

## Agenda Item 1.4

### BOARD OF COUNTY COMMISSIONERS BRIEFING PAPER

#### Topic: JUUL Settlement Funds: Update & Recommendations

Date: July 30, 2024

- For Information                       For Discussion/Board Direction       Consent to  
Place on Business/  
Hearing Agenda

**Issue:** On January 23, 2024, Jefferson County Public Health (JCPH) presented recommendations for the use of the estimated \$2.1 million JUUL/Altria settlement funds awarded to Jefferson County. The Board of County Commissioners (BCC) requested additional details. This information includes a breakdown of projects, budget amounts, and major activities over four phases (three years). An update on recent planning activities and a grant award announcement is also included.

**Background:** The January presentation to the BCC outlined recommendations for using settlement funds on four major projects: convening a Youth Task Force, implementing media campaigns, integrating a nicotine cessation program into JCPH clinics, and funding community-based organizations through grants to address CHIP priorities. These projects will involve community stakeholders, including youth and young adults, and community partners in an Action and Accountability Group. Over \$1.56 million of the settlement funds will be allocated to these major projects from June 2024 to June 2027. The remaining \$580,000 will support project evaluation, technology modernization, resource development for tobacco retailers, and JCPH administrative support for use of the funds. Youth and young adult Task Force members will be compensated, and the Action and Accountability Group will assess project progress, identify needs, and promote sustainability.

**Updates:** Since the January briefing, JCPH has taken steps to ensure the success of the proposed projects. On February 16, 2024, JCPH applied for additional funds from the Colorado Attorney General's office to address youth nicotine dependence. On May 8, 2024, JCPH was awarded \$400,000 for two years to partner with Jeffco Public Schools to support youth cessation and treatment for nicotine dependency. Jefferson County JUUL Settlement Funds will extend this work to a third year and support robust evaluation. Amendment 35 Tobacco Prevention grant funds (FY 2024-2027) will also support the project, leveraging approximately 3.3 FTE for subject matter expertise. JCPH has begun scoping project evaluation with the Epi/Data Science team and planning a youth-led media campaign with the media team. A workgroup is designing a nicotine/tobacco treatment program, and meetings with school district partners are scheduled.

Total funding available is approximately \$2.5 million: approximately \$2.1 million from the County JUUL/Altria Settlement and \$400,000 from the Attorney General's JUUL Settlement grant, in addition to the existing funding and staff capacity from Amendment 35 tobacco prevention efforts at JCPH. Lastly, efforts are underway to find a foundation partner to support the grant-making process and bring matching funds.

**Discussion:** The following information about the projects JCPH recommends for funding is being provided to the BCC to support the request that JSF awarded to Jefferson County be released to JCPH to launch the proposed projects.

<b>Youth Task Force</b>	<b>Components</b>	<b>Major goals</b>	<b>Total amount</b>
Youth (ages 11 – 22) will be compensated to advise, plan and/or lead activities that are intended to prevent/reduce youth vaping.	Collaboration with Jeffco CTC to support youth advisors and to engage youth as leaders and partners to design, lead and evaluate various projects.	-center community and foster positive youth/adult partnerships - Implement evidenced-informed, youth-led projects which reduce vaping	\$43,500 for compensation of Youth Task Force members for advisement and project work.

<b>Media Campaigns</b>	<b>Components</b>	<b>Major goals</b>	<b>Total amount</b>
Youth Task Force members will work with advertising and media professionals to design and implement targeted and mass media campaigns.	Collaborating with an ad/marketing contractor and JCPH’s media/public affairs SME, youth will be compensated for their work on media activities across the 3 years of the project.	Implement multi-component media campaigns for mass and targeted audiences which address misconceptions around vaping, encourages access/use of accurate information and evidence-based supports for quitting	\$30,000 for media buys \$15,000 for contractor \$3,000 for other media assets/printing  <b>Total: \$48,000</b>

<b>Grants for CHIP</b>	<b>Components</b>	<b>Major goals</b>	<b>Total amount</b>
Grantmaking process to fund community organizations working on CHIP priority areas: economic security, climate resilience, and behavioral health. A partnership with a foundation is being sought to provide	JCPH support grantees with technical assistance through an innovation lab model. Action and Accountability and Youth Task Force members to support grantee selection. JCPH data science team supports evaluation.	Address the 3 top CHIP priorities through innovative, evidence-informed projects; identify and support sustainable approaches to community health priorities through technical assistance and evaluation.	\$1,200,000

<b>Vaping Cessation</b>	<b>Components</b>	<b>Major goals</b>	<b>Total amount</b>
Collaboration with multiple partners to offer youth/young adult nicotine treatment	Outreach education and treatment for youth nicotine dependence; offer of telehealth and NRT	Increase use of accurate information about vaping; increase utilization of evidence-based nicotine treatment/services.	\$252,257 (for clinic staff, telehealth, NRT, etc). <b>Note:</b> this is being supplemented via an additional \$400,000 awarded by the Colorado Attorney General’s office

Funding for minor projects and activities

July 30, 2024

<b>Item/Activity</b>	<b>Description</b>	<b>Total amount</b>
Action and Accountability Group	Group of stakeholders and partners, including members of Youth Task Force providing advisement and oversight to the project. Costs include meeting expenses and participation incentives	Meetings: \$3,000 Incentives: \$1,500  <b>Total: \$4500</b>
Consultant for youth/adult partnerships and practice	Cost of contract with subject matter expert on positive youth development and social justice youth development models – to provide coaching and technical assistance to JCPH staff and partners	\$18,300
Support for tobacco retailers	Developing technology and training using multiple media to support understanding of and adherence to local, state and federal tobacco policies	\$10,000
Evaluation and community engagement	Cost of licensure and training for use of technology to support real time community input to support engagement and evaluation	\$165,000
Emerging needs to address internal CHIP work and to augment tobacco/vaping interventions	Funds to address unanticipated/emerging needs for both internal/JCPH CHIP priority efforts and to respond to tobacco/vaping prevention and intervention needs that are identified by stakeholder/partners	CHIP needs: \$79,500 Tobacco/vaping intervention needs: \$80,000  <b>Total: \$159,500</b>
Administrative Support	10.46% of county JSF earmarked to cover administrative, data/evaluation, communications team support and other indirect costs	\$198,943

**Fiscal Impact:** (If applicable, include a bulleted list with concise descriptions for each of the following points).

- Year of impact: Fiscal Years 2025-2027
- TABOR impact: no, as these are settlement funds
- Existing grant or project: No; these recommendations build on decades of tobacco prevention work at Jefferson County Public Health.
- Requested in adopted budget: No
- Ongoing: This funding will support project work in Fiscal Years 2025-2027; no General Funds will be used for these projects
- General Fund impact: non-General Fund request; no General Funds will be used
- Staffing impact: No impact on FTE as this work will rely on existing FTE at JCPH for implementation.
- APRA impact: These recommendations are not connected to ARPA.
- Match requirements: No match requirements
- Mandate/Contractual obligation: None

**Revenue Limit Impacts:** A few examples of impact statements are:

- There is no impact to the county's TABOR Fiscal Year Spending Limit because the revenue source is settlement funds.

**SPA Review:** Support, no concerns

**County Attorney Review:** Carey Markel, reviewed 7-23-24; Eric Butler reviewed 7-23-24

**Facilities Review:** N/A

**BIT Review:** N/A (external partnership)

**Fleet Review:** N/A

**Human Resources Review (New FTE Only):** N/A

**Recommendation:** Staff recommends that the net JUUL/Altria settlement funds awarded to Jefferson County in the approximate amount of \$2.14 million be transferred to JCPH for the administration, planning, implementation and evaluation of the projects and activities described above. If any savings are identified during the span of the project, funding will be redirected within project areas as needed to fulfill the intent of the use of the JUUL/Altria Settlement Funds. The BCC will be provided with periodic updates on the progress and outcomes of the overall project, component projects and activities and impact of the use of the funds. Direct staff to place this item on future hearing agenda to increase the Jefferson County Public Health 2024 budget appropriation up to \$600,000, to be offset by transfer of like amount of JUUL settlement revenue.

**Originator:** Kelli Curl ([kcurl@jeffco.us](mailto:kcurl@jeffco.us); 720-388-5985), Donna Viverette ([dviveret@jeffco.us](mailto:dviveret@jeffco.us); 303-275-7555)

**Contacts for Additional Information:** Kaedance Lueck ([klueck@jeffco.us](mailto:klueck@jeffco.us)); Ronald Chu ([rchu@jeffco.us](mailto:rchu@jeffco.us))