

# Draft Plan for Distribution of Marijuana and Tobacco Funds

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## Overview:

In the 2016 budget, the Washington State Legislature gave \$7.25 million\* to the state Department of Health:

*“Solely for a marijuana education and public health program and for tobacco prevention activities that target youth and populations with a high incidence of tobacco use.”*

This money is for Fiscal Year 2016 (that is, July 2015 to June 2016; the legislature also gave money for 2017, but at this time, we are only working on 2016).

[Initiative 502 \(RCW 69.50.540\)](#) says that the marijuana education program must include:

- *A marijuana-use public health hotline*
- *A program for local health departments or other local community agencies for preventing use by youth*
- *Media-based education campaign*

The legislature left it up to the Department of Health to organize the rest of the details.

**The following table outlines our spending proposal. We would like your input. Please read our proposal and then consider the questions on the next page.**

<b>Plan for Spending Marijuana and Tobacco Funds, July 2015 through June 2016</b>		
<b>Activity</b>	<b>Amount</b>	<b>Result</b>
Marijuana Public Health Hotline	\$35,000	Financial support to the existing Washington Recovery Help Line, for marijuana-related services
Marijuana Program: General	\$2,000,000	Work for “development and implementation of coordinated intervention strategies for the prevention and reduction of marijuana use by youth” (Initiative 502)
Marijuana Program: Cross Cultural	\$250,000	Work for cross cultural and tribal community networks that address marijuana use within priority populations experiencing marijuana-related disparities
Media-based Marijuana Education Campaigns	\$3,340,000	Contract for “media-based education campaigns across television, internet, radio, print, and out-of-home advertising, separately targeting youth and adults, that provide medically and scientifically accurate information about the health and safety risks posed by marijuana use” (Initiative 502). Also, work for targeted, culturally appropriate, and accessible social marketing within priority populations
Tobacco Program: General	\$625,000	Work by regional tobacco contractors to support policy and environmental systems changes addressing tobacco and e-cigarette/vapor device use
Tobacco Program: Cross-Cultural	\$250,000	Work by cross cultural and tribal contractors to promote cessation and prevent youth use of tobacco and e-cigarettes within priority populations experiencing tobacco-related disparities
Tobacco Cessation	\$125,000	Financial support for the existing Washington State Quitline and the SmartQuit™ smartphone app
Staff Support	\$625,000	Agency staff to support both the marijuana and tobacco programs
<b>Total: \$7.25 million, including \$3.125 million to community agencies</b>		

Feedback needed:

1. **Does this plan make sense to you?**
2. **Is there anything important missing from this plan?**
3. **Are you interested in assisting the Department of Health as it plans and implements marijuana prevention activities at the community level?**

*Share your answers to these questions by:*

- Completing an online survey on our website at [www.doh.wa.gov/MJtobaccoComments](http://www.doh.wa.gov/MJtobaccoComments)
- Attending the community meeting in Spokane (September 1) or Tacoma (September 3) to share comments and/or complete a paper version of the survey

Use of funds:

The purpose of these funds allocated for marijuana prevention is focused on preventing and reducing use by youth. Please note that this spending plan is *not* related to medical marijuana in any way.

In this plan, we have allocated funds for both marijuana and tobacco that address:

1. Activities aimed at the general population.
2. Cross-cultural activities aimed at priority populations.
  - The idea is to focus the cross-cultural work on populations who experience disparities in the use of marijuana or tobacco.
  - The priority populations include Black/African American, Asian, Pacific Islander, Hispanic/Latino, American Indian/Alaska Native, and Lesbian/Gay/Bi-Sexual/Transgender.
3. Media-based marijuana education campaign.

Dispersing funds:

We will use a competitive process to identify the best and most cost-effective activities.

- For the general population work, we will issue a Request for Proposal by October 2015 and sign contracts by December 2015.
- We plan to extend all the existing contracts with cross cultural and tribal community organizations through March 2016. Then, we will conduct a competitive process with a Request for Proposal by December 2015 and with new contracts starting at the end of March 2016.
- For the media-based marijuana education campaigns, we plan to extend the existing contract with GMMB through March 2016. Then, we will issue a media Request for Proposal by December 2015, announce the new media contractor by January 2016, and begin the new media contract in April 2016.

If you have any questions about the marijuana and tobacco funds, please contact David Hudson at 360-236-3665 or [David.Hudson@doh.wa.gov](mailto:David.Hudson@doh.wa.gov).

**Thank you for your participation!**

\*The Washington State Legislature gave \$7.5 million a year total and dedicated \$.25 of that to the Washington Poison Center and the remaining \$7.25 million dedicated to the state Department of Health.

