



2020 Supplemental Budget Decision Package

Agency: 303 - Department of Health
Decision Package Code-Title: B4 - Lower Vape/Tobacco Use-Age 18 to 20
Budget Session: 2020 Supp
Budget Level: Policy Level
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Agency Recommendation Summary

Effective January 2020, new state legislation will raise the minimum legal age of sale for tobacco and vapor products from 18 to 21. This will leave many young people between the ages of 18 to 20 addicted to products to which they will soon no longer have legal access. The Washington State Department of Health requests funding to promote vape and tobacco cessation and provide counseling support and nicotine replacement therapy to these individuals.

Fiscal Summary

Dollars in Thousands

Operating Expenditures	FY 2020	FY 2021	FY 2022	FY 2023
Fund 001 - 1	\$0	\$365	\$365	\$0
Total Expenditures	\$0	\$365	\$365	\$0
Biennial Totals		\$365		\$365
Object of Expenditure	FY 2020	FY 2021	FY 2022	FY 2023
Obj. C	\$0	\$249	\$249	\$0
Obj. E	\$0	\$116	\$116	\$0

Package Description

Background and Problem Statement:

In the 2019 legislative session, Engrossed House Bill (EHB) 1074 raised the minimum legal age for a person to be sold tobacco and vapor products from 18 to 21 years. Currently, over 50,000 Washingtonians between the ages of 18 and 20 years use these products. As the law changes, the state has a responsibility to offer some support to individuals who currently use these addictive products legally, but will be unable to do so once the law goes into effect on January 1, 2020.

Proposed Solution:Quit Line Expansion

Tobacco cessation services – specifically evidence-based tobacco quit lines – is an extremely cost-effective public health intervention. According to the Washington State Institute for Public Policy (WSIPP), net societal benefits per quit line participant exceed \$24,000.[1]

Benefit-Cost Summary Statistics Per Participant			
Benefits to:			
Taxpayers	\$1,649	Benefits minus costs	\$24,298
Participants	\$3,061	Benefit to cost ratio	\$111.27
Others	\$306	Chance the program will produce	
Indirect	\$19,502	benefits greater than the costs	95 %
<u>Total benefits</u>	<u>\$24,518</u>		
<u>Net program cost</u>	<u>(\$220)</u>		
Benefits minus cost	\$24,298		

This proposal will allow DOH to expand its quit line capacity to accommodate additional callers. This will supplement the existing federal grant used to operate the WAQL, which currently supports approximately 2,000 uninsured and underinsured callers annually.

Education, Counseling, and Support

In addition, the requested funds will be used to educate the public about the new law, promote tobacco cessation, and provide counseling, support, and nicotine replacement therapy to an estimated 2,400 young, uninsured and underinsured Washingtonians currently addicted to nicotine.

Based on current service utilization data, the department's Tobacco and Vapor Product Prevention and Control Program (TVPPCP) estimates that twice as many 18 to 20 year olds who use tobacco and vapor products will use an innovative smartphone application (app) for tobacco cessation as those who will call the WAQL for counseling. DOH expects this request will result in an additional estimated 1,600 young adults downloading the app, with the remaining 800 calling the WAQL. The smartphone app would be paired with a two-week nicotine replacement therapy starter kit (shipped directly to the participant), while the WAQL program would be paired with four weeks of nicotine replacement therapy to incentivize greater utilization of this service.

In addition to the standard smartphone app, TVPPCP is co-developing a youth and young adult vaping cessation module for the app, which will be available to the public at the same per-participant cost before the law goes into effect. Since nicotine is the highly addictive substance in both tobacco and vapor products, WAQL Quit Coaches counsel and dose nicotine replacement therapy for people who only use vapor products in a similar fashion as they do for people who use tobacco, or who dual-use tobacco and vapor products.

Education and awareness about the law and tobacco cessation promotion will be essential to reaching these young adults, connecting them to services, and achieving these benefits. This communication will largely be accomplished online via search engines and social media pay-per-click ads.

[1] <http://www.wsipp.wa.gov/BenefitCost/Program/421>

Assumptions and Calculations**Expansion or alteration of a current program or service:**

In the 2015-2017 biennium, DOH received \$653,123 in federal funding for the Washington State Tobacco Quitline.

In the 2017-2019 biennium, DOH received \$640,304 in federal funding for the Washington State Tobacco Quit line.

This request expands WAQL capacity to accommodate an influx of young adults seeking tobacco cessation services.

Detailed assumptions and calculations:

Below is a detailed view of the assumptions and calculations.

Budget

Services	
Smartphone app downloads and NRT starter kits (1,569 @ \$92 each)	\$ 144,000
WAQL calls and 4-week NRT shipments (784 @ \$134 each)	\$ 105,000
Total services	\$ 249,000
Education and promotion	
Online advertising clicks (14,260 @ \$6 each)	\$ 86,000
Other education and promotion	\$ 25,000
Total education and promotion	\$ 111,000
Other agency support services	\$ 5,000
Total budget	\$ 365,000

Workforce Assumptions:

See attached financial calculator (FNCAI)

Strategic and Performance Outcomes

Strategic framework:

This proposal supports Results Washington Goal 4: Healthy and Safe Communities. In addition, it also supports DOH's strategic plan Goal 3: Ensure health equity and improve population health, by reducing the use of tobacco and vapor products among persons under 21 years of age.

Performance outcomes:

Decrease in Washingtonians aged 18 to 20 who smoke and/or vape;

Increase in Washingtonians aged 18 to 20 who attempt to quit.

Other Collateral Connections

Intergovernmental:

This proposal is not expected to impact tribal, regional, county, or city governments, or any political subdivision of the state.

Stakeholder response:

Community-based organizations (support – need for 18-20 year old cessation support, alternatives to Quitline)

Possible opposition from tobacco and vapor industries.

Legal or administrative mandates:

This request is not in response to litigation, audit findings, executive orders, or task force recommendations.

Changes from current law:

This proposal does not change existing statute or rules.

State workforce impacts:

There will be no impacts to state workforce due to this request.

State facilities impacts:

This request will not impact facilities or workplace needs.

Puget Sound recovery:

This is not applicable to the Puget Sound recovery efforts.

Reference Documents

- Cessation Funding Scenarios.docx
- PL B4 Lower Vape-Tobacco Use-Age 18 to 20-FNCAL.xlsm

IT Addendum

Does this Decision Package include funding for any IT-related costs, including hardware, software, (including cloud-based services), contracts or IT staff?

No