



# Medicaid Match and Tobacco Cessation Report

STATE OF UTAH  
Population Health  
September 30, 2022

To: Social Services Appropriations Subcommittee  
From: Braden Ainsworth, Tobacco Prevention and Control Program  
Subject: Medicaid Match for Tobacco Cessation Efforts

## Purpose

The Legislature intends that the Department of Health and Human Services (DHHS) report to the Social Services Appropriations Subcommittee by October 1, 2022 regarding projected Medicaid match by funding source for tobacco cessation efforts based on new cost allocation methodology.

## Summary

Utah Medicaid met with the Tobacco Prevention and Control Program (TPCP) multiple times throughout state fiscal year 2022 for the purpose of discussing the Medicaid match and ways that TPCP's media vendor can accurately measure the reach of its cessation campaign among Medicaid users. TPCP's current media vendor reported that they can only reach Medicaid clients with a high degree of accuracy through digital media efforts. TV, radio, print and other media reach is measured by percentage of Medicaid users in the state, but it is very difficult to determine how many Medicaid clients are actually being served the cessation message.

The new methodology of only focusing on digital media is difficult for our media vendor to implement as digital media is only a small portion of their media efforts. TPCP is in the process of releasing a new RFP for a new media vendor to begin in FY24. A requirement of this RFP will be that the media agency has the ability to accurately report the reach of their statewide campaign to Medicaid clients across a majority of media approaches. Data for a new Medicaid match methodology will not be available until the end of FY24.

DHHS recommends revisiting this item in FY25 after the new TPCP media vendor has implemented a new methodology for determining the reach of media efforts for Medicaid clients.