

New York State Department of Health
Tobacco Control Program
2008-09 Proposed Allocation

Program Component	2007- 08	2008- 09	Total allocation for new initiative	CDC 2007 Best Practice Lower Limit
State and Community Action				
Community Resource Center	\$0	\$500,000	\$750,000	
Community Partnerships	\$8,788,240	\$8,788,240		
Four additional NYC partnerships	\$0	\$0	\$2,000,000	
Statewide Networks to Reach Diverse Populations	\$0	\$0		
Community Chronic Disease Programs	\$0	\$0		
Youth Action Program	\$5,845,000	\$5,845,000		
Young Adult Advocacy in Action Program	\$0	\$0	\$1,250,000	
School Policy Partners	\$3,440,000	\$3,535,000		
School-based Health Center Supplement	\$2,950,000	\$0		
ATUPA and CIAA Enforcement	\$6,800,000	\$6,800,000		
Tobacco Free Tribal Communities	\$0	\$250,000	\$1,000,000	
Asthma coalitions	\$550,000	\$550,000		
Healthy Neighborhood programs	\$2,150,000	\$0		
Public Relations Resource Center	\$0	\$425,000	\$850,000	
Tobacco Policy Center for Excellence		\$275,000	\$550,000	
Smokefree Movies Network	\$0	\$0	\$250,000	
Training and Other Services	\$780,000	\$780,000		
	\$31,303,240	\$27,748,240		\$71,300,000
Cessation				
Cessation Centers	\$6,531,300	\$6,757,337		
Tobacco Dependence Treatment Pgms	\$250,000	\$2,000,000		
Quitline	\$2,673,098	\$2,938,157		
NRT	\$6,610,902	\$6,610,902		
Promising Interventions	\$4,368,500	\$4,368,500		
Mental Health Initiative		\$1,000,000	\$1,500,000	
	\$20,433,800	\$23,674,896		\$38,500,000
Health Communication Campaigns				
Media Placement	\$19,555,000	\$20,119,864		
Partner media	\$2,125,856	\$0		
Production	\$0	\$3,000,000		
Misc Media Development & Placement	\$3,147,104	\$0		
	\$24,827,960	\$23,119,864		\$25,100,000
Research and Evaluation				
Independent Evaluation	\$5,160,000	\$6,000,000		
Expanded BRFSS - Tobacco Supplement	\$0	\$500,000		
Community Assessment and Monitoring Program	\$0	\$0		
Cessation Research Program	\$0	\$0		
	\$5,160,000	\$6,500,000		\$13,500,000
Administration				
Current administration	\$3,760,000	\$4,167,000		
	\$3,760,000	\$4,167,000		\$6,700,000
Total	\$85,485,000	\$85,485,000	(-\$5,600,000)	\$155,100,000

Encumbered in contracts

New contracts in procurement process