



Increasing Rural Tobacco Treatment Capacity Through CTPP Work Plans

**A supplemental document to the
2025 Policy Platform**

*This document is designed as a companion to **RISE's 2025 Reducing the Impact of Tobacco on Rural California Communities: A Policy Platform**. It is intended for rural Californian Tobacco Prevention Program (CTPP)-funded tobacco prevention staff and not for external distribution.*

Making tobacco treatment a priority is key to reducing tobacco-related health disparities and achieving health equity in rural communities. The RISE Policy Platform 2025 Update recommends strategies to increase tobacco treatment, selected for their feasibility for CTPP-funded projects in rural communities. This guide will help funded projects to connect Policy Platform strategies to work plan activities by:

- » Identifying opportunities to increase local tobacco treatment capacity,
- » Integrating strategies into existing work plans, and
- » Providing activity language to discuss new approaches or potential work plan revisions with your Program Consultant.

Addressing local tobacco treatment capacity may be a crucial step to increasing community readiness for policy passage in rural areas. Work plan activities are adaptable to meet the unique needs of each community throughout policy campaigns, including adapting activities to support increasing tobacco treatment capacity.

Project staff is encouraged to reach out to RISE with questions and project-specific technical assistance needs.

Tobacco Treatment/Cessation-related Requirements for CTPP-funded Projects

Incorporating tobacco treatment considerations into work plans is a strategic step for local projects to comprehensively address rural tobacco inequities. However, it is important for CTPP-funded projects to keep some key requirements in mind:

1. No more than 10% of project funds can be spent on **direct** cessation work, including providing evidence-based tobacco treatment services (e.g., one-on-one or group counseling, group classes, etc.). Capacity-building activities outlined below are considered **indirect** work.
2. CTPP funds **cannot** be used by projects to purchase nicotine replacement therapies (e.g., nicotine gum, lozenges, or patches).

See the *CTPP Policy Manual section 304: Use of CTPP Funds for Tobacco Cessation* for more information or contact your Program Consultant.

Finding Flexibility in Prescribed Work Plans & Activities

Interpreting work plans and activity language can feel overwhelming and restrictive at times. However, even in prescribed work plans, CTPP includes and encourages opportunities for flexibility.

READ BETWEEN THE LINES

Look for key phrases that CTPP uses in activity language to illustrate flexible interpretations of work plans. Examples from CTPP-approved activity language (also shown in **bold** in CTPP Work Plan Activities and Sample Language section):

“such as” **“may include”** **“not limited to”** **“related to”**
“other supporting activities” **“tobacco-related”**

These phrases indicate there are acceptable interpretations beyond the examples explicitly listed in CTPP-approved activity language. Ask your Program Consultant for clarification if you are uncertain whether your interpretation is accurate.

AVOID THE “BUT THAT’S NOT IN MY WORK PLAN” MINDSET

Avoid missing opportunities for reportable progress with *“but that’s not listed in the work plan”* style thinking and keep the bigger picture in mind. Ask *“how might this build momentum for [insert objective/activity]?”* Consider your objective/activity’s broader goals and all the steps needed to get there. Capacity and readiness building are often necessary steps to accomplish an objective/activity that are assumed but not explicitly stated in CTPP work plan language.

Capacity Building Recommendations & Related Work Plan Activities

The following table identifies work plan activities related to Policy Platform strategy recommendations to assess and increase community treatment assets through engagement with local community partners.



CTPP Work Plan Related Activities

PARTICIPATE IN LOCAL NEEDS ASSESSMENTS

RISE Policy Platform Recommendation	CTPP Related Work Plan Activities
Contact your local hospital or health department to join the local needs assessment process to make addressing tobacco inequity a community priority.	<ul style="list-style-type: none"> • Community Engagement Events or Meetings

MAP COMMUNITY TREATMENT ASSETS

RISE Policy Platform Recommendation	CTPP Related Work Plan Activities
Environmental Scan Work Plan Activity: Add to your work plan to integrate asset mapping into current projects.	<ul style="list-style-type: none"> • Environmental Scan • Cessation Coalition Subcommittee
Facilitate Community Asset Mapping Sessions: map both referral resources and evidence-based treatment providers for a complete view of your local landscape.	<ul style="list-style-type: none"> • Environmental Scan • Cessation Coalition Subcommittee • Community Outreach • Community Engagement Events or Meetings • Educational Trainings • Skill-Building Trainings

BUILD A REFERRAL NETWORK	
RISE Policy Platform Recommendation	CTPP Related Work Plan Activities
Invite local stakeholders to join a local “referral network” and provide education, TA, and support to integrate tobacco screening into workflows and establish a referral protocol.	<ul style="list-style-type: none"> • Coordination and Collaboration • Community Outreach • Educational Presentations • Educational Trainings • Skill-Building Trainings • Technical Assistance • Educational Material Development • Website

TOBACCO TREATMENT TRAINING AND SERVICE COLLABORATIVE	
RISE Policy Platform Recommendation	CTPP Related Work Plan Activities
Identify and recruit potential members, and convene members to review assets, identify gaps, and set collective priorities.	<ul style="list-style-type: none"> • Environmental Scan • Community Engagement Events or Meetings • Cessation Coalition Subcommittee • Website
Host a Behavioral Health Regional Training or Certified Tobacco Treatment Specialist (TTS) Training.	<ul style="list-style-type: none"> • Behavioral Health Regional Trainings • Tobacco Treatment Specialist Training
Coordinate with local providers to integrate the Rx for Change curriculum into staff training plans.	<ul style="list-style-type: none"> • Collaborate with Clinicians: Rx for Change • Coordination and Collaboration • Community Engagement Events or Meetings • Technical Assistance

CTPP Work Plan Activities and Sample Language

The following templates are for CTPP work plan activities for Local Lead Agencies (LLA) and Competitive Grantees (CG). We highly recommend that funded projects operating within the same county collaborate to review existing work plans and leverage resources to eliminate duplication of effort. Contact your Program Consultant for questions, clarification, revisions, or adjustments to work plan approaches.

Language that indicates opportunities for flexibility and adaptation shown in **bold**.

*Activity typically reserved for LLAs, but may be adaptable to CG work plans if efforts are not duplicated. Contact your Program Consultant for more information.

Environmental Scan*

Annually conduct an environmental scan to identify the availability of state and local tobacco cessation services available within [INSERT JURISDICTION/COUNTY] by means of an electronic survey, review of websites, and phone calls. Gain permission to list tobacco cessation services in project's resources and Kick it California's website. Summarize the services available, post on the program's website and send the list to Kick It California by October 31 annually.

Cessation Coalition Subcommittee*

Develop and maintain a cessation coalition subcommittee or workgroup of [# RANGE] members who will meet [# RANGE] times per year to plan to review cessation promoting activities and collaborate on improving access and use of cessation services in the community.

Tobacco Treatment Specialist Training*

Facilitate [# RANGE] individuals, **such as** service providers and community health workers from local clinics, behavioral health facilities, dental offices, schools and social service agencies, to attend the in-person or virtual Tobacco Treatment Specialist Training (TTS) provided by the University of San Francisco/ University of Massachusetts Chan Medical School (UCSF/UMASS). Participants will learn evidence-based strategies for working with individuals with tobacco use and dependence.

Educational Material Development

Create an educational material that includes all available cessation services in [INSERT TARGET JURISDICTIONS or COUNTY] jurisdiction to distribute virtually, in small meetings, and at events. Materials will be developed in [INSERT LANGUAGES/ACCESSIBLE VERSIONS]. Consumer testing of materials is required and described in the Evaluation Plan. Once completed,

market materials **to appropriate audiences** to facilitate distribution. Submit new or adapted material(s) to the Tobacco Education Clearinghouse of California (TECC) Material Submission page (MatTrack) upon completion.

Public Awareness/KIC Promotion

Promote Kick It California cessation services, **including** telephone counseling, text, chat, Alexa skill, and website resources on program/coalition website, distribution to coalition and community partners, listserv distribution, and community newsletters.

Community Outreach

Annually participate in [# RANGE] of community events **such as** the Great American Smokeout, Juneteenth Celebrations, Take Down Tobacco Day, World No Tobacco Day, Freedom from Smoking Day, Red Ribbon Week, New Year/Lunar New Year Celebrations, American Heart Month, **and/or other** local events to promote and support cessation services through educational outreach activities (e.g., participating in community events, making presentations to community groups).

Collaborate with Clinicians: Rx for Change

Collaborate with [# RANGE] clinicians from local clinics, behavioral health facilities, dental offices, schools and social service agencies, to integrate the comprehensive online Rx for Change: Clinician-Assisted Tobacco Cessation curriculum offered by the California Center for Tobacco Cessation (CaCTC) into their staff training and development plans. Clinicians will complete the Rx for Change curriculum to increase their capacity to routinely identify and provide cessation counseling to clients. Continuing Education (CE) accreditation credits may be offered at no cost, subject to availability, for physicians, pharmacists, nurses, psychologists, social workers, and addiction professionals. Rx for Change features **tailored versions** for Psychiatry, Mental Health Peer Counselors, Respiratory Care and Surgical Care.

Behavioral Health Regional Trainings*

Collaborate with the California Center for Tobacco Cessation (CaCTC) to host one Behavioral Health Regional Training (BHRT) for regional behavioral health facility and substance use disorder (SUD) facility providers, clinicians, and frontline staff, to increase their knowledge on **tobacco-related** issues affecting the behavioral health community. Provide support for training logistics, participant recruitment, and training promotion.

Coordination and Collaboration*

Collaborate with the local health department's programs **such as** Oral Health, Asthma, Maternal & Child Health to integrate tobacco use identification, referral, and treatment activities into the county oral health program by providing at least 20 hours of training and technical assistance, review of documents, and **other supporting activities**.

Community/Partner Skills Training

Conduct [# RANGE] trainings for approximately [# RANGE] volunteers and organizational partners to increase their knowledge on skills needed to carry out campaign tasks and tactics. Training topics **may include**, but are **not limited to**: community organizing, letter writing, meeting facilitation, peer-to-peer training, public speaking and presentations, social media use, media advocacy, and spokesperson(s)/media interactions.

Community Engagement Events or Meetings

[CONDUCT/ATTEND] [# RANGE] community engagement events or meetings. Participants will be [INSERT DESCRIPTION OF PARTICIPANTS]. Participants will be [INSERT RECRUITMENT METHODS OR AUDIENCES **such as** existing relationships, partner organizations followers, social media networks, etc.]. Participants will be asked to [INSERT INTENDED ACTIONS OR ACTIVITIES FOR PARTICIPANTS].

Technical Assistance

Provide [# RANGE] instances of technical assistance (TA) on issues **related to** policy education, adoption, implementation and sustainability to community partners, decision makers, those who will be tasked with enforcement, **etc.** TA will be provided using [INSERT METHODS, E.G. IN-PERSON, BY PHONE/VIRTUAL MEETING, EMAIL, ETC.].

Educational Presentations

Conduct [# RANGE] educational presentations to [# RANGE] participants. Presentations will be made to community groups identified in the Midwest Academy Strategy Chart (MASC) planning process as **potential** supporters for the objective. Provide a sample and request letter of support or other specific action from community group(s) at each presentation.

Educational Trainings

Conduct [# RANGE] trainings for approximately [# RANGE] volunteers and collaborative partners to increase their knowledge on **tobacco-related** issues in the community. Training topics **may include**, but are **not limited to**: topics and talking points **related** to the objective, **including** current and emerging

tobacco-related issues, health disparities, environmental justice, secondhand/thirdhand smoke, electronic smoking devices, tobacco industry tactics, etc. To inform staff and trainers about how to improve future trainings, a post-training assessment will be administered to participants.

Website

Maintain a website for [INSERT TOBACCO PREVENTION COALITION OR TOBACCO PROGRAM NAME] as a central hub for networking, strategizing, and information dissemination, which incorporates current resources **including** [INSERT DESCRIPTION OF CONTENT, e.g., advocacy campaign tools and information; policy enforcement, model policies and/or policy databases; fact sheets; cessation resources; links to coalition/program social media, partner websites and social media; etc.]. The website will provide a menu/calendar of training and campaign opportunities. Review and update website information [# RANGE] times per year.

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