



February 10, 2022

To: Senate and House Appropriations Committees

From: Tina Zuk, Government Relations Director, American Heart Association

Re: Proposed FY2023 Budget – additional \$1 million in funding for media for Vermont’s tobacco control program

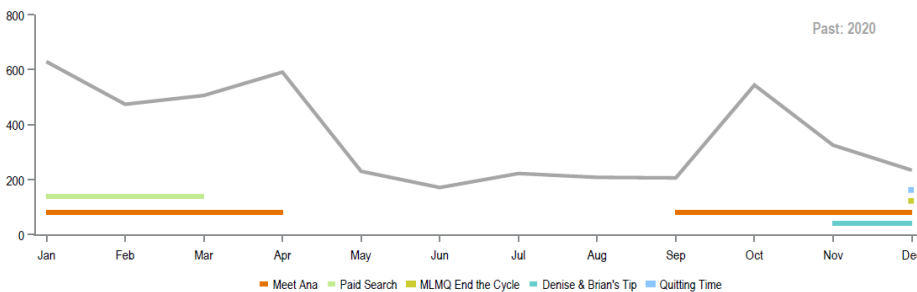
I would like to submit this additional testimony in support of our request for at least an additional \$1 million for Vermont’s tobacco control program. As noted previously, Vermont’s tobacco control program has half the budget it did four years ago as a result of losing \$1 million in one-time Master Settlement funds.

Media funding is needed to combat the high rates of tobacco use in Vermont, especially by disparate populations. The following two graphs illustrate the importance of media in driving smokers to quit services.

The first chart shows there are increases in 802Quits enrollments when media campaigns are run in Vermont.

Overall Enrollments by month

Overall enrollments and cessation media campaigns



The second chart from North Dakota shows similar results and highlights the value and necessity of media in driving people to evidence-based cessation services.

Media investment is associated with higher reach of NDQuits, making it an efficient and judicious use of funds.

The highest number of calls occurs when a CDC Tips campaign is running and NDQuits is investing \$30k or more per week in media promotion. This result, from a longitudinal study of the relationship between media placement and calls to NDQuits from 2014 – 2019, highlights the importance of media to drive individuals to NDQuits. It is especially important to have funding to create and implement North Dakota-specific media.

Number of average incoming calls per week to NDQuits

