Helping Young Smokers Quit

Identifying Best Practices for Tobacco Cessation

Exploring Program Sustainability:

Program Funding and Community Priority

Amy K. Sporer, MS
Jerell Chua, MPH
Sue Curry, PhD
Sherry Emery, PhD

UIC

University of Illinois at Chicago
Health Research and Policy Centers

Paper presented at the National Conference on Tobacco or Health, Boston, MA, Dec. 10-12, 2003

Helping Young Smokers Quit is a national program supported by The Robert Wood Johnson Foundation, the National Cancer Institute, and the Centers for Disease Control and Prevention with direction and technical assistance provided by UIC.

Overview

• Program Sustainability

• Community Priority

• Program Funding

UIC

Program Sustainability

• The capacity to maintain services at a level that will provide continuing control of a health problem.

• Sustainability requires program staff to:

• anticipate and actively plan to secure resources for ensured self-sufficiency

• integrate the program into the organizations services and the community.

UIC

Elements of Sustainability

• Design and implementation of a program

• Funding

• Staff, training

• Community support of program

• Community leaders

• General population

• Community Prioritization of Youth Tobacco Use

UIC

Program Resources

• State tobacco settlement funds

• States promised to use a significant portion to address tobacco use

• CDCs established annual tobacco prevention and cessation funding recommendations to guide each state

• Only 4 states currently meet their minimum recommendation

• 31 states have failed to allocate funds equal to 50% of the CDC annual recommendation

• States are facing the " most dire fiscal situation since WWII."

• Tobacco control budgets are being drastically cut, and some completely eliminated.

Sources of Program Funding

Largest Source of Funding:	% (n=579)	Median budget
Local Government	30%	$1,000
State Government	40%	$5,000
Voluntary/not-for-profit	18%	
Community		$2,000
State		$475
National		0
Fees from participants	2%	$2,400
Other (e.g., unspecified - grants, federal)	10%	$1,000

• States as the largest funding source are more likely to require of programs: a formal application, and financial and progress reports.

• Funding from the state is more likely to be reported as "very adequate" as compared to funding from voluntary/not-for-profit sources

Program Resources

Program Staffing:
- •35% have no paid FTEs
- •40% have only one paid FTE
- •25% have 2 or more paid FTEs

Staff Training:
- •25% of program facilitators are certified in smoking cessation counseling
- •88% of programs require training on the program specifically

Community Support of Program

- General Population Awareness & Support
  - 76% very/somewhat aware of program
  - 58% very supportive
- Community Leader Awareness & Support
  - 84% very/somewhat aware of program
  - 62% very supportive

UIC

Community Priority

5,633 County-level Key Informants and **591** Program Informants responded to 3 questions regarding "community priority":

1. In your community, what is the biggest concern facing youth?

2. Thinking about tobacco use among youth, how would you rank it as a concern in your community?

3. Overall, how much of a priority would you say that the leaders in your community place on youth tobacco cessation?

UIC

Community Priority

5,633 County-level Key Informants and **591** Program Informants responded to 3 questions regarding "community priority":

1. In your community, what is the biggest concern facing youth?

2. Thinking about tobacco use among youth, how would you rank it as a concern in your community?

3. Overall, how much of a priority would you say that the leaders in your community place on youth tobacco cessation?

Community Priority

- The three ratings were combined into a composite "community priority" index score

UIC

Community and Program Priority

Biggest Concern facing youth	% of County Key Informants (n = 5,633)	% of Program Key Informants (n=591)
Tobacco	14%	18%
Drugs	40%	46%
Other*	47%	36%

*e.g., Peer Pressure, Sex and STDs, Depression, Obesity, Poverty

•The county-level priority score (mean KI composite within a county) "biggest concern facing youth" reported by county-level key informants in counties where no programs were found are consistent with key informant reports in counties where one or more programs were found.

Program Challenges

	Somewhat/Very Challenging	Not too Challenging
Maintain leader support	**32%**	**68%**

•Programs in counties with a higher priority of youth tobacco use were more likely to report that maintaining leader support was not too challenging.

Obtain sufficient funding	**56%**	**44%**

•Programs in counties with a higher priority of youth tobacco use were more likely to report that obtaining sufficient funding is not too challenging.

Conclusions

•In a time of limited resources, program advocates and providers are faced with the challenges of choosing programs, obtaining support, and providing stakeholders evidence that the investment is worth sustaining.

• Evidence for program effectiveness may be key to obtaining sustained support and institutionalization of programs

UIC