



COLORADO
Department of Public
Health & Environment

Moving the Mark Revisited

Checking in on Tobacco Control Learnings
Three-years Later.

May 1, 2017

Why we are here

- This work is so important
- Passion, purpose and belief
- Public health fights back and gets things done
- We are more impactful together than individually

Why we are here

- To shape the future of this work

\$23m < \$54m

My role as facilitator

Support a thoughtful, inclusive process that:

- leverages the **group's expertise**
- applied to our **shared purpose**
- to find **common ground** (and consider where **compromise is possible**),
- but **that honors the unique needs and resources** of each stakeholder and **community**
- and is **primarily focused on assets**.

Ground Rules

- Be present
- This can be fun – recognize the power of positivity
- Compromise is key, but disagreement needs to be out in the open
- Assume best intentions
- Strengths over weaknesses
- Be specific, focused and fair
- Step up to the plate
- What else?

Starting Agreements

- We are rooted in health equity
- To the highest degree possible and reasonable, we should streamline and align processes, minimize administrative burden of participation, and build on what's working
- We need a fair and statewide approach that prioritizes the populations making up the remaining 15% of smokers
- We should target areas with highest risk/need

Starting Agreements

- We need local strategies that reflect the unique needs and resources of each community; these should be defined locally within general parameters
- A balance must be found:
 - between individual self-determination, and the will to pay attention to the needs and desires of others.
- The conversation doesn't end here
- What else?

A Glimpse of the Day

- I. Review progress made to date through the Tobacco Grant Program
- II. Share the latest in research and data that tells the story of tobacco use and cessation efforts in Colorado
- III. Educate participants on promising innovations to further reduce tobacco use
- IV. Facilitate discussion to generate new recommendations guiding the future of the Tobacco Grant Program