



Tobacco, E-cigarette, and Marijuana Prevention

June 2014

One-time funding is provided for tobacco, marijuana, and e-cigarette prevention activities. The Department of Health (DOH) will partner with the Office of Superintendent of Public Instruction and community-based organizations to implement prevention activities. DOH will also contract with a media and communications firm to launch a public awareness campaign and develop a longer-term marijuana education campaign strategy.

Mission/Purpose: The DOH will identify and implement successful tobacco and substance abuse programs to focus on reducing the rate of poor health and health disparities.

Target Population: Prevention activities will be aimed at youth and populations with a high incidence of smoking and use of marijuana including communities of color, low-income populations, schools, and gay, lesbian, bisexual, transgender and questioning youth.

Services

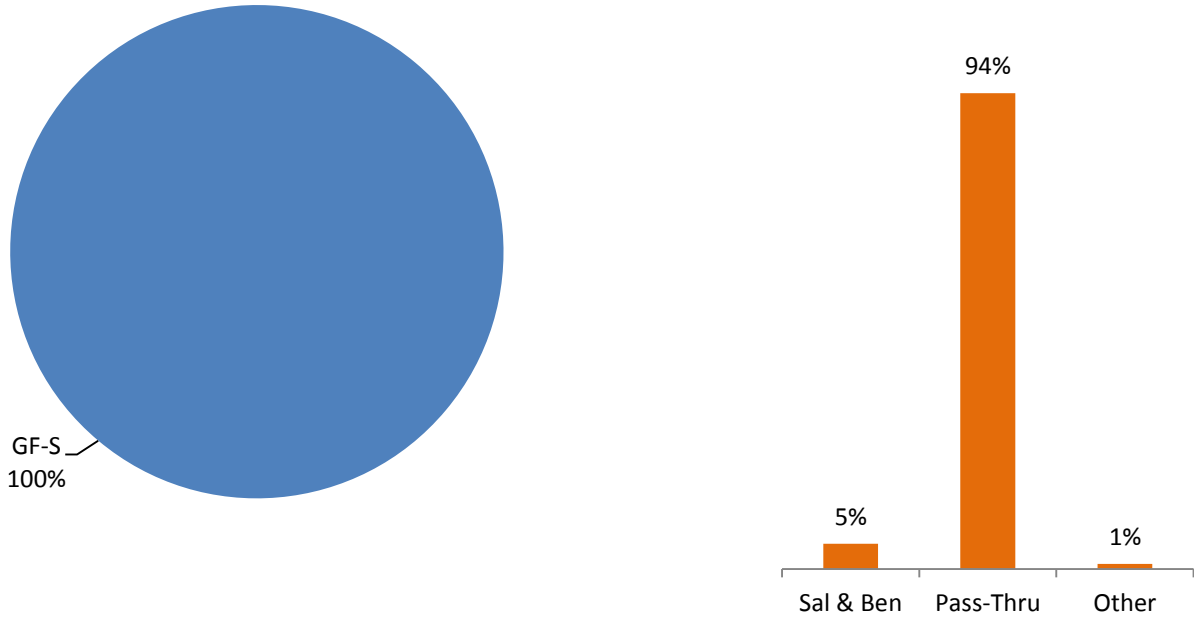
- DOH will identify and consult with diverse organizations and target audiences to provide updates on tobacco prevention activities.
- DOH will contract with 9 Educational Service Districts around the state to focus on updating school district policies and procedures to address the new youth prevention landscape that includes e-cigarettes, new tobacco products, and legalized recreational marijuana for adults.
- DOH will contract with several organizations that serve the target populations to focus on development of youth advocates for tobacco and marijuana prevention. These youth will discuss how tobacco and marijuana have impacted their lives.
- DOH will contract with a media and communications firm to launch a more immediate media campaign with existing materials/creative and develop a plan for a longer-term marijuana education campaign.
- The Department of Health will also consult with the Washington State Institute for Public Policy (WSIPP) on evidence-based, best practice for tobacco prevention interventions. WSIPP will conduct a study to determine future funding for DOH's tobacco and e-cigarette prevention programs.

Stakeholders

- The Office of Superintendent of Public Instruction
- Community-based organizations
- State ethnic commissions
- Middle and high schools
- Educational service districts
- Washington State Institute for Public Policy
- DSHS—Division of Behavioral Health and Recovery
- Liquor Control Board

2013-15 Biennium

Tobacco E-cigarette and Marijuana Prevention Fiscal Information



	GF-S	Federal	Dedicated	Fees	Total	Sal & Ben	Pass-Thru	Other
Total	1,465,229	0	0	0	1,465,229	77,752	1,383,399	4,078