

# WISCONSIN TOBACCO PREVENTION AND CONTROL MOVEMENT OVERVIEW

## Tobacco Prevention and Control Program Description and Purpose

The Wisconsin Tobacco Prevention and Control Program (TCP) is a comprehensive public health program that is a part of the WI Department of Health Services, Division of Public Health. TCP is the agency responsible for administering program funding, providing leadership and facilitating partnerships to reduce tobacco use and exposure in Wisconsin. The program utilizes population-based approaches that are based on guidance from the U.S. Centers for Disease Control and Prevention's [Best Practices for Comprehensive Tobacco Prevention and Control Programs](#).

## Achieving Program Goals

The TCP goals are to:

- Eliminate the exposure to secondhand smoke
- Prevent the initiation of tobacco use by adults and youth
- Promote the use of evidence-based tobacco cessation methods
- Address tobacco-related disparities

These goals are achieved by:

- Increasing awareness of the health risks and supporting environmental changes that promote smoke-free air
- Utilizing targeted interventions and community and youth outreach
- Supporting and promoting cessation interventions, such as the Wisconsin Tobacco Quit Line
- Implementing population-specific outreach and interventions

## Funding

To accomplish program goals, the TCP administers funding from both state and federal sources, including the following.

- **U.S. Centers for Disease Control and Prevention (CDC)**  
Provides resources for state level infrastructure, staffing and training and technical assistance
- **Wisconsin General Purpose Revenue (GPR)**  
Provides resources for contracts with local and state partners who implement activities to achieve priority program goals
- **Substance Abuse and Prevention Treatment Block Grant through the WI Division of Care and Treatment Services**  
Provides resources to assist in monitoring and reducing the rate of illegal tobacco sales to minors
- **U.S. Food and Drug Administration (FDA)**  
Provides resources to enforce the 2009 Family Tobacco Control Act (youth access to tobacco products, advertising and labeling compliance)

Other organizations also devote funding and resources to assist in achieving Wisconsin's tobacco prevention and control goals, such as the American Lung Association, the American Heart Association, and the American Cancer Society.

## **Program Partners—MJs, Networks, Statewide Organizations**

### **Multi-Jurisdictional Coalitions (MJs)**

The TPCP funds 15 local tobacco control multi-jurisdictional coalitions. The MJs are groups of individuals and organizations who implement tobacco prevention and control interventions within local health department jurisdictions and/or counties. Each MJ has a lead agency that serves as the fiscal agent and supports the capacity of the MJ to achieve contract objectives.

### **Ethnic and Poverty Networks (Networks)**

The TPCP funds four tobacco prevention and control ethnic networks and one network who focuses efforts on individuals in poverty. Each network is organized to represent communities experiencing tobacco-related disparities by implementing culturally appropriate tobacco prevention and control activities. The ethnic networks serve the African American, Asian American, Native American and Hispanic/Latino communities. Each Network has a lead agency that serves as fiscal agent and supports the capacity of the Network to achieve contract objectives.

### **Statewide Organizations**

The TPCP funds several organizations to conduct statewide tobacco prevention and control activities that are focused on specific priority goals and program areas, such as youth engagement, treating tobacco dependence, services for pregnant women who smoke, tobacco-free college campuses, surveillance and evaluation and training and technical assistance.

## **Boundary Statements/Work Plans**

The TPCP contracts with local and state agencies to implement strategies and activities focused on program priorities. Each funding cycle, the Program develops boundary statements and work plans that set the parameters within which the funded agencies must operate to accomplish contract objectives. The documents include required, optional and negotiated work plan objectives, strategies and activities, as well as agency and program requirements.

## **Contract Administration**

TPCP staff serves as contract administrators for local and state agencies who receive program funding. Contract administrators are responsible for defining contract goals, objectives and desired outcomes; negotiating work plans and budgets; reviewing and approving subcontracts and payments when needed; monitoring contractor performance; facilitating problem resolution and providing technical assistance to ensure quality and achievement of program goals.

## **Contract Reporting/Activity Tracker**

TPCP has developed the Activity Tracker as an on-line reporting system for local and state agency contractors. Quarterly reporting is required within 15 days of the end of the calendar quarter utilizing the activity tracker along with providing copies of related materials. The system is used to monitor contract progress and to assess and document work plan achievement. Contract administrators authorize access to the reporting system and provide an orientation and technical assistance on its use. TPCP also utilizes this information to report program progress, achievements, barriers and technical assistance with the CDC, DHS and others.

## **Training and Technical Assistance**

The TPCP provides Training and Technical Assistance (TTA) to assist local and state funded partners, local public health departments and community-based organizations in the achievement of program goals and work plan objectives. TTA partners include program staff and funded agencies that specialize in specific areas of expertise, such as communications, coalition building, educational outreach and youth engagement. Contract administrators assist in connecting agencies with appropriate TTA resources and staff.