

State of Alaska FY2003 Governor's Operating Budget

Department of Health and Social Services Tobacco Prevention and Control Component Budget Summary

Component: Tobacco Prevention and Control

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Component Mission

To reduce the health and financial costs related to tobacco use in Alaska by reducing use and protecting non-smokers from secondhand smoke.

Component Services Provided

- (1) Statewide counter marketing campaign against tobacco use.
- (2) Community-based grants.
- (3) Funding of training for health care providers, a statewide media campaign, pilot tobacco use cessation, and tobacco enforcement activities.
- (4) Cessation services, including health care provider training, demonstration projects, a statewide quit line, and the development and distribution of cessation materials.
- (5) Professional development and mentoring for local and regional tobacco prevention and control staff and volunteers.
- (6) Tobacco-sales-to-minors enforcement.
- (7) Evaluation of tobacco prevention and control programming.

Component Goals and Strategies

- (1) Prevent children and youth from becoming addicted to tobacco.
- (2) Help youth and adults who want to quit using tobacco.
- (3) Protect nonsmokers from secondhand smoke.

Key Component Issues for FY2002 – 2003

- 1) Obtaining maximum settlement dollars and securing them for the future.
- 2) Establishment of a Tobacco Advisory Board.
- 3) Developing adequate staff and capacity to support program mission.
- 4) Enhancing and expanding existing prevention and control efforts.

Major Component Accomplishments in 2001

- (1) Improved statutory authority to enforce tobacco sales to minors.
- (2) Completed statewide evaluation plan for tobacco prevention and control.
- (3) Completed over 300 tobacco enforcement investigations.
- (4) Funded 4 cessation demonstration projects, including tobacco cessation in a residential substance abuse facility, and developed a coordinated community-wide cessation program.
- (5) Conducted a statewide counter marketing campaign using 35 television and 23 radio and print ads.
- (6) Conducted health care provider training throughout Alaska to physicians, nurses, dentists, oral hygienists, physician assistants, and public health providers.

Statutory and Regulatory Authority

AS 37.05.580	Tobacco use education and cessation fund
AS 37.05.146	Receipts for fees for business licenses for tobacco products
AS 40.25.105	Disclosure of information for compliance with the tobacco product
Master Settlement Agreement	
AS 43.50.145	Notification of noncompliance; confiscation of noncomplying
cigarettes	
AS 43.70.075	License endorsement
AS 43.70.105	Exemptions

AS 44.29

Citations Concerning Tobacco Products

Tobacco Prevention and Control

Component Financial Summary

All dollars in thousands

Non-Formula Program:	FY2001 Actuals	FY2002 Authorized	FY2003 Governor
Component Expenditures:			
71000 Personal Services	0.0	0.0	134.1
72000 Travel	0.0	0.0	143.6
73000 Contractual	0.0	0.0	2,927.3
74000 Supplies	0.0	0.0	5.0
75000 Equipment	0.0	0.0	16.0
76000 Land/Buildings	0.0	0.0	0.0
77000 Grants, Claims	1,400.0	2,512.1	3,410.0
78000 Miscellaneous	0.0	0.0	0.0
Expenditure Totals	1,400.0	2,512.1	6,636.0
Funding Sources:			
1004 General Fund Receipts	188.6	0.0	0.0
1119 Tobacco Settlement	1,211.4	0.0	0.0
1168 Tobacco Use Education and Cessation Fund	0.0	2,512.1	6,636.0
Funding Totals	1,400.0	2,512.1	6,636.0

Estimated Revenue Collections

Description	Master Revenue Account	FY2001 Actuals	FY2002 Authorized	FY2002 Cash Estimate	FY2003 Governor	FY2004 Forecast
Unrestricted Revenues						
None.		0.0	0.0	0.0	0.0	0.0
Unrestricted Total		0.0	0.0	0.0	0.0	0.0
Restricted Revenues						
Tobacco Use Educ and Cessation Fund	51438	0.0	2,512.1	2,512.1	6,636.0	6,636.0
Tobacco Settlement	65045	1,211.4	0.0	0.0	0.0	0.0
Restricted Total		1,211.4	2,512.1	2,512.1	6,636.0	6,636.0
Total Estimated Revenues		1,211.4	2,512.1	2,512.1	6,636.0	6,636.0

Tobacco Prevention and Control

Proposed Changes in Levels of Service for FY2003

More than one out of four Alaskans is addicted to tobacco, a substance that kills half of all long-term users and costs the state over \$150,000,000 a year in medical expenses. Alaska, like all states and territories in the U.S., is faced with the daunting challenge of reducing and eliminating this overwhelming health hazard. States such as California, Massachusetts, Florida and Oregon have made a serious commitment to fighting tobacco, and as a result, have begun to experience significant reductions in the number of adults who smoke as well as the number of children who start smoking.

The Centers for Disease Control and Prevention have studied these successful programs and found that effective anti-smoking programs can be expected to pay for themselves by reducing the number of low birth weight babies and by cutting the incidence of heart disease and cancer. As a result of their studies, CDC recommends that states establish tobacco control programs that are comprehensive, sustainable and utilize community partnerships. CDC recommends that Alaska dedicate a minimum of \$8,100,000 per year to sustain an effective statewide tobacco prevention and control program. Currently Alaska has about half the amount of resources needed to meet this minimum. The Department requests an increment of \$4,123.9 in tobacco education and cessation funds to assist in covering the costs related to implementation of a comprehensive tobacco prevention and control program in Alaska.

The requested funds would result in the expansion of the following current tobacco prevention and control efforts:

Community Programs: Efforts to change public attitudes and behaviors about tobacco, involving community members in conducting public awareness activities to promote tobacco-free social norms. Increase number and amount of funding for local coalitions. Provide additional funds for youth advocacy grants and special and diverse populations. Includes a Youth Advocacy Coordinator.

Cessation Programs: Counseling, quit kits and pharmaceutical support for smokers when they are ready to quit, as well as community-based projects and media campaigns to motivate smokers to use cessation services. Develop cessation demonstration projects. Provide additional funds for youth demonstration grants and increased systemic cessation efforts, such as increased training, protocol development, and implementation with health care providers as well as reimbursements for Medicaid coverage of cessation products.

Counter marketing: Using paid media to counter the \$11,000,000 the tobacco industry spends each year in Alaska on marketing and promotion, to promote quitting and to stop people from starting. Provide additional funds for a quit line campaign, ad development and a specific rural campaign.

School-based Programs: Tobacco-free policy for students and teachers, effective curriculums for K-12, training school staff, parent and family involvement, cessation support. Develop grants, training, materials and support for school-based programs.

Statewide Programs: Coordination with external partners to expand program outreach and impact including networking, communications, technical assistance, and research services. Provide additional funds for increased communication and program efforts as well as expand the existing mentoring/scholarship program.

Program Development and Management: Program planning, coordination, surveillance and evaluation. Increase program development and management to accommodate expanded programming, and increase surveillance/evaluation funding for contracts for data collection and analysis. Provide additional funding for a program assistant to improve program and policy development and coordination and increase the current part-time administrative clerk to fulltime.

Evaluation: In order to determine if Alaska's tobacco prevention and control efforts are having the desired impact, ultimate accountability must be ensured. This is done through a comprehensive evaluation component that combines existing data sources, along with specialized quantitative and qualitative research and surveillance. Information garnered from these sources gives Alaska the necessary feedback on what is and is not working, and allows statewide efforts to be adjusted accordingly.

**Summary of Component Budget Changes
From FY2002 Authorized to FY2003 Governor**

All dollars in thousands

	<u>General Funds</u>	<u>Federal Funds</u>	<u>Other Funds</u>	<u>Total Funds</u>
FY2002 Authorized	0.0	0.0	2,512.1	2,512.1
Proposed budget increases:				
-Child Health: Tobacco Prevention and Control Increase	0.0	0.0	4,123.9	4,123.9
FY2003 Governor	0.0	0.0	6,636.0	6,636.0

Tobacco Prevention and Control

Personal Services Information

	Authorized Positions		Personal Services Costs	
	<u>FY2002</u> <u>Authorized</u>	<u>FY2003</u> <u>Governor</u>		
Full-time	0	2	Annual Salaries	97,290
Part-time	0	0	COLA	2,044
Nonpermanent	0	0	Premium Pay	0
			Annual Benefits	34,845
			<i>Less 0.06% Vacancy Factor</i>	(79)
			Lump Sum Premium Pay	0
Totals	0	2	Total Personal Services	134,100

Position Classification Summary

Job Class Title	Anchorage	Fairbanks	Juneau	Others	Total
Health Program Mgr II	1	0	0	0	1
Public Health Spec I	0	0	1	0	1
Totals	1	0	1	0	2