submitted for that purpose
  - Had a title fixed, or been referred, by municipal legislative body

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## A35 Funding Prohibitions - Summary

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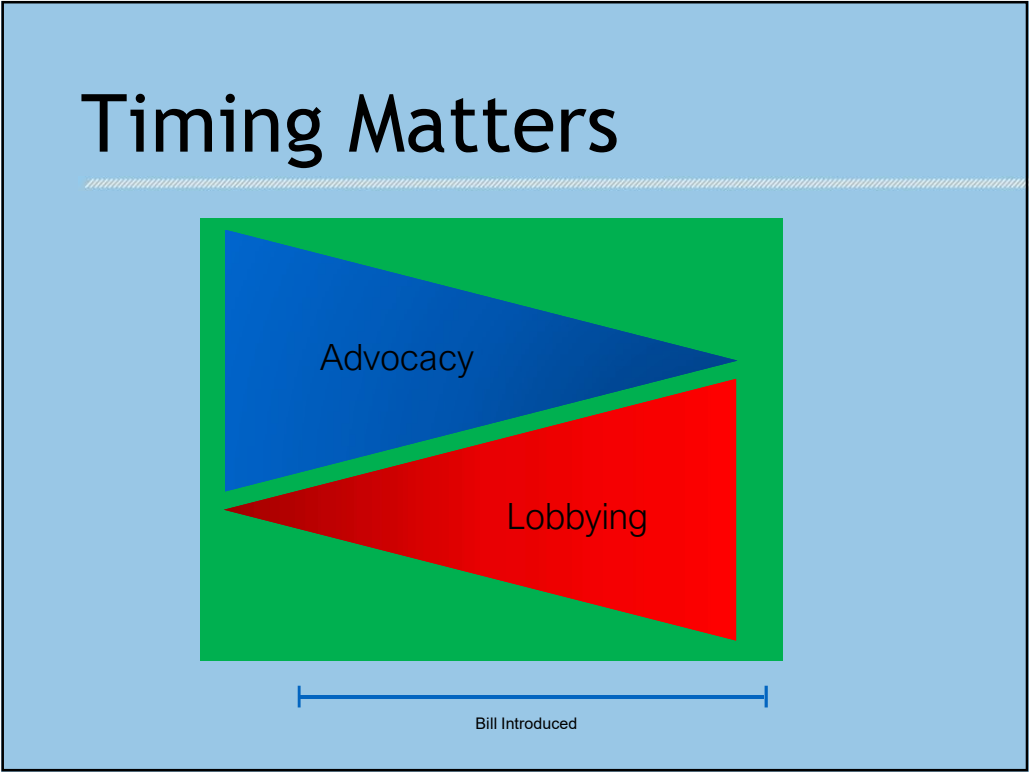
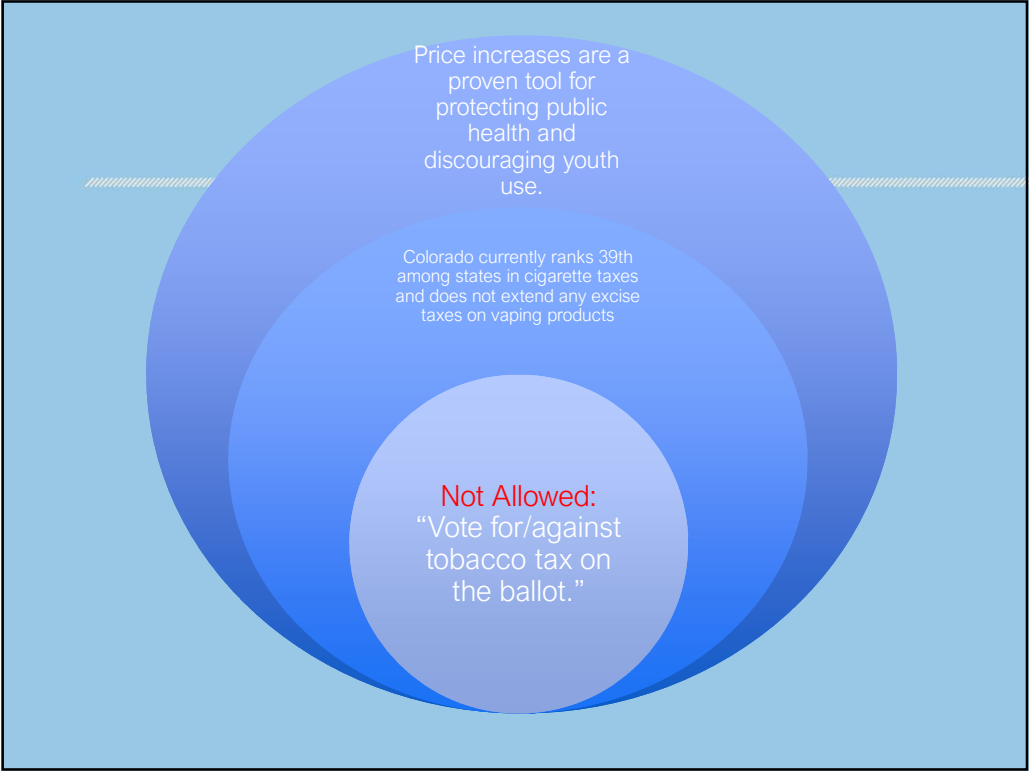
- Communicating with a member of a rule-making board or commission or a rule-making official of a state agency which has jurisdiction over the subject matter of a rule
- Supporting or opposing any ballot question or ballot initiative that has been referred by the General Assembly or the governing body of a political subdivision to a vote of the people

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## Tobacco control advocates that can lobby

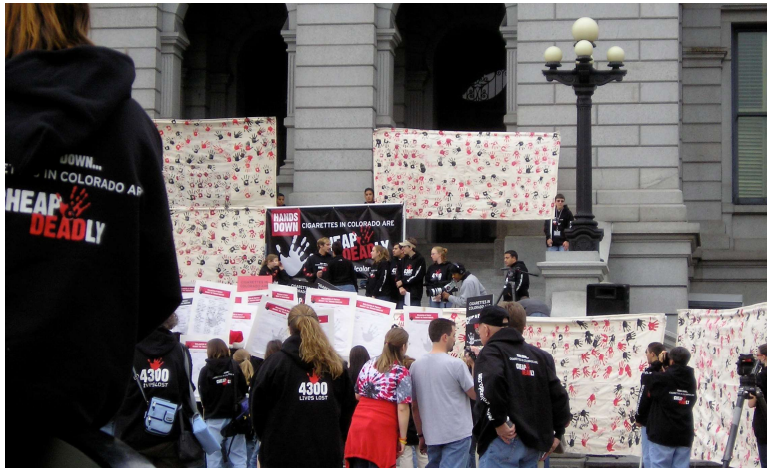
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Campaign for Tobacco Free Kids  
American Cancer Society  
American Heart Association  
American Lung Association  
Colorado Academy of Pediatrics  
Colorado Academy of Family Physicians  
Colorado Medical Society  
Colorado Children's Campaign  
Colorado Association of Local Public Health Officials  
Other organizations



## Is it Advocacy or Lobbying?

1. Sharing key messages about the public health benefits of tobacco price increases in a tobacco presentation to community members.
2. Emailing a “call to action” flyer to community members urging them to contact members of the Colorado General Assembly about a bill.
3. Contacting the elected official for your neighborhood/community and asking them to vote for or against a specific bill that has been proposed.
4. Meeting with elected officials to discuss accomplishments and priorities of your local tobacco control program.



### Colorado Get R!EAL Coalition Advocacy in Action, November 2004

What was the message? Who was the audience?