

Tobacco Prevention and Education Program Governance in 2023-2025 | Updated 04.06.23

Background

The Oregon Tobacco Prevention and Education Program (TPEP) has two governance (decision-making) bodies that provide external perspectives on how tobacco tax revenues should be allocated for tobacco prevention and cessation. These include the Tobacco Reduction Advisory Group (TRAC) and the Ballot Measure 108 Community Advisory Group (described in detail later). Over the next biennium, the Oregon Health Authority (OHA) will support the co-creation of a shared governance structure that integrates the two governance bodies and equitably represents all partners in the tobacco prevention system.

Plans for Shared Governance

Beginning in spring 2023, OHA will convene a group of “ambassadors” reflecting the perspectives of local public health authorities, community-based organizations, and advocacy organizations to co-create the shared governance model. The visual below shows the phased approach to developing a new shared governance structure.

Timeline for Shared Governance Development with Community Advisors, TRAC and CLHO, 2023-2025



What is TRAC?

On January 30, 1997, Governor Kitzhaber issued [Executive Order No. EO-97-10](#) creating the Tobacco Reduction Advisory Committee (TRAC). This Executive Order creates the Tobacco Reduction Advisory Committee to provide the Tobacco Prevention and Education Program (TPEP) recommendations and guidance on program and budget matters, including reviewing program goals, strategies, and desired outcomes; reviewing and advising on Administrative Rules; and reviewing the biannual TPEP Report.

Who is on TRAC?

The Tobacco Reduction Advisory Committee is a committee appointed by the Governor and comprised of both private organizations and state agencies dedicated to the reduction of the harmful impact of Oregonians tobacco use.

TRAC is currently comprised of the representatives listed [here](#). Refer to Governor's [Executive Order No. EO-97-10](#) for the complete list of organizations and agencies.

TRAC Meetings

Previous meeting: October 10, 2022, [agenda and minutes](#)

Next meeting: March 2023

- a. Review estimated TPEP budget for 2023-2025 and allocations to tribes, counties, CBOs and state infrastructure;
- b. Review proposed approach for CBO and LPHA funding in 2023-2025 biennium;
- c. Review state infrastructure and contracts budget and proposed projects;
- d. Introduce plans for long-term shared governance with Community Advisory Group and solicit interest in serving on ambassador group; and
- e. Discuss plans for unspent TPEP funds that may carry over into 2023-2025 biennium.

What is the Community Advisory Group?

In March 2021, the Oregon Health Authority convened an advisory group comprised of 21 community-based organizations from across the state and representing populations disproportionately impacted by commercial tobacco use and targeting by the tobacco industry. The Community Advisory Group was asked to provide recommendations to OHA on how to most equitably allocate a portion of new tobacco tax revenues generated through the successful passage of Ballot Measure 108.

The Community Advisory Group delivered its recommendations for a new CBO grant program to OHA in September 2021.

Who is on the Community Advisory Group?

The Community Advisory Group consisted of representatives from 21 community-based organizations selected based on their deep experience serving one or more community groups that are either targeted by commercial tobacco companies and/or have a higher incidence of commercial tobacco use and are trusted by community members.

Please refer to this online [roster](#) for the full list of Community Advisory Group members.

Community Advisory Group Meetings

Next meeting: February 2023

- a. Review 2021-2023 funding decisions (i.e., organizations, amounts);
- b. Review CBO Public Health Equity Funding evaluation results and discuss implications for grant program improvement;
- c. Review proposed approach for CBO funding in 2023-2025 biennium; and
- d. Introduce plans for long-term shared governance with TRAC and solicit interest in serving on ambassador group.