

# Implementation Strategies for Priority Populations

The following table provides an overview of implementation strategies for the priority populations that are specified in the Prop 99 enabling legislation.<sup>1</sup>

**Table 1. Implementation Strategies for Priority Populations**

| Priority Populations   | Implementation Strategies          |   |                           |                    |  |                                |
|--|------------------------------------|---|---------------------------|--------------------|--|--------------------------------|
|  | Targeted Public Education Campaign | Statewide Coordinating Center/ Training and Technical Assistance Provider | Statewide Policy Platform | Cessation Campaign | Collecting and Reporting Specific Data | Targeted Educational Materials |
| Black/African American   | ✓                                  | ✓   | ✓                         | ✓                  | ✓                                      | ✓                              |
| Hispanic/ Latino   | ✓                                  | ✓   | ✓                         | ✓                  | ✓                                      | ✓                              |
| American Indian or Alaska Native                                   | ✓                                  | ✓   | ✓                         | ✓                  | ✓                                      | ✓                              |
| Asian, Native Hawaiian or Pacific Islander                         | ✓                                  | ✓   | ✓                         |                    | ✓                                      | ✓                              |
| School Age Youth and their Families (in schools and the community) | ✓                                  | ✓   | ✓                         | ✓                  | ✓                                      | ✓                              |
| Pregnant Women   |                                    |   |                           | ✓                  | ✓                                      | ✓                              |
| Current Smokers  |                                    | ✓   |                           | ✓                  | ✓                                      | ✓                              |

# References

<sup>1</sup> Wakefield T, Glantz SA, Apollonio DE. [Content analysis of the corporate social responsibility practices of 9 major cannabis companies in Canada and the US](#). *JAMA Netw Open*. 2022;5(8):e2228088.