

**GRANT ANALYSIS FORM
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS**

Department/Division: Health/Family and Community Health Services

Contact Person & Phone No: Shaira Hanif, X3383

Category of Request	
<input type="checkbox"/> New Grant	
<input checked="" type="checkbox"/> Grant Continuation	Previous Council File No. <u>081104</u>
<input type="checkbox"/> Change in Previously Approved Grant	Previous Council File No. _____

Project/Program Title: Milwaukee Tobacco Prevention and Control Grant, Supporting the Milwaukee Community Tobacco Coalition

Grantor Agency: State of Wisconsin, Department of Health Services, Division of Public Health

Grant Application Date: November 13, 2009

Anticipated Award Date: January 1, 2010

1. Description of Grant Project/Program (Include Target Locations and Populations):

The grant request includes funding for the Milwaukee Community Tobacco Coalition and Wisconsin WINS Program. Aside from a substantial reduction in funds, funds for 2010 are being granted through competitive RFP process (no longer formula allocations). Funds are being directed toward Multi-Jurisdictional Coalitions, as the TPCP believes that supporting multi-jurisdictional coalitions that are well-organized offers essential assets to Wisconsin's efforts including: coordination of local efforts linked to state goals; implementation of best practices for policy development; development of local leadership; and evaluation and monitoring of program outcomes. For the purposes of the RFP, Milwaukee is considered its own "multi-jurisdiction," due to the size of the City and the extent of health disparities related to tobacco. It has been shown that tobacco disparities are found among low socio-economic (income, education and occupation) groups, racial/ethnic groups, and 18-24 year olds. These characteristics also describe individuals who reside in Milwaukee neighborhoods of lowest socioeconomic status, and where emphasis for tobacco control efforts is placed.

The proposal requests \$196,245.00 for 12 months. Agencies who receive an award are eligible to apply for continuation of funding in years two to five. Of the total, \$172,000.00 is being requested for Community Interventions that support: coalition-building, implementation of Smoke-free Wisconsin, sustainability of tobacco funds and youth initiatives aligned with FACT (Fighting Against Corporate Tobacco). Limited funding (\$24,245.00) is being offered for Wisconsin Wins activities; applicants are required to include WI Wins activities in their proposals.

2. Relationship to City-Wide Strategic Goals and Departmental Objectives:

There is a direct relationship between tobacco control efforts and the city's commitment to reducing health disparities in the City of Milwaukee. Tobacco control efforts reduce mortality and morbidity across all segments of the population (and particularly among communities of color and underserved populations), as well as reduce the societal burden of escalating health care costs. This project reinforces the Department's focus on public health assessment, monitoring, and assurance, and the underlines the importance of collaborative community partnerships to effectively address the reduction of illness, disability and death related to tobacco use and exposure to secondhand smoke.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

Funding is essential to continue a broad-based community tobacco coalition to promote and implement a city and state-wide efforts that positively impact the health of our community. This grant supports one Tobacco Control Program Coordinator.

4. Results Measurement/Progress Report (Applies only to Programs):

Quarterly and final reports including strategies applied, activities completed and results achieved are provided to the funder.

5. Grant Period, Timetable and Program Phase-Out Plan:

January 1, 2010 – December 31, 2010

6. Provide a list of Subgrantees:

To be determined.

7. If Possible, complete Grant Budget Form and attach to back. (Attached)