



Tobacco Settlement
Revenue –
Investments in Youth

YOUTH SMOKING PREVENTION PROMISING PRACTICE PROFILES

American Lung Association of Idaho

SUMMARY

The American Lung Association of Idaho (ALAI) operates statewide anti-smoking initiatives and has used MSA funds to launch two nationally recognized ALAI program models for young people- the Teens Against Tobacco Use (T.A.T.U) tobacco control intervention program and the Not on Tobacco (N-O-T) teen tobacco cessation program. These initiatives have built statewide momentum for addressing youth smoking and have leveraged the support of communities and schools to reach these goals.

For youth programs to be successful, policymakers, program leaders and intermediary organizations need access to flexible and sustainable sources of funding. State payments from the tobacco Master Settlement Agreement (MSA) currently fund a range of health, education, prevention, and other initiatives serving young people. This series of promising practice profiles focuses on the use of MSA funds to support smoking prevention programs and services for youth.

BACKGROUND

Idaho created the Idaho Millennium Fund in 2000 as a repository for their tobacco settlement revenues. A portion of these funds were later endowed in 2006. According to current Idaho law, only five percent of the Fund's average monthly fair market value is available for annual appropriation by the Legislature each year. In keeping with state priorities for the Millennium Fund, the state legislature allocates these funds (over \$2.5 million in FY08) through a competitive grant process to programs supporting tobacco or substance abuse prevention, cessation or related disease treatment. A Joint Millennium Fund Committee, composed of five senators and five representatives, reviews applications each year and provides funding recommendations to the Legislature.

The Millennium Fund supports a number of initiatives that specifically target tobacco prevention and cessation for children and youth, including the American Lung Association of Idaho (ALAI). ALAI has received over \$600,000 in tobacco settlement funding since 2002 to support statewide anti-smoking initiatives. This funding has allowed ALAI to launch and operate two nationally recognized ALAI program models for children and youth- the Teens Against Tobacco Use (T.A.T.U) tobacco control intervention program and the Not on Tobacco (N-O-T) teen tobacco cessation program.

The financial support that ALAI receives from the Millennium Fund has been relatively consistent since 2002, although funding was not available in 2004, when Millennium Fund resources were diverted to cover state budget shortfalls.¹ During this time, ALAI temporarily discontinued the N-O-T program. In the 2008-09 fiscal year, however, ALAI received a grant of \$170,200 from the Millennium Fund, an increase over funding in recent years, which allowed them to reinstate the program.

IMPLEMENTATION

T.A.T.U and N-O-T. are both national ALA program models that are implemented by volunteers in local school districts and typically take place during the school day.

- **Teens Against Tobacco Use (T.A.T.U.)** is a peer-led tobacco control intervention program offered by several state ALAI chapters. ALAI recruits and trains volunteer facilitators, who in turn train middle and high school students to educate elementary school-age children about the dangers of tobacco use. Using interactive presentation and facilitated discussion, this program aims to prevent tobacco use by younger children, while reinforcing the decision of teens not to smoke. Currently, the T.A.T.U program in Idaho has trained approximately 300 teens and expects to reach nearly 9,000 elementary students by the end of the 2008-09 fiscal year.
- **Not on Tobacco (N-O-T)** is a national model curriculum to help high school youth to reduce and stop tobacco use. N-O-T offers students a voluntary, non-punitive program, in which same-gender groups meet to discuss their feelings and experiences with tobacco in an accepting environment. The curriculum helps students to cope with stress, decision-making and peer and family relationships to support their smoking cessation efforts. ALAI temporarily halted the NOT program when Millennium Fund support was diverted toward budget shortfalls but has reinstated it through FY09 funding with a goal of reaching 150- 200 teens.

The Millennium Fund continues to be the primary source of support for T.A.T.U. and N-O-T, although ALAI contributes in kind resources to both programs. In addition, the programs leverage significant support from volunteers throughout the state. All T.A.T.U. and N-O-T program facilitators, which include teachers, school nurses, counselors, health district employees, college students and teens, allocate their time to these programs.

Millennium Fund support has helped ALAI to build partnerships with local school districts, local health care networks, Safe and Drug-Free Schools coordinators, statewide Academy of Family Physicians prevention program, and Boise State University to support their anti-smoking initiatives. ALAI staff continues to reach out to new partners, including Latino community organizations and other youth prevention initiatives in Idaho.

EVALUATION

To continually evaluate the effectiveness of the T.A.T.U. and N-O-T initiatives, ALAI relies on evaluation forms completed by T.A.T.U program participants, classroom coordinators and T.A.T.U. presenters. The N-O-T program also uses an evaluation at the end of the program to measure quit rates, reduction rates, and attitude changes for students participating in classes.

Beginning in the 2008-09 program year, ALAI is expanding their evaluation of T.A.T.U. to measure the program's impact on teen's susceptibility to smoking uptake and changing tobacco

¹ A 2006 Idaho law now ensures that 80 percent of tobacco settlement monies will be placed in the endowment each year and are not available for legislative appropriation. For more information, see: <http://financeproject.org/tobacco/factsheet.cfm?abbr=ID>.

attitudes. They will administer pre- and post-tests to intervention and control groups throughout the state. ALAI is also exploring opportunities to learn from other states that have implemented these programs and is currently reviewing an evaluation of the T.A.T.U program by ALA of Washington.

KEYS TO SUCCESS

- ✓ The goals of the T.A.T.U and N-O-T programs are **aligned with state priorities for tobacco settlement funds**, allowing them to make a convincing case for renewed funding from year to year.
- ✓ While the Millennium Fund is the only significant source of funding for T.A.T.U. and N-O-T, ALAI has used this resource to **leverage the support of partners and volunteers** who dedicate their time and in-kind resources toward youth smoking prevention and cessation.
- ✓ ALAI has **implemented nationally-tested evidence-based models for tobacco prevention and cessation**, which gives them the opportunity to learn from what has worked well in other communities and to share evaluation findings.

RESOURCES

- American Lung Association of Idaho, <http://www.lungidaho.org/tobacco-control>.
- Idaho Millennium Fund, <http://sto.idaho.gov/Services/MillenniumFund>
- The Finance Project, Tobacco Settlement Revenue - Investments in Youth Initiative, <http://www.financeproject.org/tobacco>
- The Finance Project, *Tobacco Settlement Agreement State Profile - Idaho*. Available online at: <http://financeproject.org/tobacco/factsheet.cfm?abbr=ID>.

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This Profile is part of a series of resources developed by The Finance Project intended to provide key state decision makers and opinion leaders with the information and tools necessary to consider how tobacco Master Settlement Agreement revenues can support initiatives that promote positive youth development, including the prevention of smoking and the adoption of healthy behaviors. The Finance Project has not conducted program evaluations of the initiatives profiled and does not endorse particular policies, practices, or programs. This Profile was developed under a grant from Underage Tobacco Prevention: Philip Morris USA, an Altria Company. For more information, visit www.financeproject.org/tobacco or email tobacco@financeproject.org.