

Massachusetts Tobacco Cessation and Prevention Program Statewide Meeting June 12, 2025



Make smoking history.

Agenda

- Welcome
- The Quitline
- FY25 Review and FY26 Planning
- Lunch
- Updates
- Networking Activity
- Celebrating the Past 10 Years of the Tobacco Free Community Partnership Program
- Evaluation and Adjourn



WELCOME

Mission Moment

MTCP will invest in and work with communities, especially with historically-oppressed communities, to reverse unjust policies, share decision-making power, and build community capacity to live a life free of commercial tobacco and nicotine.

This will be accomplished through an approach that acknowledges the role of the government, health care systems, and the tobacco industry in creating and perpetuating racial inequities in health and the factors that influence health.

THE QUITLINE

National Jewish Health – Katie Carradine and Dave Woodruff



The Massachusetts Quitline

Program Updates 2025



About National Jewish Health



Founded in 1899



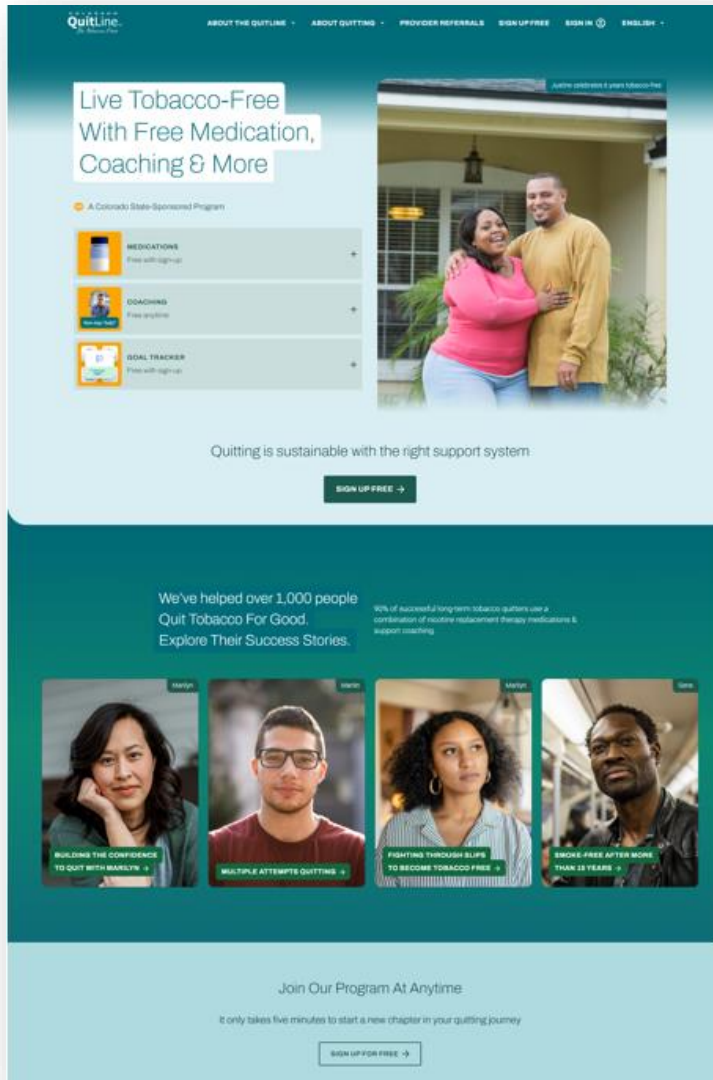
Dedicated to respiratory health for 125 years



As a nonsectarian, nonprofit academic medical research center, every dollar earned is reinvested in research and program enhancements

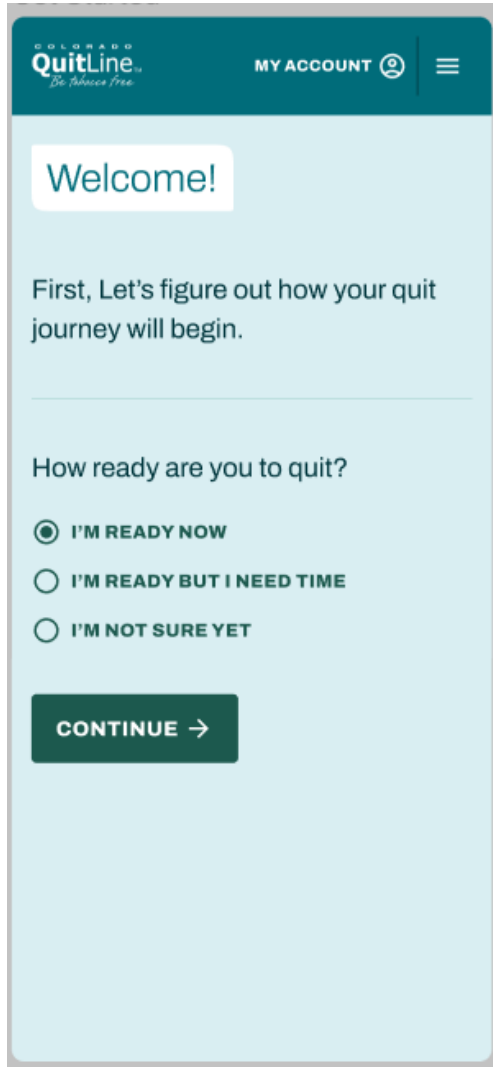


Quitlogix 3.0 Updates



Public Pages

- Site is designed for mobile and desktop.
- Addresses user feedback and guidance to provide:
 - clarity regarding what the program is.
 - content/images that speak to the emotional nature of the quit journey.
 - clarity on how the program will support individuals along the way.
 - design guardrails and guidelines on branding to ensure fast page load times and site performance.
- Meet WCAG 2.0 AA.



COLORADO
QuitLine™
Be Tobacco Free.

MY ACCOUNT ⓘ ≡

Welcome!

First, Let's figure out how your quit journey will begin.

How ready are you to quit?

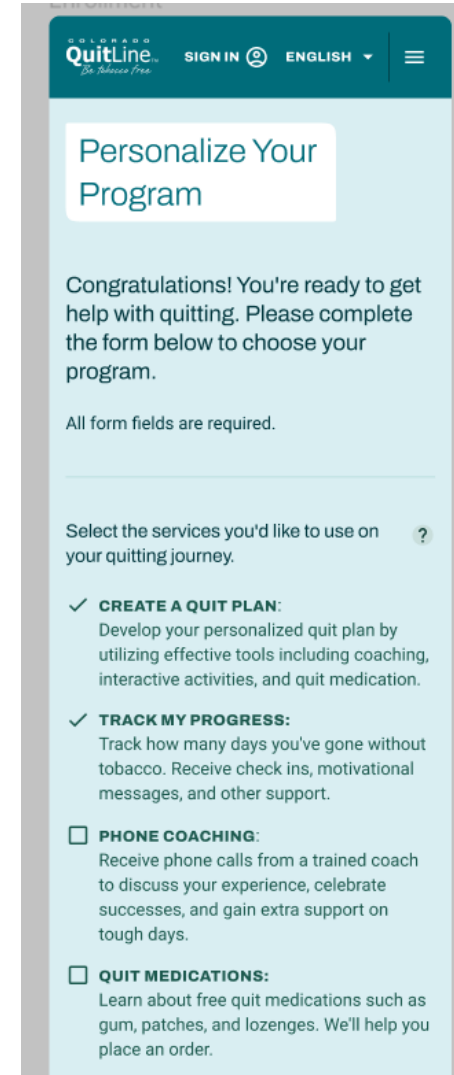
☒ I'M READY NOW

☐ I'M READY BUT I NEED TIME

☐ I'M NOT SURE YET

CONTINUE →

- Visitors see a new “Welcome” page after they click on “sign up now”.
- Added based on end user feedback for a transitional question before the enrollment form.



COLORADO
QuitLine™
Be Tobacco Free.

SIGN IN ⓘ ENGLISH ▾ ≡

Personalize Your Program

Congratulations! You're ready to get help with quitting. Please complete the form below to choose your program.

All form fields are required.

Select the services you'd like to use on your quitting journey. ?

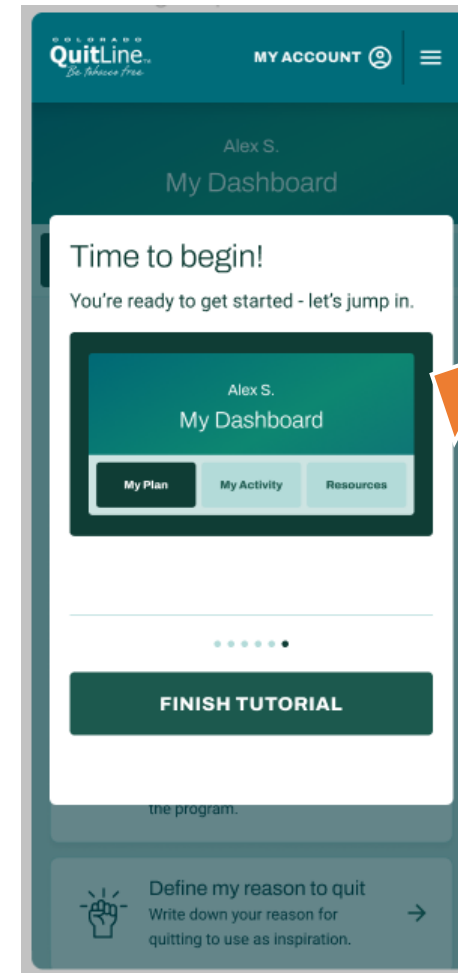
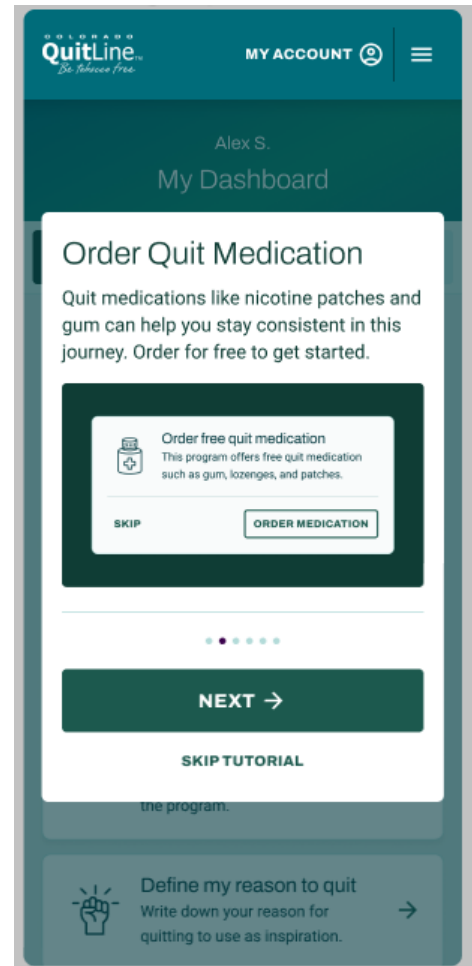
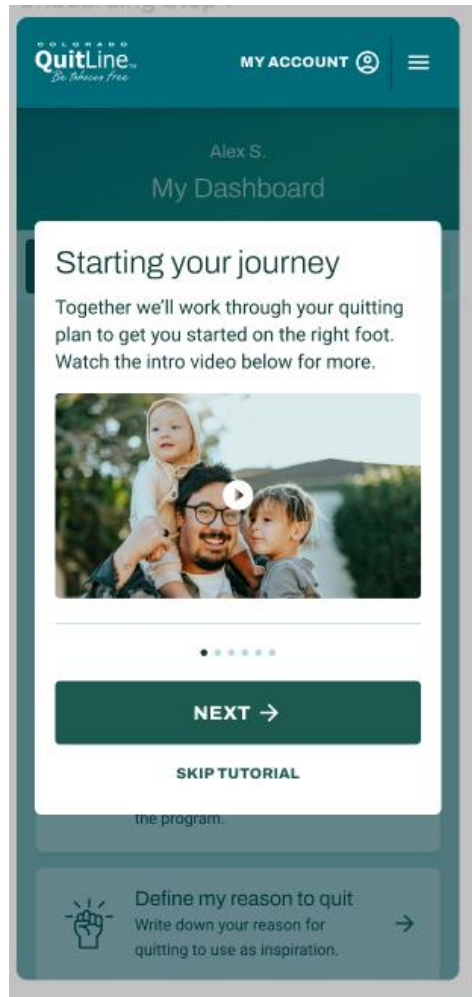
✓ **CREATE A QUIT PLAN:**
Develop your personalized quit plan by utilizing effective tools including coaching, interactive activities, and quit medication.

✓ **TRACK MY PROGRESS:**
Track how many days you've gone without tobacco. Receive check ins, motivational messages, and other support.

☐ **PHONE COACHING:**
Receive phone calls from a trained coach to discuss your experience, celebrate successes, and gain extra support on tough days.

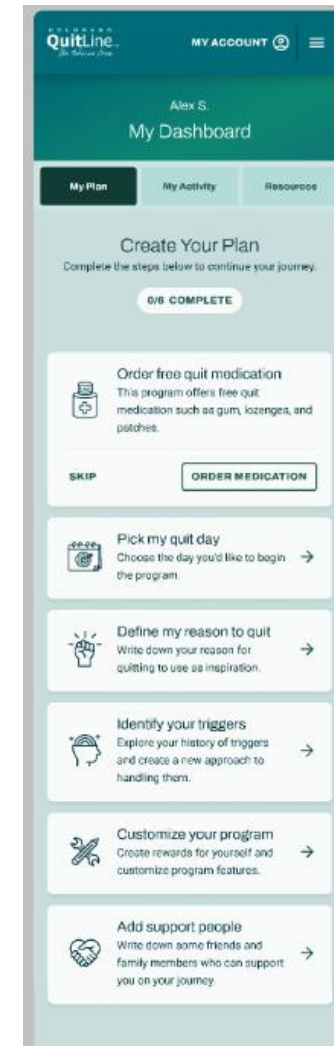
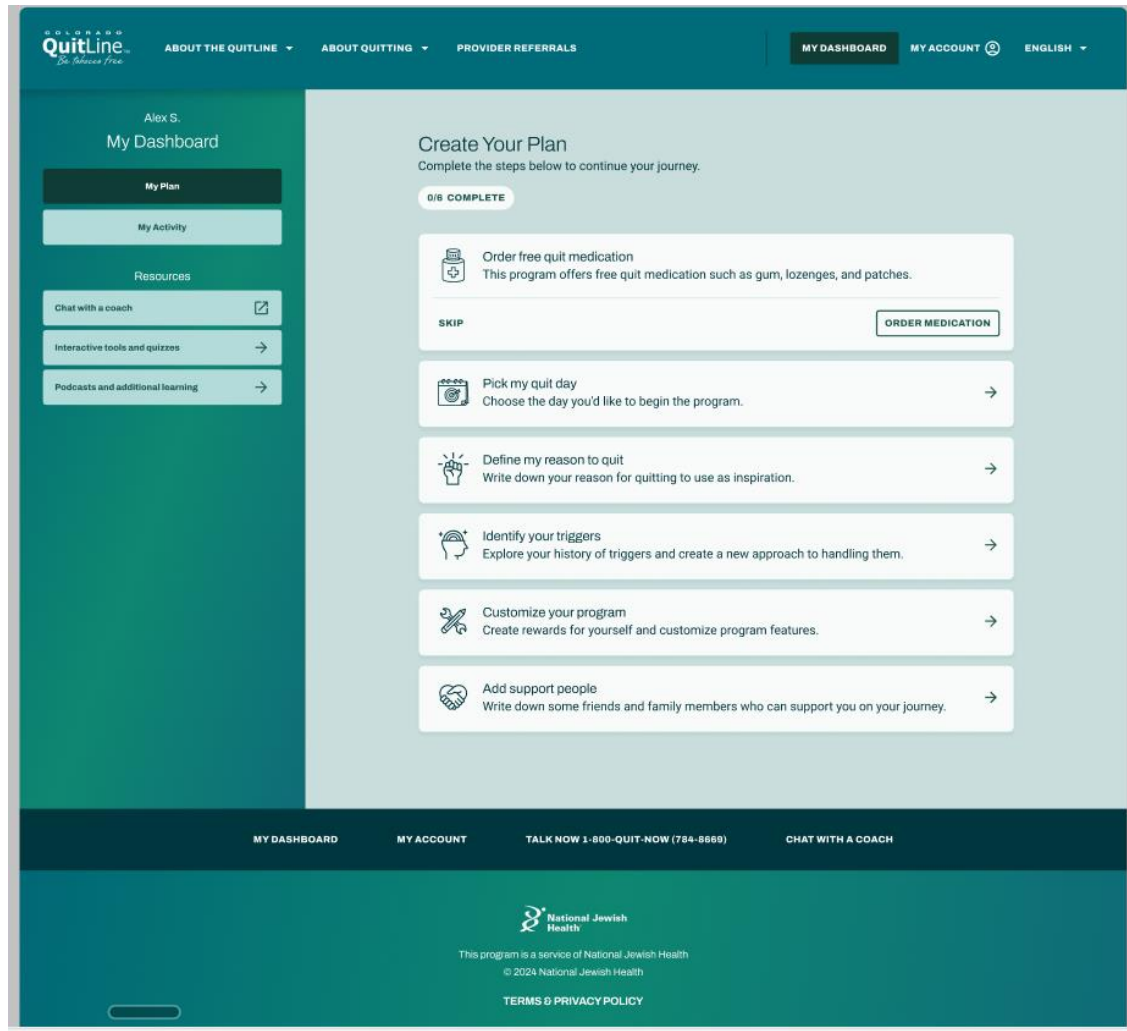
☐ **QUIT MEDICATIONS:**
Learn about free quit medications such as gum, patches, and lozenges. We'll help you place an order.

- The enrollment form is now called “Personalize Your Program”.
- Enrollment form keeps all MDS questions.

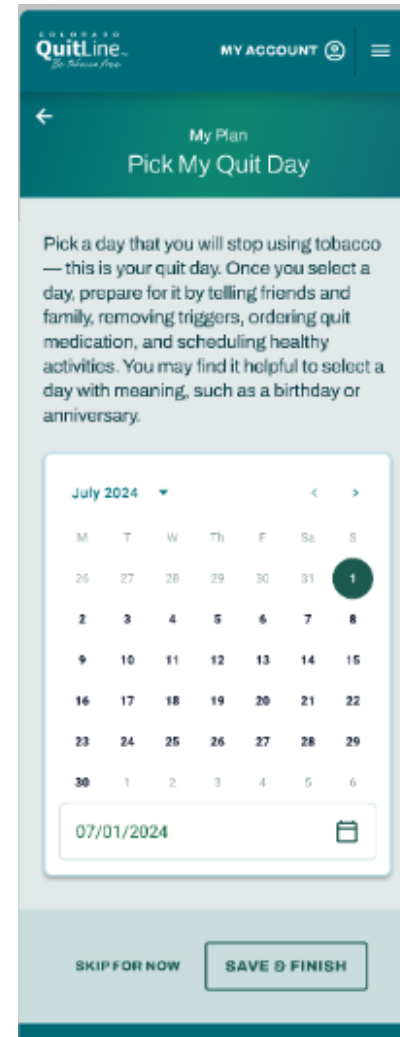
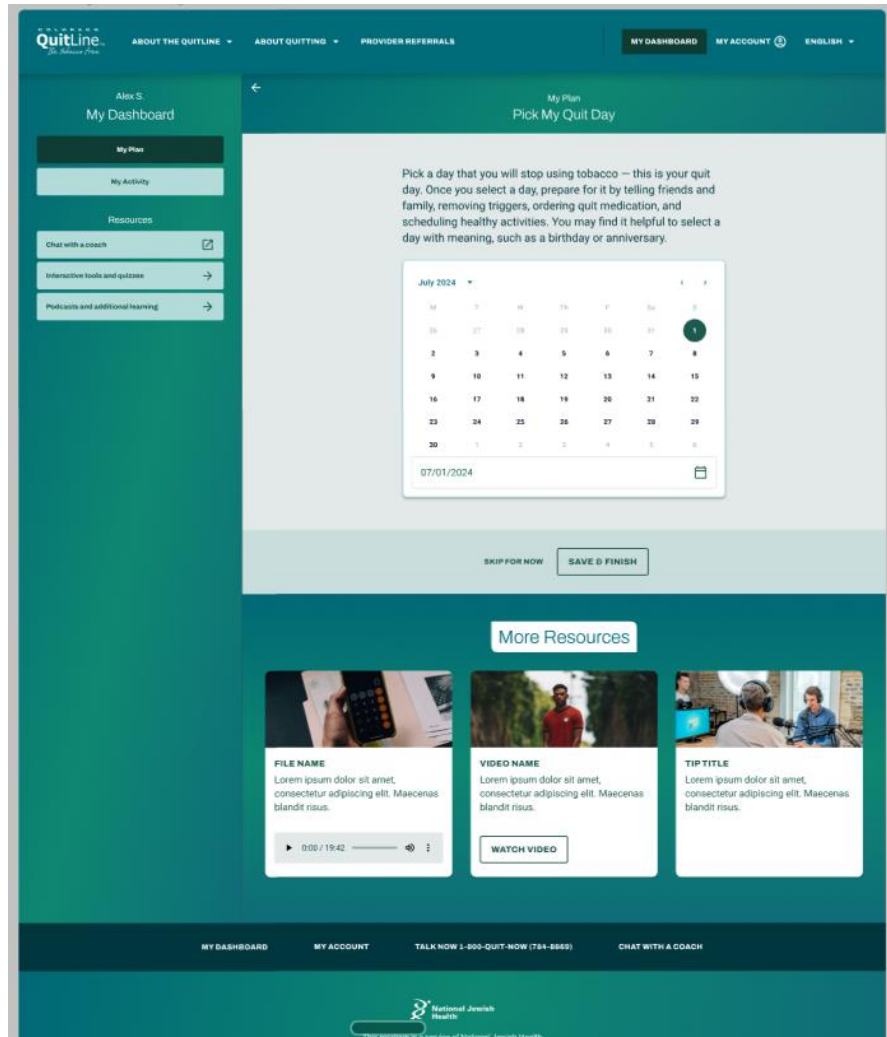


Tutorial

- New tutorial so participants understand what actions they need to take to set-up their program.

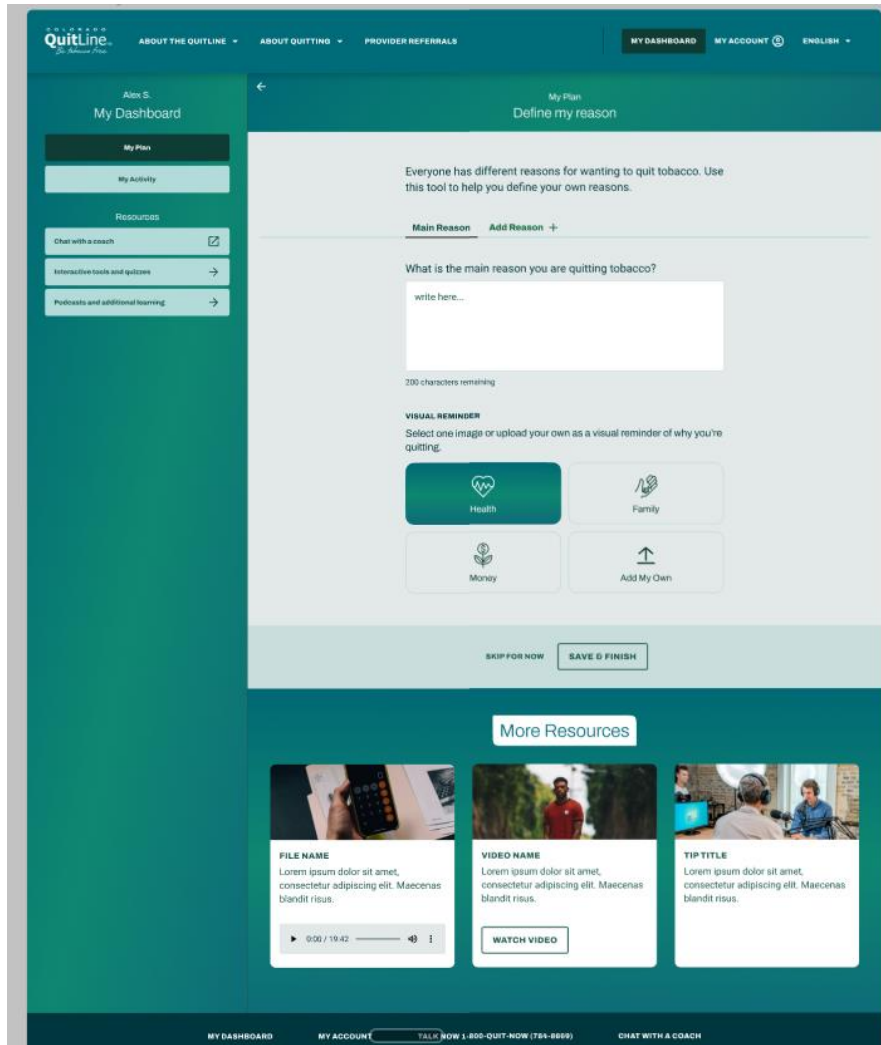


- My Dashboard
New dashboard for participants to see their Quit PLAN activities.



Pick My Quit Date

- Participants select their quit date.



QuitLine The Quitline App ABOUT THE QUITLINE ABOUT QUITTING PROVIDER REFERRALS MY DASHBOARD MY ACCOUNT ENGLISH

Alex S.
My Dashboard

My Plan
My Activity
Resources
Chat with a coach
Interactive tools and quizzes
Podcasts and additional learning

My Plan
Define my reason

Everyone has different reasons for wanting to quit tobacco. Use this tool to help you define your own reasons.

Main Reason Add Reason +

What is the main reason you are quitting tobacco?

write here...

250 characters remaining

VISUAL REMINDER
Select one image or upload your own as a visual reminder of why you're quitting.

Health Family Money Add My Own

SKIP FOR NOW SAVE & FINISH

More Resources

FILE NAME
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas blandit risus.

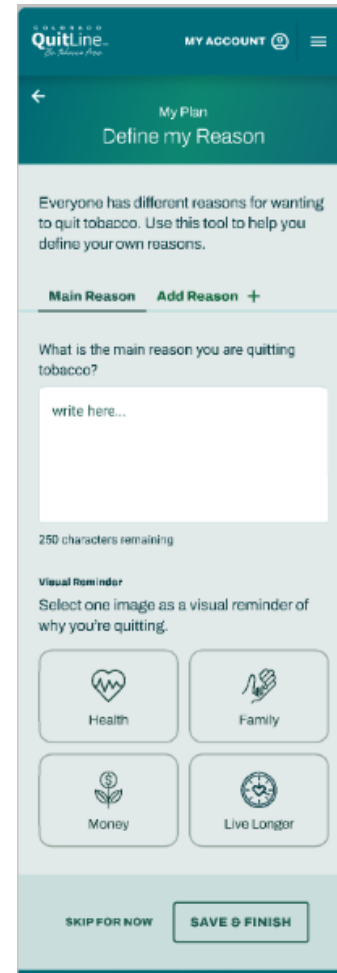
0:00 / 19:42

VIDEO NAME
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas blandit risus.

WATCH VIDEO

TIP TITLE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas blandit risus.

MY DASHBOARD MY ACCOUNT TALK NOW 1-800-QUIT-NOW (784-8558) CHAT WITH A COACH



QuitLine The Quitline App MY ACCOUNT

My Plan
Define my Reason

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250 characters remaining

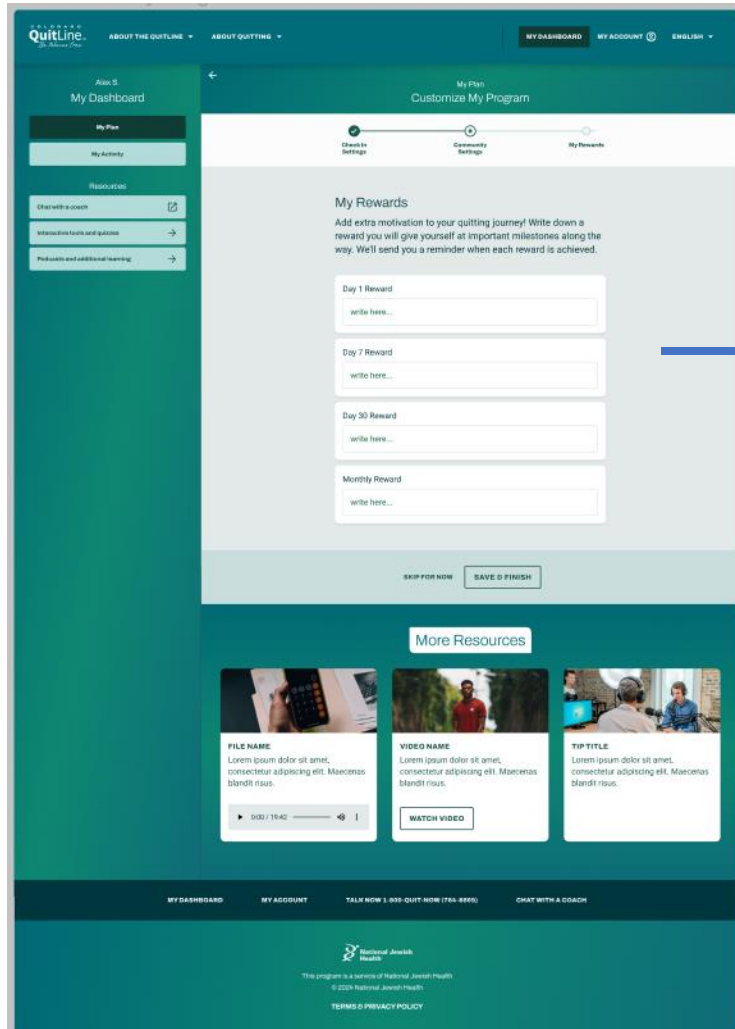
Visual Reminder
Select one image as a visual reminder of why you're quitting.

Health Family Money Live Longer

SKIP FOR NOW SAVE & FINISH

Define My Reason

- Participants define their reasons for quitting tobacco.



The screenshot shows the 'My Rewards' section of the QuitLine dashboard. The page has a green header with navigation links: 'ABOUT THE QUITLINE', 'ABOUT QUITTING', 'MY DASHBOARD', 'MY ACCOUNT', and 'ENGLISH'. The main content area is titled 'My Plan: Customize My Program' and includes a progress bar with three steps: 'Create My Settings', 'Community Settings', and 'My Rewards'. The 'My Rewards' section contains a description: 'Add extra motivation to your quitting journey! Write down a reward you will give yourself at important milestones along the way. We'll send you a reminder when each reward is achieved.' Below this are four text input fields for 'Day 1 Reward', 'Day 7 Reward', 'Day 30 Reward', and 'Monthly Reward'. At the bottom of the main content area are two buttons: 'SKIP FOR NOW' and 'SAVE & FINISH'. A sidebar on the left contains links for 'My Plan', 'My Activity', and 'Resources'. A footer section titled 'More Resources' displays three video thumbnails with placeholder text for file names, video names, and tip titles.

My Rewards

Add extra motivation to your quitting journey! Write down a reward you will give yourself at important milestones along the way. We'll send you a reminder when each reward is achieved.

Day 1 Reward

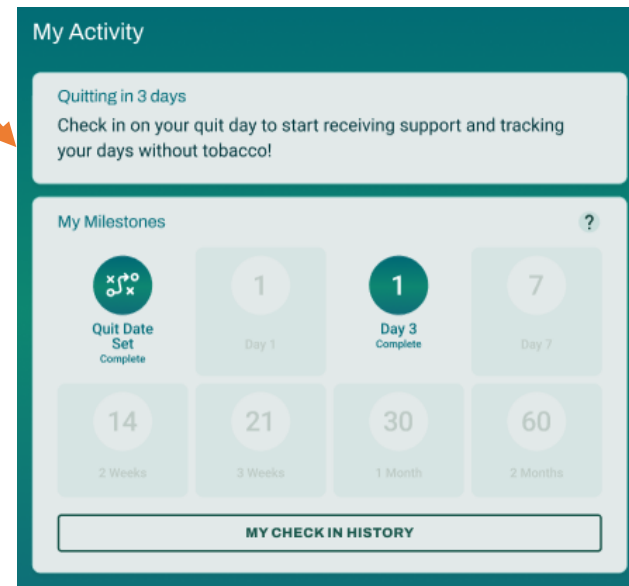
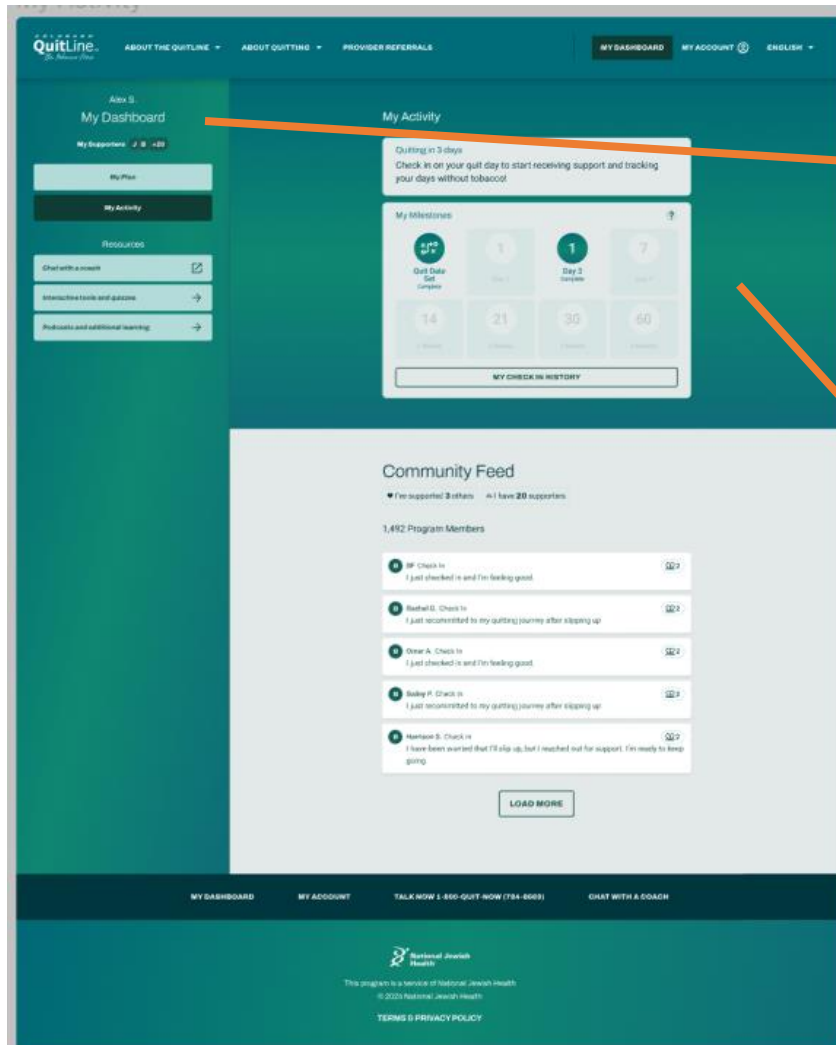
Day 7 Reward

Day 30 Reward

Monthly Reward

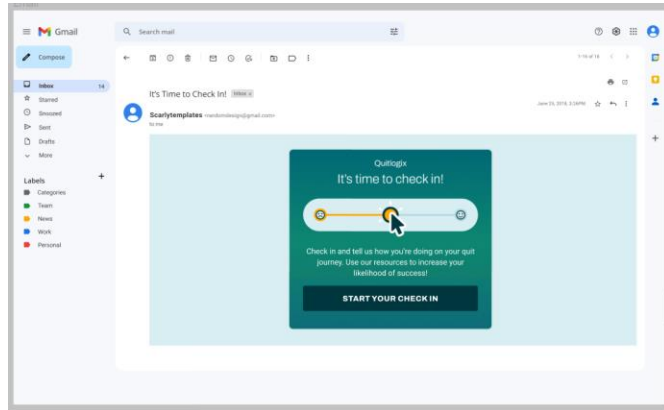
My Rewards

- Participants set their quit journey rewards.



My Activity

- New feature
- Participants are able to support each other in the community feed and track their check ins over time.



← Time to Check In

Hey Alex – How are you doing today?

I'm feeling great →

I'm worried I'll slip up →

I slipped up →

Hey Alex – How are you feeling today?

Send 1 for I'm great
Send 2 for I'm worried I'll slip up
Send 3 for I slipped Up

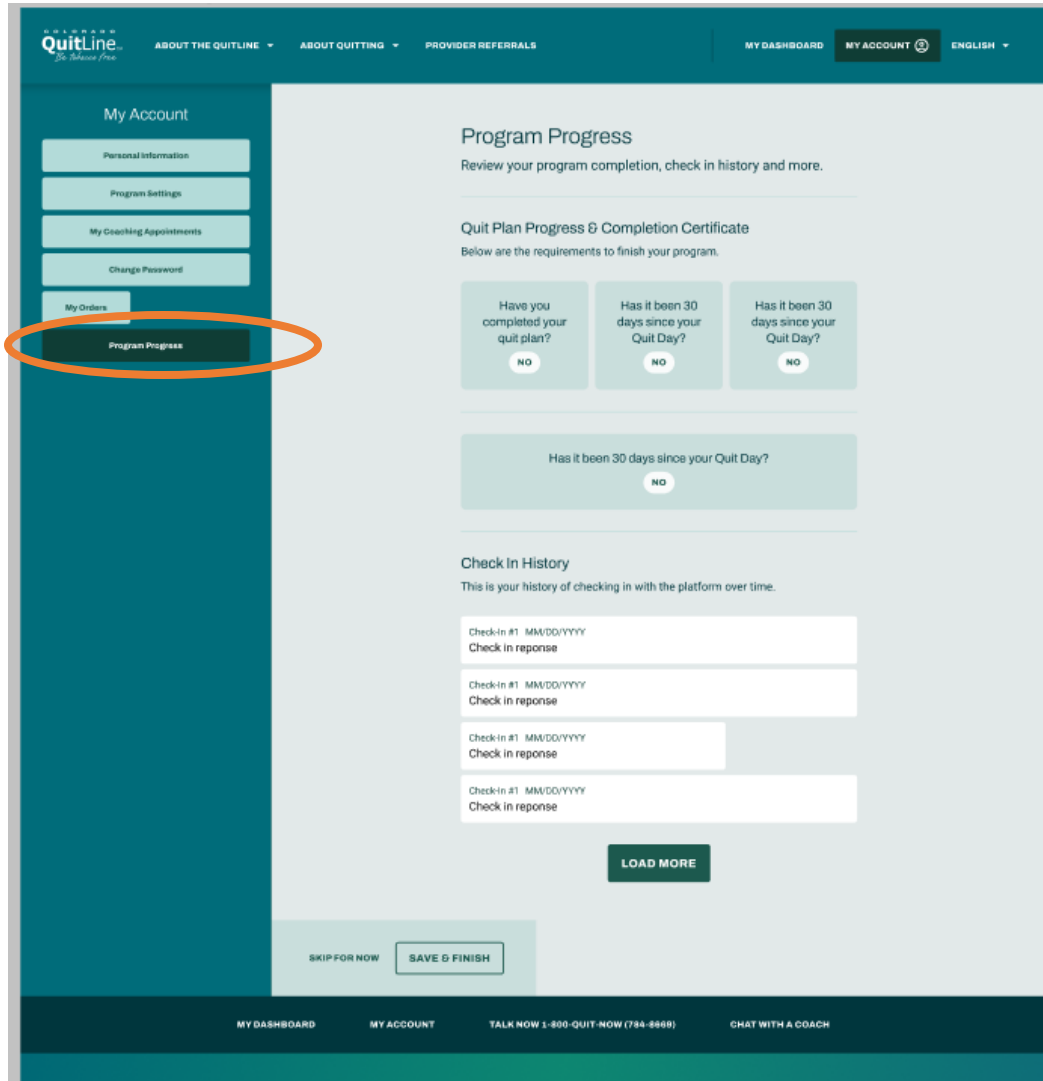
3

That's okay, it's normal to have slip ups. Let's get you back on track.

Here's a link to an activity to work through it: www.example.com

Check Ins

- New feature.
- Participants receive email or text check ins to share how they are feeling during their quit journey.



QuitLine
No Tobacco Free

ABOUT THE QUITLINE ▾ ABOUT QUITTING ▾ PROVIDER REFERRALS

MY DASHBOARD MY ACCOUNT ⓘ ENGLISH ▾

My Account

- Personal Information
- Program Settings
- My Coaching Appointments
- Change Password
- My Orders
- Program Progress**

Program Progress

Review your program completion, check in history and more.

Quit Plan Progress & Completion Certificate
Below are the requirements to finish your program.

Have you completed your quit plan? NO	Has it been 30 days since your Quit Day? NO	Has it been 30 days since your Quit Day? NO
---	---	---

Has it been 30 days since your Quit Day?
NO

Check In History
This is your history of checking in with the platform over time.

Check-in #1 MM/DD/YYYY	Check in response
Check-in #1 MM/DD/YYYY	Check in response
Check-in #1 MM/DD/YYYY	Check in response
Check-in #1 MM/DD/YYYY	Check in response

LOAD MORE

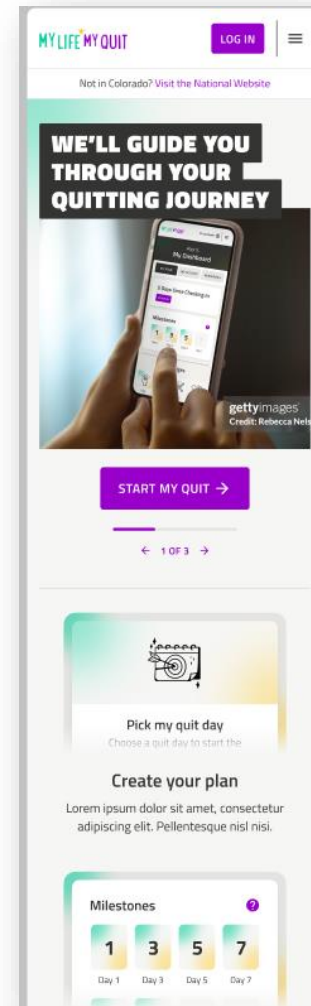
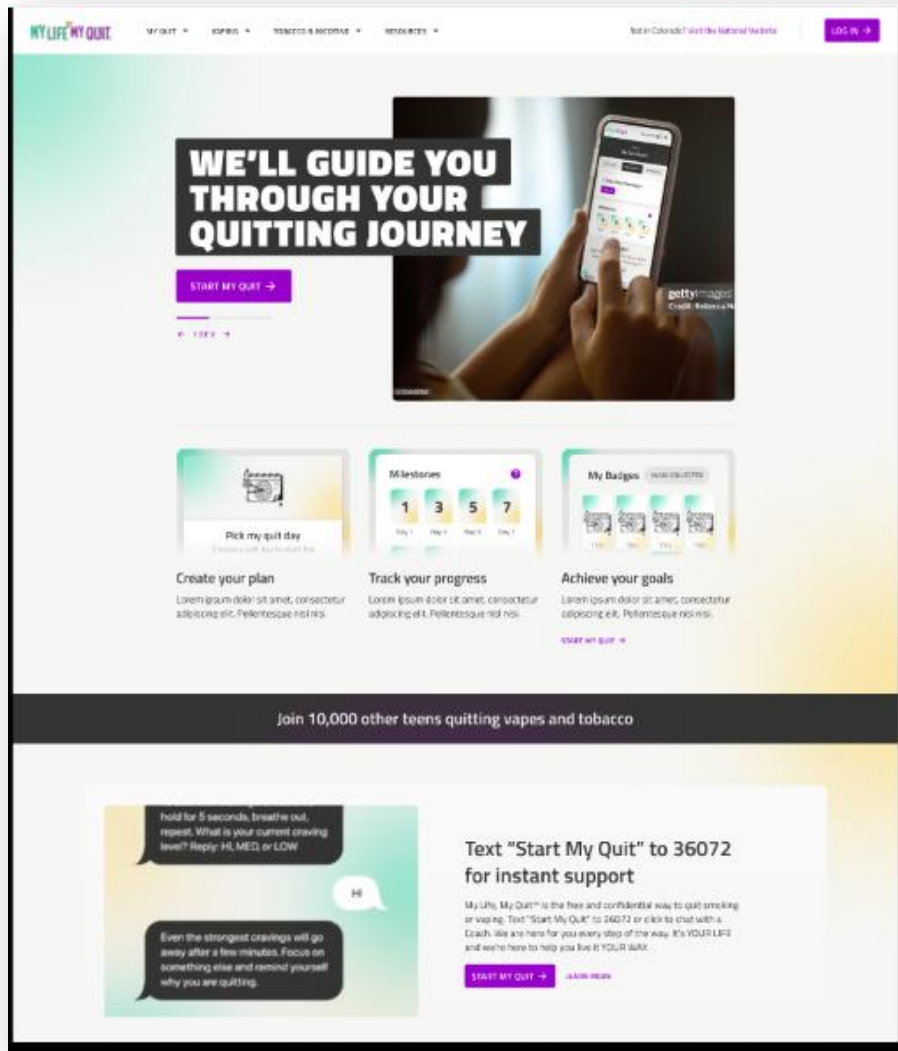
SKIP FOR NOW SAVE & FINISH

MY DASHBOARD MY ACCOUNT TALK NOW 1-800-QUIT-NOW (784-4469) CHAT WITH A COACH

Program Progress

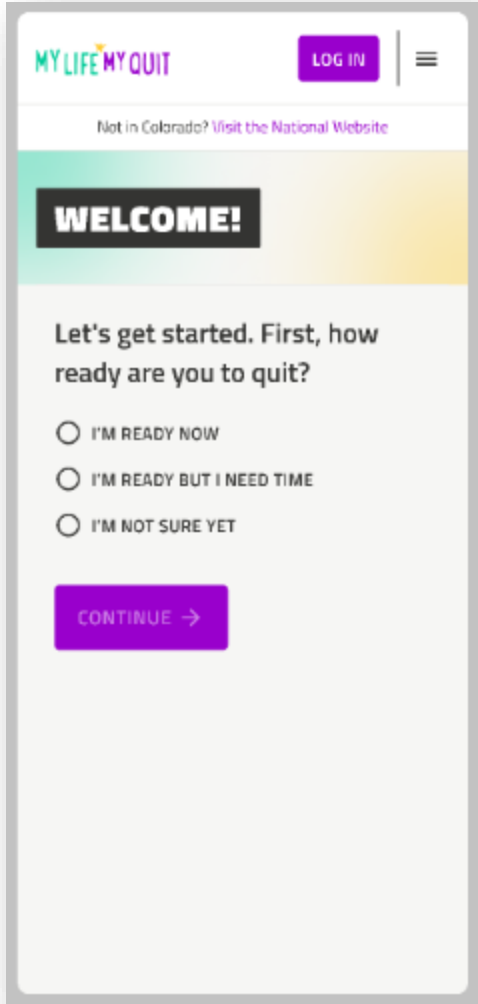
- Participant can see their progress towards program completion and view their check-in history.

My Life My Quit 2.0 Updates



Public Pages

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- Meet WCAG 2.0 AA.



MY LIFE MY QUIT [LOG IN](#)

Not in Colorado? [Visit the National Website](#)

WELCOME!

Let's get started. First, how ready are you to quit?

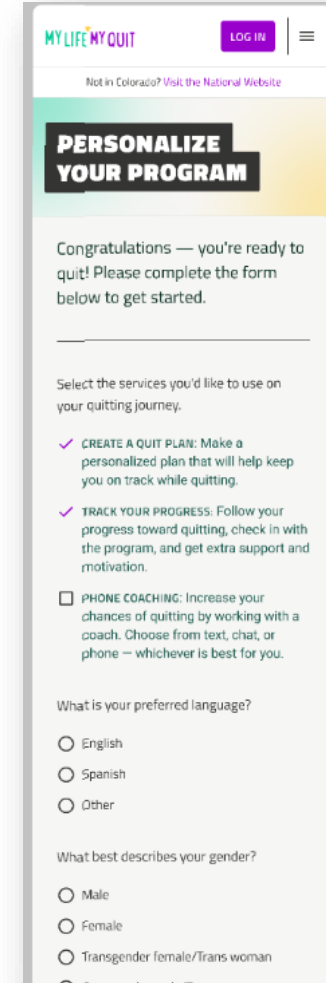
☐ I'M READY NOW

☐ I'M READY BUT I NEED TIME

☐ I'M NOT SURE YET

[CONTINUE →](#)

- Visitors see a new “Welcome” page after they click on “sign up now”.
- Added based on end user feedback for a transitional question before the enrollment form.



MY LIFE MY QUIT [LOG IN](#)

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PERSONALIZE YOUR PROGRAM

Congratulations — you're ready to quit! Please complete the form below to get started.

Select the services you'd like to use on your quitting journey.

☒ **CREATE A QUIT PLAN:** Make a personalized plan that will help keep you on track while quitting.

☒ **TRACK YOUR PROGRESS:** Follow your progress toward quitting, check in with the program, and get extra support and motivation.

☐ **PHONE COACHING:** Increase your chances of quitting by working with a coach. Choose from text, chat, or phone — whichever is best for you.

What is your preferred language?

☐ English

☐ Spanish

☐ Other

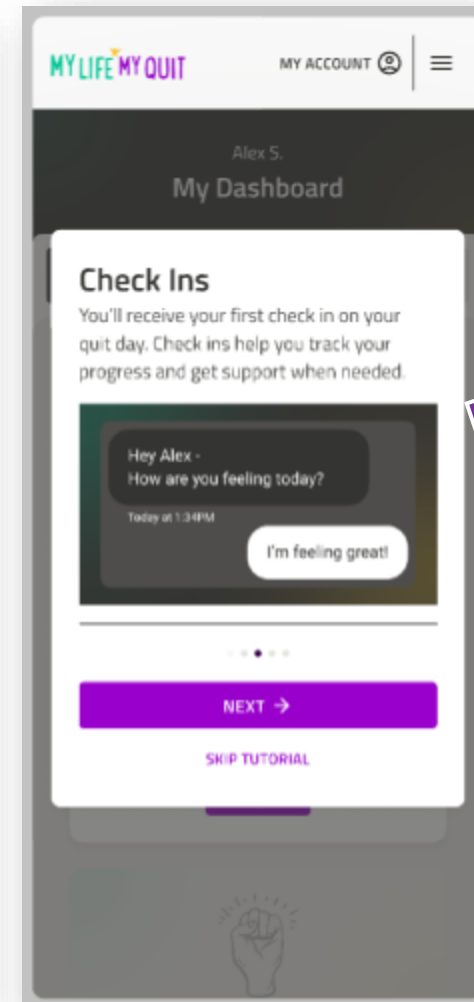
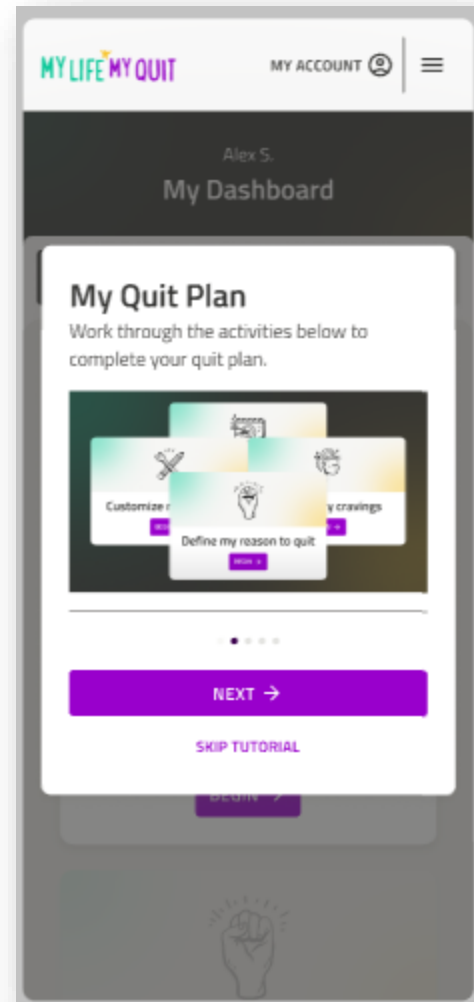
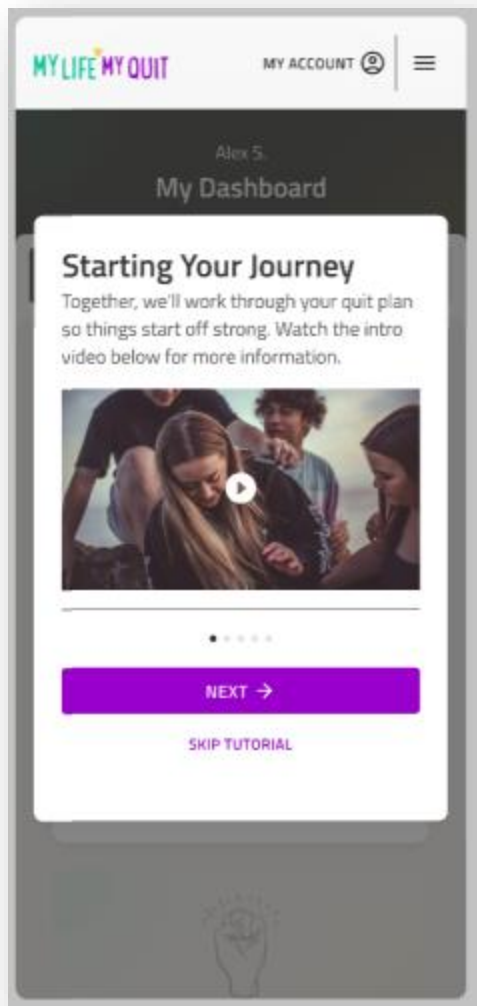
What best describes your gender?

☐ Male

☐ Female

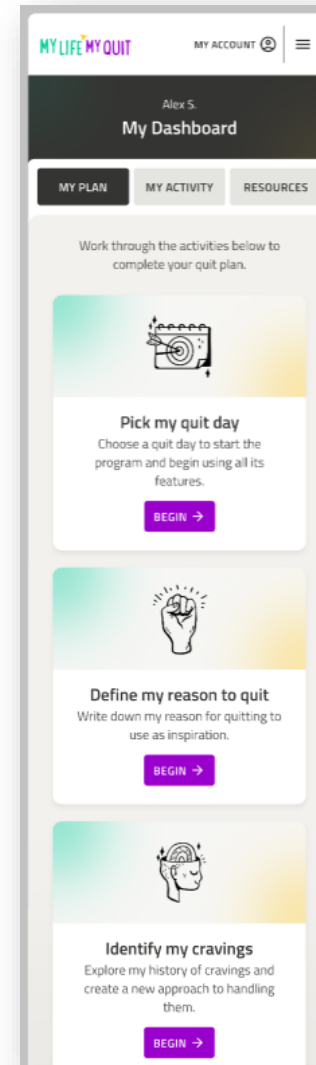
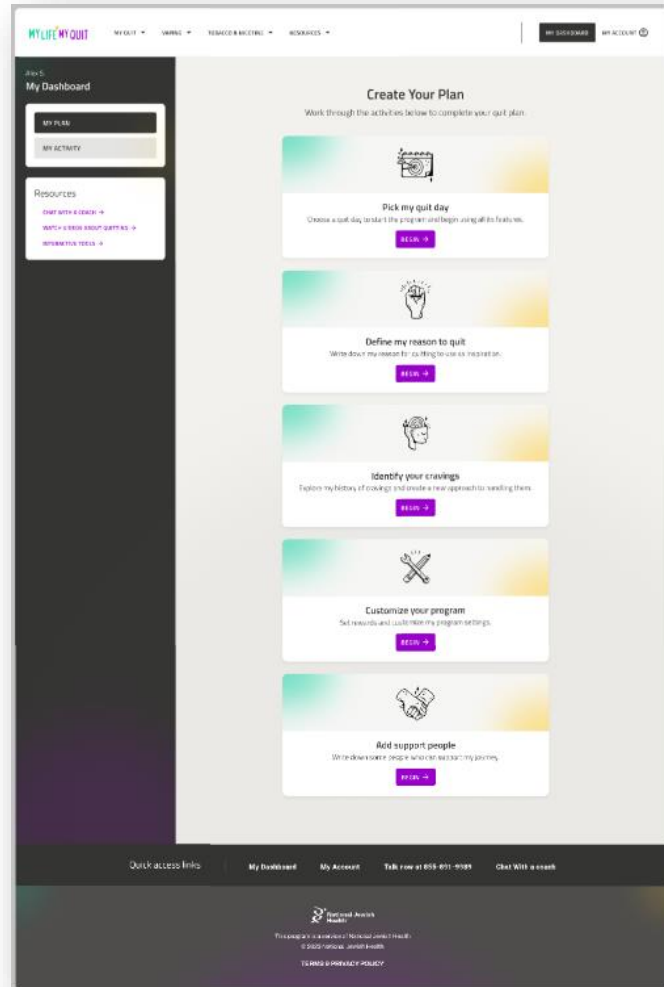
☐ Transgender female/Trans woman

- The enrollment form is now called “Personalize Your Program”.
- Enrollment form keeps all MDS questions.



Tutorial

- New tutorial so participants understand what actions they need to take to set-up their program.



My Dashboard

- New dashboard for participants to see their Quit PLAN activities.

MY LIFE MY QUIT MY QUIT MY PLAN TOBACCO & NICOTINE RESOURCES

MY ACCOUNT

My Plan
My Quit Day

How do I pick a quit day?

WHAT DAY SHOULD I PICK? +

WHAT HAPPENS ON THAT DAY? +

HOW LONG WILL QUITTING TAKE? +

Pick a day that you will stop vaping or using nicotine. This is your quit day! It is important to set a day and prepare for it.

July 2024

Su	Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31

MM/DD/YYYY

SKIP FOR NOW SAVE & FINISH

Quick access links: My Dashboard My Account Talk now at 800-891-9989 Chat With a coach

National Jewish Health
The premier national reference for Jewish health
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TERMS & PRIVACY POLICY

MY LIFE MY QUIT MY ACCOUNT

My Plan
My Quit Day

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July 2024

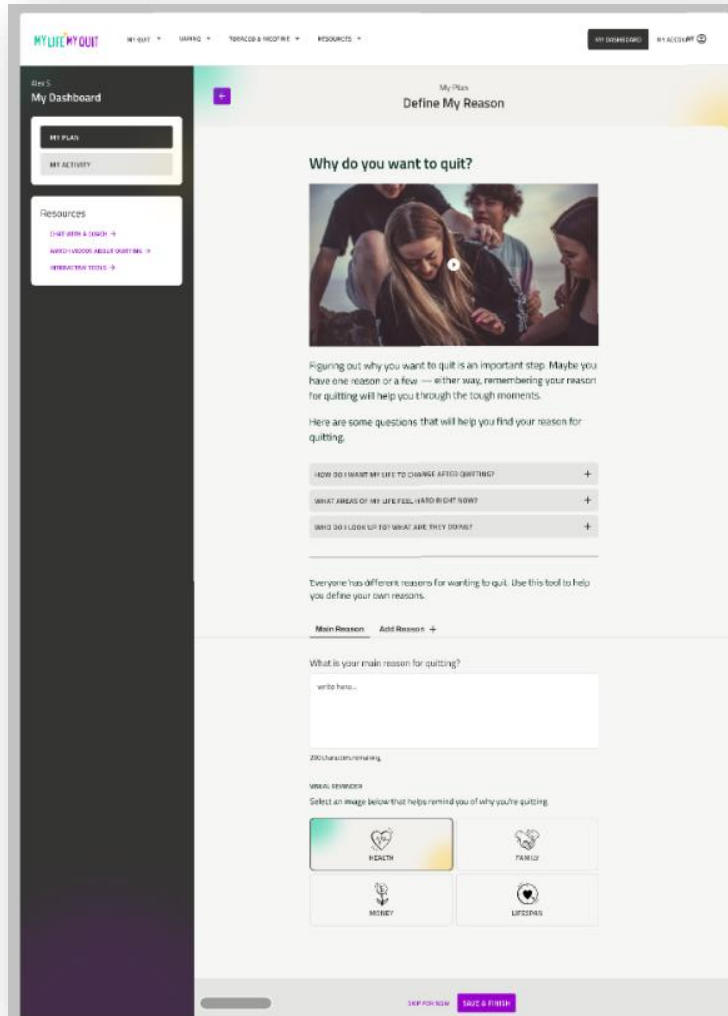
M	T	W	Th	F	Sa	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

MM/DD/YYYY

SKIP FOR NOW SAVE & FINISH

Pick My Quit Date

- Participants select their quit date.



MY LIFE MY QUIT MY QUIT + MY PLAN + MY ACCOUNT

Age 55 My Dashboard

MY PLAN

MY ACTIVITY

Resources

CHAT WITH A SPECIALIST +

WATCH VIDEOS ABOUT QUITTING +

REVIEW YOUR TOOLS +

Define My Reason

Why do you want to quit?



Figuring out why you want to quit is an important step. Maybe you have one reason or a few — either way, remembering your reason for quitting will help you through the tough moments.

Here are some questions that will help you find your reason for quitting.

HOW DO I WANT MY LIFE TO CHANGE AFTER QUITTING? +

WHAT AREAS OF MY LIFE FEEL HARD RIGHT NOW? +

WHO DO I LOOK UP TO? WHAT ARE THEY DOING? +

Everyone has different reasons for wanting to quit. Use this tool to help you define your own reasons.

Main Reason **Add Reason** +

What is your main reason for quitting?

write here...

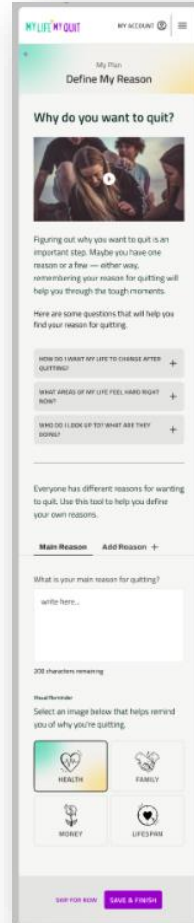
250 characters remaining

Visual Reminder

Select an image below that helps remind you of why you're quitting.

[VIEW YOUR PLAN](#) [SAVE & FINISH](#)



MY LIFE MY QUIT MY ACCOUNT

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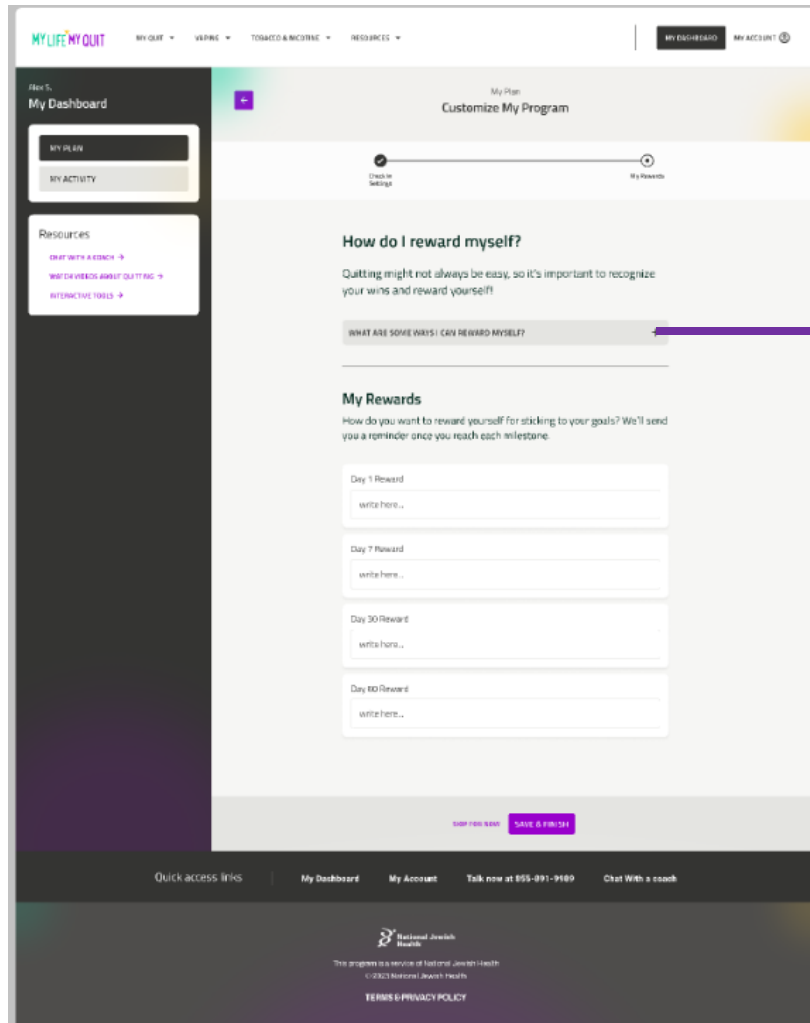
Select an image below that helps remind you of why you're quitting.

[VIEW YOUR PLAN](#) [Save & Finish](#)

Define My Reason

- Participants define their reasons for quitting tobacco.



MY LIFE MY QUIT MY QUIT VAPING TOBACCO & NICOTINE RESOURCES MY DASHBOARD MY ACCOUNT

My Plan
Customize My Program

Check in settings My Rewards

How do I reward myself?

Quitting might not always be easy, so it's important to recognize your wins and reward yourself!

WHAT ARE SOME WAYS I CAN REWARD MYSELF?

My Rewards

How do you want to reward yourself for sticking to your goals? We'll send you a reminder once you reach each milestone.

Day 1 Reward
write here...

Day 7 Reward
write here...

Day 30 Reward
write here...

Day 60 Reward
write here...

SHOW THIS REMINDER SAVE & FINISH

Quick access links My Dashboard My Account Talk now at 855-991-9169 Chat With a coach


This program is a service of National Jewish Health
© 2023 National Jewish Health
TERMS & PRIVACY POLICY

My Rewards

How do you want to reward yourself for sticking to your goals? We'll send you a reminder once you reach each milestone.

Day 1 Reward

write here...

Day 7 Reward

write here...

Day 30 Reward

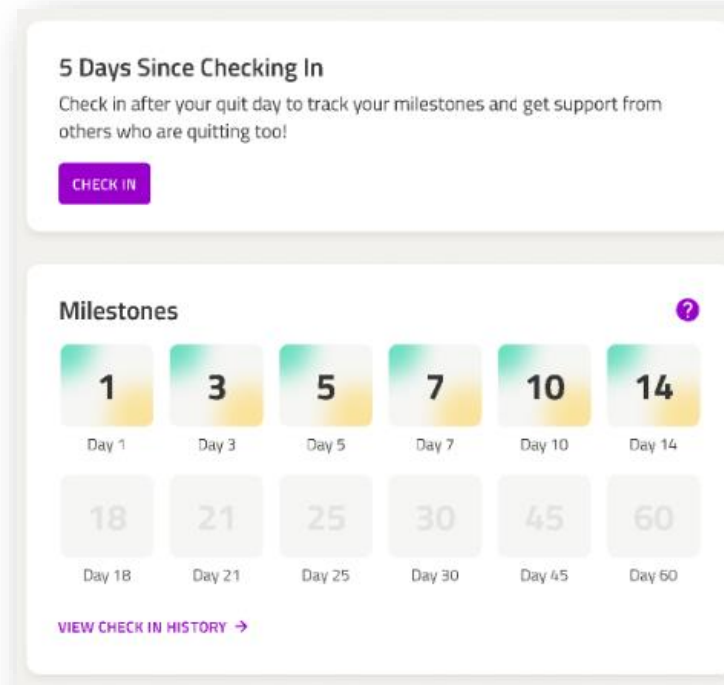
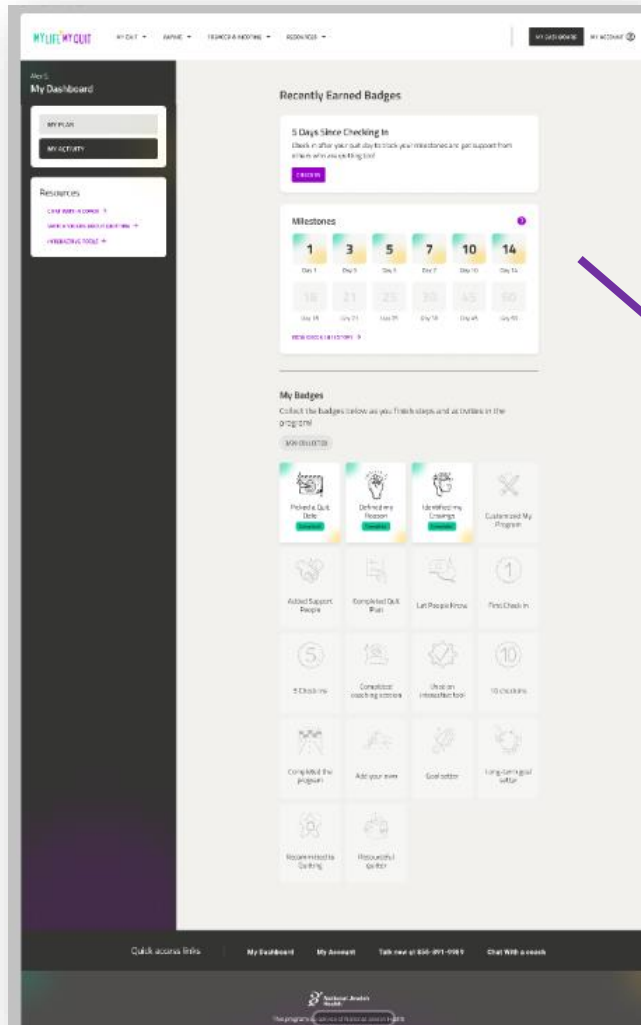
write here...

Day 60 Reward

write here...

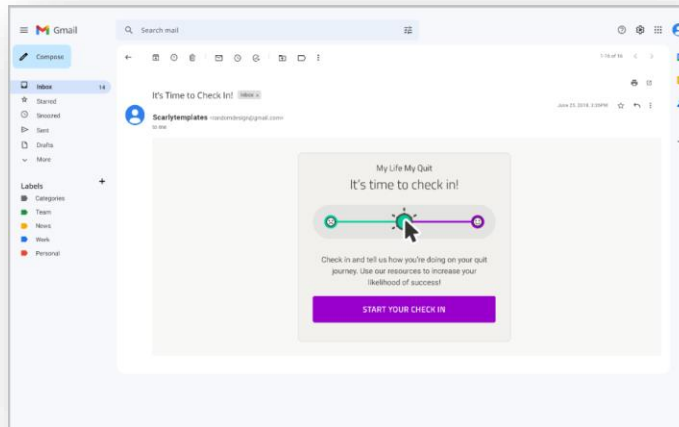
My Rewards

- Participants set their quit journey rewards.



My Activity

- New feature
- Participants are able to track their check ins over time.



How are you feeling today?

Enter 1 for I'm doing great
Enter 2 for I'm worried I'll use
Enter 3 for I slipped up

3

That's okay, it's very common to fall off track early on. Slip ups happen during the quitting process, so don't be too hard on yourself. Let's get you back on track.

Here's a link: www.example.com

Time to
Check In

Hey Alex – How are you feeling today?

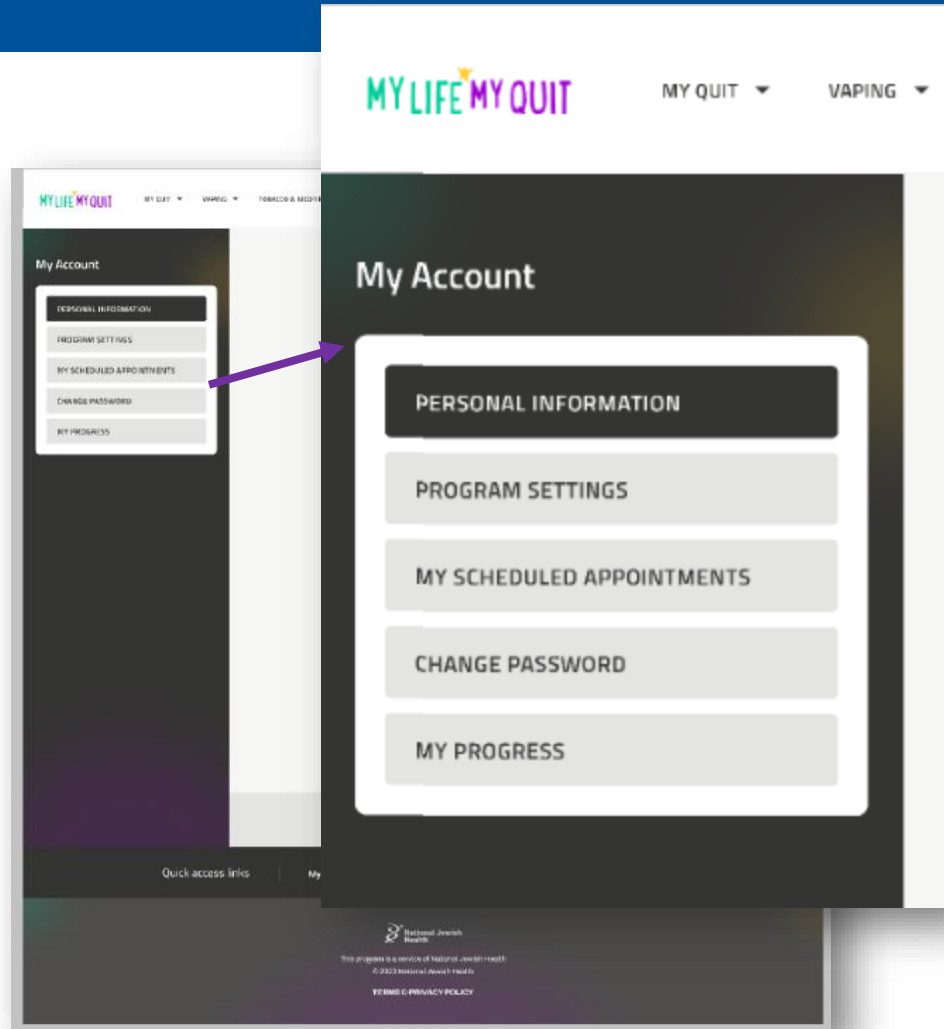
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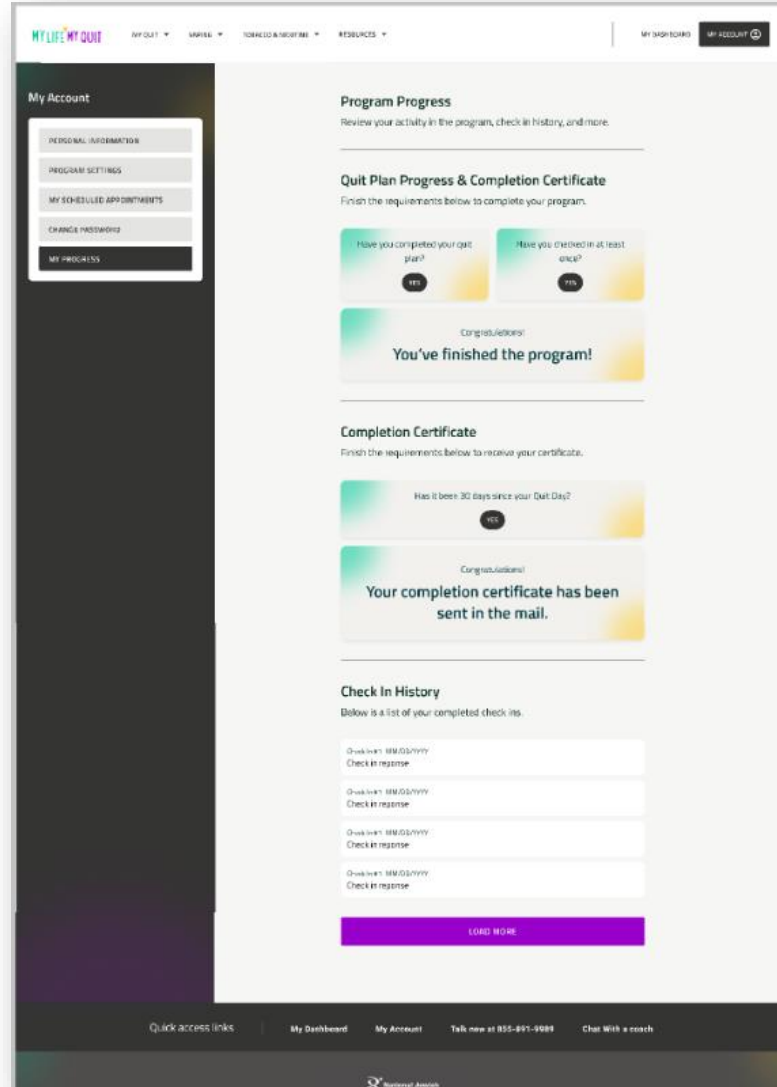
Check Ins

- New feature
- Participants receive email or text check ins to share how they are feeling during their quit journey.



My Account Pages

- Participants can visit My Account pages to make updates to their account and program.



Program Progress

- Participant can see their progress towards program completion and view their **check-in history**.

UNDER CONSTRUCTION

COMING SOON

STAY TUNED!

My Life, My Quit – App

- Chat to connect with Coaches for real time coaching support.
- Push notifications to support in the moment participant needs and increase participant engagement.
- Seamless integration between app, web and phone program to allow participants to engage in coaching services based on their preferences (i.e., via app chat, text message or phone).
- Ability to present cessation support information and activities when participants are out of cellular or Wi-Fi connection range.

Provider Referrals – Engagement and Education Videos

- Addresses key topics –
 - How the Quitline supports referred patients?
 - How to make a referral to the Quitline?
 - What happens when a referral is made to the Quitline?
 - What information will providers receive after making a referral to the Quitline?
 - How providers and clinics can optimize their quitline referral process.
 - Incorporating Ask, Advise, Connect into everyday practice.
 - Quitline services: Overview of what a quitline is and how it supports patients.
 - How to engage patients in a conversation about quitting?
- This project will develop up to eight new brief (2 to 5 minute) animated videos hosted on the state's QuitLogix Health Professionals page.
- The state will receive the unique YouTube video link for each video.

Young Adult Web Program Enhancements

- Young Adult user experience (UX) feedback and panels and formative information gathering focus group being conducted.
- Report out of findings from the UX feedback on the new Quitlogix web program with recommendations to be considered.
- Implementation of key recommendations that can be acted.

Questions?

Thank you!



The Massachusetts
Quitline



FY25 REVIEW FY26 PLANNING

FY25 Review

- General
 - CDC No-Cost Extension
 - Submit billing
- JUUL Settlement Activities

JUUL SETTLEMENT ACTIVITIES

Communications

Communications Activities - Prevention

Prevention Campaign Activities

- Re-run of Facts. No Filters.
- Re-run of Get Outraged!



Prevention Formative Research Activities

- Formative research with youth to determine messaging/next steps
- Formative research with parents to determine messaging/next steps

Communications Activities - Cessation

Cessation Campaign Activities

- Re-run of licensed cessation ads to promote My Life, My Quit

Cessation Formative Research Activities

- Development of Young Adult cessation campaign
 - Formative research
 - Creative development
 - Creative testing, finalizing concepts, approvals, and campaign launch in FY26

JUUL SETTLEMENT ACTIVITIES

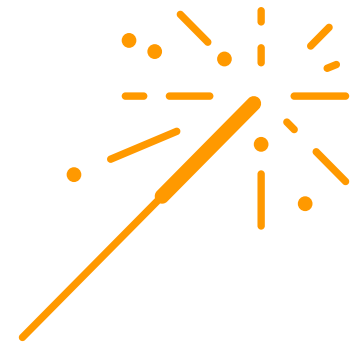
The 84

The 84 Comic Book Project

- Comic books incorporate themes of fighting against the tobacco and vaping industries
- Created to allow youth the ability to express their ideas in a creative manner
- Allows us to have tangible items we can share with others to showcase youth voice
- \$20,000 awards were given to youth groups
- 11 grants were awarded
- Six new chapters joined The 84

Creative Spark Fund

- Open to non 84 Chapters which allowed us to reach a wider range of youth groups
- Allowed more creative freedom which led to very inspiring work from youth
- Creative projects range from art murals, podcasts, music videos, photography, and much more
- \$5,000 awards were given to youth groups
- 35 Grants were awarded
- Eight new chapters joined The 84



JUUL SETTLEMENT ACTIVITIES

Tobacco-Free Community Partnership Programs

JUUL SETTLEMENT ACTIVITIES

Technical Assistance - Policy

Technical Assistance & Unfunded BOHs

- Six presentations to unfunded Boards of Health regarding Model Regs
 - Goal: Train funded and unfunded tobacco control programs on new policies and changes in the model regulations
- Assisted 18 unfunded municipalities with updating their regs and other TA issues
 - Ashfield
 - Bellingham
 - Dartmouth
 - Franklin
 - Georgetown
 - Holyoke
 - Kingston
 - Longmeadow
 - Mansfield
 - Medfield
 - Milton
 - Montague
 - North Attleboro
 - Needham
 - North Brookfield
 - Waltham
 - Western Bristol
 - Worcester

JUUL SETTLEMENT ACTIVITIES

Technical Assistance - Cessation

Institute for Health and Recovery

- Increase the number of quality improvement activities that facilitate and strengthen tobacco/nicotine reduction services for people served by behavioral health and mental health settings (e.g., implementing the TEC model in DMH Clubhouses)
- Increase the number of internal collaborations within IHR that facilitate the capacity to implement tobacco/nicotine use and dependence interventions (e.g., tobacco-free norms/policies, screening, treatment assistance) among behavioral health populations

Institute for Health and Recovery

- Integrate work into priority populations (e.g., active outreach to programs serving women, pregnant, and postpartum individuals, and implementation of the Perinatal Curriculum)
- Increase the number of assessments conducted that facilitate engagement of people with lived experiences of tobacco/nicotine use, dependence, and recovery (e.g., Dimensions of Wellness series with MCTR)
- Ensure equitable distribution of nicotine addiction training, technical assistance, NRT, and other resources

UMass Chan Medical School

Current work (priorities):

- Health Systems work:

- Engaging with Federally Qualified Health Centers (FQHC) to include:
 - Programming and incentives to support FQHCs in establishing eReferral to the Quitline and developing workflows to support its use
 - Trainings focused on implementing patient-centered brief interventions
- Expanding services to engage OB/GYNs, pediatricians

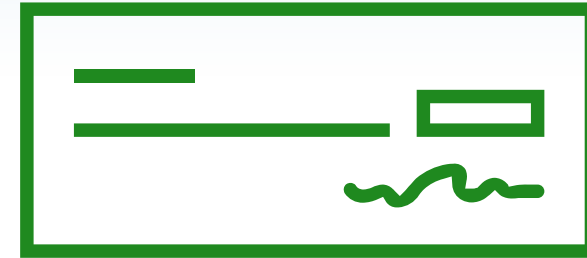
- Youth work/expanded scope:

- Developing two trainings focused on increasing skills of providers and staff assisting youth who use tobacco/nicotine in quitting
- Reviewing materials for assisting youth in quitting, including youth-based materials and guides/support documents for school nurses/staff
- Engaging school nurses/staff and pediatricians to promote materials and treatment options

FY26 PLANNING

FY26 Planning – Funding and Approach

- Funding
 - CDC
 - DPH
 - What we know
 - What we don't know
 - Contingency planning
 - NCTOH
- Contingency planning for infrastructure
- Current plans



FY26 Planning – What's in the Works

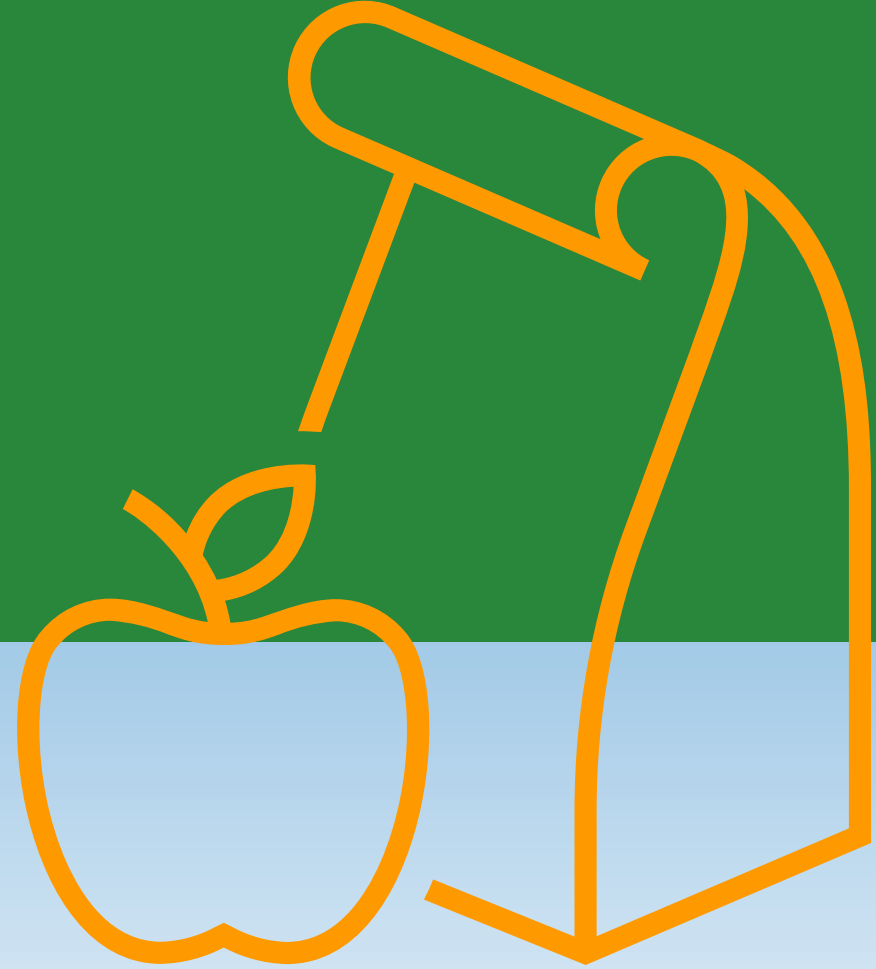
- JUUL ISA Projects

- Community-Based Participatory Evaluation (CBPE)
- Community Advisory Board
- Provider Symposium
- Young Adult Cessation Campaign
- Retailer Education and Training

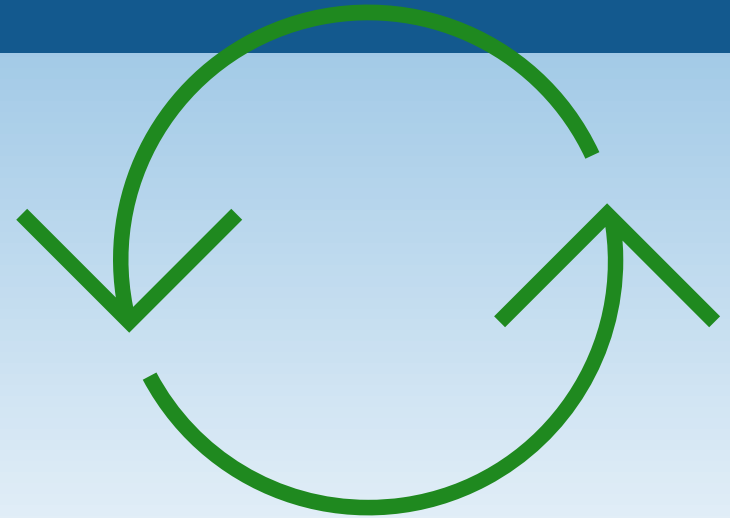


- Communications re-procurement
- RFI for Board of Health re-procurement
- New Tobacco-Free Community Partnership Programs

ENJOY LUNCH!



UPDATES



Community Cessation Internship Project

Project Goals

- Map the availability and capacity of local tobacco/nicotine cessation services across Massachusetts municipalities.
- Support MTCP's equity and systems-strengthening goals by identifying service gaps and community-level needs in priority communities.

Methods

Environmental Scan: Reviewed state dashboards (e.g., MTCP dashboards, BSAS dashboard).

Key Informant Interviews: Conducted 8 interviews with local decision makers from priority communities, including: Health Agents, Public Health Nurses, Community Health Workers, Health Directors, Tobacco Control Alliance Leaders
Interviewees represented both funded and unfunded municipalities, offering diverse geographic and systems-level insights.

Qualitative Analysis: Used **Taguette** to code interview transcripts and identify key themes around service access, equity, billing barriers, and referral systems.

Quantitative Analysis: Used **ArcGIS Pro** to visualize cessation service coverage and identify spatial gaps and inequities across Massachusetts.

Synthesis: Created a report correlating both the qualitative and quantitative findings to inform actionable strategies and help address local-level gaps in cessation service delivery.

Presentation Date: TBD! We'll send out more information in the coming weeks

MHOA Tobacco Control



Sarah McColgan

Tobacco Control Program Director

Massachusetts Health Officers Association

Introduction

MHOA Tobacco Control Program is funded through grants from the Massachusetts Department of Public Health/MTCP and MDPH/OLRH.

Current services provided to municipalities through the Shared Services Arrangements are funded through June 30, 2026.

Municipalities receiving services in FY 2025

967 inspections and/or underage compliance checks were conducted in 34 municipalities that are not funded through MTCP regional programs between December 2024 and June 2025.



Tobacco Control Service Available to All Municipalities



Web based trainings

- Model Tobacco Sales Regulations (TA is available)
- Retail Tobacco Inspections (in the field experience is available)
- Compliance Checks (in the field experience is available)
- Available Merchant Education Resources
- Incorporating Tobacco Control into Your Health Department
- POST (Point of Sale Toolkit) system training to input data, ensuring standardized data collection, and standardized enforcement
- Training for retail store personnel in English and Spanish
- Additional training for store personnel is in development

In-Person Training

- Workplace Safety and De-Escalation (SSA's are prioritized to attend)

All Trainings are free, contact hours are available

MHOA provides technical assistance on enforcement protocol and similar issues, which will help ensure that board of health members understand their mandate to enforce the state tobacco law

Density Work Group

- Working on poster for NCTOH about our group
- Topics discussed this year
 - HEIA
 - David H Jernigan, PhD a professor of Health Law, Policy & Management at Boston University School of Public Health will be joining us to talk about his experience with alcohol density and how it could be translated for tobacco
 - Motivational Interviewing training
 - Ed Rand from The 84 came and presented on last year's mini grant projects that examined tobacco retail density in youth's communities
 - Hannah presented on mapping using ArcGIS and Tableau
 - Boston Children's Hospital presented on the associations between the location of vape and cannabis retailers and the social vulnerability index (SVI) and the child opportunity index (COI)

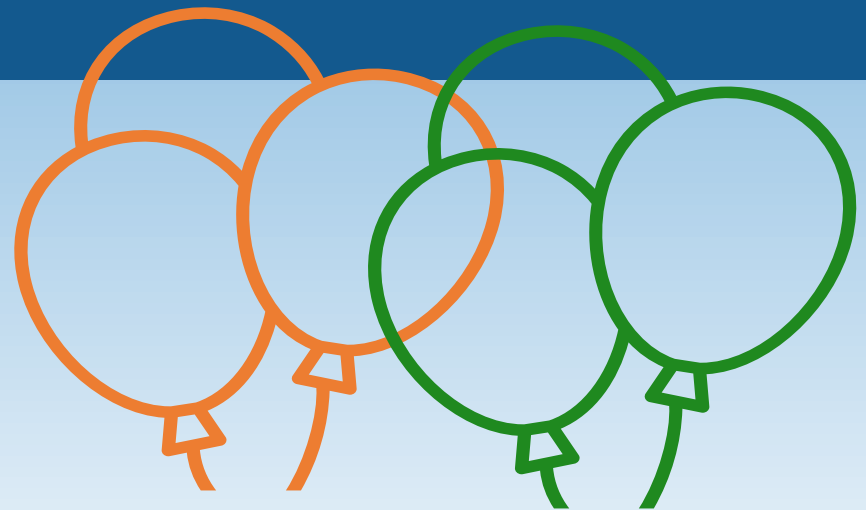
NETWORKING ACTIVITY



84 Comic Books!

- We will hand out copies of youths' comic books for you to read and enjoy
- Take a few minutes to read through your comic
- Discuss the below at your table
 - Did anything stick out to you?
 - What did you enjoy?
 - Any takeaways?
 - How can this perspective aid your work?

CELEBRATING THE PAST 10 YEARS OF THE TOBACCO-FREE COMMUNITY PARTNERSHIP PROGRAM



It's A Celebration



Highlights of Statewide Policy Systems and Environmental (PSE) Change Over a Decade

2015- Tobacco 21 Law

2019- An Act Modernizing Tobacco Control

2020- COVID



Highlights of Statewide Policy Systems and Environmental (PSE) Change Over a Decade

2021- Brookline's Tobacco-Free Generation Ordinance (NFG)

2023- JUUL Labs



CP Case Study Work – How it Began

Community Partnership programs previously focused efforts on community engagement guided by traditional communication strategies.

Strategies:

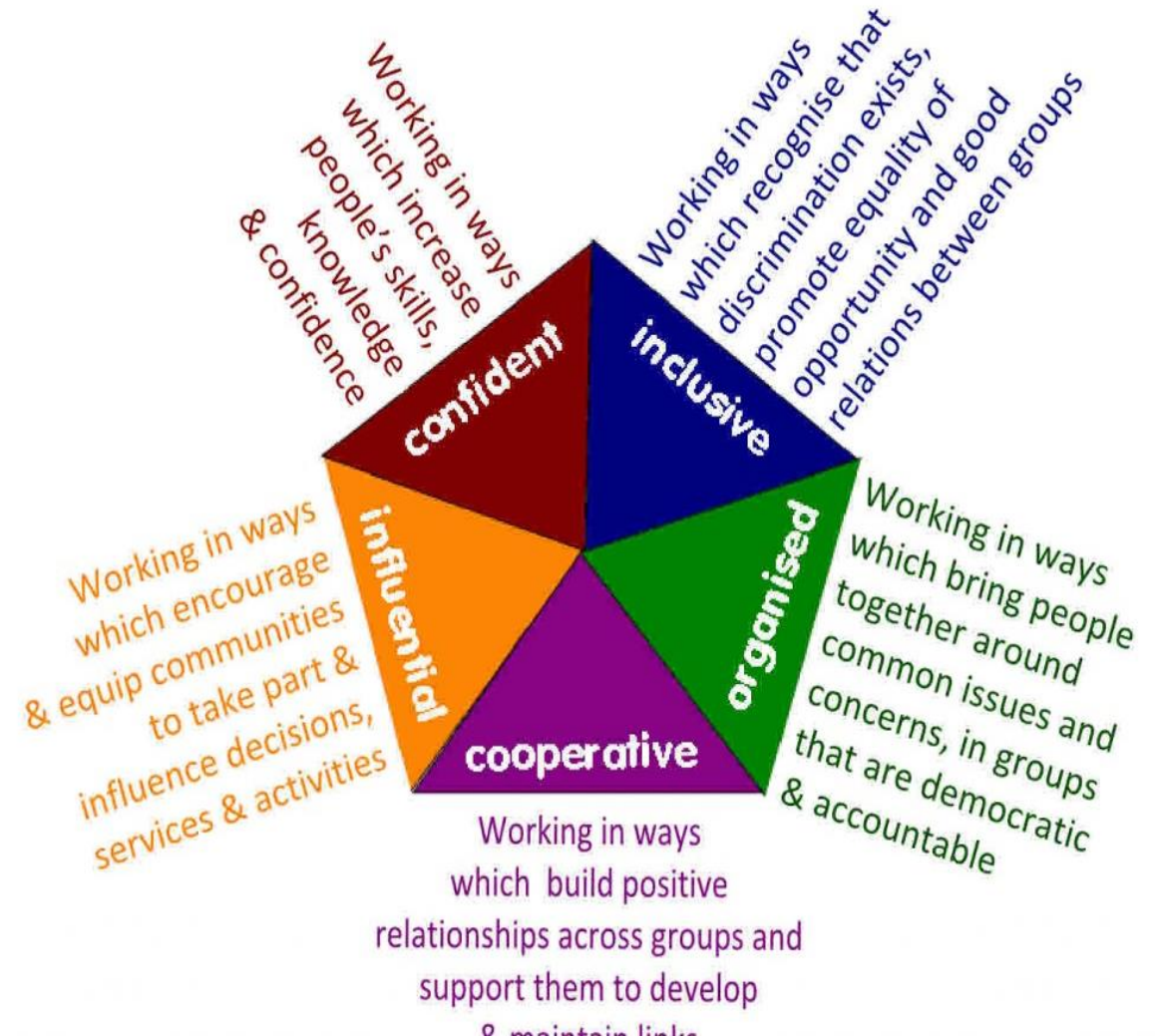
- Guided tobacco education in community
- Provided support for cessation/quitting efforts
- Mobilized community support for Boards of Health on policy change
- Used media support (MORE) to communicate with community



CP Case Study Work – How it's Going

Current CP case studies focus on Upstream community engagement, achieved through:

- Listening to and learning from community about their concerns
- Identifying and addressing root causes
- Building relationships in community/partnership engagement
- Supporting local/statewide PSE change
- Providing capacity building for CBO's
- Disseminating cessation resources
- Providing cessation presentations to parents, and youth serving adults



CURRENT TOBACCO-FREE COMMUNITY PARTNERSHIP CASE STUDY WORK



Metro Boston TFCP

Increase AAPI population access to culturally/linguistically appropriate medical resources/referrals, immigration services, language classes, translated cessation materials/resources, etc.

Assisting with creation of a digital platform for case managers at Vietnamese American Civic Association (VACA) for purposes of intake, documentation, referrals, etc.

Central TFCP

Worcester Regional Transit Authority (WRTA) Free fare program- suspended the collection of fares during Covid and has decided to continue the program through June of 2025

Restaurant Meal Program (RMP)- allows those receiving SNAP/EBT benefits to use their cards to purchase food from participating restaurants



Hampden TFCP

- Workforce development (trade employment) for formerly incarcerated individuals
- Worked collectively with Gandara's re-entry program to provide job training for individuals utilizing the re-entry programs services
- Collaborated with Urban Impact Initiative to provide workshops that promote job readiness by providing resume writing workshops, life-skills exercises, and basic needs provided such as women products and toiletries.
- Worked collectively with The 84 to increase the number of chapters in his region



Northeast TFCP

- Provided stipends for gym memberships, appropriate active footwear, produce from local community farms, and Tobacco/nicotine cessation presentations/resources to previously incarcerated individuals utilizing services from the Greater Lawrence Family Health Center Recovery Based Re-Entry Services for Black and Latino Men Program
- Provided scholarships for Black and Latino/a youth lacking access to financial resources from Suenos Basketball to participate in tournaments, purchase active footwear, provide workshops promoting health and well being



FY25 JUUL SETTLEMENT FUNDED PROJECTS

JUUL Settlement

In April 2023, Massachusetts Attorney General Andrea Campbell announced a \$462 million multistate settlement with Juul Labs, with Massachusetts receiving \$41 million. This settlement, the largest of its kind, addresses Juul's role in the youth vaping epidemic.



JUUL Project Criteria

- Educate parents, teachers, coaches, and other influencers of youth about the risks of vaping/tobacco
- Build the capacity of local communities by training educators to implement evidence-based school vaping curricula; support community mobilizing and environmental changes
- Work with MTCP epis to implement new data collection/survey tool to collect data on youth and young adult vaping trends with geographic and subpopulation-specific granularity, with the ability to target interventions at areas or groups determined to be at highest risk of vaping/tobacco use
- Educate community providers on cessation resources such as youth-employing industries, community organizations, and social services agencies

Tobacco-Free Community Partnership JUUL Projects

Berkshire TFCP

- Berkshire AHEC will develop and deliver a training conference for educators, parents, youth leaders and peer influencers in the region to address the growing concern of youth vaping and early addiction in our community

Greater Boston TFCP

- Baystate Community Services to hire an Outreach Coordinator to do the following:
 - Conduct outreach, communication, and build relationships with community organizations that serve youth including schools, youth-employing industries, and social service agencies across the 56 Greater Boston Communities.
 - Educate parents, teachers, coaches, and other influencers of youth about the risks of vaping/tobacco.
 - Support community mobilizing and environmental changes.
 - Educate community providers, with an emphasis on organizations serving BIPOC youth, on cessation resources such as youth-employing industries, community organizations, and social services agencies.

Tobacco-Free Community Partnership JUUL Projects

Greater Boston TFCP

- Subcontract with The Umbrella Project to do the following:
 - Conduct outreach, communication, and build relationships with community organizations that serve youth including schools, youth-employing industries, and social service agencies, specifically in Brockton.
 - Educate parents, teachers, coaches, and other influencers of youth about the risks of vaping/tobacco.
 - Support community mobilizing and environmental changes
 - Educate community providers on cessation resources such as youth-employing industries, community organizations, and social services agencies.
 - Work with MORE Advertising to deliver digital media campaigns for youth and parents on vaping prevention & cessation in Greater Boston region with a focus on Brockton, Quincy, Randolph, Waltham, Framingham, Marlborough, & Woburn.

Tobacco-Free Community Partnership JUUL Projects

Hampshire Franklin TFCP

Conduct an assessment and data analysis of nicotine trends related to gender and LBGTQ+ youth. This is a contract with CES' Research and Evaluation team who will work with local coalitions, community groups and MTCP epidemiologists to collect and disseminate quantitative and qualitative data.

SPIFFY and CTC county-wide coalitions to increase parent/caregiver engagement and education by expanding their local "Caregiver Ambassador Programs" and by amplifying local parent/caregiver media education campaigns in each county (Hampshire County and the Franklin County and North Quabbin region)

To support youth scholarships and offset conference costs for the biennial youth co-led conference called Transforming Education for Social Justice (TE4SJ) conference. This includes working with The 84 to train and support the Northampton 84 Chapter youth to facilitate a racial justice and health equity workshop addressing nicotine prevention.

Tobacco Free Community Partnership JUUL Projects

Southeast TFCP

. Parent Caregiver Media Campaign

- Billboard campaign on major highways along the southeast region (3 boards – English and Spanish)
- “Have you talked to your kids about the dangers of vaping?”
- Promotion of “My Life, My Quit” messaging
- Route 24 and secondary route 118 in New Bedford: (four-month flight)

. Youth at Risk Statewide Conference

- MTCP presence at the statewide conference located at Endicott College in Beverly, MA – distribution of materials, breakout room.

FY26 SCOPE OF SERVICE AND HOW WE ARE PIVOTING

MTCP TFCP Scope of Service - What Will Change?

1. Greater inclusion of BIPOC Led/Serving Community Based organizations
2. During the RFI process MTCP prioritized outreach to BIPOC Led/Serving organizations
3. MTCP TFCP will now focus efforts on priority communities
4. CP coverage will shift to a focus on priority communities
5. MTCP TFCP will no longer be providing statewide coverage
6. Northeast region will no longer be covered by a CP
7. MTCP is currently formulating a plan to address needs from communities outside of the priority/funded communities

Priorities of MTCP TFCP

MTCP will prioritize applicants located in and/or serving priority communities and that are Black, Indigenous, People of Color (BIPOC) led and/or BIPOC serving organizations.

MTCP priority communities:

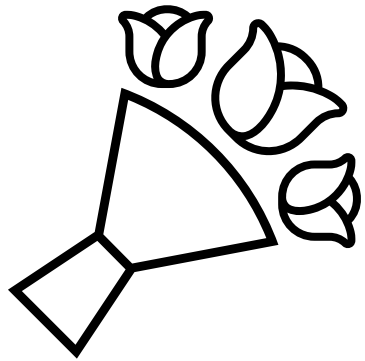
Athol, Attleboro, Boston, Brockton, Chelsea, Chicopee, Everett, Fall River, Fitchburg, Gardner, Greenfield, Holyoke, Lawrence, Leominster, Lowell, Lynn, New Bedford, North Adams, Orange, Palmer, Pittsfield, Provincetown, Quincy, Randolph, Revere, Salem, Southbridge, Springfield, Sunderland, Taunton, Tisbury, Ware, Wareham, Webster, West Springfield, and Worcester

Criteria for Priority Communities

- . Percent (%) below poverty level
- . Median income
- . Youth Retail Density
- . The percent of MassHealth recipients
- . The percent of residents with low mental health
- . Smoking rate in the municipality (% of smokers in that community)

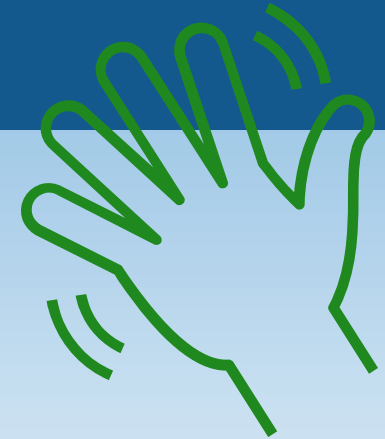
Special Thanks

Adolis
Northeast TFCP





EVALUATION AND ADJOURN



Evaluation

Please take a few minutes to fill out the evaluation for today's meeting.

We will wrap up and adjourn shortly.

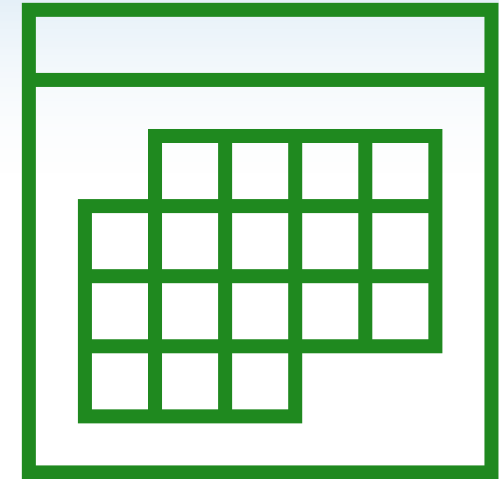
June 2025 MTCP Statewide
Evaluation



Next Statewide Meeting Dates

Mark your calendars:

- September 18, 2025 @ Tower Hill
- March 19, 2026 @ Tower Hill



Thank you and safe travels home!