

Spend Down Ideas for 2026

During the December 2025 National Tobacco Control Program technical assistance call, a panel of former-OSH experts led a brainstorm on how state programs can spend down CDC funds by the April 2026 deadline, which was supplemented by a tremendous number of state program recommendations. See below for a listing of those ideas, grouped into different themes and categories. TCN hopes that this list can help state program leaders work towards a full spend down on technical assistance and other support resources that are helpful to the programs in your state.

Credit Card Purchases or Low-Cost Ideas

- Coalition building training from [ANRF](#)
- Annual subscription to the *Tobacco Control* journal
- Purchase ANRF data on smokefree policies/laws
- "Sponsorship" of community coalitions and organizations (this has to be under \$10k and only at \$2,500 at a time)

Using Other State Contracts

- Leverage an existing media contract held through a university or another state agency like the Department of Tourism. Many states have public contracting portals or at least internal portals where you can see who holds contracts
- Quitline service providers may be able to be a conduit for media campaigns
- Use money for a public relations firm to help place earned media. So much "earned media" is actually paid these days
- Medicaid administrators
- Health department event coordination retainer contracts
- Existing state contracts for conference planning to offer training and coaching, e.g., motivational interview skills (to help further policy work), any training that will help prevent staff burnout, investing in current staff

New Contracts

- Community-based contracts for culturally tailored media
- Evaluator
- Media/marketing
- HST, provider outreach, and training
- Tobacco Retailer Education training
- Tobacco Treatment Specialist training
- Evaluation or sustainability contracts with the Center for Public Health Systems Science at WashU School of Public Health
- Contracts for state-specific TA from ANRF, PHLC, or WashU

Data Services

- Purchase five additional BRFSS questions for \$15,000
- Public opinion polls
- Oversampling
- Collaborate with asthma program on the YTS, and including asthma module; collaborating with BRFSS on ATS supplemental survey

Cessation

- Incentives through Medicaid for Tobacco Treatment
- NRT for place-based health treatment at partner treatment clinics
- Have your quitline vendor do Bulk NRT orders to give to healthcare providers in your state (or hold for later distribution)
- If your state has syringe service programs and/or other services for OUD, that can be a good way to get NRT out the door (combined with clean syringes/naloxone distribution)

Partner with Other Agencies

- Fund or partially fund positions in youth prevention programming and substance use prevention
- Fund "upstream" shared grant programs that have a lot of overlapping work, especially around behavioral health and e-cigarettes