

Community and Cessation Programs – FY 2012

Massachusetts Tobacco Cessation & Prevention Program (MTCP)

MTCP Contracts	Brief Description	Key MTCP Staff
Policy Capacity Building - Mass Assoc of Health Boards, Mass Municipal Assoc and Mass Health Officers Assoc	Three trade associations provide technical assistance and training to boards of health, health agents, other municipal staff, MTCP programs, and community agencies. Conduct projects around youth access and secondhand smoke.	Contract Manager MAHB & MMA: Patricia Henley Contract Manager MHOA: Christy Fedor
Smokefree Families: The Massachusetts Smoke-Free Housing Project - Public Health Advocacy Institute (Northeastern University Law School)	Provides technical assistance to landlords, management companies and housing professionals interested in smoke-free housing with emphasis given to three target rental markets.	Contract Manager: Patricia Henley
Smokefree Families: Smokefree Public Housing - Health Resources in Action	Provide technical assistance to local housing authorities, community agencies, and MTCP programs on working with tenants and housing authorities to develop Smokefree policies	Contract Manager: Patricia Henley
Smokefree Families: Support Systems Change - Institute for Health and Recovery	Works with health and human service providers to integrate smoke-free messages into existing protocols with emphasis on organizations providing home visits and serving vulnerable populations.	Contract Manager: Anna Landau



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Statewide Youth Prevention: The 84.org – Health Resources in Action	Statewide youth prevention program includes the 84.org website, a statewide short film contest and other initiatives to promote the social norm that most high school students do not smoke. Mini-grants are available for community policy projects.	Contract Manager: Esmirna Damaso
Boards of Health	14 contracts enforce youth access and secondhand smoke laws in 186 municipalities.	Contract Managers: Esmirna Damaso, Dick Lunden, and Patricia Henley
Tobacco-Free Community Partnerships	8 community partners work to implement MTCP goals and priorities at the local level, working with existing coalitions and policy leaders to combat the tobacco industry's influence and encourage smokers to quit.	Contract Manager: Patricia Henley



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Massachusetts Smokers' Helpline (JSI)	Statewide helpline (1-800-QUIT-NOW) provides telephone information, referrals and counseling to smokers. QuitWorks is a fax-referral system that healthcare providers use to enroll patients who smoke.	Contract Manager: Anna Landau Evaluator: Mark Paskowsky
U Mass Medical School Smoking Cessation Technical Assistance and Training	Technical assistance and training to healthcare providers on smoking cessation and systems change. Coordinates technical assistance and trainings for QuitWorks	Contract Manager: Lois Keithly

