



Tobacco Master Settlement Agreement: Proposal

Invest in Health care. Reduce Tobacco Use. Restore the Public's Trust.

Purpose: Leading the Way to a Healthier Oregon

Oregon has the opportunity to lead the nation in creating a health care system that meets the needs of all our citizens. Driven by principles of equity, prevention, local community empowerment, accountability, and innovation, our coalition believes that by giving our Coordinated Care Organizations (CCOs) and communities the tools to achieve healthier outcomes and our children the foundation they need for a healthy and successful life, we can fundamentally transform Oregon's health care system.

To restore the public's trust and **fulfill the original intent of the Tobacco Master Settlement Agreement (TMSA)**, our coalition of health advocates recommends all available TMSA funds (approximately \$120 million starting in the 2013-2015 biennium) be allocated to health and prevention efforts to build a healthier future.

Investing in Our Children and a Healthy Future

Allocating \$120 million to health care and prevention efforts will:

- Invest in our children's future, health and success in life through health and prevention programs.
- Equip CCOs and community based health initiatives for success and help achieve greater health transformation through community-based health initiatives and by connecting CCOs with their communities.
- Reduce tobacco use and ease the financial and social burden of tobacco-caused conditions so Oregon can be a place where children never start smoking and where adult smokers can access tools they need to quit.

Programs to Move Oregon Forward

To improve health outcomes (especially for children) while realizing significant savings, health advocates recommend TMSA funds be allocated to the following programs.

Children's Health & Prevention: \$35 million

\$30 million – PE implementation Part I: Integrate healthy behaviors into our schools by investing in physical education.

\$5 million – Children's Healthcare: This investment will allow school-based health centers to build capacity and bring school-based health centers to the majority of Oregon's elementary and middle schools. Additional investments will be made in addressing children's chronic illness, mental health and oral health.

Investment in Oregon's Health Transformation: \$73 million eligible for federal match

50% of matched funds – Coordinated Care Organizations: CCOs will have tools to implement evidence-based programs focused on prevention and proven to reduce drivers of chronic disease and clearly communicate cessation benefits and services available to patients.

50% of matched funds – Community Based Health Initiatives: Community prevention initiatives focused on the leading causes of death, disability, and healthcare cost drivers to fulfill the objectives and vision of healthcare transformation. Through a competitive grant program focused on partnership with community organizations and CCOs, communities will be empowered to find innovative ways to address the main drivers of chronic disease. This will create healthier communities that will bolster the health outcomes of CCOs, reduce the number of death and disabilities due to chronic illnesses, and drive down the health care cost for all Oregonians.

Investment in Oregon's Tobacco Prevention Efforts: \$12 million

\$12 million - Oregon's Tobacco Prevention Efforts: Preventing and reducing tobacco use is the most effective and cost-efficient way Oregon can improve health outcomes, drive down healthcare costs and save lives. A \$12 million investment will reduce the fiscal and health impacts of tobacco use.