

LRB-FISCAL REVIEW SECTION ANALYSIS

PUBLIC SAFETY COMMITTEE

ITEM 4, FILE # 031212

JANUARY 8, 2004

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File # 031212 is a resolution relative to application, acceptance and funding of the Tobacco Control Community Coalition Grant.

Background

1. This resolution authorizes the Milwaukee Health Department (MHD) to apply for, accept and fund the Tobacco Control Grant from the State of Wisconsin Department of Health and Family Services.
2. Previous grants from the state provided initial funding for organizing local agencies into a partnership per Tobacco Control Board requirements including the development of a strategic plan for the community coalition. The community partners determined goals emphasizing community tobacco prevention and education.

Discussion

1. The purpose of this project is to establish a broad-based community tobacco coalition to develop a strategic plan for the pursuit of the elimination of tobacco use.
2. This grant will continue the goals of the community-based coalition including the elimination of the morbidity and mortality associated with tobacco use.
3. The community-based coalition joins with community agencies to prevent tobacco use among youth, promote the cessation of tobacco use and to eliminate second-hand smoke.
4. This grant relates to and furthers MHD's commitment to focus on assessment and monitoring and assurance of community services to reduce and eliminate smoking-related diseases and deaths.
5. The specific goals of the project as determined by the community partners include:
 - The reduction and prevention of tobacco use among communities of color
 - The reduction of the percentage of pregnant women who smoke
 - The reduction of tobacco use among youth and their families
 - The reduction of exposure to environmental tobacco smoke
6. This grant encompasses the period of January 1, 2004 through December 31, 2004.

Fiscal Impact

1. The total amount of this grant is \$279,827, entirely from the grantor.

2. This grant funds the following:

- A portion of the Tobacco Control Program Coordinator, SG 05, salary and fringe benefits - **\$17,128**.
- Miscellaneous program supplies, office services and staff expenses - **\$15,855**
- Contractual Services - **\$246,844** or 88% of the grant total. These services will be contracted with community agencies. The MHD Tobacco Program Coordinator will monitor these subcontracts and provide technical assistance. These contracts include (1)*Strive Media* for the Wisconsin WINS Program (retailer compliance), (2)community coalition partners committed to the prevention of tobacco use among communities of color, (3)enforcement of regulations related to the illegal sale of tobacco to minors and (4)development of a tobacco-free sports program (MPS)

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LRB-Fiscal Review Section
January 7, 2004

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