

Grant Opportunities in Federal Health Reform Related to Tobacco Cessation

Section 2951. Maternal, Infant, and Early Childhood Home Visiting Programs

The purposes of this section are to strengthen and improve the programs and activities carried out under this title, to improve coordination of services for at risk communities, and to identify and provide comprehensive services to improve outcomes for families who reside in at-risk communities.

The Secretary will make grants available to eligible entities to deliver services under early childhood home visitation programs to eligible families in order to promote improvements in maternal and prenatal health, infant health, child health and development, parenting related to child development outcomes, school readiness, the socioeconomic status of families, and reductions in child abuse, neglect and injuries.

An eligible entity may use a portion of funds in the first 6 months of the grant for planning or implementation activities to assist with the establishment of early childhood home visitation programs. The Secretary will provide technical assistance.

The requirements for an early childhood home visitation program conducted with a grant include the eligible entity establishes quantifiable, measurable 3- and 5-year benchmarks for demonstrating improvements in the areas listed above. Priority for services will be given to the following:

- Eligible families in communities identified by the state needs assessment;
- Low-income eligible families or pregnant women who are under age 21;
- Eligible families that have a history of child abuse or neglect;
- Eligible families that have a history or substance abuse or have users of tobacco; and
- Eligible families that have children with low student achievement or development delays or disabilities.

The Secretary will conduct an evaluation of the statewide needs assessments based on recommendations from an advisory council, including a State-by-State analysis. There will be \$100 million allocated for 2010, \$250 million for 2011, \$350 million for 2012, \$400 million for 2013, and \$400 million for 2014. Any funds not expended may be used for grants to nonprofits.

Section 3202. Benefit Protection and Simplification

Medicare Advantage plans that provide extra benefits must give priority to:

- Cost sharing reductions;
- Wellness and preventive care that are not benefits under traditional fee-for-service Medicare, such as smoking cessation, a free flu shot, and an annual physical examination; and then
- Benefits not covered under traditional fee-for-service Medicare.

Section 4001. National Prevention, Health Promotion, and Public Health Council

The President will establish the National Prevention, Health Promotion, and Public Health Council within the Department of Health and Human Services. The Council will be chaired by the Surgeon General and consist of representatives of various Federal agencies that interact with health and safety policy. The Council will:

- Provide coordination among Federal departments and agencies;
- Develop a national strategy on prevention, health promotion, public health and integrative health care strategy;
- Provide recommendations to the President and Congress to achieve national wellness, health promotion, and public health goals (including- reduction of tobacco use, sedentary behavior, and poor nutrition);
- Consider and propose evidence-based models, policies, and innovative approaches; and
- Submit annual reports to the President and Congress.

An Advisory Group of 25 non-Federal members, including health professionals, appointed by the President will advise the Council.

By July 1, 2010, and annually through January 1, 2015, the Council will submit a report to the President and Congress that, among other things:

- Contains a list of national priorities on health promotion and disease prevention to address lifestyle and behavior modification (smoking cessation, proper nutrition, appropriate exercise, mental health, substance use disorder, and domestic violence screenings); and
- Contains specific science-based initiative to achieve the measurable goals of Healthy People 2010 regarding nutrition, exercise and smoking cessation, and targeting the 5 leading disease killers in the United States.

Section 4004. Education and Outreach Campaign Regarding Preventive Benefits

A national public-private partnership will be created for a prevention and health promotion outreach campaign to raise awareness of health improvement across the life span. The Centers for Disease Control and Prevention will implement a national media campaign on health promotion and disease prevention within 1 year of enactment of this Act. The campaign will:

- Address proper nutrition, regular exercise, smoking cessation, obesity reduction, the 5 leading disease killers in the U.S., and secondary prevention through disease screening promotion;
- Be carried out through competitively bid contracts;
- May include the use of television, radio, internet, and other commercial marketing venues, and may be targeted to specific age groups;
- Will not duplicate any other Federal efforts relating to health promotion and disease prevention; and
- May include the use of humor and nationally recognized positive role models.

The Secretary will maintain a website with science-based information on guidelines for nutrition, regular exercise, obesity reduction, smoking cessation, and specific chronic disease prevention. The Centers of Disease Control and Prevention will develop and implement a plan for disseminating health promotion and disease prevention information to health care providers. The Centers of Disease Control and Prevention will contract for the development and operation of a web-based personalized prevention plan tool. A total of \$500 million has been appropriated for this campaign and activities.

Section 4103. Medicare Coverage of Annual Wellness Visit Providing a Personalized Prevention Plan

Medicare benefits will include personalized prevention plan services, which consists of a health risk assessment and may also include:

- Establishment or updates to an individual's medical and family history;
- A list of current providers and suppliers involved in an individual's medical care;
- Detection of any cognitive impairment;
- Establishment or updates to a screening schedule for the next 5 to 10 years or a list of risk factors; and
- Personalized health advice and appropriate referrals to health education, preventive counseling services, or community-based lifestyle interventions to reduce health risks and promote self-management and wellness, including weight loss, physical activity, smoking cessation, fall prevention, and nutrition.

Section 4107. Coverage of Comprehensive Tobacco Cessation Services for Pregnant Women in Medicaid

Medicaid coverage will be required to include coverage for counseling and pharmacotherapy for cessation of tobacco use by pregnant women. No cost-sharing will be permitted for these services. These amendments are effective October 1, 2010.

Section 4108. Incentives for Prevention of Chronic Diseases in Medicaid

The Secretary will award grants to States to carry out initiatives that provide incentives to Medicaid beneficiaries who participate in programs promoting healthy lifestyles. These programs must be

comprehensive and uniquely suited to address the needs of Medicaid beneficiaries, may address co-morbidities, and must have demonstrated success in helping individuals:

- Cease using tobacco products;
- Control or reduce weight;
- Lower cholesterol;
- Lower blood pressure; or
- Prevent or manage diabetes.

A State must carry out initiatives for at least 3 years and conduct an outreach and education campaign to make providers and Medicaid beneficiaries aware of the programs. Independent evaluation and assessment of initiatives will be contracted by the Secretary, and States receiving grants must submit reports on a semi-annual basis to the Secretary. A final report will be submitted to Congress by July 1, 2016. A total of \$100 million has been appropriated to carry out this section for the 5-year period beginning January 1, 2011.

Section 4201. Community Transformation Grants

The Centers of Disease Control and Prevention is authorized to award grants to State and local governments and community-based organizations to implement evidence-based community preventive health activities.

An eligible entity will submit a community transformation plan to the Director of the Centers of Disease Control and Prevention which includes policy, environmental, pragmatic, and infrastructure changes needed to promote healthy living and reduce disparities. Activities in the plan may focus on:

- Creating healthier school environments;
- Creating infrastructure to support active living and access to nutritious foods;
- Developing and promoting programs that target a variety of age levels to increase access to nutrition, physical activity and smoking cessation improve social and emotional wellness, enhance safety in a community, or address any other chronic disease priority area identified by the grantee;
- Assessing and implementing workplace wellness programming and incentives;
- Working to highlight healthy options at restaurants;
- Prioritizing strategies to reduce ethnic/racial disparities; and
- Addressing special populations needs.

An eligible entity will use grant funds to evaluate if activities change the prevalence of chronic disease risk factors. Measures will include:

- Changes in weight;
- Changes in proper nutrition;
- Changes in physical activity;
- Changes in tobacco use prevalence;
- Changes in emotional well-being and overall mental health; and
- Other factors using community-specific data from the BRFSS.

A grantee must submit a report to the Director annually, participate in meetings to discuss best practices and lessons learned, and develop models to replicate successful programs and activities. The Director will provide training on effective strategies, technical assistance to establish community transformation plan, and framework for evaluating programs under this grant.

Funds may not be used to create video games. There are authorized such sums as may be necessary for fiscal years 2010 through 2014.

Section 4202. Healthy Aging, Living Well; Evaluation of Community-Based Prevention and Wellness Programs for Medicare Beneficiaries

The Centers of Disease Control and Prevention will award grants to State or local health departments and Indian tribes to launch 5-year pilot programs that provide public health community interventions, screenings, and clinical referrals for individuals aged 55-64.

Public health interventions may include efforts to improve nutrition, increase physical activity, reduce tobacco use and substance abuse, improve mental health, and promote healthy lifestyles. Ongoing health screenings will be provided to identify risk factors for cardiovascular disease, cancer, stroke, and diabetes, and may include screenings for:

- Mental health/behavioral health and substance use disorders;
- Physical activity, smoking, and nutrition; and
- Any other measures deemed appropriate by the Secretary.

Individuals found to have risk factors will be referred for follow-up services. The grantee must measure changes in the prevalence of chronic disease risk factors, and the Secretary will conduct an annual evaluation of the program based on this data.

There are authorized such sums as may be necessary for each of fiscal years 2010 through 2014.

The Secretary will conduct an evaluation of community-based prevention and wellness programs and develop a plan for promoting health lifestyles and chronic disease management for Medicare beneficiaries. The Centers for Medicare and Medicaid Services will conduct a study of the impacts of existing community prevention and wellness programs on participating Medicare beneficiaries.

This Act makes available \$50 million for this subsection.

Section 4206. Demonstration Project Concerning Individualized Wellness Plan

A pilot program will be established to test the impact of providing at-risk populations using community health centers an individualized wellness plan to reduce risk factors for preventable conditions indentified by a comprehensive assessment. The Secretary will enter into agreements with no more than 10 community health centers for this program.

Individualized wellness plans may include: nutritional counseling, a physical activity plan, alcohol and smoking cessation counseling and services, stress management, and dietary

supplements. Risk factors to be assessed and measured include: weight, tobacco and alcohol use, exercise rates, nutritional status, and blood pressure.

There is authorized such sums as may be necessary to carry out this section.

Section 10413. Young Women's Breast Health Awareness and Support of Young Women Diagnosed with Breast Cancer

This section may be cited as the "Young Women's Breast Health Education and Awareness Requires Learning Young Act of 2009" or the "EARLY Act" and amends the Public Health Service Act.

The Centers for Disease Control and Prevention will conduct a national evidence-based education campaign to increase awareness of young women's knowledge regarding:

- Breast health in young women;
- Good breast health habits;
- The occurrence of breast cancer and risk factors;
- Evidence-based information to increase early detection; and
- The availability of information and resources for young women diagnosed with breast cancer.

The Secretary will conduct a national evidence-based education campaign to increase awareness of young women's knowledge regarding breast health, the occurrence of breast cancer, and other health information.

The Secretary will award grants to establish national multimedia campaigns oriented to young women. The Centers of Disease Control and Prevention will establish an advisory committee to assist in the education and multimedia campaigns.

The Centers of Disease Control and Prevention will also conduct an education campaign among physicians and health care professionals to increase awareness:

- Of breast health, symptoms, early diagnosis and treatment of breast cancer in young women;
- On how to provide counseling to young women about breast health;
- Concerning the importance of discussing healthy behaviors and increasing awareness of services and programs available to address overall health and wellness, and making patient referrals to address tobacco cessation, good nutrition, and physical activity; and
- On when to provide referrals to organizations that provide credible health information and substantive assistance and support to young women diagnosed with breast cancer.

The Centers of Disease Control and Prevention will conduct prevention research on breast cancer in young women. The Director of the National Institutes of Health will conduct research to develop and validate new screening tests and methods for prevention and early detection of breast cancer in young women. The Secretary will award grants to organizations and institutions to provide information and substantive assistance to young women diagnosed with breast cancer and pre-neoplastic breast diseases.

There are allocated \$9 million for each of fiscal years 2010 through 2014.