

# PUBLIC HEALTH AND HUMAN SERVICES

## Public Health and Safety Division Tobacco Use Prevention Program

### DIVISION CONTACTS

The department, division, program director and chief financial officer for the department, division, program and their contact information are:

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### WHAT THE PROGRAM DOES

The Montana Tobacco Use Prevention Program (MTUPP) implements evidence-based interventions to reduce tobacco use, and tobacco-related morbidity and mortality among Montanans. The Program also conducts surveillance and evaluation to monitor trends and assess program effectiveness. The comprehensive program goals of the program include:

- prevent youth from beginning a lifetime of addiction to tobacco products
- providing population-based cessation services to Montanans
- eliminating exposure to the hazardous effects of secondhand smoke, and
- supporting the elimination of disparities related to tobacco use

### SPENDING AND FUNDING INFORMATION

The following figures show funding and expenditure information for FY 2006 for all sources of funding of the MTUPP. Because the figures include all sources of funding there are no direct relationships between these figures and appropriation levels presented in the Budget Analysis for the 2007 Biennium.

### Statutory Authority For The Program

Federal Regulations for the cooperative agreement with the Centers for Disease Control and Prevention are contained in CFR 93-283. The statutory citation related to funding for tobacco prevention is included in MCA 17-6-606. The Montana Tobacco Use Prevention Plan, which is current through 2010, is available at <http://tobaccofree.mt.gov/mttobaccousepreventionplan.pdf>.

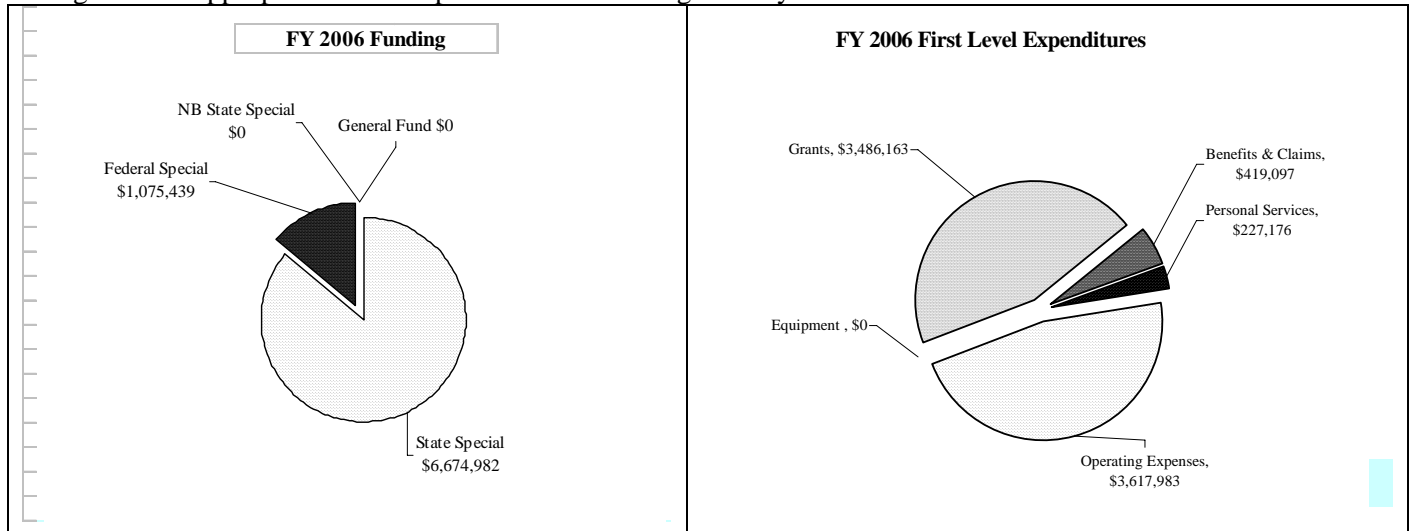
### How Services Are Provided

Tobacco prevention services conducted by the Department and through contracts and memorandums of understanding with the following organizations:

- County, Tribal and Urban Indian community-based programs
- Montana DPHHS, Addictive and Mental Disorders Division
- Office of Public Instruction
- Big Brothers and Big Sisters
- BACCHUS Network (programs targeting college and university campuses)
- National Jewish Medical and Research Center (Montana Tobacco Quit Line)
- University of Montana (training and technical assistance)
- Communications contractor (public education and awareness)
- Department's of Justice and Revenue (Enforcement)

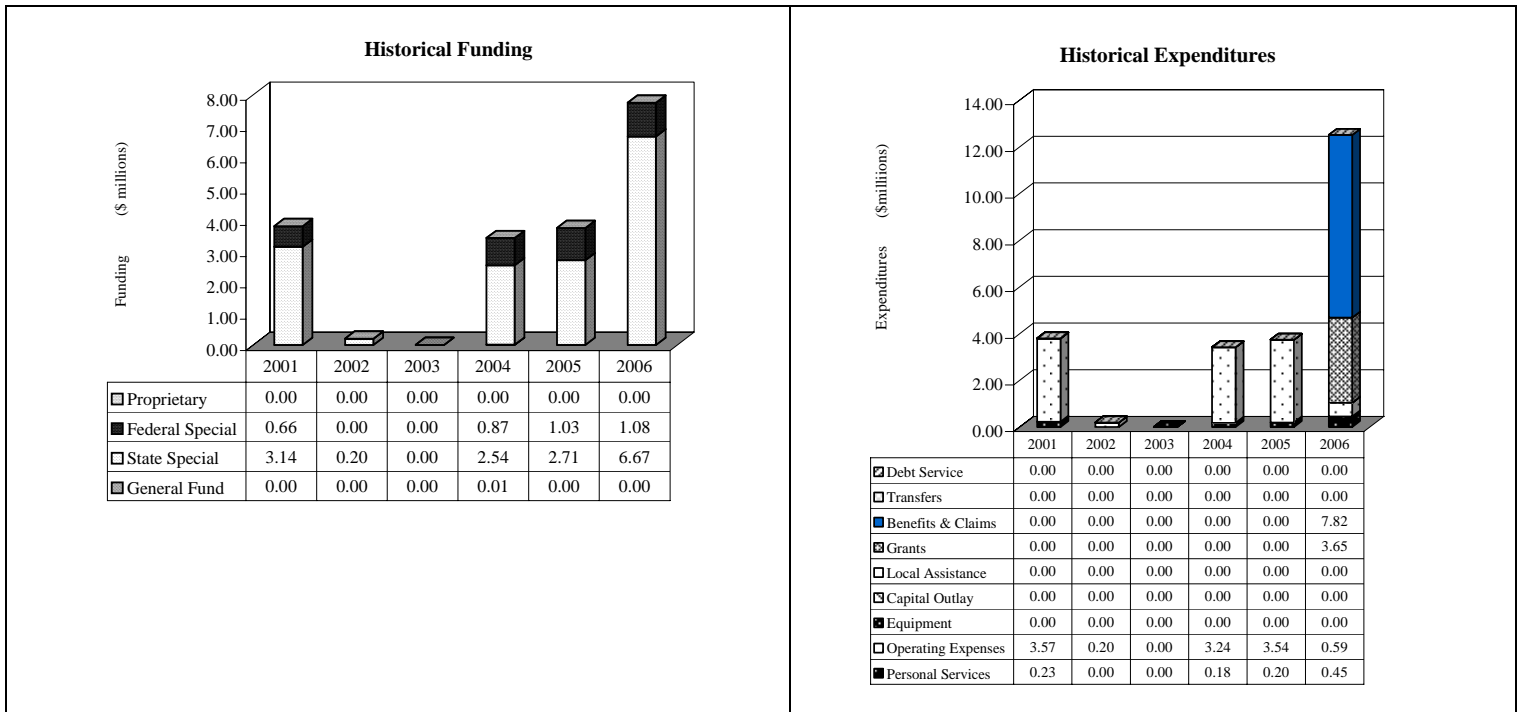
## Spending and Funding Information

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The above information does not include administrative appropriations. The program had \$0 in administrative appropriations in fiscal year 2006. Departmental indirect charges are included as expenditures or revenues in the above tables.

The following figures show funding and expenditures from FY 2001 through FY 2006, for HB 2 funding. State Special revenue was reduced for MTUPP in 2002 and 2003.



# 2007 BIENNIUM NEW PROGRAM IMPLEMENTATION AND PROGRAM EXPANSION

## Program Expansion

### FTE

The legislature approved appropriations for an additional 4 FTE in the 2007 Biennium. The following figure shows the positions and hire dates for the new FTE.

2007 Biennium FTE Hire Dates	FTE	Date
Montana Tobacco Use Program	69107722	08/20/2005
Montana Tobacco Use Program	69107727	02/13/2006
Montana Tobacco Use Program	69107723	09/03/2005
Montana Tobacco Use Program	69107732	08/14/2006

### Community-Based Programs

#### County, Tribal, and Urban Indian Community-Based Programs

MTUPP contracted with 41 counties, 8 tribes, and 4 urban Indian centers to provide tobacco use prevention services at the community level. This funding supported the work of 54 tobacco prevention specialists in 41 counties, on seven reservations (and among the Little Shell Tribe) and four Urban Indian Centers. The prevention specialists worked in a variety of ways to educate their communities about the hazards of commercial tobacco use and secondhand smoke exposure; promote tobacco use cessation; implement and enforce statewide policies such as the Montana Clean Indoor Air Act and the Tobacco Free Schools portion of that law; and to specifically focus on reducing smoking and spit tobacco use among youth.

#### Community Work Through DPHHS Addictive and Mental Disorders Division (AMDD)

MTUPP has partnered with and provided funding to Addictive and Mental Disorders Division (AMDD) to support its community prevention work. AMDD provided evidenced-based community and youth-based programs in 17 counties using interventions including media literacy and counter advertising. Their efforts focused not only on providing services, but helping build local infrastructure and capacity using a “train-the-trainer” model. The target audience for the train-the-trainer programs are local health departments, community-based organizations, and other public health related groups.

#### Community Work Through Big Brothers and Sisters (BBBS)

MTUPP has also partnered with and funded BBBS to help increase the availability of adult big brothers and sisters to Montana youth. As they engage Montana youth in their program, BBBS offers educational and training opportunities for staff, volunteers and youth about tobacco prevention.

### School-Based Programs

#### Office of Public Instruction (OPI) Tobacco Prevention and Education Program

Through a Memorandum of Understanding MTUPP funded OPI to implement a Tobacco Use Prevention and Education Program. They hired one FTE to oversee the program and provided funding to 25 school district grantees to implement tobacco prevention, education and/or cessation activities during the 2006-2007 school year.

#### Tobacco Use Prevention at Colleges and Universities

The 18-24 age group is the only population segment in Montana that shows an increase in tobacco use. To address this, MTUPP contracted with the BACCHUS Network, based out of Denver, Colorado to coordinate and provide tobacco prevention at colleges and universities. Pilot projects were started at the University of Montana (Missoula), and Montana State University (Bozeman). Baseline data on student tobacco use, attitudes and campus tobacco control policies was collected, and student-based Campus Tobacco Task Forces were developed to implement prevention activities. This program has been expanded to include Salish Kootenai College and Montana State University, Billings.

## **Statewide Programs**

### Tobacco Cessation Services Through the Montana Tobacco Quit Line

Since May 2004 MTUPP has contracted with National Jewish Medical Center from Colorado to implement the Montana Tobacco Quit Line. The Quit Line offers free cessation services for anyone in Montana who wants to quit using tobacco. The service is extensive and involves free nicotine replacement therapy, materials and guidance from quit specialists who help the caller plan their quit attempt. The quit specialists also provide support for as many as five calls as the client moves through the extremely difficult process of quitting. The Quit Line has received over 10,000 calls from Montanans between May 2004 and May 2006.

### Public Education and Awareness

MTUPP contracted with the Helena-based media firm Flying Horse Communication to implement public education and awareness campaigns about the MT Clean Indoor Air Act and the tobacco cessation services provided through the MT Quit Line. The Clean Indoor Air campaign included creation and distribution of signs, and educational, implementation, and enforcement materials for businesses and local health departments. Paid media placement for television, radio, newspapers and billboards was a large component of both campaigns. The funding was also used to conduct outreach at conferences and expositions, develop “quit kits” to promote the quit line, and to support the community programs through the development of sample press releases, and fact sheets.

### Technical Assistance and Training for Community-Based Programs

To ensure that Montana’s tobacco use prevention workforce is skilled in the work they do, MTUPP contracted with the University of Montana (UM) Technical Assistance and Training Center to provide technical assistance and training for the community-based tobacco prevention specialists located across the state. Using a small cadre of experts UM provided services at regional and statewide meetings, through site visits, conference calls and ad hoc meetings. UM also developed training modules for new prevention specialists and specific materials on such topics as secondhand tobacco smoke, youth tobacco use, spit tobacco, and cessation.

### Statewide Youth Empowerment Movement

Youth Empowerment: *ReACT! Against Corporate Tobacco* is Montana’s teen-led movement against the tobacco industry’s efforts to target youth to smoke or use spit tobacco. Managed directly by MTUPP staff and VISTA volunteers, *ReACT* joins statewide youth movements across the U.S. in recognizing the power of young people to effectively take on the problem of tobacco use. *ReACT* involves media literacy, peer education, and grassroots advocacy. In June 2006, 140 teens attended the *ReACT* Teen Summit in Bozeman where they received training and skills to take to their communities. These youth will develop and implement tobacco prevention activities in their communities in FY 2007.

## **Chronic Disease Prevention**

MTUPP contracted with Greg Holzman, MD, MPH to offer Continuing Education Units to health care providers across Montana for attending tobacco intervention training. Dr. Holzman traveled the state teaching at clinics, hospitals and doctor’s offices to improve practitioner skills in intervening with patients addicted to tobacco, prescribing nicotine replacement therapy, and promoting the referral of patients to the Montana Quit Line. Thirty-nine primary care practices in Montana have participated in FY 2006.

## **Policy Enforcement**

The Montana Legislature revised and enacted the Montana Clean Indoor Air Act (CIAA) during the 2005 session. The law prohibits smoking in all indoor public places, except for bars and casinos that meet specific criteria. In October 2009, all indoor public places including bars and casinos will be covered by the law. The Department established rules for the law in October 2005. Additionally, MTUPP, local health departments, and the community-based programs are providing ongoing technical assistance to businesses and schools regarding compliance (e.g., hot line, educational materials, signage). MTUPP is also conducting an ongoing public education campaign to increase community awareness regarding the law.

In July 2005, the Departments of Revenue, Justice (DOJ) and Public Health and Human Services (DPHHS) entered into a Memorandum of Understanding for cooperative administration and enforcement of tobacco related laws and taxes. As a result, the DOJ seized a large quantity of untaxed loose tobacco in the state, and the Gambling Control Division (GCD) was able to close over 1600 cases related to tobacco tax enforcement. Additionally, they are now focusing on the addressing the illegal sale of un-taxed tobacco products through the internet and out of state purchasing of tobacco products. The GCD has supported the implementation of Montana's new Clean Indoor Air Act, by conducting compliance inspections in bars and casinos. Between March and December of 2006, 670 inspections have been completed.

### **Program Surveillance and Evaluation**

Comprehensive program surveillance, assessment and evaluation are accomplished by MTUPP's epidemiologist. The program is using a number of data sources for surveillance in FY 2006. The Adult Tobacco Survey and the Behavioral Risk Factor Surveillance Survey provide data regarding the prevalence of smoking and spit tobacco use, cessation practices, and exposure to secondhand smoke in adults. The Youth Risk Behavior Survey and the Prevention Needs Assessment provide data regarding the knowledge, attitudes and the prevalence of tobacco use, and exposure to secondhand smoke among Montana youth. Data from the Montana Central Tumor Registry has been used to assess the incidence of tobacco-related cancers (e.g., lung and oral cancer), and data from the Montana birth and death records have been used to assess the prevalence of smoking in pregnancy, and tobacco-related mortality.

### **Program Administration and Management**

This component included funding for personnel (7.5 FTEs), printing, temp services, VISTA Volunteers, support for the Tobacco Prevention Advisory Board and Native American Work Group meetings, in state and out of state travel and training, rent, phones, utilities, off site records storage, janitorial, newspaper clipping service, grounds maintenance and supplies.

### **Outcomes**

Montana Tobacco Quit Line – Over, 10,000 Montanans have used the quit line services since it's inception in May 2004. Among persons completing the counseling program but who did not receive NRT, 25% reported that they were tobacco free at six-months follow-up. Among persons completing the counseling program and who received NRT, 32% reported that they were tobacco free at six-months follow-up.

Youth – Data from the Youth Behavior Risk Survey, indicate the prevalence of smoking among high school aged youth in Montana is decreasing from 38% in 1997 to 20% in 2005. Data from the AMDD Prevention Needs Assessment Survey of high school youth indicate an increase in the awareness of youth who believe that regular smoking puts one at great risk (67% in 2000 vs. 72% in 2004). Recently published data from the Prevention Needs Assessment survey indicate continued decreases in the prevalence of smoking among Montana youth from 19% in 2004 to 17% in 2006.

Adults – Attention will need to be focused on adults and pregnant women in Montana that smoke. The prevalence of smoking among adults and pregnant women in Montana remained stable between 2000 and 2005. In FY 2006, MTUPP developed a plan to address the important problem of spit tobacco use. The prevalence of spit tobacco use in Montana adult males in 2005 was 13% and the prevalence in eighth, tenth and twelfth grade boys was 15%, which is considerably higher than the prevalence in the U.S.

MTUPP was also encouraged to identify additional opportunities to implement tobacco use prevention and cessation activities in FY 2007 (Legislative Budget Analysis 2009 Biennium, Volume 4, page B-91), and the following activities were completed.

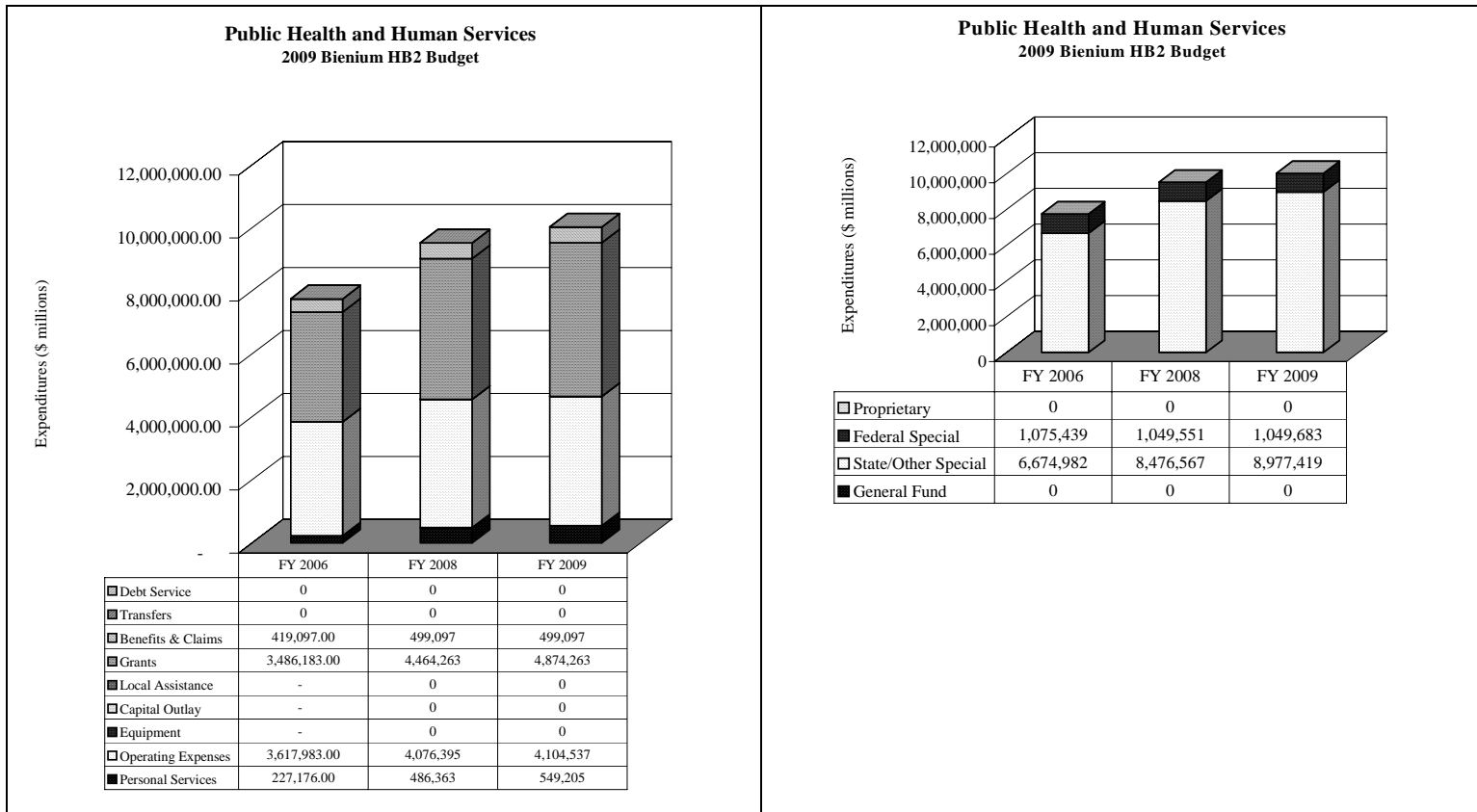
MTUPP worked with the Cardiovascular Health and Diabetes Section to promote tobacco cessation counseling through the primary care practices that the Diabetes Program is working with across the state. MTUPP has also collaborated with the Women's and Men's Health Section and the Oral Health Program in the Family and Community Health Bureau to promote cessation counseling and services through family planning clinics and dental offices in Montana.

MTUPP is collaborating with Medicaid and Medicaid providers to promote tobacco cessation. MTUPP mailed an educational package to all licensed physicians and dentists in Montana that included information on the state-of-the-art regarding cessation counseling and information promoting the utilization of the Montana quit line. Additionally, MTUPP contracted with Greg Holzman, MD, MPH to provide onsite education and continuing medical education credits to physicians and their staff promoting cessation counseling and the quit line. MTUPP has also conducted outreach to pharmacies in Montana and has provided Quit Line promotional materials to these facilities. MTUPP has met with Medicaid to review current tobacco cessation policies (e.g., eliminating co-pays for cessation therapies, increasing the number of lifetime cessation attempts where therapy is covered by Medicaid). And potential changes that could be made to support cessation in Medicaid recipients. MTUPP to date has not incorporated quit line information in mailings to state-supported programs or developed chart audits for health care providers.

MTUPP is working currently to develop a policy for DPHHS that would promote that meetings and conferences sponsored by DPHHS programs would be conducted in totally smoke free facilities. If adopted by DPHHS, we will promote that this policy be adopted by all state agencies. MTUPP is also developing additional policies that the DPHHS and all state agencies could adopt (e.g., comprehensive cessation services provided through state insurance, smoke free state campus).

## 2009 BIENNIUM BUDGET

The following figures show the proposed HB 2 budget for the 2009 biennium.



## Goals and Measurable Objectives

The following figure shows the department base year and budgeted biennium goals and performance measures that are associated with the proposed 2009 biennium HB 2 budget.

Public Health and Human Service Public Health and Safety Division		
Measurable Objectives for the 2009 Biennium		
Goal	Measurable Objective	Current status of measures
Prevent youth initiation of smoking	1. By June 2009, decrease the proportion of high school students who report smoking cigarettes in the past 30 days to the Healthy People 2010 National Objective of 16%.	20% (2005)
Prevent youth initiation of spit tobacco use	2. By June 2009, decrease the proportion of high school students who report spit tobacco use in the past 30 days to the Healthy People 2010 National Objectives of <1%.	15% (2005)
Help people already addicted to tobacco to quit using it	3. By June 2009, decrease the proportion of adults who report smoking to the Healthy People 2010 National Objective of 12%.	19% (2005)
Help people already addicted to tobacco to quit using it	4. By June 2009, decrease the proportion of pregnant women who report smoking to the Healthy People 2010 National Objective of 12%.	18% (2005)
	5. By June 2009, reduce the prevalence of smoking among Montanans aged 18 to 24 years to 23%.	25% (2005)
<b>These objectives are related to DP 70106.</b>		

## BUDGET AND POLICY ISSUES

**LFD Page B-89, DP 70106 - Tobacco Use Prevention** - This budget request is for 1.00 FTE and \$1,700,000 in state special revenue from the Master Settlement Agreement with the tobacco companies for each year of the biennium for expansion of activities of Montana Tobacco Use Prevention. Please see the “significant issues expanded” section below for a detailed description of this request.

## SIGNIFICANT ISSUES EXPANDED

**LFD Page B-89, DP 70106 – Tobacco Use Prevention Increase** - This request is for 1.00 FTE and \$1,700,000 in state special revenue (Master Settlement Agreement Funds) for each year of the biennium for expansion of current prevention activities. These funds will support a) new community-based programs, b) program to prevent spit tobacco use, c) programs to reduce smoking during pregnancy, d) new college campus prevention programs, e) youth public education campaigns, targeted promotion of the Montana tobacco quit line, f) and enhanced surveillance.

### A. Fund Remaining Montana Counties for Community-based Tobacco Prevention Activities -

This proposal would provide funding for the fifteen remaining Montana counties that currently do not have tobacco

prevention funding for community-based efforts. These counties include Glacier, Granite, Jefferson, Broadwater, Meagher, Madison, Sweetgrass, Big Horn, Valley, Garfield, McCone, Prairie, Wibaux, Fallon, Carter, all of which are rural counties. Funding all 56 Montana Counties will ensure comprehensive tobacco use prevention for all Montana citizens. Funding for these community-based programs will be used to implement and enforce the Montana Clean Indoor Air Act, and to implement community-level activities to prevent youth initiation, and promote tobacco use cessation. The community-based programs will be evaluated based on the quarterly and annual progress reports they submit to MTUPP. These activities address objectives 1-4.

\$458,100 per year ongoing to support and fund additional counties:

- \$300,000.00 to fund twelve unfunded counties with small populations
- \$ 98,100.00 to fund three counties with larger populations
- \$ 60,000.00 for salary and benefits for 1.00 FTE to manage, train and offer technical assistance to the additional county programs

**B. Prevent Spit Tobacco Use in Montana** - This proposal would utilize funding to implement the action plan recommended by the Spit Tobacco Strategic Initiative Committee to prevent and reduce spit tobacco use in Montana. The FY08 action plan will include the following activities.

\$200,000 per year

- \$155,000 Develop and implement a statewide public education campaigns focusing on spit tobacco use prevention.
- \$15,000 Create support materials to assist in the adoption of tobacco-free policies for hospitals, colleges and other targeted institutions.
- \$10,000 Create and distribute spit tobacco cessation materials through the Montana Tobacco Quit Line to promote spit tobacco cessation.
- \$20,000 Expand surveillance, evaluation and the publishing of reports on spit tobacco use in Montana to help direct effective intervention strategies.

Data from the Youth Risk Behavior Survey and the Prevention Needs Assessment survey will be used to assess changes in youth attitudes toward spit tobacco, prevalence of spit tobacco use, and the age of initiation of use prior to and after initiation of the interventions. Data from the Adult Tobacco Survey will be used to assess changes in the prevalence of spit tobacco use in adults prior to and after initiation of these interventions. These activities address objective 2.

**C. Reduce Smoking During Pregnancy in Montana** - This proposal would focus on reducing the prevalence of smoking during pregnancy among Montana mothers.

\$240,000 per year

- \$150,000 to develop and implement a public education and awareness campaign focusing on the benefits of smoking cessation during pregnancy and where to go for help (e.g., provider and the Quit Line).
- \$80,000 to conduct outreach to primary care providers regarding:
  - state-of-the-art counseling and pharmacologic techniques to assist their patients to quit using tobacco
  - free counseling services and cessation aids provided by the Montana Tobacco Quit Line, and information on how to refer women to the quit line
- \$10,000 to develop and disseminate pregnancy specific cessation materials for patients and primary care providers.

This pilot program will be evaluated using the Montana birth records and intake data collected through the Montana Tobacco Use Quit Line. The overall goals will be to increase utilization of Montana Tobacco Use Quit Line, and to reduce the prevalence of smoking during pregnancy among women. These activities address objective 4.

**D. Establish New College Campus Tobacco Prevention Programs** - The 18-24 age group is the only population segment in Montana that shows an increase in tobacco use. As described under our progress report, MTUPP is

collaborating with the BACCHUS Network to coordinate and provide tobacco prevention at Montana colleges and universities. This program has been implemented at the University of Montana, Montana State University (Bozeman), Salish Kootenai College, and Montana State University Billings. This proposal requests \$200,000 per year to expand this program to additional colleges in Montana. These activities address objectives 3 and 5.

**E. Statewide Youth Public Education for Tobacco Prevention** – This proposal would utilize \$381,900 of funding to develop and implement ongoing statewide public education campaigns targeting youth to increase awareness of the health impact of tobacco use (both smoking and spit tobacco), and to promote effective messages that prevent youth initiation of tobacco use. These funds will be used to develop and place television, radio, newsprint advertisements. These activities would be coordinated with the youth empowerment initiative described in the progress report to ensure that the local youth activities and the statewide campaigns work together. These activities address objectives 1-2. Additional objectives and baseline measures address youth attitudes toward tobacco use and perceived risk of harm for tobacco use will be developed.

**F. Targeted Quit Line Promotion** – This proposal would utilize \$120,000 per year to develop and implement targeted tobacco quit line outreach to subpopulations at high risk for tobacco use including Montanans with low-incomes, American Indians, and rural Montanans. These funds would be used to develop and disseminate mass and small media messages promoting tobacco cessation and the Montana tobacco quit line. These activities address objective 3.

**G. Enhanced surveillance Activities** – This proposal would utilize \$100,000 per year to enhance surveillance for tobacco prevention including expanding the sample size for our Adult Tobacco Survey, enhanced surveillance for the Montana Central Tumor registry, and to conduct additional surveillance and program evaluation that is not currently funded.

## **DIVISION CONTACTS**

The division administrator and chief financial officer for the department and their contact information are:

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