

# Pennsylvania Tobacco Prevention and Control Program Annual Report

July 1, 2022 - June 30, 2023

**Division of Tobacco  
Prevention and Control**

**August 2023**



**pennsylvania**  
DEPARTMENT OF HEALTH

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## Overview

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

## Program Priorities

Tobacco use continues to be the leading preventable cause of death in the U.S. In Pennsylvania (PA), 14%<sup>1</sup> of adults currently smoke and 6.6%<sup>2</sup> of high school students are current smokers. The current rate of students who use electronic vape products is 24.4%<sup>3</sup>. As a result, the PA Department of Health, 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.

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<sup>1</sup> 2021 Behavioral Risk Factor Surveillance System (BRFSS)

<sup>2</sup> 2019 Youth Risk Behavior Survey (YRBS)

<sup>3</sup> 2019 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.<sup>4</sup> 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

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<sup>4</sup> 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 2022-2023 Program Funding

Tobacco Master Settlement Agreement (MSA)	\$16,429,000
CDC Cooperative Agreement: Component I	\$1,647,634
CDC Cooperative Agreement: Component II	\$751,669
Food and Drug Administration (FDA)	\$1,084,461
<b>TOTAL</b>	<b>\$19,912,764</b>

### 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 DTTC 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.

### JUUL Labs, Inc. Settlement

In December 2022, PA's Attorney General announced a \$38.8 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 will be 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 will also be utilized 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 2022-2023 Funding Received
National Jewish Health	PA Free Quitline operations and maintenance	\$1,724,900 (MSA) \$488,710 (CDC) \$2,213,610 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)	\$718,555 (MSA) \$22,064 (CDC) \$740,619 TOTAL
Public Health Management Corporation	Comprehensive program evaluation of state and local tobacco prevention and cessation programs	\$499,804 (MSA) \$101,193 (CDC) \$600,997 (TOTAL)
Bradbury-Sullivan LGBT Community Center	Training, technical assistance and data collection and analysis to address LGBTQ disparities	\$196,660 (CDC)
JBS, Inc.	Food and Drug Administration Tobacco Retail Compliance inspections statewide	\$459,646 (FDA)
<b>TOTAL</b>		<b>\$2,943,259 (MSA TOTAL)</b> <b>\$808,627 (CDC TOTAL)</b> <b>\$459,646 (FDA TOTAL)</b> <b>\$4,211,532 (GRAND TOTAL)</b>

# 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 are 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, 2022, and June 30, 2023, there were 14,582 callers to the Quitline.
- Between July 1, 2022, and June 30, 2023, 13,003 individuals used tobacco requested services from the PA Free Quitline. During this same time period, 7,644 individuals who use tobacco enrolled in PA Free Quitline services.
- Pennsylvania's PA Free Quitline has maintained a conventional quit rate over 30 percent for several years.<sup>5</sup>

### *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.

### *Quitline Utilization amongst those who Report a Behavioral Health Diagnosis*

Individuals with behavioral health conditions including ADHD, anxiety, depression, bipolar disorder, schizophrenia, PTSD or substance use disorders, have higher rates of tobacco use than their counterparts. To help support all people who use tobacco and enhance Quitline participant engagement and successful long-term quitting for participants living with a behavioral health condition, NJH offers a specialized protocol for individuals with behavioral health conditions. This protocol offers more intensive engagement to callers including coaching for a longer period of time, case management services, reflective homework, supportive text messages and emails, resources and a letter to their healthcare provider. The goals of the protocol are to: 1) Improve coach and participant experience, 2)

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<sup>5</sup> 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%.



Improve engagement, and 3) Improve quit outcomes. Through this protocol, NJH considers the unique needs/barriers faced by these participants and works to keep those with behavioral health conditions engaged in Quitline services.

#### 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 2022/2023, TRU had 4,088 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.

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

- Day at the Capitol (DATC) annual event took place on May 2, 2023 with over 350 youth and adult lung health and tobacco control advocates participating;
- 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 (SADD) groups, YMCAs, 4-H youth groups, Girl Scout troops, camps and student councils;
- Engaged TRU youth in legislative visits, advocacy events (e.g., DATC), Advocacy 101 training and tobacco prevention holidays (e.g., Great American Smokeout, Great American Spit Out, Kick Butts Day);
- Highlighted TRU youth ambassadors during DATC Community Forum, where they spoke about their experience with TRU and advocating for tobacco prevention and control funding;
- Supported students to apply to be TRU Ambassadors and TRU Advocate of the Year.

#### 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.

- 11,461 retail enforcement inspections were completed across the Commonwealth for the period July 1, 2022, to June 30, 2023.<sup>6</sup> Of those enforcement inspections, 15.4 percent resulted in a sale.

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<sup>6</sup> 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.

### 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 2022 survey was conducted during the summer of 2022. An estimated 16.5% of PA retailers sold cigarettes to minors.<sup>7</sup>

### Vaping Epidemic Action Plan

In response to the vaping epidemic, the DTPC is addressing statewide prevention of initiation to emerging tobacco products, including e-cigarettes, for youth and young adults through the development of a Vaping Epidemic Action Plan. Plan objectives include:

- Advocate for secure and level tobacco prevention and control funding for program activities
- Advocate for restrictions on flavored tobacco products
- Develop and strengthen school partnerships to offer e-cigarette cessation resources and education to prevent initiation of e-cigarettes
- Provide guidance and resources to support service providers and coalition members in reducing e-cigarette use in their communities
- Increase the number of trained and certified INDEPTH alternative to suspension program facilitators
- Increase the number of trained and certified NOT youth cessation program facilitators
- Promote the Ask, Advise Refer (AAR) tobacco intervention training for healthcare providers

Below are successes reported by RPCs in relation to Vaping Epidemic Action Plan work:

- Strengthened school policies and implemented alternative to suspension programs
- Utilized anti-vaping campaigns to educate peers
- Met with schools to offer intervention and educational presentations
- Recruited students to join TRU and participate in TRU events
- Developed partnerships with schools and provided technical assistance to community members and health systems
- Held an annual Youth Conference to educate students about vaping and engage students in a positive way through advocacy and education
- Educated parents, coaches, teachers, and students on the vaping epidemic
- Worked with schools to update tobacco-free pupil policies and submitted draft language to Boards of Education for review and approval

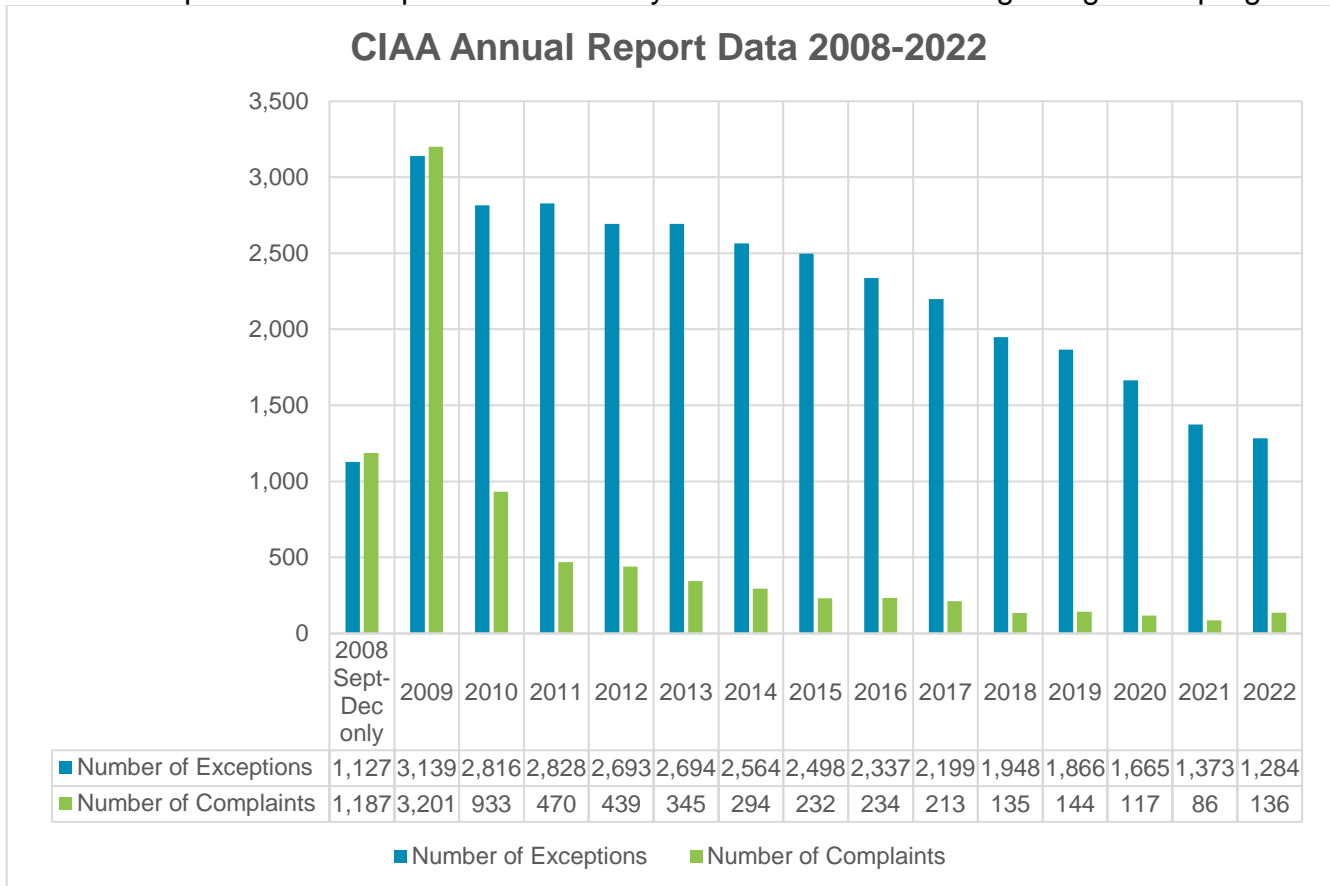
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<sup>7</sup> Pennsylvania Department of Health. Division of Health Informatics. (2023). *2022 Annual Synar Report*.

## Clean Indoor Air Act

Act 27 of 2008, Pennsylvania’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.<sup>8</sup> Many reports and studies consistently document reductions in tobacco use following the implementation of smoke-free laws and policies.<sup>9</sup>

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 1,174<sup>10</sup> 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.



<sup>8</sup> 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](https://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf). Published 2014.

<sup>9</sup> 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](https://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf). Published 2014.

<sup>10</sup> Pennsylvania Department of Health. Division of Tobacco Prevention and Control. (2022). CIAA System Data.

## Regional Primary Contractors and Funding

Region	Contractor	County(ies) Served	State Fiscal Year 2022-2023 Funding Received
Allegheny County	Adagio Health	Allegheny	\$931,380 (MSA)
North Central	American Lung Association	Bradford, Centre, Clinton, Columbia, Lycoming, Montour, Northumberland, Potter, Snyder, Sullivan, Tioga, Union	\$702,330 (MSA)
Northeast	American Lung Association	Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike, Susquehanna, Wayne, Wyoming	\$1,283,333 (MSA)
Northwest	Erie County Department of Health	Cameron, Clarion, Clearfield, Crawford, Elk, Erie, Forest, Jefferson, Lawrence, McKean, Mercer, Venango	\$855,138 (MSA) \$195,394 (CDC) \$1,050,532 TOTAL
Philadelphia County	Philadelphia Department of Public Health	Philadelphia	\$1,210,808 (MSA) \$195,394 (CDC) \$1,406,202 TOTAL
South Central	American Lung Association	Adams, Bedford, Blair, Cumberland, Dauphin, Franklin, Fulton, Huntingdon Juniata, Lebanon, Mifflin, Perry, York	\$1,424,304 (MSA)
Southeast	Health Promotion Council	Berks, Bucks, Chester, Delaware, Lancaster, Montgomery, Schuylkill	\$2,790,916 (MSA)
Southwest	Adagio Health	Armstrong, Beaver, Butler, Cambria, Fayette, Greene, Indiana, Somerset, Washington, Westmoreland	\$1,116,292 (MSA)
<b>TOTAL</b>			<b>\$10,705,289</b>

# Regional Primary Contractor Subcontractors and Funding

## Allegheny County

<b>Subcontractor</b>	<b>State Fiscal Year 2022-2023 Funding Received</b>
Allegheny Health Network	\$52,114
UPMC Western Psych	\$45,781
Townsend Associates LLC	\$28,000
Sunstrata LLC	\$20,400
Allies for Health and Wellbeing	\$15,450
Duquesne University	\$71,016
POWER	\$15,000
Hugh Lane Wellness Foundation	\$54,000
Keystone Wellness Programs	\$26,250

## North Central Region

<b>Subcontractor</b>	<b>State Fiscal Year 2022-2023 Funding Received</b>
Public Health Management Corporation	\$61,192
Brenneman	\$7,023
American Lung Association	\$478,033
Red House Communications	\$5,041
Northcentral Pennsylvania AHEC	\$23,663
Pathway to Recovery	\$28,981
Fahlgren Mortine	\$45,500
Moore Research	\$35,000

Latino Communications	\$6,141
Centre County Youth Service Bureau	\$1,700
Hughes Design	\$3,666
GlaxoSmithKline Consumer Healthcare Holdings	\$6,387

Northeast Region

<b>Subcontractor</b>	<b>State Fiscal Year 2022-2023 Funding Received</b>
Public Health Management Corporation	\$113,757
Brenneman	\$12,833
Hughes Design	\$10,666
American Lung Association	\$705,579
Red House Communications	\$11,539
Northeast PA AHEC	\$89,762
Pathway to Recovery	\$84,627
Lehigh Valley Health Network-Pocono	\$39,708
Lehigh Valley Hospital, Inc.	\$112,135
Bradbury Sullivan LGBT Community Center	\$102,348
Pocono Mountain United Way	\$26,500
Fahlgren Mortine	\$43,300
GlaxoSmithKline Consumer Healthcare Holdings	\$27,544
Moore Research	\$37,000
Forest City Regional School District	\$2,000

North Pocono High School	\$2,000
Dunmore School District	\$2,000
Pro Recovery	\$1,000

Northwest Region

<b>Subcontractor</b>	<b>State Fiscal Year 2022-2023 Funding Received</b>
Sunsrata	\$32,000
Lamar Advertising	\$35,000
Synar Minors	\$190
Alcohol & Drug Abuse Services, Inc.	\$23,500
Brenda Ridgeway	\$10,650
Paula DiGregory	\$121,521
Growing Wellness, LLC	\$78,703
YMCA Franklin & Grove City	\$4,599
Audrienne McGarry	\$2,200
Link the Valley	\$5,000
Erie Otters Hockey	\$4,000
Erie Seawolves	\$15,478
Squid's Ink	\$3,004
Erie Police Department	\$6,500
Millcreek Police Department	\$1,750
Moore Research Services, Inc.	\$20,000
YMCA of Greater Erie	\$2,625
NCM (Cinemark)	\$6,151

Mercer County Behavioral Health Commission	\$115,800
Michael Albanese	\$12,500
Ryan Miller	\$21,800

Philadelphia County

<b>Subcontractor</b>	<b>State Fiscal Year 2022-2023 Funding Received</b>
AB&C Creative Intelligence	\$691,697
Osirus Group	\$369,444
David A. Lopez and Co.	\$9,489
Public Health Management Corporation	\$312,065
Health Federation of Philadelphia	\$111,840
Health Promotion Council	\$606,576
Clean Air Council	\$63,933
Bradbury Sullivan	\$55,481

South Central Region

<b>Subcontractor</b>	<b>State Fiscal Year 2022-2023 Funding Received</b>
Public Health Management Corporation	\$126,696
Brenneman	\$14,243
Moore Research	\$52,000
American Lung Association	\$526,994
Latino Communications	\$30,000
Harrisburg Area YMCA	\$189,472



Lung Disease Foundation of Central PA	\$54,210
Healthy Communities Partnership	\$127,989
WellSpan Health	\$143,522
Lebanon Family Health Services	\$46,762
GlaxoSmithKline Consumer Healthcare Holdings	\$50,412
Fahlgren Mortine	\$55,000
Hughes Design	\$7,000

Southeast Region

<b>Subcontractor</b>	<b>State Fiscal Year 2022-2023 Funding Received</b>
Bucks County Health Improvement	\$78,000
Bradbury Sullivan LGBT Center	\$138,000
ChesPenn Health Services	\$40,000
Clean Air Council	\$60,000
Council on Chemical Abuse	\$83,000
Council of SEPA	\$91,500
Council of SEPA-Enforcement	\$65,250
Holcomb Behavioral Health Services	\$81,350
Latino Connection	\$68,000
Latino Connection-Enforcement	\$36,000
Lancaster General Health/UPenn	\$90,100
Lehigh Valley Health Network	\$83,250
Riddle Hospital/Mainline Health	\$96,000
Phoenixville Hospital/Tower Health	\$91,900
Suburban Community Hospital/Prime Healthcare	\$101,000
PHMC REG	\$174,000
PHMC Fiscal	\$84,000
UPenn	\$165,000
Young Lungs Clean-Enforcement	\$25,050
Albright College	\$10,000
Bucks County Community College	\$10,000

Perry Media Group	\$80,600
Brenneman Printing	\$32,000

Southwest Region

<b>Subcontractor</b>	<b>State Fiscal Year 2022-2023 Funding Received</b>
Armstrong - Keystone Willness Programs	\$15,200
Greene County Human Services	\$9,460
Fayette Drug & Alcohol Commission	\$13,972
Eric Sinclair	\$20,000
Dawn Pelligerino	\$7,000
Cambria County Drug Coalition	\$34,764
Becky Kishlock	\$14,000
Keystone Wellness - Butler	\$88,413
Keystone Wellness - Beaver	\$90,920
Indiana Regional Medical Center	\$15,000
Luke Kilger	\$4,947
Somerset Twin Lakes	\$10,410
Washington Drug & Alcohol	\$45,944
Uniontown City Police Department	\$7,000
Washington Hospital Teen Outreach Center	\$13,880

# 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:

#### Allegheny County: Adagio Health

- Provided quarterly cessation classes and nicotine replacement therapy on site at Light of Life homeless shelter in Pittsburgh to two cohorts of men and two cohorts of women.
- Developed training materials to educate school staff and administrators on vaping devices and trends in youth e-cigarette use
- Developed a partnership with the Pittsburgh VA Medical Center to receive cessation referrals
- Currently developing an elementary level curriculum to prepare youth for TRU
- Expanded Healthy You Healthy Baby program in Allegheny County and Southwestern counties. Currently, 20 pregnant or postpartum individuals are enrolled across both regions.
- Accepted to present multiple abstracts at local and national conferences such as National Alliance on Mental Illness (NAMI) Pittsburgh, NAMI Harrisburg, Pennsylvania Public Health Conference, the National Conference on Tobacco or Health (NCTOH), and the American Public Health Association (APHA).
- Executed a Youth Leadership Conference for TRU students with over 300 attendees with four local legislators in attendance.
- Developed marketing materials specific to Veterans, LGBTQIA+ individuals, African American individuals, and youth to connect these populations to specific resources.

#### North Central Region: American Lung Association

- Partnered with nationally recognized Hispanic/Latino community champions on the development of an Addressing Tobacco Use in Hispanic or Latino Communities Toolkit. The toolkit features a variety of culturally competent resources, trainings, and materials for community members to examine issues related to tobacco use and nicotine dependence in Hispanic or Latino communities.
- Launched the Why Quit? Social media campaign to promote outreach to new communities to refer them to the PA Free Quitline and local cessation resources.
- Partnered with Williamsport LGBTQ Community Outreach to make the LyComing Out Day Festival a smoke free event in its inaugural year and beyond.
- Strengthened the expansion of comprehensive tobacco treatment programming with Gaudenzia by continuing to train new staff and closing policy loopholes, addressing barriers to long term implementation, and referring out of state clinics to local and national support and resources.

#### Northeast Region: American Lung Association

- Partnered with nationally recognized Hispanic/Latino community champions on the development of an Addressing Tobacco Use in Hispanic or Latino Communities Toolkit. The toolkit features a variety of culturally competent resources, trainings, and materials for community members to examine issues related to tobacco use and nicotine dependence in Hispanic or Latino communities.

- Established a partnership with Pocono Mountain United Way to promote and implement programming within the schools such as INDEPTH: alternative to suspension and N-O-T to address the youth vaping epidemic in Monroe County.
- Launched the Why Quit? Social media campaign to promote outreach to new communities to refer them to the PA Free Quitline and local cessation resources.
- Partnered with Bradbury-Sullivan LGBT Community Center to Integrate tobacco cessation resources with community-based providers at three Smokefree/Tobacco-Free Pride events. These events were attended by approximately 4,200 attendees and more than 340 materials and giveaways featuring the PA Free Quitline were distributed. The project shared educational materials and Quitline branded items throughout the year at a variety of community events and presentations. Over the course of the year, the project team attended 66 events or presentations. Total attendance was more than 27,800. More than 2,500 educational materials were distributed by the project team. This includes approximately 1,725 materials that featured the PA Free Quitline.
- Enrolled more than 350 TRU youth across the Northeast region.

#### Northwest Region: Erie County Health Department

- Facilitated Paint and Chat sessions at The ROAR Center in Sharon and House of Healing in Erie (recovery centers). During these sessions, participants complete paintings while Nicotine Free NW staff pose tobacco-related questions to the group. Based on responses, education is provided to address misinformation. Additional information on the benefits of quitting and local cessation classes is also provided.
- Facilitated 6-week tobacco cessation classes at the House of Healing Women's Recovery Center. Upon completion of the class, Nicotine Free NWPA staff provides an additional class on wellness including information on nutrition, exercise and other health-related topics.
- Distributed over 500 baby bags containing baby items and tobacco cessation resources to pregnant and new moms. The bags were distributed through 30 medical offices throughout the region to address tobacco use in pregnant mothers. Two Warren, PA locations have requested quit classes as a result of this outreach.
- Strengthened seventeen tobacco-free policies at multi-unit housing sites to include vaping and chew.

#### Philadelphia County: Philadelphia Department of Public Health

- Developed a new Philadelphia Tobacco Retailer database to be able to track tobacco retail activity in Philadelphia, enforce state and local tobacco sale laws and sustain Philadelphia's tobacco retail regulations.
- Implemented a new Memorandum of Understanding (MOU) 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.

#### South Central Region: American Lung Association

- Partnered with nationally recognized Hispanic/Latino community champions on the development of an Addressing Tobacco Use in Hispanic or Latino Communities Toolkit. The toolkit features a variety of culturally competent resources, trainings, and materials for community members to examine issues related to tobacco use and nicotine dependence in Hispanic or Latino communities.
- Launched the Why Quit? Social media campaign to promote outreach to new communities to refer them to the PA Free Quitline and local cessation resources.
- Passed multiple Young Lungs at Play smokefree ordinances at various municipalities and townships throughout the region, which included roughly 20 different outdoor play spaces.
- Continued to establish partnerships with community gardens and foster spaces where people can breathe clean air and grow healthy uncontaminated crops by promoting our Tobacco-free Community Garden Initiative. This initiative helps protect community gardens from the negative effects of tobacco waste while also providing messaging surrounding tobacco waste's effect on the environment, promotion of the Quitline, and promotion of lung cancer screening.
- Continued to partner with Latino Connections to offer tobacco prevention and cessation messaging ads, including Tips From Former Smokers, on digital display ads in corner stores and bodegas across the region.

#### Southeast Region: Health Promotion Council (HPC)

- In partnership with the PA Department of Health and the University of Pennsylvania, launched 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. To date, Jefferson Health Lung Cancer Screening Program and Fox Chase Cancer Center have both received STAR Accreditation, and many other healthcare systems across Southeastern PA are in the process of completing the application process.
- Launched the statewide PA Merchant Education Initiative in SFY22-23. The goal of this initiative is to reduce youth access to tobacco products through education and outreach to tobacco merchants as well as PA residents through a multifaceted approach: targeted media campaigns to educate merchants and community members about youth sale laws, expansion and promotion of the hotline to report stores who are selling tobacco products to people under age 21, and direct, in-person education to 10% of the tobacco merchants statewide. In SFY23-24, HPC will complete and host an

online training for tobacco merchants and will expand in-person education sessions to train 20% of the stores statewide.

- Continued its Tobacco-Free Campus Initiative in Southeastern PA, extending grants to both Bucks County Community College and Albright College to continue their work toward 100% tobacco-free policies. HPC's Assistant Director of Tobacco Prevention and Control Services also presented at the Smoke-Free Campus Summit in March 2023 describing the work that HPC does to support college campuses in implementing policies to support a smoke-free environment.
- In partnership with subcontractor Clean Air Council, co-hosted the Statewide Multi-Unit Health Summit on in February 2023 to engage housing professionals in implementing and enforcing smoke-free policies.
- Participated in the second round of funding provided through the Association of State and Territorial Health Officials and the National Association of County and City Health Officials for the *"Improving Social Determinants of Health - Getting Further Faster"* project. This project retroactively evaluated HPC's policy efforts in the areas of tobacco-free multi-unit housing and tobacco-free LGBTQIA spaces. Results of this initiative were reported to the CDC, thus elevating visibility for the SEPA Tobacco Control Project, as well as the Pennsylvania Statewide Tobacco Prevention and Control Project.

#### Southwest Region: Adagio Health

- Participated in monthly Veterans food distribution to promote tobacco cessation services reaching over 300 veterans monthly.
- Registered over 1,300 TRU students by the end of the 2022-2023 school year, the highest number of TRU student enrollment across PA.
- Partnered with Johnstown Housing Authority to provide "Wellness Wednesdays", offering cessation for city employees.
- Currently developing an elementary level curriculum to prepare youth for TRU.
- Expanded Healthy You Healthy Baby program in Allegheny County and Southwestern counties. Currently, 20 pregnant or postpartum individuals are enrolled across both regions.
- Accepted to present multiple abstracts at local and national conferences such as NAMI Pittsburgh, NAMI Harrisburg, Pennsylvania Public Health Conference, NCTOH, and APHA.
- Executed a Youth Leadership Conference for TRU students with over 300 attendees with four local legislators in attendance.
- Developed marketing materials specific to Veterans, LGBTQIA+ individuals, African American individuals, and youth to connect these populations to specific resources.



# Program Evaluation

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

The Department has used an independent evaluation vendor, Public Health Management Corporation (PHMC), to measure short-term, intermediate and long-term outcomes 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

- Strengthened program capacity related to data use and tracking impact by providing technical assistance to support and build the capacity of DTTPC 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.

# Recommendations for Further Reductions in Tobacco Use

Every three years, the Division 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 Division 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 CIIA, extending full protection from the effects of secondhand smoke to all PA workers. Remove preemption from CIIA, 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.

## Index of Abbreviations

**AAR:** Ask, Advise, Refer

**APHA:** American Public Health Association

**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

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

**MOU:** Memorandum of Understanding

**MSA:** Master Settlement Agreement

**NAMI:** National Alliance on Mental Illness

**NCTOH:** National Conference on Tobacco or Health

**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