

Health and Wellness Grants Program –TRANSFERRED TO DIVISION OF PUBLIC HEALTH
Approved Budget for Tobacco Use Prevention and Cessation
SFY 2011-2012

PROGRAM/CATEGORY	FUNCTION: Continuation of existing 2011-12 programs, specifically:	2011-12 BUDGET
DHHS Tobacco Prevention & Control Branch	Technical assistance: Provides training and technical assistance on evidence based tobacco prevention and cessation; data gathering and evaluation including the Youth Tobacco Survey data implementation; training for physicians and clinics on evidence based tobacco treatment and how to utilize QuitlineNC in a busy clinic practice.	\$300,000.00
Grants Management	Grants Management & Sub-recipient Monitoring: Temporary funding of HWTF staff for transitional grants management and compliance monitoring.	725,871.00
RTI International	Technical assistance (diversity): Provides technical assistance with development of tobacco control resources with special emphasis on expanding diversity and inclusion of at-risk populations in TRU network.	215,369.00
Capstrat	Media services: Provides creative development and implementation of: 1) the evidence-based TRU media campaign, which focuses on prevention of youth initiation of tobacco use and 2) evidence based media messages to promote of tobacco cessation resources, especially QuitlineNC.	3,500,000.00
Market Smart	Media services: Provides technical assistance with interactive elements and website development of TRU media campaign.	500,000.00
UNC School of Medicine TPEP	Outcomes analysis: Provides overall evaluation of activities of TRU grantees and related activities.	500,000.00
DHHS Tobacco Prevention & Control Branch	Quitline partnership - includes evidence based tobacco cessation services for youth & adults who want to quit smoking or other tobacco use.	1,898,000.00
Wake Forest University Health Sciences	Technical assistance (Colleges): Provides technical assistance and resource development for Tobacco-Free Colleges initiative, including alternative tobacco products that are marketed to young adults.	100,000.00
UNC CH Ctr. for Infant and Maternal Health	You Quit Two Quit: Provides specialized tobacco control and cessation counseling	124,760.00

	for pregnant women and new mothers.	
Community-Based TRU grants (Phases I - IV)	Local program implementation: 40 Community-Based TRU grants - Provides tobacco prevention and control activities with a major focus on teen tobacco use prevention, that coordinate with evidence based media campaign on local level through schools, health departments, nonprofits and community coalitions.	6,092,687.00
Tobacco-Free Colleges Grants	Local program implementation: 4 Tobacco-Free College grants - Provides technical assistance to build support for tobacco-free policies on public, private and community college campuses across the state.	491,712.00
Subtotal		\$ 14,448,399.00

Additional projects approved with the Health and Wellness Grants Program Funds Purpose: to assist NC DHHS Division of Public Health align with U.S. Centers for Disease Control (CDC) evidence-based practices for tobacco use prevention and cessation		
Media – Additional air time for TRU ads & website development for sustainable websites to prevent tobacco use among young people.		753,895.00
Media – Additional Campaign funds to promote the QuitlineNC (1-800-QuitNow or 1-800-784-8669) to help youth and adults who want to quit smoking/tobacco use. CDC recommends each state Quitline reach at least 2% of tobacco users who want to quit; Quitline NC has been reaching less than 1%.		750,000.00
TRU Sustainability and Resource Development - Provide specialized technical assistance to support long-term sustainability of Tobacco.Reality.Unfiltered (TRU) to the 22 existing Health and Wellness teen and college programs that applied for funding in order to create/disseminate resources for long-term use in teen tobacco use prevention and cessation.		1,000,000.00
Provide Nicotine Replacement Therapy (NRT) - to tobacco users who want to quit using the QuitlineNC; callers must be 24 years or younger, identified as school or childcare employees or who live with and/or are primary caregivers and role models for children under the age of 18. Tobacco use cessation rates are doubled if counseling is combined with evidence based cessation medications.		980,000.00
Surveillance, Epidemiology and Accountability: to provide county specific data on tobacco use and technical assistance on analyzing data in order to plan NC's Healthy 2020 Objectives and accountability indicators for tobacco prevention and control.		120,000.00
Subtotal		\$ 3,603,895.00
TOTAL		\$ 18,052,294.00

