

WASHINGTON STATE DEPARTMENT OF HEALTH

# State Commercial Tobacco Prevention and Cessation

**Fiscal Year 2025**

**Additional Funding Spending Plan**



# TABLE OF CONTENTS

Summary.....	3
Background.....	3
Historical Context .....	7
Funding Breakdown .....	8
General Overview.....	8
DOH Administrative Costs.....	9
Health Education Media.....	9
Regional Contractors.....	10
Priority Population Contractors.....	11
Community Grants.....	11
Cessation Support.....	12
Statewide Projects.....	12
Surveillance and Evaluation.....	14

**NOTE/ACKNOWLEDGEMENTS:** The following document was developed by the Youth Cannabis and Commercial Tobacco Prevention Program (YCCTPP) with input, consultation, and collaboration of program contractors, local, statewide, and national partners in commercial tobacco prevention and cessation. Please note that any reference to ‘tobacco’ is referring to commercial tobacco and not the sacred and traditional use of tobacco by some American Indian communities.

# Summary

The following report provides a breakdown of the state tobacco funding allocated to the Department of Health (DOH) for Fiscal Year 2025 as allocated in the 2023-2025 biennium budget and 2024 supplemental budget. It includes a general background and historical context of Commercial Tobacco Prevention and Cessation in Washington State. Please direct any questions, feedback, or inquiries to [ycctpp@doh.wa.gov](mailto:ycctpp@doh.wa.gov).

# Background

In the 2022 legislative session, a one-time budget provision was passed, designating the Washington State Department of Health with \$5,000,000 for tobacco, vapor product, and nicotine control, cessation, treatment and prevention, and other substance use prevention and education, with an emphasis on community-based strategies, as well as these strategies including programs that consider the disparate impacts of nicotine addiction on specific populations, including youth and racial or other disparities as well as \$121,000 to expand access to the smoking cessation Quitline, implement electronic referrals to the Quitline, and provide grants to develop messaging related to smoking cessation.

Utilizing the legislation language and [5-year commercial tobacco prevention and cessation strategic plan](#), three goals of focus were developed for the funding by members of the commercial tobacco prevention program:

*Community Driven:* Emphasize community-based strategies, tailoring *policy, systems, and environmental change* to the region and population's needs. Individuals living in specific communities impacted by commercial tobacco are experts and who know best when it comes to implementing effective cessation and prevention activities in their communities. Ensuring their knowledge and expertise leads to the development and implementation of strategies and activities is key.

*Statewide:* Collaborate YCCTPP contractors and external partners to continue to develop a unified *prevention and cessation* messages regarding commercial tobacco. Additionally, look to think strategically, leveraging partnerships and resources to collaborate on statewide projects to use dollars effectively.

*Equity:* Funding prioritizes addressing health inequities and decreasing commercial tobacco-related disparities.

These goals, and the proposed breakdown of funds were presented to partners, including the developing statewide tobacco coalition's steering committee, current YCCTPP contractors, national organizations, and other prevention partners in Washington State. In discussion with partners, three major themes were developed based on their desires with the funds. These include:

Rebuild: Many contractors have been receiving miniscule funds that have limited their ability to properly work in their designated communities regarding tobacco prevention and cessation. These funds will start an equitable rebuilding process to build capacity and increase outreach to the communities experiencing greater impact due to commercial tobacco.

Sustain: While this is an opportunity to rebuild; we must make sure what we are building is sustainable. Programs and activities that are developed from these funds should have an impact even if additional funds are not provided in the next fiscal year.

Innovate: The field of prevention is ever changing, so should we. We must look towards community practices that are innovative and promising to best serve those who are impacted by commercial tobacco.

Additionally, the program hopes to utilize two frameworks to guide their efforts:

- 1) [“Targeted Universalism”](#), originally developed by the Othering and Belonging Institute at University of California Berkley. According to their website, this approach is *“setting universal goals pursued by targeted processes to achieve those goals within a targeted universalism framework, universal goals are established for all groups concerned. The strategies developed to achieve those goals are targeted, based upon how different groups are situated within structures, culture, and across geographies to obtain the universal goal. Targeted universalism is goal oriented, and the processes are directed in service of the explicit, universal goal.”*
- 2) [Social Determinates of Health](#), defined as the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality of life outcomes and risks.

Throughout the fiscal year, ongoing efforts to continue funding included funding requests by state legislatures. Educational materials and statements were developed by [Washington Breathes](#), the statewide commercial tobacco coalition, and individual decision maker education was provided by local and national partners.

This hard work was seen as a success as ongoing funding was inserted into the final biennium budget in 2023. The exact language is as follows:

In ESSB 5187, Section 222 (67) - \$2,500,000 of the general fund—state appropriation for fiscal year 2024 and \$2,500,000 of the general fund—state appropriation for fiscal year 2025 are provided solely for tobacco, vapor product, and nicotine control, cessation, treatment, and prevention, and other substance use prevention and education, with an emphasis on community-based strategies. These strategies must include programs that consider the disparate impacts of nicotine addiction on specific populations, including youth and racial or other disparities.

In the 2024 legislative session, thanks to the continued efforts of community and national  
State Commercial Tobacco Prevention and Cessation

partners, an additional \$500,000 was allocated in the operating budget for Fiscal Year 2025, increasing the total for the year to \$3 million.

The language in ESSB 5950 is as follows: \$2,500,000 of the general fund—state appropriation for fiscal year 2024 and **\$3,000,000** of the general fund—state appropriation for fiscal year 2025 are provided solely for tobacco, vapor product, and nicotine control, cessation, treatment, and prevention, and other substance use prevention and education, with an emphasis on community-based strategies. These strategies must include programs that consider the disparate impacts of nicotine addiction on specific populations, including youth and racial or other disparities.

Currently, the goals and themes for the funding continue to remain the similar to previous years, with some changes as the landscape of commercial tobacco shifts. Updates to the goals and themes for the funding is thanks to partner feedback collected.

The funding is to be disseminated as allocated in the funding breakdown on page 6. Allocations are subject to change based on partner feedback and further evaluation of needs, and emerging topics of concern.

In 2023, the program utilized a feedback loop through Washington Breathes – the statewide commercial tobacco coalition, communication with YCCTPP contractors, general feedback via email, scheduled listening sessions, and 1-on-1 meetings with partners across the state to develop the spending plan.

For the spending plan for Fiscal Year 2025, in addition to the ongoing feedback loops developed with partners and through Washington Breathes, YCCTPP hosted over 15 virtual listening sessions in March and April of 2024 for organizations and individuals. 2 Tribal listening sessions were offered at the end of April. This time allowed individuals to share organization priorities, their on the ground experiences, needs to continue to address commercial tobacco use in their community, and concerns they have regarding state spending. Additionally, an online feedback survey was open simultaneously for those that were unable to attend a listening session and wanted to provide feedback.

An opt-in weekly status update was emailed to partners to ensure ongoing communication for those interested in the spending plans development. A draft of the spending plan was submitted for community feedback May 10 – 31. Feedback was incorporated into the final draft, which was shared out to partners by early June 2024. This ensured ample time for the team to prep for implementation, which was slated to begin July 1, 2024.

Any further changes to the goals and themes for funding will be discussed during ongoing meetings with program contractors, program grantees, and community partners. Between January and March 2025, we will determine any mid-year changes to these plans by conducting a status assessment. Factors such as spend down rates, implementation difficulties, or emerging topics concern could result in shifting some of these funding amounts.

All funding disseminated will be utilized to meet at least one of the four goal areas and strategies identified below in the 2021-2025 Commercial Tobacco Strategic Plan. For more information on the specific tactics for each strategy, check out the complete [strategic plan](#).

The next strategic plan will begin development in 2025, using information gathered from this current spending plan to support the process.

Goal Area	Strategies
<p><b>1. Reduce commercial tobacco-related disparities among priority populations.</b></p>	<ul style="list-style-type: none"> <li>• Establish commercial tobacco prevention as a critical investment in Washington state. Increase state investment to a minimum of 25% of CDC-recommended funding.</li> <li>• Ensure community-informed approaches inform program development and funding allocation to local communities, tribes, and priority populations.</li> <li>• Utilize a Social Determinants of Health framework to incorporate an ACES/Trauma-informed approach into entire program.</li> <li>• Develop appropriate, effective tools to eliminate commercial tobacco-related health inequities.</li> </ul>
<p><b>2. Prevent commercial tobacco use among youth and young adults.</b></p>	<ul style="list-style-type: none"> <li>• Educate youth and young adults.</li> <li>• Build the capacity of early learning providers, K-12 schools, and colleges and universities to raise awareness and prevent use of commercial tobacco.</li> <li>• Address needs for stronger regulation of commercial tobacco including point-of-sale, price, and nicotine content.</li> </ul>
<p><b>3. Leverage resources for promoting and supporting commercial tobacco dependence treatment</b></p>	<ul style="list-style-type: none"> <li>• Increase access to tobacco dependence treatment resources.</li> <li>• Build health care provider knowledge, skills, and capacity for treating commercial tobacco dependence and nicotine addiction.</li> <li>• Provide population-level tobacco dependence treatment services to underserved populations.</li> </ul>
<p><b>4. Eliminate exposure to secondhand smoke and electronic cigarette emissions.</b></p>	<ul style="list-style-type: none"> <li>• Increase commercial tobacco-free environments.</li> <li>• Provide consistent and effective enforcement of commercial tobacco regulations.</li> </ul>

# Historical Context

The Washington State Department of Health's Commercial Tobacco Prevention Program is one that has faced multiple challenges since its inception. Originally formed in 1999 in the wake of the Master Settlement Agreement (MSA), it faced a large opponent. High commercial tobacco use rates, especially for combustible cigarettes in youth, people who were pregnant, and adults led to the development of the initial strategic plan and proposal. This plan outlined the program's structure and goals, which focused on funding all local health jurisdictions (LHJs) throughout the state, as well as educational service districts (ESD) in the state, a statewide and tailored media campaigns, and the development of a state Quitline, where Washingtonians could receive support on their tobacco cessation journey.

In the initial years, the program thrived, with strong support thanks to the MSA funding in addition to funding from the Center Disease Control and Prevention's National Tobacco Control Program Grant (NTCP), and other sources of state funding.

The 2008 recession led to a serious blow to the funding in 2010, which cut the funding down to less than a million for communities, elimination of any media campaigns, and reliant on the funding from the CDC the support of the state Quitline. This lack of funding has continued, limiting the capacity in local outreach and preparedness for any upcoming crisis related to commercial tobacco.

In the late 2010s, e-cigarettes exploded onto the market, leading to a spike in nicotine use of youth, that had deadly consequences. The increase of e-cigarette and vapor product use was met with a meager response due to the lack of funds, but the spotlight stayed on these products, especially as more healthy youth were being hospitalized due to the EVALI epidemic. This transitioned into the COVID-19 pandemic, a respiratory disease that has disproportionately worse health outcomes for those who use tobacco products.

The COVID-19 pandemic has led to a meta crisis of communicable diseases, but the behavioral health crisis that is present especially in youth, racism and the long-standing inequities present for populations, and more.

The products considered emerging as of 2024 are non-tobacco nicotine products or synthetic nicotine products, like nicotine pouches, lozenges, and toothpicks. Currently these products are not taxed as other tobacco products (OTP) are in Washington State. The National Youth Tobacco Survey (NYTS) indicates nicotine pouches are the 4<sup>th</sup> most common product currently used by middle and high schoolers in 2023, jumping up from 6<sup>th</sup> place in 2022 ([CDC, 2024](#)).

The Commercial Tobacco Prevention Program (CTPP) has now been integrated into the Youth Cannabis & Commercial Tobacco Program (YCCTPP) as of 2021 and works in tandem with the Cannabis Prevention Program (CPP). The program receives federal funding as the NTCP grant awardee, state funding from the Dedicated Cannabis Account (DCA), the Youth Tobacco Vapor Products Prevention account (YTVP), and general state funds allocated.

# Funding Breakdown

In ESSB 5950, Section 222 (67) - \$2,500,000 of the general fund—state appropriation for fiscal year 2024 and **\$3,000,000** of the general fund—state appropriation for fiscal year 2025 are provided solely for tobacco, vapor product, and nicotine control, cessation, treatment, and prevention, and other substance use prevention and education, with an emphasis on community-based strategies. These strategies must include programs that consider the disparate impacts of nicotine addiction on specific populations, including youth and racial or other disparities.

## General Overview

The following table provides a brief breakdown of funding allocations for Fiscal Year 2025. Each area of funding will have a subsection with a further breakdown of funds and justification. The total funding allocations will be less than \$3,000,000 to account for indirect rates at DOH. Indirect rates vary whether they are considered “pass thru costs” that are associated with grants and contracts, or if they considered an indirect cost, as defined in the [Code of Federal Regulations](#).

Please note, project allocations are subject to change based on partner feedback and further evaluation of needs, and emerging topics of concern. Any updates to the goals, themes or funding allocations will be discussed during ongoing meetings with program contractors, program grantees, and community partners. Between January and March 2025, we will determine any mid-year changes to these plans by conducting a status assessment. Factors such as spend down rates, implementation difficulties, or emerging topics concern could result in shifting some of these funding amounts.

Area of Allocation	Estimated Amount
DOH Administrative Costs	\$180,000
Health Education Media	\$600,000
Community Contractors	\$1,594,450
<i>Regional Contractors</i>	\$1,000,000
<i>Priority Population Contractors</i>	\$544,450
<i>Community Grants Program</i>	\$50,000
Cessation Support	\$290,000
Statewide Projects	\$200,000
Surveillance and Evaluation	\$100,000
<b><i>Total Direct Costs:</i></b>	<b>\$2,964,450</b>
<i>Estimated Indirect Costs</i>	\$35,550
<b>Total:</b>	<b>\$3,000,000</b>



## DOH Administrative Costs

Amount: \$180,000

Strategic Plan Connection: Goals 1, 2, 3, and 4.

Funds allocated to administrative costs will include the following: staff, benefits, travel, training, goods, and services (internal media and internal document translations). Approximately **1.0 FTE** split between two YCCTPP staff are included in the administrative costs. The positions are:

1. **.80 FTE Health Educator (HSC 3)** – leads all tobacco related health education efforts. Includes internal DOH communications and contract management of statewide and tailored media campaigns. This position is 1.0 FTE, so .20 FTE will be allocated from the CDC federal funds and Youth Tobacco Vapor Products account (YTVP).
2. **.20 FTE Retail Education Coordinator (HSC 3)** – Newly developed and recruitment process for June 2024, this position was created under the directive outlined in 2SHB2320, to create a retail education training for High potency THC cannabis. While that work is slated to take up 0.8 of their time, we have the opportunity to have this staff member focus on supporting commercial tobacco retail education efforts around the state. Given the requirements to establish the directive outlined in the legislation, that will take priority over the staff member’s duties. Once established, we will transition the staff member’s FTE to 50/50 split between funding for cannabis and tobacco.

## Health Education Media

Amount: \$600,000

Strategic Plan Connection: Goals 1, 2, and 3.

The funds allocated to media will be divided into three areas: statewide tobacco media, tailored menthol tobacco media, and traditional tobacco education. These contracts will be overseen by a health educator in the Office of Public Affairs and Equity (OPAE) at DOH. The breakdown for funding is as follows:

Health Education Media Project	Amount
Statewide Tobacco Media	\$300,000
Menthol Tobacco Media	\$200,000
Traditional Tobacco Media	\$100,000

*Statewide Tobacco Media:* As the tobacco contractor selected in a competitive process for statewide media work for YCCTPP, [GMMB](#) will continue oversee statewide tobacco media efforts, specifically the ongoing development of our youth focused prevention campaign “Choose You”, and continued expansion of assets promotion the Washington State Quitline and other cessation resources available. Funding will be utilized to pay for additional campaign and asset development, as well as media buys throughout the year.

*Menthol Tobacco Media:* [PRR, inc.](#), the current media vendor for this project, will continue Menthol Media campaign efforts focusing on those who are disproportionately impacted by menthol tobacco use. The

populations identified for the campaign audience include Black/African American Washingtonians, LatinX/Hispanic Washingtonians, and LGBTQ+ Washingtonians, using 2023 Behavioral Risk Factor Surveillance System (BRFSS) data. Funding will be utilized to continue to develop assets to expand the campaign for LGBTQ+ and LatinX/Hispanic populations, as well as a tailored media buy.

*Traditional Tobacco Media:* A need for education on the differences between traditional tobacco, used by a number of American Indian and Alaskan Native tribes for medicinal, ceremonial, and spiritual practices, versus commercial tobacco, was determined to be a priority by the state’s tribal partners. Funds will be used to complete audience research to establish baseline knowledge about the two types of tobacco in the states of Washington. This will be the groundwork for an education campaign in future fiscal years. Work will be completed by [Kauffman and Associates, inc.](#)

## **Community Contractors**

### **Regional Contractors**

**Amount: \$1,000,000**

**Strategic Plan Connection: Goals 1, 2, 3, and 4.**

The funds allocated to regional contractors are based on the [Accountable Communities of Health Regions](#). Contractors were selected in a 2022 RFA and will use these funds to expand efforts identified in their annual workplans.

The funding formula for this allocation currently includes three data points: Liquor and Cannabis Board (LCB) retail licensees for retail commercial tobacco, BRFSS rates, and HYS rates in each region. Given our data analysis capacity at the time, as well as the changes to the HYS, the portion of the formula that was more heavily weighted was the retail licensees. We also compared the amounts to what was previously received last year in the onetime proviso (as that was only based on retail licensees).

Region	Contractor	Amount
Better Health Together Region	NorthEast Washington ESD 101	\$105,820.11
Cascade Pacific Action Alliance Region	ESD 113	\$111,111.11
Elevate Health Region (Pierce)	Tacoma Pierce County Health Department	\$116,402.12
Greater Health Now Region	Benton Franklin County Health District	\$111,111.11
Healthier Here Region (King)	Public Health Seattle King County	\$137,566.14
North Sound ACH Region	Whatcom County Health Department	\$121,693.12
Olympic Community of Health Region	Kitsap Public Health District	\$100,529.10
SWACH Region	ESD 112	\$100,529.10
Thriving Together NCW Region	Grant County Health District	\$95,238.10

## Priority Population Contractors

Amount: \$544,450

Strategic Plan Connection: Goals 1, 2, and 3.

The funds allocated to priority population contractors as identified by our program. Priority populations include American Indian/Alaskan Native, Asian American/Pacific Islander/Native Hawaiian, Black American/African Born, LatinX/Hispanic, LGBTQ+, Rural, and Veterans. Contractors were selected via two methods: 2022 Request for Application (RFA) and a 2020 Request for Proposal (RFP). Organizations will use these funds to expand efforts already occurring in their annual workplans.

For organizations selected in the 2022 RFA: Funding is to mirror the cannabis dollars, where each contractor receives \$150,000 annually. Since all populations except Rural already receive \$81,110 for tobacco related efforts, additional amounts were provided to each contractor to total their tobacco funding to \$150,000 annually. As the Rural Network does not receive any ongoing tobacco funding, they will receive \$150,000 total to ensure it mirrors the cannabis funding.

For organizations selected in the 2020 RFP: Funding is to match the 2022 RFA goal of \$150,000. Currently the organization receives \$100,000 for tobacco related efforts. \$50,000 is provided so the total is \$150,000 for the year.

Population	Contractor	Amount
American Indian/Alaskan Native	American Indian Health Commission	\$68,890
Asian American/Pacific Islander/Native Hawaiian	Asian Pacific Islander Coalition Advocating Together for Health (APICAT)	\$68,890
Black American/African Born	Center of MultiCultural Health	\$68,890
LatinX/Hispanic	ESD 123	\$68,890
LGBTQ+	Seattle LGBTQ+ Center	\$68,890
Rural	ESD 112	\$150,000
Veterans	Washington State Department of Veterans Affairs	\$50,000

## Community Grants

Amount: \$50,000

Strategic Plan Connection: Goals 1 and 2.

The funds allocated for community grants program which focuses on addressing commercial tobacco prevention through policy, systems, and environmental change (PSE) efforts. It is intended to support new and emerging partners in addressing prevention and community wellness. This additional funding will be used to support the training and development of the 10 grantees in both virtual and in person settings. Training topics will be identified by the YCCTPP Community Grants Coordinator based on feedback collected from grantees and coordinated by Rede Group, the program's training contractor.

State Commercial Tobacco Prevention and Cessation

## Cessation Support

Amount: \$290,000

Strategic Plan Connection: Goals 1 and 3.

The funds allocated for cessation support will include the following: expansion of Washington State Quitline Service, 2Morrow Health App, host Tobacco Treatment trainings for providers (via webinar and/or tobacco treatment specialist trainings), Nicotine Replacement Therapy (NRT) distribution, and Cessation Resource Material Distribution. Continuing to offer and improve the cessation resources already available was identified in listening sessions and the surveys as a need. This is the reason for the continued funding to the contractors that run the state's Quitline and cessation mobile application. Overall themes identified in listening session feedback included offering more promotional resources, materials, and training. Our program plans to address that in three areas.

- 1) NRT distribution will return to the program, offering organizations that work with individuals 18 and older to provide them with Nicotine Replacement Therapy at no cost.
- 2) Tobacco cessation trainings for providers and individuals that work with those who use commercial tobacco. Trainings will be offered in both virtual and in-person setting for accessibility. Incentives like resources, toolkits, and CME/CEU hours will be offered to increase engagement. Trainings will focus on building confidence and capacity for tobacco cessation treatment, especially for individuals under 18.
- 3) Cessation Resource Material Distribution through ADAI Clearinghouse and DES My Print to ensure providers and organizations have the capability to obtain and distribute materials about cessation resources available at no cost.

Cessation Project	Amount
Washington State Quitline	\$115,000
2Morrow Health App	\$50,000
Nicotine Replacement Therapy Distribution	\$65,000
Tobacco Treatment Training	\$40,000
Cessation Resource Material Distribution	\$20,000

## Statewide Projects

Amount: \$200,000

Strategic Plan Connection: Goals 1, 2, 3, and 4.

The funds allocated for statewide projects will focus on three projects that will be coordinated by the YCCTPP staff with leadership, guidance, and support from community organizations and individuals. Projects that are identified were the topics most commonly discussed in listening sessions and feedback survey. Estimates for each area is listed below and actual amounts of funds available will be determined by July 31, 2024. Actual amounts will be decided based on feasibility, compensation costs required for community members, contracts, and procurement requirements.

Statewide Projects	Estimated Amount
Rebuilding & Sustaining Commercial Tobacco Prevention and Cessation Network	\$50,000
Addressing Vaping in Schools	\$75,000
Vapor Product Disposal	\$75,000

*Rebuilding and Sustaining Commercial Tobacco Prevention and Cessation Network:* With the reduction of tobacco prevention and cessation resources over the last decade, there has been a barebones framework of this work in the state. With the reintroduction of funds, it requires training and rebuilding capacity for individuals who are new to commercial tobacco prevention and cessation. Funds allocated to this program will be dedicated to developing the prevention and cessation network in the state. Community organizations and individuals with varying levels of knowledge in the field will guide the development and implementation of this project.

The project will be coordinated by a staff member of YCCTPP, with a minimum of 2 community partner representatives to develop training guidance and begin implementation, which would occur in partnership with Rede Group. Examples of this may include (but are not limited to); develop a professional development and outreach plan, virtual webinars, virtual and in-person trainings, resource guides, and toolkits on specific tobacco-related topics. Associated costs may include (but are not limited to): logistical coordination of virtual and in person trainings, speaker honorarium and travel reimbursement, community compensation for participation in plan development, monetary and non-monetary incentives to increase attendance, and material printing costs for resource guides or toolkits developed.

*Addressing Vaping in Schools:* In partnership with youth, school administrators, educators, educational service districts, OSPI, and other relevant partners, YCCTPP will look to develop comprehensive guidance for vaping prevention and cessation in schools. The goal is to develop tools for the classroom, processes for support specialists working in schools, peer support opportunities for youth, discipline policy guidance and other identified resources of support to address vaping in schools.

This project will be coordinated by a staff member of YCCTPP, a representative of OSPI, an ESD representative, a representative of Association of Washington State Principals (AWSP), and minimum of 2 community partner representatives to develop guidance and implementation strategies, with a goal to begin implementation. Associated costs may include (but are not limited to): community compensation for participation in guidance development, logistical coordination of in-person meetings and trainings, and material printing costs for resource guides or toolkits developed.

*Vapor Product Disposal:* In partnership with the Department of Ecology, OSPI, LCB, youth, school administrators, YCCTPP contractors, ESDs, and other relevant partners, YCCTPP will continue to educate on current disposal requirements for vapor products, find a short-term solution for removing confiscated products currently in schools and other organizations that serve youth, and explore opportunities at the statewide level to streamline disposal requirements.

This project will be coordinated by a staff member of YCCTPP, with a representative of OSPI, ESD, LCB, and minimum of 2 community partner representatives for two goals. One, develop and implement a short-term solution to remove vapor products in schools. Two, explore possibilities of long-term policy solutions to address vapor product disposal. Associated costs may include (but are not limited to): community compensation for participation in solution development and implementation, contracting services with vendor for product disposal, logistics coordination of educational webinars on the short-term protocol, and material printing costs for resource guides or toolkits developed.

## Surveillance & Evaluation

Amount: \$100,000

Strategic Plan Connection: Goals 1, 2, 3, and 4.

Funds allocated to surveillance and evaluation (S&E) will be allocated in one of two areas: Statewide Program evaluation and Retail Data collection. Additional funds may be allocated from other sources to support these projects.

*Statewide Program Evaluation:* Contracted with Washington State University (WSU), YCCTPP is completing a program evaluation to evaluate current structure. This project is being completed with both cannabis and commercial tobacco funds and will be completed by Fall 2025.

*Retail Data:* Program is exploring a fiscal partnership with state agencies and local entities to purchase retail data regarding commercial tobacco products. This data will be used to better understand what tobacco products are being purchased in Washington state. Funds from other program sources may be used to supplement costs. The project is expected to be implemented in 2025.

S&E Project	Amount
Statewide Evaluation	\$50,000
Retail Data	\$50,000

