

AGENDA



Recommendation for Council Action

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|---|--|---------|-------------|---------------------------|-----|
| Austin City Council | | Item ID | 37933 | Agenda Number | 47. |
| Meeting Date: | 11/20/2014 | | Department: | Health and Human Services | |
| Subject | | | | | |
| Approve ratification of advertising expenditures to support 1115 Medicaid Waiver Tobacco Prevention and Cessation required milestones in the amount of \$136,342. | | | | | |
| Amount and Source of Funding | | | | | |
| Funding in the amount \$136,342 is available in the Fiscal Year 2014-15 through the 1115 Medicaid Waiver Demonstration Project. | | | | | |
| Fiscal Note | | | | | |
| A fiscal note is not required. | | | | | |
| Purchasing Language: | | | | | |
| Prior Council Action: | On August 29, 2013, Council approved a twelve-month agreement beginning September 30, 2013 with two (2) one-year extension options. On August 2, 2012, Council approved a Resolution (Resolution No. 20120802-029) supporting participation in the federal 1115 Medicaid Waiver Program. | | | | |
| For More Information: | Philip Huang, Medical Director/Health Authority, 512-972-5855; Cassandra DeLeon, Chronic Disease Prevention and Control Program Manager, 512-972-6760; Belinda Hare, Administrative Assistant to Medical Director/Health Authority, 512-972-5855; Elena Shemilina, Agenda Coordinator, 512-972-5010. | | | | |
| Boards and Commission Action: | | | | | |
| MBE / WBE: | | | | | |
| Related Items: | | | | | |

Additional Backup Information

The City Health and Human Services Department has an approved 1115 Medicaid Waiver project to implement an evidence-based comprehensive tobacco prevention and cessation intervention to reduce tobacco use among the 18-24 year old population. The specific activities proposed to reach this population include media promotion focused on tobacco prevention and promotion of cessation services targeting 18-24 year olds.

During implementation Demonstration Year 3 of the 1115 Waiver Tobacco Prevention and Cessation project funds were identified to promote free tobacco cessation services to the 18-24 year old population. The 1115 Waiver provides an opportunity to test and develop programming that would have the greatest health outcome. ATCHHSD, through a series of evaluation cycles, identified that the most effective media strategy would be to purchase advertising through cable media on multiple channels and timeslots to ensure delivery at 85% reach with a 5.9 average frequency of the target population. The weekly average number of spots was 101 (:30) spots per week over eight cable networks. The intervention had to be implemented and completed by the end of September 2014. These funds were spent within the months of July, August and September 2014.

As a result of the cable advertising purchase the program identified a 30% increase in utilization of tobacco cessation services among the target population as compared to other strategies that were previously employed.