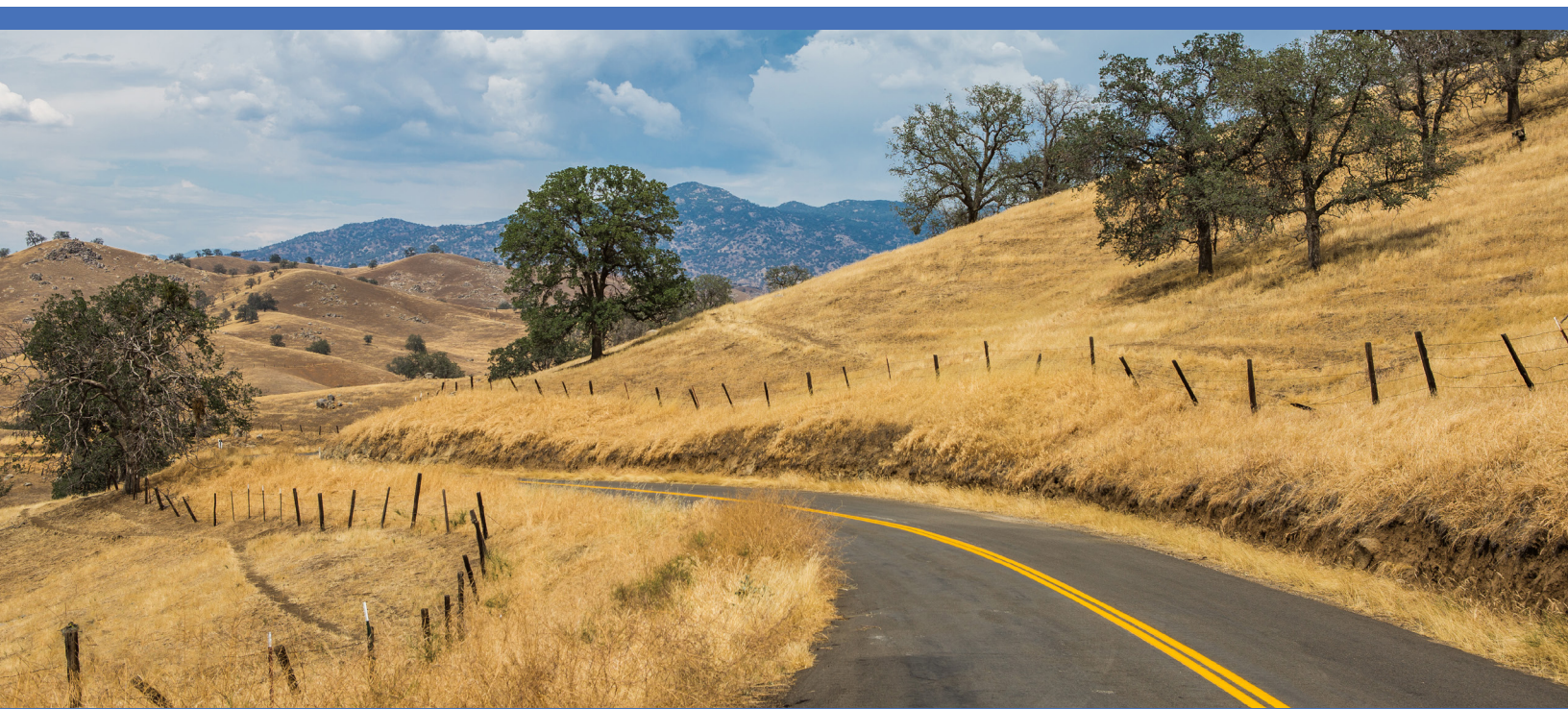


Prioritizing Tobacco Treatment in CTPP Work Plans



A supplemental document to the
2025 Policy Platform

Why Prioritize Tobacco Treatment?

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 California Tobacco Prevention Program (CTPP)-funded tobacco prevention staff and not for external distribution. The document can be used as a guide to thinking and consideration prior to engaging in policy development because early consideration of integrating cessation and treatment language into policy implementation plans indicates to the community and local decision makers that policy development is more than simply passing a policy--in this case, it includes ways to support those addicted to nicotine in their efforts to quit and seek treatment. Project staff is encouraged to reach out to RISE with questions and project-specific technical assistance needs.

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, chosen 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 prioritize tobacco treatment in policy planning,
- » Integrating strategies into existing work plans, and
- » Providing activity language to discuss new approaches or potential work plan revisions with your Program Consultant.

Prioritizing tobacco treatment in policy planning is critical to build support for policy change and reduce the tobacco-related burden on rural communities. Work plan activities are adaptable to meet the unique needs of each community throughout policy campaigns, including adapting activities to support increasing tobacco treatment availability, accessibility, and utilization.



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 encourages 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 below):

“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.

CONSIDER THE BIGGER PICTURE

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.

Policy Recommendations & Related Work Plan Activities

The following table identifies work plan activities related to Policy Platform strategy recommendations to prioritize tobacco treatment in policy planning.



CTPP Work Plan Activities and Sample Language

SMOKEFREE POLICIES	
RISE Policy Platform Recommendation	CTPP Related Work Plan Activities
Time to prepare: Announce new smokefree policies to all affected parties at least three months before they take effect.	<ul style="list-style-type: none"> • Public Awareness/KIC Promotion • Community Outreach • Policy Implementation Plan
Promote treatment resources: Add a website or QR code for Kick It CA to smokefree signs	<ul style="list-style-type: none"> • Policy Implementation Plan • Public Awareness/KIC Promotion
Promote treatment resources: Host a policy kick-off event	<ul style="list-style-type: none"> • Community Engagement Events or Meetings • Policy Implementation Plan
Promote treatment resources: Printing tobacco treatment resources on “policy reminder” palm cards for enforcement	<ul style="list-style-type: none"> • Policy Implementation Plan • Educational Material Development • Public Awareness/KIC Promotion
Policy language: Clearly state tobacco treatment resources and plans in both legislated and voluntary policy language and implementation plans.	<ul style="list-style-type: none"> • Policy Implementation Plan

PROVIDER TOBACCO SCREENING AND REFERRALS	
RISE Policy Platform Recommendation	CTPP Related Work Plan Activities
<p>Promote Ask-Advise-Refer: Educate hospital, clinic, and health system stakeholders on the importance of routine tobacco screening and the benefits for patient health using resources such as Rx for Change.</p>	<ul style="list-style-type: none"> • Coordination and Collaboration • Community Outreach • Educational Presentations • Educational Trainings • Public Awareness/KIC Promotion • Community Engagement Events or Meetings • Technical Assistance
<p>Facilitate Referral Integration in Electronic Health Records (EHR): Educate stakeholders on EHR integration and connect with a Kick It CA representative.</p>	<ul style="list-style-type: none"> • Coordination and Collaboration • Community Outreach • Educational Presentations • Educational Trainings • Public Awareness/KIC Promotion • Community Engagement Events or Meetings • Skill-Building Trainings • Technical Assistance

TOBACCO RETAIL POLICIES	
RISE Policy Platform Recommendation	CTPP Related Work Plan Activities
<p>Pricing policies: Set minimum prices and prohibit promotions or discounts that weaken the impact of tobacco taxes.</p>	<p>Projects can integrate tobacco retail policy recommendations into work plans by adopting the Tobacco Retail Availability and/or Community Plans policy objectives. All CTPP prescribed work plan activities can support achieving these policy objectives.</p> <p>The following activities can build community and policymaker support for the recommended policy provisions:</p> <ul style="list-style-type: none"> • Educational Material Development • Community Engagement Events or Meetings • Community Outreach • Decision Maker Education • Technical Assistance • Policy Implementation Plan
<p>Point of Sale (POS) advertising: Limit the amount of storefront or window space that can display ads (regardless of content) and restrict how close ads can be to the POS.</p>	
<p>Number of retailers and locations: Research shows that capping the number of tobacco retailers in a community (e.g., 1 per 1,000 residents) and limiting their distance from youth-sensitive areas can be more effective than density-based limits in rural areas.^{1,2}</p>	
<p>Tobacco-free pharmacies: End tobacco sales in pharmacies and health care settings through stand-alone ordinances, licensing, or zoning.</p>	

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 are shown in **bold**.

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).

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**.

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

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.

Decision Maker Education

Facilitate participation of [# RANGE] of volunteers, members of the public and stakeholders representing [LIST TYPES OF REPRESENTATION] to present at meetings with decision makers in each chosen jurisdiction to educate them about [DESCRIBE THE CONTENT OR TOPIC(S) OF THE EDUCATION]. Project staff will only present in public forums (e.g., city council, board of supervisors meetings) if invited to do so formally, in writing, by decision makers' offices.

Policy Implementation Plan

Prior to the policy adoption, develop a Policy Implementation Plan to facilitate compliance with the new policy(s) for each jurisdiction. Coordinate and collaborate with [INSERT NAMES OF GROUPS] to develop an implementation and enforcement plan for [DESCRIBE TYPE OF POLICY IN OBJECTIVE] by participating in [DESCRIBE COORDINATION/ COLLABORATION METHODS, E.G., CONFERENCE CALLS, LOCAL AND REGIONAL COALITION MEETINGS, WORKGROUP]. Ensure the implementation plan is prepared ahead of policy adoption and is updated as needed.

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.

CITATIONS

1. Craigmile PF, Onnen N, Schwartz E, Glasser A, Roberts ME. Evaluating how licensing-law strategies will impact disparities in tobacco retailer density: a simulation in Ohio. *Tob Control*. 2021;30(e2):e96-e103. doi:10.1136/tobaccocontrol-2020-055622
2. Burgoon ML, Albani T, Keller-Hamilton B, et al. Exposures to the tobacco retail environment among adolescent boys in urban and rural environments. *Am J Drug Alcohol Abuse*. 2019;45(2):217-226. doi:10.1080/00952990.2018.1549562

ACKNOWLEDGMENTS

Writer Rexanne Greenstreet, Berkeley Rural Health Innovation Scholar and Graduate student in Public Health, U.C. Berkeley



© 2026. California Department of Public Health. Funded under contract #23-10105.