



# Millennium Fund Annual Report

For the Period July 1, 2016, through June 30, 2017

The Idaho Legislature appropriates funding from the Idaho Millennium Fund to eligible applicants who provide services that help individuals to never start, to quit, or to receive treatment for, tobacco or substance use. This process begins with a submitted application to the Joint Legislative Millennium Fund Committee. Applicants that are awarded a Millennium Fund Grant must submit an annual report detailing the project, and any outcomes and expenses, using the criteria listed below. The report is to be submitted by October 13, 2017. Please contact Jared Tatro, Legislative Services Office, with any questions at (208) 334-4740 or email [jtatro@lso.idaho.gov](mailto:jtatro@lso.idaho.gov).

## Project Filter Counter-Marketing Campaign and Cessation Services Report

### Organizational Contact Information:

#### **Full Legal Organization Name**

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City

State

Zip Code

Website

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Name

Title

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Email Address

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**Millennium Fund Grant Award**

\$2,706,700

**Report Date**

10/18/2017

**I. Overview, Rationale, and Justification for the Project/Program:** : Tobacco use rates have steadily decreased through the years that Project Filter has been in existence. A strong visible presence to counteract tobacco industry messages and free cessation services are essential for Idaho to continue reducing tobacco use rates and prevent youth initiation. Project Filter used Millennium Funds to develop, promote and execute a cost-effective counter-marketing program while continuing to focus on enhancing the reach of its free cessation services. The Idaho quitline and online program continue to offer free counseling and nicotine replacement therapy to tobacco users in Idaho. Through this funding, Project Filter was able to continue statewide counter-marketing and cessation efforts to achieve the following programmatic goals: 1) Reduce youth and adult tobacco use rates; 2) Prevent youth initiation of tobacco; 3) Prevent exposure to secondhand smoke and; 4) Identify and eliminate tobacco-related disparities.

## **II. Distribution:**

### *Cessation Services:*

Project Filter contracts with a nationally recognized cessation vendor that provides free counseling sessions with a trained cessation coach, printed and online materials, and free nicotine replacement therapy (NRT) in the form of patches, gum and lozenges, to medically eligible participants over the age of 18. The cessation vendor incorporates evidence-based coaching in a participatory model of care that provides individuals skills and confidence to quit tobacco use and remain tobacco free. The program is tailored to the individual's needs based on readiness to quit, level of addiction and his/her support system.

In SFY17, Project Filter implemented contract with a new quitline. In doing so, the program has begun work on integrating formal, electronic care provider referrals connecting tobacco users directly with the quitline. This process expedites referrals for clinicians and tobacco users while simultaneously streamlining clinical workflows. Referrals submitted through the electronic system are automatically entered into the Idaho quitline database, which is housed and managed by the quitline vendor. The first call to the patient occurs within the first 48 hours. An outcome report is faxed to HIPAA-covered entities. The report includes the status of the referral (e.g., the patient accepted services, declined or was unreachable), program selection (information only, 1-call, or multi-call), and NRT (type and dose). As electronic referral systems are set up with healthcare providers, Project Filter will offer technical assistance to clinics statewide to support and promote the use of the referral system in the clinical setting.

Research shows that healthcare providers are highly credible change agents and can effectively motivate an individual to make a quit attempt. Tobacco cessation counseling provided by care providers that includes a referral to community-based resources, such as state quitlines, provides enhanced support to tobacco users attempting to quit. Connecting clinical settings to state quitlines has been shown to be cost effective and require minimal resources. In addition to the current groundwork being done to integrate electronic referrals, Project Filter offers robust and efficient care provider referral programs as well as technical assistance and training associated with these formal quitline referrals.

The Project Filter online registration platform has been redesigned to make it easier for tobacco users to access available cessation resources. Currently, a "click to quit" self-referral button is in development as part of Project Filter's online services. Once implemented, a tobacco user will be able to enter their phone number and receive a call from the Idaho quitline. In addition, Idaho quitline brochures and cards can be ordered by tobacco users or care providers from the [www.projectfilter.org](http://www.projectfilter.org) website.

Through the quitline, Project Filter continues to offer free, evidence-based cessation benefits to Idahoans, regardless of income or insurance status. These benefits include free telephonic counseling, free nicotine replacement therapy in the form of patches, gum and lozenges, as well as a suite of specialized protocols

designed for special populations. In SFY17, this resulted in 8,474 Idahoans accessing free, proven cessation benefits.

Project Filter contracts with a third party evaluator to conduct a quitline evaluation in order to determine efficacy of services. Surveying for this report is ongoing, but preliminary data shows that for SFY17, 29.7% of all callers to the quitline abstained from tobacco for at least 30 days leading up to the time that they were surveyed, which was approximately seven months after their initial registration. Tobacco users registering for online cessation services are experiencing quit rates over 40%. Of quitline registrants participating in the follow up survey, 93% reported being satisfied with the services and benefits. The report also shows that the state of Idaho sees a return on investment (ROI) of \$3.86 for every dollar invested in Project Filter.

#### *Community Outreach:*

Project Filter utilizes sponsorship of Idaho-based athletes and events to help promote the quitline services as well as promote smoke-free messages for youth. Tailored marketing messages are customized for each specific event. Each athlete has a personal story of how smoking has affected their life. Their stories and success as an athlete influence youth and can encourage them to never start using tobacco. These athletes also promote Project Filter's message within their sport, at schools, and at community events. The quitline number and URL, [projectfilter.org](http://projectfilter.org), is on their gear, cars, bikes and sign cards. During SFY17, Project Filter sponsored or participated in forty-six community events, sponsored 14 athletes, six sports teams, eight sports and recreational venues and attended numerous health fairs across the state. Additionally, outreach efforts have enabled Project Filter's sponsored athletes to give dozens of presentations in junior high and high schools throughout Idaho. Project Filter had a presence at several rodeos and county fairs in rural communities throughout Idaho in an effort to reach every county in the state, with a special effort to have presence in more remote counties. Through sponsorships, Project Filter has become a well-known community partner within high-risk target populations.

Project Filter used social media in a variety of ways to educate Idaho residents on tobacco and drive the public to event booths, the website and the Idaho quitline in SFY17. Project Filter staff posted on Facebook 2-3 times per week for a total of 148 posts. The timing and frequency of these posts are the results of social media efficacy trainings that Project Filter staff have participated in, geared to result in optimal engagement and reach. These posts organically reached a total of 73,857 people resulting in 18,961 engagements. Project Filter also used Facebook advertisements to promote the Idaho quitline during the busy holiday season. During SFY17 the number of people who "Like" Project Filter's page went from approximately 2,850 to 4,129, an increase of almost 1,300 likes. Instagram and Twitter platforms are also used to complement the messages on Facebook, with messages of Idaho quitline promotion, tobacco education, and tobacco initiation prevention. These platforms are especially useful for sponsored athletes to share and promote messages with their fan base. Project Filter "Tweeted" 148 times, not including "Retweets" of tobacco prevention and cessation messages from organizations we follow, resulting in 36,184 impressions. SFY17 was Project Filter's first full fiscal year with a Twitter account and 1,092 followers were gained in that time.

Project Filter partners with the local Public Health Districts (PHDs), Tribes in Idaho and other local and statewide organizations to promote the cessation services and the Idaho quitline in their areas and at events. Project Filter also collaborates with other public health programs to promote free cessation resources offered within their programs at the local level. Project Filter provides PHDs with monthly quitline registration reports, detailing the resources accessed by tobacco users within each district.

#### *Media/Marketing:*

Project Filter uses a mix of media and marketing strategies to promote the Idaho quitline and online cessation services through digital media, traditional media, and partner collaboration. The intent of the cessation media campaign is to motivate Idahoans to make quit attempts and encourage calls to the Idaho quitline. Project Filter worked with the Idaho Department of Health and Welfare's contracted media

vendor as well as the Bureau of Community and Environmental Health's Media/Marketing Health Educator to identify and develop population-specific, culturally appropriate messages for target populations. A mix of TV, radio and print advertising was used statewide to address each population identified. The media vendor provided Project Filter with detailed media buys showing reach, frequency and placement for TV and radio (see Attachment A for an example).

#### *Media/Outreach Evaluation:*

In SFY17, Project Filter developed new video advertisements as an extension of the successful "Real Idahoans" campaign that was started in SFY16. This campaign was designed around feedback from focus groups held during FY15. Results from the focus groups were used to inform the development of creative media messages that motivate Idaho smokers to think about quitting. The evaluation was performed to meet the following objectives: 1) Understand motivations for making a quit attempt; 2) Identify sources of influence on quitting or continuing use of tobacco; 3) Identify sources of information about quitting tobacco and beliefs about those sources; and 4) Document themes in reactions to existing tobacco cessation television and print messages.

Project Filter developed the new ads in an effort to reach target populations in Idaho: 1) New mothers and parents; 2) Military veterans; 3) Low socio-economic status (Low SES); and 4) Rural tobacco users. As a result of the independent evaluation, the campaign:

- Tells a compelling story – no actors
- Keeps it realistic and believable
- Provides "next steps" or a call to action
- Keeps the message positive
- Focuses on the rewards of quitting

The third-party media evaluation that was conducted in SFY17 showed that the new commercials were found to reach the intended audiences. The evaluation concluded that of tobacco users in Idaho, 69% recalled hearing or seeing an ad from this new campaign. Among tobacco users in Idaho, 89% found the messages in these ads to be believable, and 80% of that same population felt the ads clearly communicated how to access free cessation services. The "Real Idahoans" campaign is reaching our target audience and delivering awareness about the Idaho quitline. Advertisements from this campaign can be viewed at [ProjectFilter.org/quit-stories](http://ProjectFilter.org/quit-stories).

### **III. Goals:**

Project Filter continues to evaluate all cessation and counter-marketing efforts on an annual basis to ensure the program is effective and reaching the intended populations. Evaluation efforts help determine the overall goals and objectives for the program. For SFY17, Project Filter focused on the following goals and objectives:

- Decrease smoking prevalence among Idaho adults and youth
- Increase smoking quit attempts by Idaho adults
- Decrease likelihood that youth and young adults will begin smoking
- Decrease the smoking prevalence among disparate populations

#### *Objectives/Outputs:*

- Increase registration to the Idaho telephone and online cessation services
- Increase awareness of Project Filter's free cessation services and resources
- Increase visibility of Project Filter statewide through sponsorships
- Eliminate barriers to access of evidence based interventions

#### IV. Financial Statement:

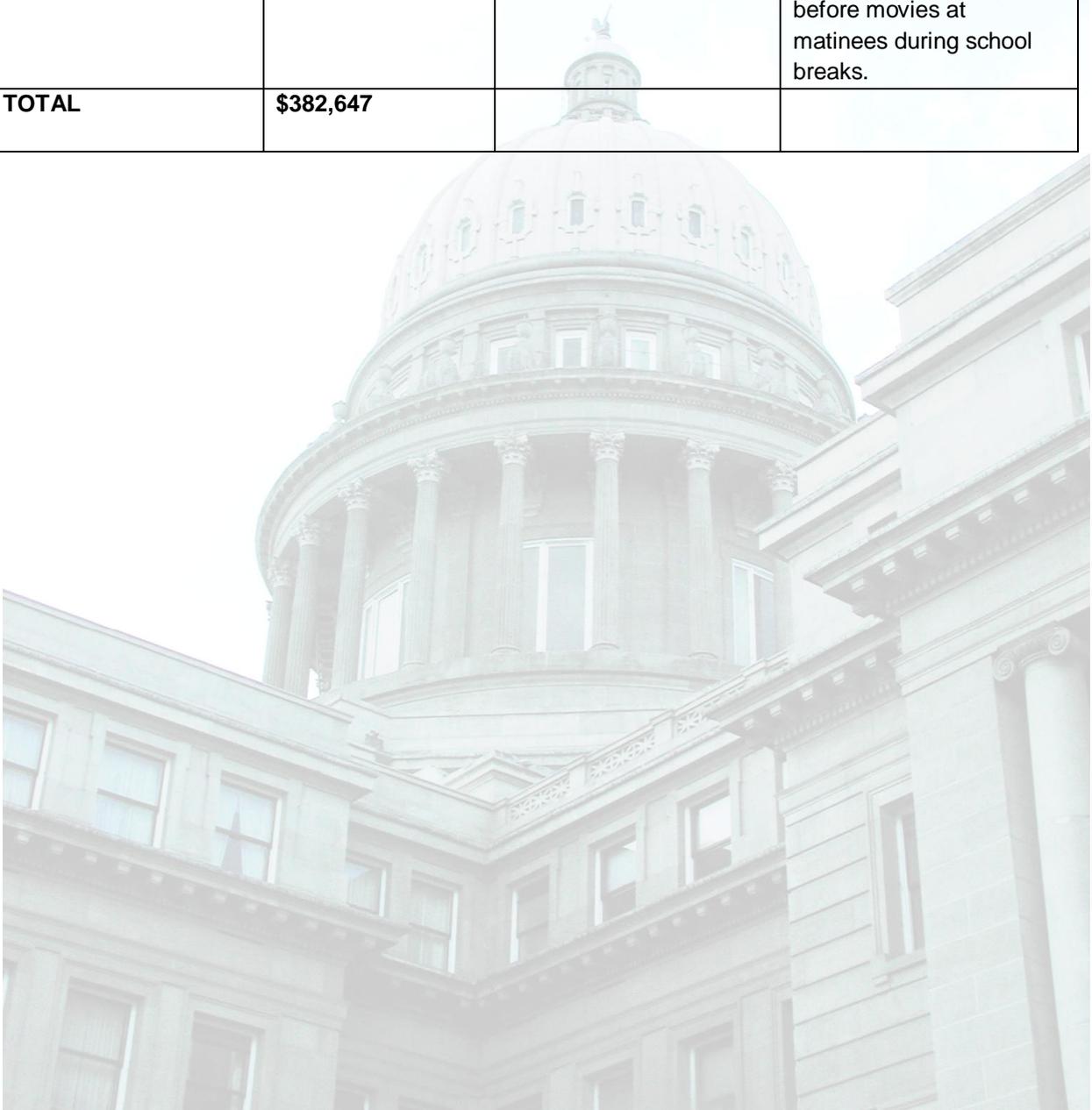
Project Filter receives a Tobacco Prevention and Control core grant from the Centers for Disease Control for \$879,105. These funds are used to support staff time and provide infrastructure for state-wide tobacco prevention and control activities. Project Filter also receives \$67,182 to enhance quitline capacity and outreach to healthcare providers. Project Filter received \$170,900 from the State Cancer Control Account to support tobacco prevention and control activities. All funds awarded through the Millennium Fund grant will be contracted out for cessation services, media, outreach and evaluation. All personnel and overhead expenses are paid through other funding sources. Total tobacco funding from other sources is \$1,117,187.

#### V. Entities Visited/Sponsored and Participants in the Project/Program:

Project Filter used awarded funds to expand its reach through sponsorships. Sponsorships consist of statewide events and promote cessation services year-round, as well as other one-time, local events. Sponsored athletes travel throughout Idaho to promote Project Filter at community events, schools, and youth leadership events. Project Filter staff review sponsorships annually to determine appropriateness of the venue and athletes. Idaho quitline monthly data provides Project Filter with the number of registrations at the county level allowing measurement of quitline registrations following a specific event. The table below gives a summary of the types of sponsorships for SFY17. The complete list of sponsored athletes and events, including contact information, can be found in attachment B.

Sponsorship Category	Funding Amount	Location(s)	Purpose
Sports Venues	\$30,632	Ada, Bonneville, Canyon, Franklin, Kootenai, Twin Falls	High visibility; high number of smokers verified through demographics or on-site surveys, season-long promotion; development of smoke-free policies (e.g. no smoking sections)
Non-Profits	\$26,516	Statewide	Disparate populations; youth; collaboration with key tobacco prevention partners.
Community Events and County Fairs	\$119,875	Ada, Latah, Valley, Washington, Canyon, Payette, Clearwater, Bingham, Lincoln	Disparate populations such as LGBT, military and Hispanics. Prevention outreach with youth and key partners such as the American Lung Association and the American Cancer Society,

			and the development of smoke free policies.
Athletes/Teams	\$175,347	Statewide	High visibility; travel statewide with sports; presentations to youth; personal stories.
Print and Web advertising	\$30,277	Statewide	Statewide visibility (through websites); IdahoSports.com for high school students, ads before movies at matinees during school breaks.
<b>TOTAL</b>	<b>\$382,647</b>		



PERSONNEL COSTS	Request for Grant Award				ACTUAL EXPENDITURES			
	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions
Organization Hired Staff								
Number of Staff		6.0	6.0				6.0	
Hours Worked		12480	12,480.0				11325	
Salaries		\$297,910	297,910.0			\$285,760	\$285,760	
Benefits		\$131,706	131,706.0			\$128,765	\$128,765	
Contract Hired Staff								
Number of Staff		\$0	0.0				\$0	
Hours Worked		\$0	0.0				\$0	
Salaries		\$0	0.0				\$0	
Benefits		\$0	0.0				\$0	
<b>TOTAL PERSONNEL STAFF</b>	<b>0</b>	<b>6</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>0</b>
<b>TOTAL PERSONNEL HOURS</b>	<b>0</b>	<b>12480</b>	<b>12480</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>11325</b>	<b>0</b>
<b>TOTAL PERSONNEL COSTS</b>	<b>\$0</b>	<b>\$429,616</b>	<b>\$429,616</b>	<b>\$0.00</b>	<b>\$0</b>	<b>\$414,525</b>	<b>\$414,525</b>	<b>\$0</b>

OPERATING EXPENDITURES	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions
	Program Evaluation		\$20,000	\$20,000			\$7,999	\$7,999
Travel		\$17,917	\$17,917			\$9,005	\$9,005	
Marketing			\$0				\$0	
Advertising	\$100,000		\$100,000				\$0	
Insurance			\$0				\$0	
Rent/Bldg. Lease			\$0				\$0	
Utilities			\$0				\$0	
Organization Overhead		\$63,656	\$63,656			\$73,187	\$73,187	
Lobbying Activities			\$0				\$0	
Materials & Supplies		\$19,404	\$19,404		\$18,921	\$20,492	\$39,413	
Contracts	\$2,606,700	\$604,485	\$3,211,185		\$2,687,724	\$390,164	\$3,077,888	
Employee Development			\$0				\$0	
Other*			\$0				\$0	
<i>* Description: NONE</i>								
<b>TOTAL OPERATING EXPENDITURES</b>	<b>\$2,706,700.00</b>	<b>\$725,462.00</b>	<b>\$3,432,162.00</b>	<b>\$0.00</b>	<b>\$2,706,645.00</b>	<b>\$500,847.00</b>	<b>\$3,207,492.00</b>	<b>\$0.00</b>

EQUIPMENT/CAPITAL OUTLAY COSTS	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions
Computers			\$0.00				\$0.00	
Printers			\$0.00				\$0.00	
Projectors			\$0.00				\$0.00	
Furniture			\$0.00				\$0.00	
Software			\$0.00				\$0.00	
Other (routers, servers)			\$0.00				\$0.00	
TOTAL CAPITAL OUTLAY	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL MILLENNIUM FUND REPORT COMPARISON	\$2,706,700.00	\$1,155,078.00	\$3,861,778.00	\$0.00	\$2,706,645.00	\$915,372.00	\$3,622,017.00	\$0.00

# Idaho Millennium Fund Grant Annual Report Financial Information

Fiscal Year 2017

SUBCONTRACTING/SUBGRANTING

Idaho QuitLine Cessation Services

Organization Name Alere Wellbeing

Amount \$773,796

Purpose Project Filter contracts with Alere Wellbeing/National Jewish Health to provide the telephone and online cessation services, including free NRT to Idaho smokers. Budget includes costs for overhead and operation of the quitline, call services, text to quit, evaluation, NRT orders and print

SUBCONTRACTING/SUBGRANTING

Media Services

Organization Name Davies Moore

Amount \$1,548,953

Purpose Project Filter contracted with Davies Moore to provide media and marketing services to promote the Idaho Quitline and online cessation services statewide. Budget includes cost for media development and production, media buys, signage and promotional items, print advertisements and sub-contracted media evaluation services.

SUBCONTRACTING/SUBGRANTING

Sponsorships and Events

Organization Name Local athletes and statewide events - see breakdown in Attachment C

Amount \$363,975

Purpose Project Filter contracts with each athlete and event/organization individually to conduct specific activities or promotions. Each contractor promotes the Idaho QuitLine, prevention messages and promotes smoke-free venues. Budget amounts are based on submitted proposals.