



THE POWER OF ALL

Partnerships in Reducing Tobacco Inequities

CDPHE Update Call

March 3, 2021



COLORADO
Department of Public
Health & Environment

CDPHE Update Call Agenda

March 3, 2021

- FY22 Contracting, presented by Kathy Jacobsen
- Local SF Policy Compendium, presented by Keith Cooper
- Health Equity Approaches Discussion Forum, presented by Keith Cooper
- My Life, My Quit. Overview & Communications Tool Kit, presented by Dee-Dee Vallez and Tara Dunn
- Draft Unifying Theme Status Update, presented by Terry Rousey



FY22 Contract Negotiations

Contracts

Contracts will be amended for FY22 for one year term extensions.

POCs are in the negotiations process now with grantees.

All amendments will be executed through the DocuSign process.

Timelines are assertive this year in order to meet new Department deadlines.

SOWs

SOWs look different this year due to updated CDPHE SOW language requirements.

For LPHAs, while SOWs look different due to the updated SOW language requirements, the work is the same as the FY19-21 SOW.

LPHA SOWs have been approved and do not require negotiation.

Non-LPHA SOWs will be reviewed/edited as needed to align with CDPHE SOW language requirements.

Highlights LPHA SOWs

LPHAs will continue with the SOW/Implementation Plan (IP) format.

IPs must be approved by STEPP and the TA provider(s) before beginning activities outlined in the IP.

The use of TA provider(s) is required based on activities identified in IPs.

Media plans must be reviewed and approved by CDPHE prior to placement of media buys or implementation of any communication plan through media mechanisms

Budgets

Budgets will be on the same template as in previous years.

All budgets should be submitted with totals that round to whole numbers. (Ex: \$36,179).

Be sure budget narratives are complete and accurate.

Do not exceed your approved “UP TO” budget amount.

Please include program and fiscal contact information on the template.

POCs

POCs are your first points of contact regarding questions on SOWs/budgets.

POCs will consult with program's SOW delegate and fiscal for documents reviews.

Documents may need to be returned for edits; however, we strive to not have multiple exchanges with grantees for needed edits.

Questions?

Local SF Policy Compendium

Questions?

My Life, My Quit: a youth resource

MY LIFE  MY QUIT™



COLORADO
Department of Public
Health & Environment



- MLMQ increases reach with youth seeking accessible, reliable, confidential information and support for vape and tobacco use

Colorado enrolls more youth in QL services than any other state served by National Jewish Health.



COLORADO
Department of Public
Health & Environment

MLMQ development



- Youth Focus groups and interviews
- Recognized subject matter expert in Adolescent behaviors
- Youth want:
 - to text, not *talk* on the phone
 - someone to listen and understand
 - a program tailored to their needs

Demonstration



<https://co.mylifemyquit.org/index>

Promoting MLMQ



**LUNGS BURNING?
IS IT YOUR VAPE?**

Text "Start My Quit" to 36072 or
call 855-891-9989.

Free, confidential help to quit vaping, smoking
or chewing. Just for teens.

WWW.MYLIFEMYQUIT.COM

MY LIFE MY QUIT.

- Free promotional materials available on MyLifeMyQuit.org's resources page
- Limited materials to be available on CoHealth Resources:
 - Business cards
 - Posters
 - Social media assets



COLORADO
Department of Public
Health & Environment

Promoting MLMQ



MLMQ partner toolkit is available on TobaccoFreeCO.org's grantee site:

- Social media content
- Radio scripts
- Op-Ed article
- Newsletter content



QUESTIONS?

dee-dee.vallez@state.co.us

tara.dunn@state.co.us



Draft Unifying Theme Status Update

4 Priorities

4. Identify and Eliminate Tobacco Related Disparities:

1. Prevent Initiation Among Youth

2. Reduce Exposure to Secondhand Smoke

3. Promote Tobacco Treatment and Cessation



Key principles guiding the framing of the Unifying Theme:

Directly pulled from the intro paragraph in the STEPP Health & Equity Talking Points

- Black, Indigenous, and people of color are more likely to die from a tobacco-related disease than white people.
- This is a public health crisis rooted in racism.
- Health outcomes are not simply a matter of personal choice.
- Centuries of racist policies and practices - not individual choices or genetics - negatively impact the health and well-being of people of color.
- These strategies are designed to dismantle the impacts of racism within Colorado tobacco control programming and to result in visible, tangible and measurable interventions that demonstrate our collective commitment in the ongoing fight for justice.

[STEPP Health and Equity Talking Points](#)

Decriminalizing Commercial Tobacco Use

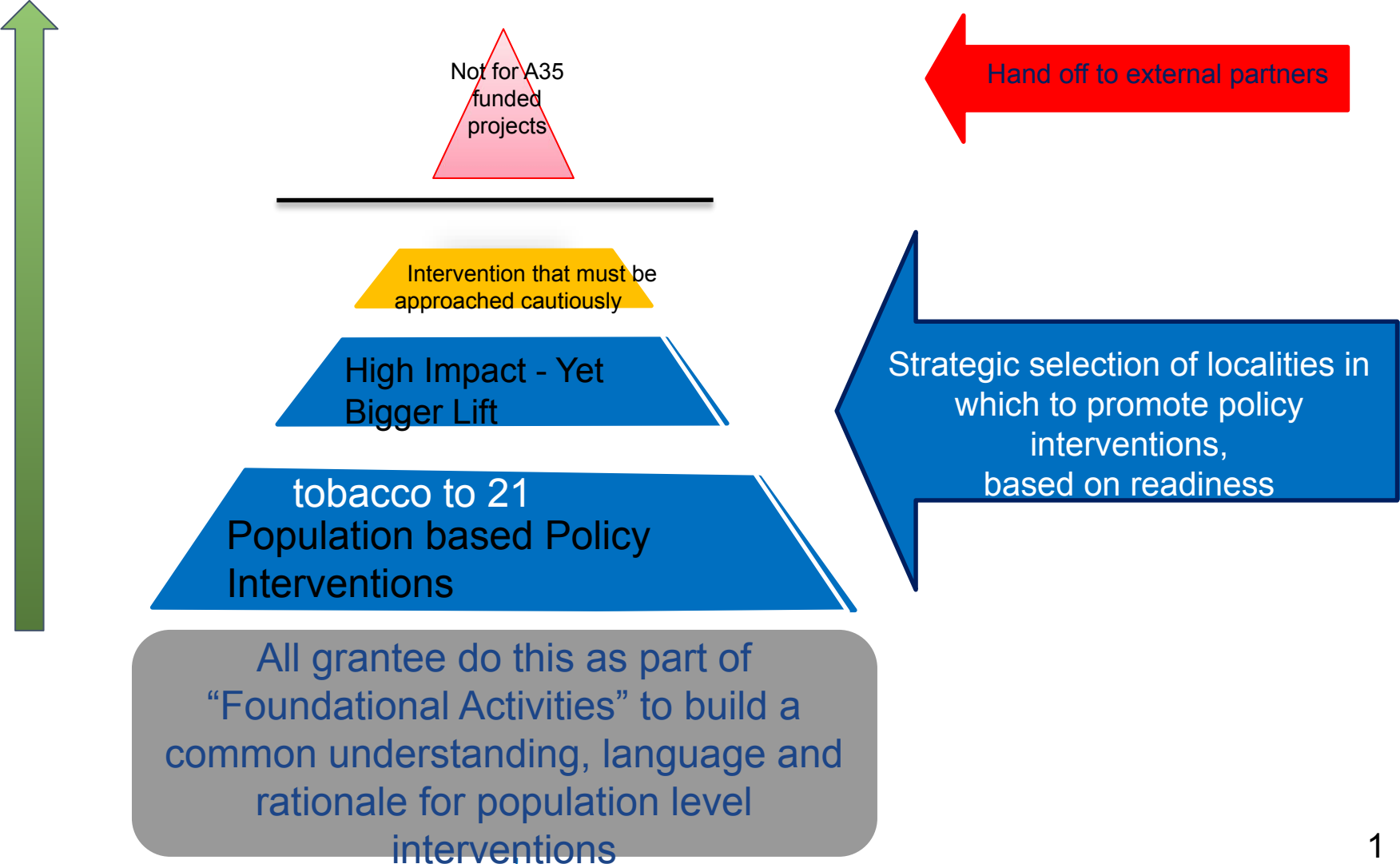
[The Tobacco Control Enforcement for Racial Equity statement](#) Addressing Systemic Racism in the Enforcement of Commercial Tobacco Control

Statement's core values:

- Commercial tobacco control laws and policies are first and foremost public health measures.
- State and local governments should reform or eliminate enforcement practices that target individuals, especially youth, rather than businesses and industry actors.
- Enforcement practices and penalties for violations of commercial tobacco control laws should be proportional to the alleged violation and address health, equity, and social justice considerations.
- State and local governments should adopt legal and policy frameworks that facilitate the effective, equitable enforcement of commercial tobacco control laws by holding businesses and other industry actors accountable for violations.

Unifying Theme Pyramid Visual

Demonstrate the number of grantees working on a strategy



RACIAL EQUITY Unifying Theme

Draft for FY 22 & 23

Education on Tobacco price increases to improve access to tobacco treatment and to fund local SDOH initiatives

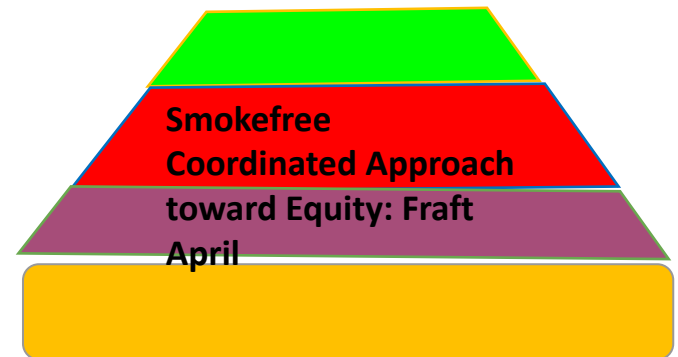
Pairing Tobacco-Control Policy with Access to Tobacco Treatment

Equitable Enforcement of Policies and Non-police Enforcement Entity

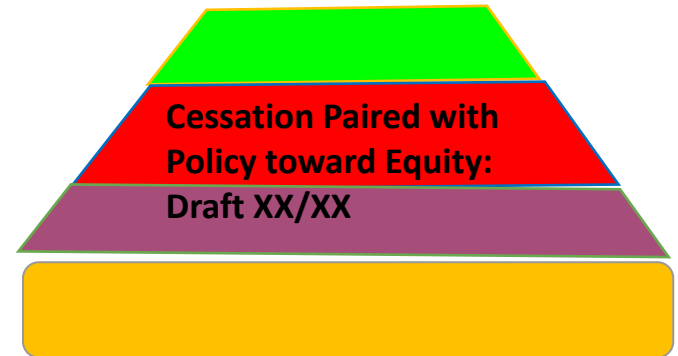
External: Education to community members and decision makers on Systemic Racism and Social Determinants of Health, review equity impact of existing policies, identify and promote policy solutions that are designed to reduce inequities

Internal: Build Tobacco Control Community Capacity - workforce development, authentic community engagement, evaluate internal policies and practices

Unifying Theme - Coordinated Approach



Unifying Theme - Coordinated Approach



Questions?



THE POWER OF ALL

Partnerships in Reducing Tobacco Inequities

Thank You!

Update Call and Presentation Will Be Posted on
Tobacco Free CO at www.tobaccofreeco.org



COLORADO
Department of Public
Health & Environment