

Recommendations on Administrative Arrangements, Funding Priorities, and the Integration and Coordination of Approaches

Administrative Arrangements

TEROC serves in an advisory role to three agencies funded to conduct tobacco prevention, education, and research programs in California:

- The California Department of Public Health (CDPH), which operates the California Tobacco Prevention Program (CTPP)
- The California Department of Education (CDE), which administers the Tobacco-Use Prevention Education (TUPE) Program
- The University of California Office of the President (UCOP), which administers the Tobacco-Related Disease Research Program (TRDRP)

TEROC is satisfied with the current administrative arrangements with these three agencies and does not have recommendations for changing them.

Funding Priorities

Specific funding priorities are included throughout this Plan under each objective. The overarching funding priority at the State level is to increase state funding for tobacco prevention to the level recommended by the Centers for Disease Control and Prevention. In 2024, California allocated only about 60% of the recommended amount.¹ Increasing funding could be accomplished in a number of ways, including:

- Indexing tobacco taxes to inflation.
- Dedicating a greater proportion of tobacco tax revenue for tobacco prevention and research.
- Dedicating proceeds from any tobacco industry settlements and new industry fees for tobacco prevention and research.

Integration and Coordination of Approaches

TEROC recommends that the agencies it advises do the following to facilitate integration and coordination:

- Prioritize strategies from the 2025–2026 Plan when updating their approaches.
- Continue reporting on their progress at quarterly TEROC meetings.
- Continue holding frequent inter-agency meetings to facilitate communication, coordination, and collective impact.
- Plan a joint conference of the three agencies, as occurred regularly before the COVID-19 pandemic.

References

¹ Campaign for Tobacco-Free Kids. [Broken Promises to Our Children: A State-by-State Look at the 1998 Tobacco Settlement 25 Years Later](#). January 10, 2024.