

Pennsylvania Tobacco Prevention and Control Program Annual Report

July 1, 2023 - June 30, 2024

**Division of Tobacco
Prevention and Control**

August 2024



pennsylvania
DEPARTMENT OF HEALTH

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BRFSS: Behavioral Risk Factor Surveillance System

CDC: Centers for Disease Control and Prevention

CIAA: Clean Indoor Air Act

DATC: Day at the Capitol

DTPC: Division of Tobacco Prevention and Control

FDA: Food and Drug Administration

HPC: Health Promotion Council

INDEPTH: Intervention for Nicotine Dependence – Education, Prevention, Tobacco and Health

JLI: JUUL Labs, Inc.

LGBTQ+: Lesbian, Gay, Bisexual, Transgender, Queer +

MSA: Master Settlement Agreement

NNPHI: National Network of Public Health Institutes

NJH: National Jewish Health

NOT: Not on Tobacco

NRT: Nicotine Replacement Therapy

PACT: Pennsylvania Alliance to Control Tobacco

PHMC: Public Health Management Corporation

RPC: Regional Primary Contractor

SFY: State Fiscal Year

STAR: Smoking Treatment Accreditation and Recognition

TRU: Tobacco Resistance Unit

YRBS: Youth Risk Behavior Survey

Overview

Act 77 of 2001 requires the Pennsylvania (PA) Department of Health's (DOH) Tobacco Prevention and Control Program to submit an annual report each year that describes strategic and culturally appropriate efforts to reduce tobacco product use.

Program Priorities

Tobacco use continues to be the leading preventable cause of death in the U.S. In PA, 15%¹ of adults currently smoke and 4%² of high school students are current smokers. The current rate of students who use electronic vape products daily is 5.7%³. As a result, the PA DOH, through the Division of Tobacco Prevention and Control (DTPC), works to create a PA free of tobacco-related death and disease through innovation, utilization of resources, and promotion of smoke-free environments and tobacco-free lifestyles.

The mission of the DTPC is to develop, implement, and support strategic and culturally appropriate efforts to reduce tobacco product use and exposure to secondhand smoke in PA to enhance the quality of life for all residents. The DTPC consistently follows the Centers for Disease Control and Prevention (CDC)'s *Best Practices for Comprehensive Tobacco Control Programs* to implement an integrated and effective program to maximize outcomes built on the four CDC goals:

- Prevent the initiation of tobacco use among young people.
- Promote quitting among adults and young people.
- Eliminate non-smokers' exposure to secondhand smoke.
- Identify and eliminate tobacco-related health disparities.

The DTPC engages in coordinated efforts with key partners and other stakeholders in tobacco prevention and control in PA to assess current trends and activities as well as new and emerging public health priorities. By collaborating with partners to leverage resources and raise awareness, the DTPC can provide comprehensive programs to decrease tobacco-related morbidity, mortality, and related economic costs in PA and improve health equity.

¹ 2022 Behavioral Risk Factor Surveillance System (BRFSS)

² 2023 Youth Risk Behavior Survey (YRBS)

³ 2023 Youth Risk Behavior Survey (YRBS)

Health Equity

Health equity can be achieved in tobacco prevention and control by eliminating differences in tobacco use and exposure to secondhand smoke between certain groups. Unlike traditional direct-service interventions focusing on individual behaviors, tobacco control policies focus on large-scale, population-level changes. They have the potential to influence and change social norms related to tobacco initiation, use, and secondhand smoke exposure. Comprehensive tobacco control policies help achieve health equity by reducing disparities among groups most affected by tobacco use and secondhand smoke exposure.⁴ PA's Comprehensive Tobacco Control Program focuses on the following priority populations:

- African Americans
- Asian Americans/Native Hawaiian/Pacific Islanders
- Hispanic/Latinx populations
- People with behavioral health conditions
- People using non-combustible tobacco
- People using smokeless commercial tobacco, alternative/electronic nicotine products
- LGBTQ+ communities

⁴ Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs—2014. Atlanta, GA: US Dept of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2014. <https://www.cdc.gov/tobacco/stateandcommunity/best-practices-health-equity/pdfs/bp-health-equity.pdf>

State Fiscal Year 2023-2024 Program Funding

Tobacco Master Settlement Agreement (MSA)	\$15,841,000
CDC Cooperative Agreement: Component I	\$1,647,634
CDC Cooperative Agreement: Component II	\$751,669
Food and Drug Administration (FDA)	\$1,084,461
JUUL Labs Inc. (JLI)	\$3,384,994
TOTAL	\$22,709,758

MSA Funding

On June 26, 2001, Act 77 of 2001, the Tobacco Settlement Act, was signed into law. Chapter 7 of the Act outlined the requirements for prevention and cessation activities in PA and established the state's comprehensive tobacco control program. The Act dictates that at least 70 percent of the appropriated funds must be provided to primary contractors to establish tobacco control programs throughout PA that are comprehensive, sustainable and accountable, based on key elements defined in the CDC's *Best Practices for Comprehensive Tobacco Control Program*. The remaining funds (30 percent) are to be used for statewide efforts consistent with the priorities of the Act, which include PA's Free Quitline, statewide youth tobacco prevention initiatives, on-going evaluation and media. No more than half of the 30 percent funding for statewide initiatives may be used for statewide media.

CDC Funding

The DTPC receives federal funds from the CDC through the National State-Based Tobacco Control grant to implement a comprehensive statewide tobacco control program that supports statewide, regional and community-based interventions, mass reach health communication interventions, cessation interventions, surveillance and evaluation, and infrastructure, administration, and management. The five-year grant is comprised of two components: Component I: funding to implement PA's tobacco program and Component II: funding to improve Quitline infrastructure to streamline intake, enhance services, and absorb increases in demand including demand generated by national media campaigns.

FDA Funding

On June 22, 2009, the Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act) was signed into law. The Tobacco Control Act amended the Federal Food, Drug, and Cosmetic Act by adding a new chapter granting the FDA authority to regulate the manufacturing, marketing, and distribution of tobacco products to protect the public health and to reduce tobacco use by underage purchasers. The FDA provides funding to states to enforce certain provisions of the Tobacco Control Act and implementing regulations. The DTPC has received FDA funds since 2010 to recruit individuals to conduct FDA Tobacco Enforcement Inspections at retail establishments to ensure tobacco products are not being sold to underage individuals in PA.

JLI Funding

In December 2022, PA's Attorney General announced a \$35.8 million settlement with JUUL Labs, Inc. for violating PA's Unfair Trade Practices and Consumer Protection Law and jeopardizing the health of Pennsylvanians, in particular young adults that JUUL targeted with their products. During this state fiscal year (SFY), settlement funds are paid to the Bureau of Health Promotion and Risk Reduction to fund programs that will reduce or eliminate tobacco-related death and disease in PA through innovation, utilization of resources, and promotion of tobacco-free environments and lifestyles. Funding is also used to prevent youth and young adults from beginning to use tobacco products and to provide quitting options for adults and youth.

Statewide Program Grantees and Funding

Grantee	Service(s)	State Fiscal Year 2023-2024 Funding Received
National Jewish Health	PA Free Quitline operations and maintenance	\$1,763,780 (MSA) \$571,448 (CDC) \$400,000 (JLI) \$2,735,228 TOTAL
American Lung Association of the Mid-Atlantic	Technical assistance through statewide coalition Pennsylvania Alliance to Control Tobacco (PACT) and youth coalition Tobacco Resistance Unit (TRU)	\$811,548 (MSA) \$22,064 (CDC) \$235,000 (JLI) \$1,068,612 TOTAL
Public Health Management Corporation	Comprehensive program evaluation of state and local tobacco prevention and cessation programs	\$727,883 (MSA) \$127,686 (CDC) \$255,000 (JLI) \$1,110,569 (TOTAL)
Bradbury-Sullivan LGBT Community Center	Training, technical assistance and data collection and analysis to address LGBTQ disparities	\$221,789 (CDC) \$225,000 (JLI) \$446,789 (TOTAL)
JBS, Inc.	Food and Drug Administration Tobacco Retail Compliance inspections statewide	\$465,768 (FDA)
TOTALS		\$3,303,211 (MSA TOTAL) \$1,048,609 (CDC TOTAL) \$1,115,000 (JLI TOTAL) \$465,768 (FDA TOTAL) \$5,932,588 (GRAND TOTAL)

Statewide Program Goals and Accomplishments

PA's Free Quitline – 1-800-QUIT NOW

PA's Free Quitline is available 24 hours a day, 7 days a week. English and Spanish speaking coaches are always available, with other languages available as needed. During this SFY, Quitline services were provided through National Jewish Health (NJH). Teen and adult tobacco users receive counseling from highly trained intake specialists and cessation coaches at NJH. After the initial call to the Quitline, callers who are ready to quit determine a quit date and are offered up to five free one-on-one calls to assist them through the quitting process. The sessions are tailored to the individual needs of the caller, focusing on specific strategies and actions for that caller. If a caller is not ready to quit, he/she is provided with self-help materials and tailored fact sheets.

1-800-QUIT-NOW Reach in Pennsylvania

- Between July 1, 2023, and June 30, 2024, there were 15,067 callers to the Quitline.
- Between July 1, 2023, and June 30, 2024, 14,475 individuals who use tobacco requested services from the PA Free Quitline. During this same time period, 9,890 individuals who use tobacco completed an intake and 7,361 enrolled in PA Free Quitline services.
- The national benchmark for a conventional quitline quit rate is 30%. PA's Free Quitline has maintained a quit rate over 30 percent for several years (32.9% in 2022).⁵

My Life My Quit

NJH continues to offer My Life, My Quit, a tobacco cessation program designed specifically for teens who want to stop using tobacco products, including electronic cigarettes and vapes. This youth-oriented program incorporates youth-centered approaches to tobacco cessation adapted to include vaping and new communication methods, such as real-time text messaging and online chat with quit coaches. Youth ages 14 -17 can call or text a dedicated toll-free number (1-855-891-9989) or enroll and look up information online at mylifemyquit.com. Specialized coaches have experience working with youth and receive intensive youth-focused training related to adolescent development. Youth receive five coaching sessions using the modality of their choice.

Youth Engagement: Tobacco Resistance Unit (TRU)

During this SFY, PACT and the American Lung Association continued coordination of the Tobacco Resistance Unit (TRU), the youth tobacco prevention and control movement in PA. At the end of SFY 2023/2024, TRU had 3,822 youth members statewide. PACT worked with Regional Primary Contractors (RPC)s to support youth recruitment; communication strategies included e-blasts, sharing monthly infographic reports, and updates RPCs on TRU initiatives like Tobacco 21 and clean indoor air. PACT also disseminated e-newsletters for advisors and RPCs.

⁵ Follow-up data reported for callers who completed intake in SFY 2020/2021. Follow-up data for these callers was collected in FY2021/2022. Follow-up data for callers who completed intake in SFY 2022/2023 is currently being collected and analyzed. There is a discrepancy with the SFY 2020/2021 quit rate. The data has shown a quit rate of 31.3% and 30.4%.

The following are examples of tobacco prevention and control activities involving youth and youth serving organizations completed this SFY:

- Promoted TRU and recruited student members and ambassadors through a variety of mechanisms, including partnerships with schools, churches, youth coalitions, gay straight alliances, Students Against Drunk Driving groups, YMCAs, 4-H youth groups, Girl Scout troops, camps and student councils;
- Engaged TRU youth in legislative visits, advocacy events, Advocacy 101 training and tobacco prevention holidays (e.g., Great American Smokeout, Great American Spit Out, Kick Butts Day);
- Highlighted TRU youth ambassadors during Day at the Capitol (DATC) Community Forum, where they spoke about their experience with TRU and advocating for tobacco prevention and control funding;

Day at the Capitol (DATC)

PACT's annual DATC event took place on May 7, 2024 with over 360 youth and adult lung health and tobacco control advocates participating. TRU youth and advisors met with legislators about maintaining state funding for tobacco prevention and control programming and supporting the Clean Indoor Air Act. Throughout the day, 78 Pennsylvania state legislators or staffers met with DATC advocates.

Statewide Retail Enforcement

The DTPC works to prevent the initiation of tobacco use among young people through enforcement of tobacco retailer laws in PA. These laws prevent the sale of tobacco products to individuals under the age of 21 and are enforced through several regulatory mechanisms, which include the training of youth to assist with inspections. Act 112 and Tobacco 21 are laws that regulate and enforce the sale of tobacco products to youth. Youth, with adult supervisors, perform enforcement inspections in tobacco retail outlets throughout PA.

- 12,654 retail enforcement inspections were completed across PA for the period July 1, 2023, to June 30, 2024.⁶ Of those enforcement inspections, 14.4 percent resulted in a sale.

Synar Survey

In 1992, the Synar Amendment established requirements that states conduct random, unannounced inspections of tobacco retailers to address youth tobacco access and enforce tobacco retailer laws. PA administers the Synar survey annually to meet these federal requirements and estimate the rate at which outlets sell cigarettes to minors. Data are collected via youth buyers, ages 15-18, who attempt to purchase cigarettes from a sample of PA cigarette retailers. The outcome of each attempt is recorded; a rate is calculated from the eligible outlets attempted. The 2023 survey showed that estimated 11.4% of PA retailers sold cigarettes to minors.⁷ This was down from 16.5% in 2022.

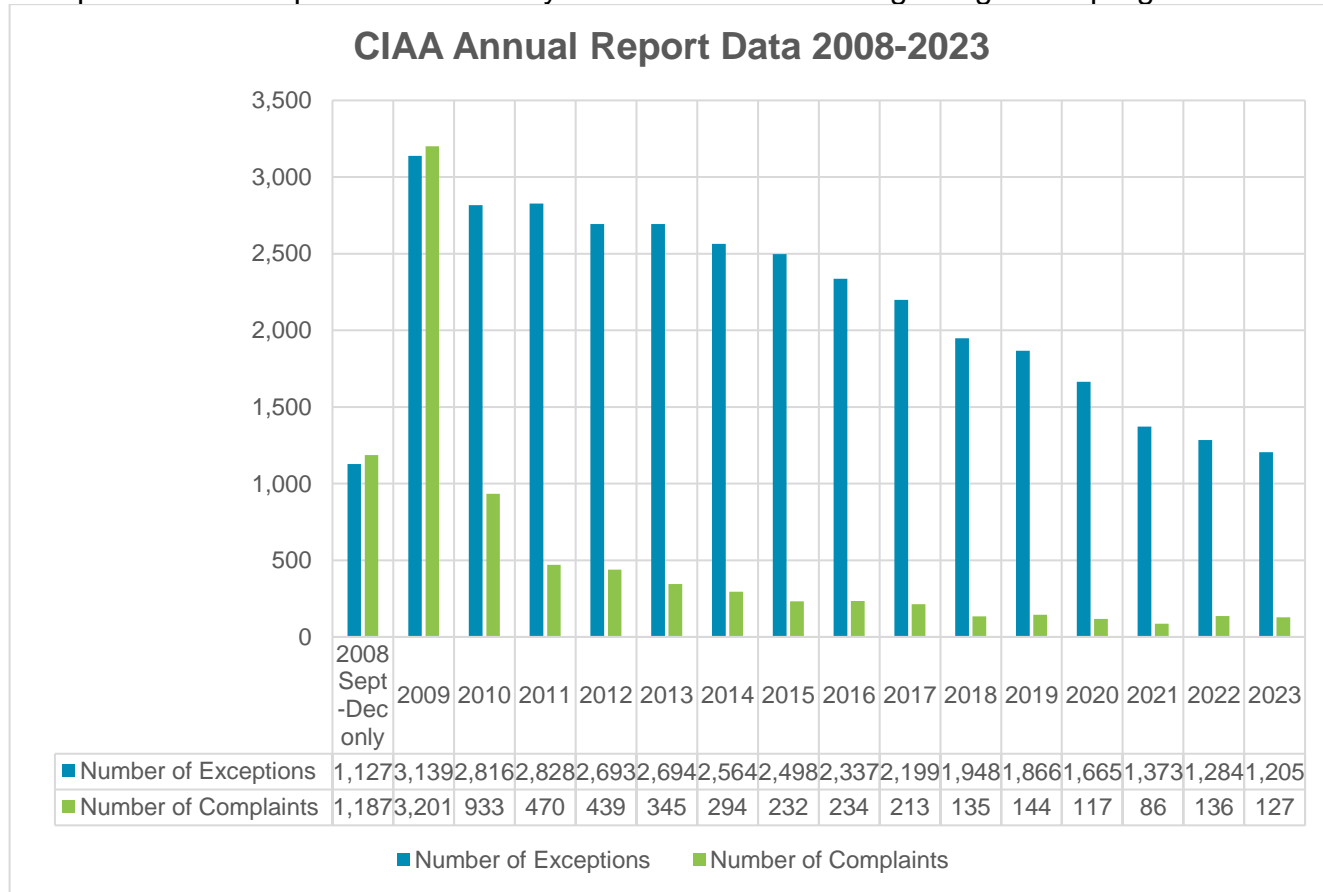
⁶ The number of retail enforcement inspections includes only those that resulted in a sale or no sale – non-completions are not included in this total. Due to currently unresolved discrepancies regarding inspections between April 01, 2023 and June 30, 2023, six potential inspections are not included in the reported information.

⁷ Pennsylvania Department of Health. Division of Health Informatics 2023 Annual Synar Report.

Clean Indoor Air Act

Act 27 of 2008, PA's Clean Indoor Air Act (CIAA), became effective on Sept. 11, 2008. The DTPC administers the CIAA Program by 1) educating businesses on how to comply with the CIAA and providing CIAA information to the public; 2) issuing exceptions to businesses that meet specific criteria and monitoring those exceptions; and 3) enforcing the CIAA to ensure public places without exceptions remain tobacco-free and that individuals are not wrongfully exposed to secondhand smoke. Eliminating exposure to secondhand smoke and promoting cessation are two evidence-based strategies that can contribute to a reduction in disease, disability and death.⁸ Many reports and studies consistently document reductions in tobacco use following the implementation of smoke-free laws and policies.⁹

The CIAA has numerous exceptions: two types of drinking establishments (referred to in the CIAA as type I drinking establishments and type II drinking establishments), two types of cigar bars (referred to in the CIAA as type I cigar bars and type II cigar bars), and tobacco shops. Currently, there are 1,205¹⁰ exceptions for drinking establishments, cigar bars and tobacco shops issued in PA. The graph below depicts the annual decrease in both CIAA exceptions and complaints received by the DTPC since the beginning of the program.



⁸ Best Practices for Comprehensive Tobacco Control Programs, Centers for Disease Control and Prevention. https://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf. Published 2014.

⁹ Best Practices for Comprehensive Tobacco Control Programs, Centers for Disease Control and Prevention. https://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf. Published 2014.

¹⁰ Pennsylvania Department of Health. Division of Tobacco Prevention and Control. (2023). CIAA System Data.

Regional Primary Contractors and Funding

Region	Contractor	County(ies) Served	State Fiscal Year 2023-2024 Funding Received
Allegheny County	Adagio Health	Allegheny	\$978,287 (MSA) \$50,000 (JLI) \$1,028,287 (TOTAL)
North Central	American Lung Association	Bradford, Centre, Clinton, Columbia, Lycoming, Montour, Northumberland, Potter, Snyder, Sullivan, Tioga, Union	\$731,428 (MSA) \$50,000 (JLI) \$781,428 (TOTAL)
Northeast	American Lung Association	Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike, Susquehanna, Wayne, Wyoming	\$1,336,504 (MSA) \$50,000 (JLI) \$1,386,504 (TOTAL)
Northwest 7/1/23-9/30/23*	Erie County Department of Health	Cameron, Clarion, Clearfield, Crawford, Elk, Erie, Forest, Jefferson, Lawrence, McKean, Mercer, Venango	\$213,784 (MSA)
Northwest 10/1/23-6/30/24*	Adagio Health	Same as above	\$706,943 (MSA) \$50,000 (JLI) \$756,943 (TOTAL)
Philadelphia County	Philadelphia Department of Public Health	Philadelphia	\$1,352,855 (MSA) \$157,999 (CDC) \$50,000 (JLI) \$1,560,854 TOTAL
South Central	American Lung Association	Adams, Bedford, Blair, Cumberland, Dauphin, Franklin, Fulton, Huntington Juniata, Lebanon, Mifflin, Perry, York	\$1,483,316 (MSA) \$50,000 (JLI) \$1,533,316 (TOTAL)
Southeast	Health Promotion Council	Berks, Bucks, Chester, Delaware, Lancaster, Montgomery, Schuylkill	\$3,420,589 (MSA) \$52,926 (JLI) \$3,473,515 (TOTAL)
Southwest	Adagio Health	Armstrong, Beaver, Butler, Cambria, Fayette, Greene, Indiana, Somerset, Washington, Westmoreland	\$1,179,110 (MSA) \$50,000 (JLI) \$1,229,110 (TOTAL)
TOTALS			\$11,402,816 (MSA TOTAL) \$157,999 (CDC TOTAL) \$402,926 (JLI TOTAL) \$11,963,741 (GRAND TOTAL)

*Note: A change of vendor occurred for the Northwest region during this SFY.

Regional Primary Contractor Subcontractors and Funding

Allegheny County

Subcontractor	State Fiscal Year 2023-2024 Funding Received
Allegheny Health Network	\$59,892
Allies for Health and Wellbeing	\$5,850
Breathe PA	\$23,850
Hugh Lane Wellness Foundation	\$34,100
Lindsey Perry	\$14,000
OPS Security Group	\$76,000
POWER	\$2,250
The Open Door	\$5,000
UPMC Western Psych	\$35,749

North Central Region

Subcontractor	State Fiscal Year 2023-2024 Funding Received
Public Health Management Corporation	\$63,957
Brenneman	\$7,146
Hughes Design Inc.	\$8,667
Red House Communications	\$41,693
Northcentral Pennsylvania AHEC	\$21,790
Pathway to Recovery	\$39,901
Lock Haven University	\$1,200
Promotional Products Company	\$9,290

Steltz Pharmacy Inc.	\$17,206
Latino Communications	\$37,500
Lung Disease Foundation	\$5,177
Chad Riley (for underage youth)	\$30,796
Christina McMahon (for underage youth)	\$530
Aloysius Butler & Clark	\$2,000
Centre LGBTQ+	\$2,000
Centre Volunteers in Medicine	\$2,000
Geisinger Health Plan	\$2,000
Agape Fellowship of the Mennonite Church	\$2,000
River Valley Health and Dental	\$1,200

Northeast Region

Subcontractor	State Fiscal Year 2023-2024 Funding Received
Public Health Management Corporation	\$83,095
Brenneman	\$13,708
Latino Communications	\$58,500
Promotional Products Company	\$9,292
Red House Communications	\$66,977
Northeast PA AHEC	\$80,319
Pathway to Recovery	\$76,216
Lehigh Valley Health Network-Pocono	\$49,708
Lehigh Valley Hospital, Inc.	\$110,040
Bradbury Sullivan LGBT Community Center	\$65,694

Pocono Mountain United Way	\$15,000
North Pocono	\$3,000
Steltz Pharmacy	\$26,304
Moore Research	\$17,888
Maple Manor Elementary	\$2,688
Freeland Middle School SADD	\$3,560
Clean Air Council	\$3,750
Holy Cross	\$3,500
Valley Youth House	\$7,000
Riverside Jr./Sr. High School SADD	\$2,000
Dunmore High School	\$3,000
Aloysius Butler & Clark	\$2,000
Lehighton Borough Police Department	\$500
Matthew and Tiffany Defoe (for underage youth)	\$15,015
Robert Coyne (for underage youth)	\$5,025
Eric Bieski (for underage youth)	\$7,022
Derrick Devaney (for underage youth)	\$12,929
John and Dawn Gizzo (for underage youth)	\$6,658
Hughes Design, Inc.	\$5,000
Fahlgren Mortine	\$8,000

Northwest Region

Subcontractor	State Fiscal Year 2023-2024 Funding Received
Sunstrata	\$32,000
City of Erie	\$11,450
Lamar Advertising	\$35,000
Synar Minors	\$195
Alcohol & Drug Abuse Services, Inc.	\$8,500
Brenda Ridgeway	\$3,900
Paula DiGregory	\$42,325
Growing Wellness	\$23,147
YMCA Franklin & Grove City	\$4,599
YMCA of Greater Erie	\$2,625
Audrienne McGarry	\$4,400
Breathe PA-Northwest	\$30,050
Erie Otters Hockey	\$4,000
Erie Seawolves	\$15,478
Link the Valley	\$5,000
Erie Police Department	\$6,500
Millcreek Police Department	\$600
Moore Research Services, Inc.	\$20,000
Squid's Ink	\$3,004
NCM (Cinemark)	\$6,151
Mercer County Behavioral Health Commission	\$26,450
Michael Albanese	\$3,350

Ryan Miller	\$5,850
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Philadelphia County

Subcontractor	State Fiscal Year 2023-2024 Funding Received
AB&C Creative	\$214,375
Osirus Group	\$27,933
David A. Lopez and Co.	\$10,039
Public Health Management Corporation	\$243,110
Health Federation of Philadelphia	\$169,025
Health Promotion Council	\$241,639
Clean Air Council	\$557,886
Galaei	\$40,861

South Central Region

Subcontractor	State Fiscal Year 2023-2024 Funding Received
Public Health Management Corporation	\$97,622
Brenneman	\$18,296
Red House Communications	\$73,311
Promotional Products Company	\$9,290
Latino Communications	\$63,750
Harrisburg Area YMCA	\$201,254
Lung Disease Foundation of Central PA	\$61,564
Healthy Communities Partnership	\$126,857

WellSpan Health	\$139,289
Lebanon Family Health Services	\$73,660
Steltz Pharmacy	\$32,154
Fahlgren Mortine	\$3,000
Hughes Design	\$12,333
Moore Research	\$19,875
Clean Air Council	\$3,750
Aloysius Butler & Clark	\$2,000
Rainbow Rose	\$3,000
Brad and Katie Lechleitner (for underage youth)	\$36,396
Crystal Wilson (for underage youth)	\$18,960
Megan Suhs (for underage youth)	\$870

Southeast Region

Subcontractor	State Fiscal Year 2023-2024 Funding Received
Bucks County Health Improvement	\$63,000
Bradbury Sullivan LGBT Center	\$119,000
ChesPenn Health Services	\$33,000
Clean Air Council	\$59,000
Council on Chemical Abuse	\$80,000
Council of SEPA	\$74,000
Council of SEPA-Enforcement	\$76,000
Holcomb Behavioral Health Services	\$65,000
Latino Connection	\$67,000

Latino Connection-Enforcement	\$40,350
Lancaster General Health/UPenn	\$76,000
Lehigh Valley Health Network	\$70,000
Riddle Hospital/Mainline Health	\$87,000
Phoenixville Hospital/Tower Health	\$87,000
Suburban Community Hospital/Prime Healthcare	\$97,000
PHMC REG	\$174,000
PHMC Fiscal	\$20,000
UPenn	\$207,500
Young Lungs Clean-Enforcement	\$16,150
Perry Media Group	\$250,000
Brenneman Printing	\$67,765
American Lung Association	\$45,000
Adagio	\$40,000
1Alpha	\$35,000
Generative Consulting Partners	\$206,650
PHMC Fiscal	\$20,000
Message Agency	\$5,000

Southwest Region

Subcontractor	State Fiscal Year 2023-2024 Funding Received
Breathe PA	\$23,000
Butler Sheriff	\$9,000

Greene County Human Services	\$6,144
Tracy Donsen	\$10,500
Scott Fye	\$14,700
Cambria County Drug Coalition	\$15,900
Washington Health Systems Foundation	\$11,850
Jason Grecco	\$10,500
Rebecca Kishlock	\$6,000
Keystone Wellness – Butler	\$55,895
Keystone Wellness – Beaver	\$72,602
Keystone Wellness Programs	\$10,800
Indiana Regional Medical Center	\$5,000
Luke Kilger	\$2,650
Somerset Twin Lakes	\$18,240
Washington Drug & Alcohol Commission	\$2,444
Uniontown City Police Department	\$9,200

Regional Primary Contractor

Goals and Accomplishments

Six regions reflect the Department's six Community Health Districts, while two additional service areas cover Allegheny and Philadelphia counties. During this SFY, the RPC focused efforts on the following program priorities based on regional need and guidance from the DTPC. These selected findings provide a summary of the work of the RPCs, both at regional and state levels, in the four CDC goal areas.

Goal Area 1: Prevent initiation of tobacco use among young people

- RPCs offer community level cessation services, both group and individual counseling, to state residents and refer residents to the PA Free Quitline for telephone counseling cessation services.

Goal Area 2: Promote quitting among adults and young people

- RPCs offer group cessation programs and one-on-one counseling sessions to tobacco users across the state.
- RPCs work to promote the Quitline as an accessible cessation resource.
- RPCs supply NRT to eligible Pennsylvanians.

Goal Area 3: Eliminate nonsmokers' exposure to secondhand smoke

- RPCs provide services relating to the implementation of the PA CIAA including technical assistance to establishments and workplaces as needed.
- RPCs assist the DTPC in the verification of exception requests and follow-up on CIAA complaints.
- RPCs conduct site visits to establishments that apply for a CIAA exception to check for structural compliance with the CIAA and to submit results to the DTPC.

Goal Area 4: Identify and eliminate tobacco related health disparities

- RPCs outreach to various community-based organizations including population-focused community service agencies to educate and provide services to adults and youth disparately impacted by tobacco use.

Below are additional accomplishments by RPCs by service area:

Northeast, South Central and North Central Regions: American Lung Association

- Partnered with Bucknell University to assist in creating a tobacco-free policy across campus. Provided technical assistance to Bucknell's Tobacco-Free Task Force that was created. Surveys were conducted across campus, cessation resources were provided, and more. The Lung Association has continued to provide support and guidance to their on-campus nurse to ensure that they were prepared for this policy change. Bucknell is officially going tobacco-free effective August 1, 2024, and sent an email on April 1st campus wide to inform students and faculty of the new policy that will ban smoking and the use of tobacco products on campus. Bucknell is committed to providing support and time for those who use tobacco to plan their transition from smoking or using other prohibited products on university property.
- Enrolled five hundred and twenty (520) active TRU youth across the Northeast region and one hundred and sixty-five (165) registered to attend DATC in May across twelve (12) different groups. The NE TRU youth were very active this past fiscal year by participating in TRU Storms, Tobacco-Free Holidays, Turquoise Takeover Fundraiser, as well as Peer led Education events. These events were showcased in the TRU Newsletter, as well as the Lung Association's Regional Pennsylvania Tobacco-Free Coalition Newsletter.
- Developed a Veterinarian Toolkit to help veterinarians navigate conversations with pet owners who use any tobacco products—making sure they know these products do more than damage their health; they damage their pet's health, too. In addition, the Lung Association developed two other resources that go along with this toolkit: Know the Health Risks for Your Pets, one pager to be hung in clinics and a Puppy Lungs at Play Sign, to be hung outside of clinics that indicate it is a smoke free area. The Lung Association will disseminate this toolkit to veterinarians and has already started conducting outreach to the Pennsylvania Veterinary Medicine Association.
- During the Lung Association's June 2024 North Central, Northeast and South Central PA Tobacco-Free Coalition Meetings, conducted a presentation on an emerging tobacco product that has skyrocketed among youth and young adults. The presentation was titled Under the "Zynfluence": Facts, Trends, and Outlook. The presentation was well received by coalition members and the Lung Association as a follow up has been working on developing Zyn One-Pager that can be used in the community to provide education.
- Attended the Rainbow Rose Center's, York County Pride held on Saturday, June 22, 2024. This sponsorship allowed for the event to continue to be Tobacco-Free. Tobacco-Free language and signage was displayed prior and during the event. The Lung Association provided a resource table at the Rainbow Rose York Pride event. Providing general resources on Quitline, Lung Association programs, and Tips From Former Smokers. LGBTQ specific resources included pride shirts, LGBTQ Quitline cards, and distribution of the Bradbury Sullivan LGBTQ Health Needs Assessment cards.
- Attended the York symposium event focused on Youth mental health, providing a resource table focused on the Lung Association's alternative to suspension program called Intervention for Nicotine Dependence – Education, Prevention, Tobacco and

Health (INDEPTH), youth cessation Not on Tobacco (NOT), and vaping epidemic. School staff from several schools attended and the Lung Association was able to talk to and provide resources for them to take back to the schools they work for. School staff consisted mainly of nurses and administrators.

- Partnered with the Students Against Destructive Decisions executive team in the North Central Region to integrate TRU, NOT, and INDEPTH Alternative to Suspension programming into existing chapters in North Central school districts. This partnership will help to support both organizations in mitigating resource needs, promote greater integration into area school districts, and expand implementation of youth tobacco cessation programming to more communities. This partnership will also be expanding into the Northeast and South Central regions and beyond in the coming fiscal year, with further support from Lung Association executive leadership and national partners.
- Partnered with Latino Connection on various tobacco prevention and control projects throughout the year. These activities included displaying various tobacco quit ads through Latino Connection's VIBRÓ Digital Display Ads that are found in corner stores and bodegas across the state. The Lung Association was able to provide ads that were displayed on the following number of screens: two (2) screens in Selinsgrove, twenty-four (24) screens in Allentown, fourteen (14) screens in Hazleton, twenty-seven (27) screens in Harrisburg, fifteen (15) screens in Lebanon, and fifteen (15) screens in York.
- Supported the Pennsylvania Tobacco-Free Minority Ambassadors Statewide Task Force through this partnership. The Task Force attendees were comprised of approximately twenty (20) members, who were mostly outside the traditional tobacco control profession, bringing a diverse range of perspectives. The Task Force identified the following focus areas: First, the need to educate parents about vaping, especially as many parents are unaware of what vapes look like and the information is even less accessible to non-English speakers. The Task Force created a one-pager document on educating parents about vaping, translated it into Spanish, and developed an infographic for social media. The Task Force also collaborated with Little Justice Leaders (LJL), an organization that provides social justice education for young people, to distribute these materials and enhance our outreach efforts. Additionally, the Task Force created an educational video with LJL to further spread awareness about the environmental dangers of vaping. Second, the Task Force highlighted the importance of involving juvenile judges in tobacco prevention efforts. Recognizing that juvenile judges interact directly with at-risk youth, providing them with resources and information to better address tobacco-related issues within the juvenile justice system. Latino Connection is in the process of attempting to meet with them to discuss initiatives and have applied to present the findings at the National Youth Advocacy and Resilience Conference.
- Partnered with Latino Connection to establish a TRU group through Central Dauphin East High School. Central Dauphin East TRU group was able to host a TRU storm with Central Dauphin East Band in March with twenty-six (26) students. Central Dauphin East TRU group also hosted a TRU storm with Central Dauphin East Football team in April with fifty-eight (58) students, where they went over "What TRU is" PowerPoint and played Guess the Flavor and Jeopardy game.

Allegheny County, Northwest Region and Southwest Region: Adagio Health

- Recruited 2,438 youth to join TRU student advocacy groups from October 2023 - June 2024. Adagio Health's youth advocacy efforts across three regions comprise 64% of the total TRU student enrollment across Pennsylvania.
- Partnered with over 100 K-12 schools on vaping prevention efforts throughout the three regions.
- Increased Day at the Capitol participation among schools within the three regions to include 79 students across nine schools.
- Achieved a 99% completion rate for Act 112 enforcement checks across the three regions to support compliance and enforcement efforts.
- Substantially expanded partnerships with organizations across our regions, including those serving priority populations. Established partnerships with Veteran's Affairs (VA) facilities in Allegheny County and Butler County to enhance available cessation counseling services for veterans, their families/caregivers, as well as VA employees and their families.
- Became the Regional Primary Contractor for the Northwest Health District (13 new counties), including hiring a new team and meeting or exceeding most programmatic goals and objectives (e.g., passing 17 tobacco-free policies, providing cessation counseling to 178 clients, recruiting 461 TRU students, and conducting 876 enforcement checks).
- Expanded the Adagio Health Regional Coalition, which has a diverse membership of over 300 organizations including representation from each of the four community sectors (i.e., business, city/town/local government, community organizations, and primary/secondary learning institutions) throughout Western Pennsylvania.

Philadelphia County: Philadelphia Department of Public Health

- Continued work on refining the Philadelphia Tobacco Retailer database to track tobacco retail activity in Philadelphia, enforce state and local tobacco sale laws and sustain Philadelphia's tobacco retail regulations. Integrated other databases to streamline uploading info pertaining to compliance checks and violations that have been appealed to the Office of Administrative Review, allowing for tracking of violations and permit revocation.
- Attended Office of Administrative Review hearings to provide information pertaining to retail regulations, and the process by which checks are conducted and tickets issued.
- Implemented a new Memorandum of Understanding to enhance enforcement against select tobacco retailers violating tobacco sale laws.
- Implemented several adapted and denovo mass media campaigns to reduce tobacco use and promote quitting supports like the PA Free Quitline.
- Provided technical assistance to several social service organizations and multi-unit housing properties to develop/implement tobacco and vape-free policies.
- Provided technical assistance to organizations serving populations disproportionately impacted by tobacco use (Hispanic/Latino, LGBT, Veteran, etc.) to promote quitting supports, develop tobacco and vape-free policies, and denormalize tobacco use.
- Through the PA Statewide Tobacco-Free Recovery Initiative, mass media campaigns, statewide conferences and training, data collection, event mini-grant and training

scholarships and additional collaborations with behavioral health stakeholders were facilitated.

- Worked in concert with SEPTA, City Leadership and the Philadelphia Department of Public Health to reduce smoking on the SEPTA system.

Southeast Region: Health Promotion Council (HPC)

- Expanded the reach of the Smoking Treatment Accreditation & Recognition (STAR) Initiative, a tobacco dependence treatment accreditation program that seeks to support, recognize, and promote organizations who are integrating comprehensive tobacco treatment into their existing healthcare workflow. STAR's vision is to standardize best practices across PA healthcare systems. In SFY23-24, St. Luke's University Health Network and Penn Medicine's Abramson Cancer Center received STAR Accreditation, joining Jefferson Health Lung Cancer Screening Program and Fox Chase Cancer Center as the first round of STAR participants.
- Expanded the statewide PA Merchant Education Initiative in SFY23-24 by conducting in-person education sessions to train 20% of tobacco retailers statewide, launching an online training for tobacco merchants and expanding the reach of the statewide media campaign. Successes include:
 - An innovative media campaign that engages targeted blueprint mapping technology and precision targeting, with more than 6.6 million impressions
 - 12,000 unique user visits to the PA-TobaccoMerchantEd.org site since its inception.
 - More than 200 calls and 53 reports to the Tobacco Sales Violation Hotline.
- Received the 2024 National Network of Public Health Institutes (NNPHI) Public Health Innovation Award for the Pennsylvania Statewide Think Twice media campaign. The team was honored at the NNPHI Annual Conference - Building Pathways to Improve Public Health in New Orleans on May 22, 2024.
- Established a partnership with the Pennsylvania Recreation and Parks Society, which will result in statewide promotion of Young Lungs at Play, Puppy Lungs at Play and Smoke-Free Green Spaces.
- Trained and co-facilitated Real Talk Tobacco Advocacy Institute/TRU cohorts at the Greater Reading LGBT Center in Reading, in partnership with Bradbury-Sullivan LGBT Community Center and with the Ridley YMCA in Delaware county, therefore training 22 young people at youth tobacco prevention advocates.
- Attended Day at the Capitol with 72 middle and high school TRU youth.

Program Evaluation

Evaluation of the PA comprehensive tobacco control program is conducted to increase the program's efficiency and impact over time.

The DOH's independent evaluation vendor, Public Health Management Corporation (PHMC), has measured short-term, intermediate and long-term outcomes of the program since 2005. Evaluation activities are guided by four inter-related priorities:

- Increasing standardization of programs and evaluation;
- Utilizing data for program improvement and decision-making;
- Assessing program outcomes as well as process outcomes; and
- Improving internal and external communications.

Data Collection and Evaluation Accomplishments

PHMC implemented the following activities during the reporting period:

- Strengthened program capacity related to data use and tracking impact by providing technical assistance to support and build the capacity of DTPC and its contractors to promote the regular use of program data and research on best practices.
- Built capacity at the state and regional levels by:
 - continuing to promote the development and use of needs assessments as program planning tools;
 - engaging stakeholders in discussion of plans to conduct tobacco surveillance activities to ensure coordination of program and population level data collection, analysis and interpretation; and
 - continuing to promote the use of program data for program planning and decision-making at both the state and regional levels.
- Provided ongoing support to RPCs regarding data collection and reporting.
- Developed and disseminated data exports for RPCs to aid in program planning.

PHMC utilized the MPOWER framework (Monitor Prevention Policies, Protect People from Tobacco Smoke, Offer Help to Quit Tobacco, Warn About the Dangers of Tobacco, Enforce and Inform Policy Compliance, and Raise Community and Legislative Awareness) to present data from statewide and regional programming. MPOWER is an ideal framework for comprehensive and integrated reporting of activities and outcomes across the program.

Recommendations for Further Reductions in Tobacco Use

Every three years, the DTPC works with key partners and other stakeholders in tobacco prevention and control in PA to develop a Strategic Plan for a Comprehensive Tobacco Control Program in PA. The strategic plan is reflective of a statewide assessment of current trends and activities, as well as defining new and emerging public health priorities. In addition, the strategic plan defines a roadmap to significantly decrease tobacco-related morbidity, mortality, and related economic costs in PA. By collaborating with partners to enact this plan, the DTPC can work collaboratively to reduce non-smokers' exposure to secondhand smoke and better assist current smokers to successfully quit using tobacco.

Working with decision makers and elected officials is critical to protecting Pennsylvanians from the harmful impacts of tobacco use. Implementing the following public policies can impact the number of Pennsylvanians, specifically disparate populations, who use tobacco products and are exposed to secondhand smoke.

- **Master Settlement Agreement Funding for Program**
Allocate funding for comprehensive tobacco control at levels recommended by the CDC to meet the needs of Pennsylvanians (\$140 million annually).
- **Comprehensive Clean Indoor Air Legislation**
Remove exemptions from the CIAA, extending full protection from the effects of secondhand smoke to all PA workers. Remove preemption from CIAA, enabling any locality to adopt and enforce indoor air regulations that set higher standards than the existing state law.
- **Insurance Coverage for Tobacco Cessation**
Adopt legislative or regulatory standards for comprehensive smoking cessation treatment coverage by insurance companies and Medicaid program in PA. Legislative standards requiring commercial insurance coverage in excess of what is required by federal law should be accompanied with state funding to support the mandate.
- **Tax Non-Cigarette Tobacco Products at 40 Percent Wholesale**
Create tax parity, with cigarettes, on all other tobacco products, including cigars, (using percentage of wholesale price) to prevent youth from initiating or switching use due to an uneven tax regime. Fully protect residents from the health harms of tobacco by introducing the tax as a weight-based tax on smokeless and roll-your-own tobacco, and by not taxing cigars. PA remains one of only two states that do not tax cigars.