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**Report to  
The Vermont Legislature**

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**Tobacco Settlement Funds Report  
2024 Report to the Legislature**

**In Accordance with Act 78 (2023), Section B.1100 (n) (4): An act relating to making appropriations for the support of government.**

**Submitted to: House Committees on Appropriation, Human Services,  
Senate Committees on Appropriations and Health and Welfare**

**Submitted by: Commissioner Mark A. Levine, MD**

**Report Date: January 24, 2024**



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## Table of Contents

Introduction .....	3
Tobacco and Substance Use Disorder Prevention and Cessation Activities .....	3
Increase Access to Youth Cessation .....	3
Increase Parent/Guardian Awareness and Engagement around Vaping .....	3
Increase Youth/Young Adult Perception of Harm of Vaping Products, Flavors and Toxic Chemicals .....	3
Increase Youth Involvement in Our Voices Exposed and Vermont Kids Against Tobacco .....	4
Assess Impact .....	4
Truth Initiative .....	4

## Introduction

Act 78 (2023) requires that the Department of Health (Department) report on the “specific activities supported by the [\$500,000 Tobacco Settlement] funds, a description of the number of individuals served, and information on the outcomes achieved by this investment”

## Tobacco and Substance Use Disorder Prevention and Cessation Activities

The Department’s Division of Substance Use (DSU) and the Division of Health Promotion and Disease Prevention (HPDP) signed a MOU on December 21, 2023, for the implementation and monitoring of the appropriated funds (in the amount of \$500,000). The agreement stemmed from the expertise HPDP’s Vermont Tobacco Control Program staff have in tobacco prevention, policy, mass reach media and cessation.

With the agreement’s finalization, the following activities will bolster the Tobacco Control Program’s current evidence-based interventions with the addition of several strategic projects to advance vaping prevention and treatment. The \$500,000 one-time funds are being allocated in the following manner:

### Increase Access to Youth Cessation

The Tobacco Control Program has drafted a scope of work for increasing the availability of effective, community-based youth cessation services. The program is finalizing a N-O-T on Tobacco program grant with the American Lung Association. The objective is to train 60 facilitators to hold youth cessation groups in their regions (and online for reach). Facilitators will collect and share outcome data with the state. The anticipated start date is March 1, 2024.

### Increase Parent/Guardian Awareness and Engagement around Vaping

The Tobacco Control Program has started to outline a scope of work with state marketing contractor, Hark Media, for developing and implementing a Vaping Prevention Campaign for Parents/Grandparents and other family members. Vermont data and information from school administrators suggest that parents lack accurate information and parent engagement opportunities for vaping prevention goals at the individual and school level. The Tobacco Control Program and DSU will also work on expanding vaping prevention and treatment information through ParentUp. The campaign plan will be presented in February with implementation this spring.

### Increase Youth/Young Adult Perception of Harm of Vaping Products, Flavors and Toxic Chemicals

The funding is also supporting two more campaigns to increase perception of harm that vaping poses to Vermont youth and young adults. Unhyped was started by the Tobacco Control Program with the initial one-time funds from the legislature to address the

vaping epidemic and has been measured for effectiveness in changing behavior through the PACE VT survey. Survey results can be [viewed here](#).

### **Increase Youth Involvement in Our Voices Exposed and Vermont Kids Against Tobacco**

This initiative provides youth internships and stipends to assist with implementation of core components of the state's two flagship youth engagement/empowerment programs. Data from this initiative are expected to be available in June and December of 2024.

### **Assess Impact**

A measurement plan for assessing impact of these initiatives is being developed by HPDP's independent contractor for evaluation, PDA. The plan will be finalized this winter.

### **Truth Initiative**

Department staff held several discussions with the Truth Initiative on bringing its school-based vaping prevention curriculum to elementary schools in Vermont. The Truth Initiative is highly regarded for its scientific reports and youth/young adult interventions and campaigns. However, the Tobacco Control Program had to end its plans to grant with the Truth Initiative because it requires upfront payment (versus reimbursement model).