



EXECUTIVE OFFICE  
CITY OF PROVIDENCE, RHODE ISLAND

David N. Cicilline  
Mayor

## NEWS RELEASE

### **MAYOR CICILLINE & RI DEPARTMENT OF HEALTH ANNOUNCE AWARD OF \$3.3 MILLION FEDERAL GRANT ARRA**

#### **Federal funds will support tobacco prevention efforts & create 15 new jobs**

**PROVIDENCE** – Mayor David N. Cicilline and Rhode Island Department of Health Director Dr. David Gifford today announced that the Mayor’s Substance Abuse Prevention Council (MSAPC) and the Rhode Island Health Department have won a \$3.3 million federal stimulus grant. The grant, secured through a nationwide, competitive process, will fund the Providence Tobacco-Free Campaign (TFC), an initiative led by the MSAPC and the Health Department to dramatically reduce youth smoking. The grant will also create at least 15 new jobs and additional jobs as community-based organizations hire individuals to implement the campaign.

“These funds will immediately put people to work protecting our young people from making the dangerous choice to smoke cigarettes,” said Mayor Cicilline. “I want to commend the MSAPC under the leadership of Director Caitlin Thomas-Henkel for their hard work in partnership with the Health Department to secure this grant and for their continued efforts to ensure the healthy development of our young people.”

“We are looking forward to working with the City to dramatically reduce youth smoking initiation, smoking prevalence rates, and exposure to second-hand smoke – this level of funding will allow us to collaboratively work towards truly broad-based systems and behavior change,” said Dr. David Gifford.

The \$3.3 million Communities Putting Prevention to Work grant was funded by the American Recovery and Reinvestment Act (ARRA) through the Centers for Disease Control and Prevention (CDC). The ARRA funded CDC grant will also create at least 15 new jobs at the State and City level and community-based organizations.

The ARRA grant will fund the Providence Tobacco-Free Campaign, a citywide tobacco prevention initiative designed to stop young people from beginning the dangerous, highly addictive habit of smoking. Under the TFC, funds will go to community-based and youth organizations to reach culturally diverse populations disparately impacted by tobacco related disease.

The TFC is designed to dramatically reduce youth smoking by 25% and youth exposure to second hand smoke by 30%. The long term impacts will be to prevent tobacco related deaths of these youths by 33%. The MSAPC will implement the following initiatives:

- Launch a comprehensive, citywide “counter marketing” campaign developed by youth to raise awareness about the risks of tobacco use.
- Develop new City ordinances regulating tobacco marketing to youth and tobacco vendor marketing and point of sale purchases. City ordinances would also restrict tobacco advertising within 1000 feet of schools.
- Create a new tobacco vendor registration requirement through the City’s Bureau of Licenses.
- Provide Nicotine Replacement Therapy and cessation support services to the uninsured through the Providence Community Health Centers.
- Dramatically enhance training and support of those who sell cigarettes to ensure compliance with new tobacco laws.
- Pilot smoke-free policies in Providence Housing Authority sites.
- Create smoke free campuses and restrict tobacco sponsorship in Providence Public Schools.

TFC will launch the campaign in partnership with community-based organizations that represent disparately impacted groups of young people and include the vocal and vibrant participation of Providence youth in the media campaign.

*Disclaimer: This media advisory was produced using a template prepared by the U.S. Department of Health and Human Services.*

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