



**MULTNOMAH COUNTY  
AGENDA PLACEMENT REQUEST  
NOTICE OF INTENT**

(revised 08/02/10)

APPROVED: MULTNOMAH COUNTY  
BOARD OF COMMISSIONERS  
AGENDA # 12.10 DATE 4-26-12  
LYNDA GROW, BOARD CLERK

**Board Clerk Use Only**

Meeting Date: 4/26/12  
Agenda Item #: R.10  
Est. Start Time: 11:02 am  
Date Submitted: 4/18/12

**Agenda  
Title:**

**NOTICE OF INTENT to submit a grant application to the US Food and Drug Administration requesting up to \$10.5 million over a four year period to support tobacco education activities through the Tobacco Regulation Awareness, Communication, and Education Program**

*Note: If Ordinance, Resolution, Order or Proclamation, provide exact title. For all other submissions, provide a clearly written title sufficient to describe the action requested.*

**Requested Meeting Date:** May 4, 2012 **Amount of Time Needed:** 5 min

**Department:** Health Department **Division:** Community Health Services

**Contact(s):** Sonia Manhas, Program Manager

**Phone:** (503) 988-3663 **Ext.** X26221 **I/O Address:** 448/1

**Presenter Name(s) & Title(s):** Sonia Manhas, Program Manager & Adelle Adams, Health Promotion Coordinator

**General Information**

**1. What action are you requesting from the Board?**

Authorize the Director of the Health Department to submit a grant application to the Food and Drug Administration requesting up to \$10.5 million over a four year period to support tobacco education activities through the Tobacco Regulation Awareness, Communication, and Education Program.

**2. Please provide sufficient background information for the Board and the public to understand this issue. Please note which Program Offer this action affects and how it impacts the results.**

Background: Tobacco use is the leading preventable cause of death and disability in Multnomah County. Tobacco use causes over 400,000 deaths in the United States each year, and approximately 8.6 million Americans have chronic illnesses related to smoking. In our community, \$212 million is spent on medical care for tobacco related illnesses, and it is estimated that \$193 million in productivity is lost due to tobacco related deaths. A compelling body of

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evidence shows that tobacco products are harmful and cause cancer, heart disease, and other serious adverse health effects.

On June 22, 2009, President Obama signed the Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act), P.L. 111-31, which gives the FDA the authority to regulate the manufacturing, labeling, sale, distribution, advertising and promotion of tobacco products. To implement the new law, Congress directed the creation of the Center for Tobacco Products at the FDA. The Center for Tobacco Products' mission is to protect Americans from tobacco-related death and disease by regulating the manufacture, distribution, and marketing of tobacco products and by educating the public, especially young people, about tobacco products and the dangers their use poses to themselves and others.

The Center for Tobacco Products is seeking proposals from eligible applicants through its Tobacco Regulation Awareness, Communication, and Education Program as one mechanism for achieving the goals of the Tobacco Control Act. Through this funding opportunity an estimated 12-15 cooperative agreements (grants) will be awarded. The Program will advance public health by supporting community-based programs that work to identify and disseminate evidence-based, community-level best practices, and by improving access to standardized, community-level data. Funding recipients must implement a comprehensive public education and/or communication program that addresses federal tobacco regulations and the public health goals that will improve health outcomes for local residents.

Proposed Project: Multnomah County will develop and design a comprehensive tobacco education and communication program that builds on the *It Starts Here* health education campaign. The campaign will include messages and education materials designed to reach the broad population as well as the development of culturally-specific campaign materials to reach communities experiencing significant disparities in tobacco use. A major focus of the educational effort will be aimed at reducing rates of tobacco use by youth. Like the current *It Starts Here* campaign, the proposed program would implement multiple communication channels to reach the community at large, such as outdoor signage, culturally-specific news publications, and social media.

The program will raise awareness and educate the public about federal tobacco regulations and public health goals that improve health outcomes for residents of Multnomah County. Research shows that more than 80% of adult smokers begin smoking by 18 years of age with 99% of first use by 26 years of age. Cigarette smoking by youth and young adults is proven to cause serious and potentially deadly health effects immediately and into adulthood. One of the most significant health effects is addiction to nicotine that keeps young people smoking longer, causing increased physical damage. Early abdominal aortic atherosclerosis has been found in young smokers which affects the flow of blood to vital organs such as the lungs. This leads to reduced lung growth that can increase the risk of chronic obstructive pulmonary disease later in life, and reduced lung function. Tobacco products are among the most heavily marketed consumer goods in the U.S. with nearly \$10 billion spent on marketing cigarettes each year. Evidence suggests that tobacco companies have changed their packaging and design of products in ways that have increased appeal to adolescents and young people. The educational campaign will educate the community about these health effects as well as the marketing strategies used by tobacco companies to reach young people.

Multnomah County's proposal will emphasize the need to customize national messages for a local audience, specifically Multnomah County's young people, communities of color, low income populations, and people experiencing mental health conditions. The Health Department is working with a broad range of organizations and community members to develop the application.

Impact on Program Offers: This proposed project would enhance the work identified under Program Offer 40047, Community Wellness and Health Promotion. The Community Wellness Program develops and implements environment, systems, and policy-based change strategies to reduce the burden of chronic diseases most closely linked to tobacco use, physical inactivity, and poor nutrition. Chronic diseases commonly associated with these behaviors include cancer, diabetes, obesity, heart disease, asthma, and stroke. The Program also houses the Department's Office of Public Health Policy which coordinates the Department's local, state, and federal policy activities and facilitates strategic partnerships.

**3. Explain the fiscal impact (current year and ongoing).**

This grant will provide the Health Department with up to \$10.5 million over 4 years to implement tobacco education activities. This includes \$1.5 million in Year 1, and \$3 million each year for the remaining three years. No local funding is required. The grant will enhance the Department's current tobacco prevention funding through the State of Oregon.

**4. Explain any legal and/or policy issues involved.**

None. The Health Department has a long history of supporting health promotion activities including tobacco prevention and education in collaboration with community partners.

**5. Explain any citizen and/or other government participation that has or will take place.**

The Health Department is working with a broad network of partner organizations and community members.

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## ATTACHMENT A

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### Grant Application/Notice of Intent

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If the request is a Grant Application or Notice of Intent, please answer all of the following in detail:

- **Who is the granting agency?**

The granting agency is the US Food and Drug Administration.

- **Specify grant (matching, reporting and other) requirements and goals.**

No match is required for this grant. Grantees are expected to monitor expenses, collect data, report activities on regular intervals as established in the grant agreement; provide a final report upon completion of the project; and participate in conference calls. Occasional travel to Washington DC is expected of grantees (travel will be paid through the grant).

- **Explain grant funding detail – is this a one time only or long term commitment?**

This grant could provide up to four years of funding. Future years of funding are dependent upon performance and the availability of funding in future years.

- **What are the estimated filing timelines?**

The application is due on May 9, 2012.

- **If a grant, what period does the grant cover?**

The grant covers a 48-month period from September 1, 2012 through August 31, 2016 (the Health Department will apply for funding on an annual basis each year of the project). The continuation of awards beyond the first year is conditioned on the availability of funds, evidence of satisfactory performance and outcomes by the recipient, and the determination that continued funding is in the best interest of the Federal Government.

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- **When the grant expires, what are funding plans?**  
When the grant expires, the project will be over.
- **Is 100% of the central and departmental indirect recovered? If not, please explain why.**  
Yes, all project-related costs (direct and indirect) will be covered.

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## ATTACHMENT B

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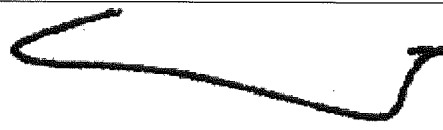
### Required Signatures

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**Elected Official or  
Department/  
Agency Director:**  
**Budget Analyst:**

*Lillian Shirley*

**Date:** 04/18/2012



**Date:** 04/18/2012