

SFY25 -Tobacco Funds - Community Awareness - By Strategy



Strategy	Allotment	Awarded	Unawarded	Expended	Unexpended
Community Engagement	\$ 1,898,920	\$ 1,898,920	-	\$ 1,284,216	\$ 614,704
Educational Promotion and Brand Awareness	\$ 541,676	\$ 541,676	-	\$ 237,827	\$ 303,849
Media	\$ 752,065	\$ 752,065	-	\$ 645,728	\$ 106,337
Parent Information and Resources	\$ 650,000	\$ 650,000	-	\$ 424,616	\$ 225,384
Statewide Systems Coordination	\$ 200,000	\$ 150,000	\$ 50,000	\$ 106,305	\$ 43,695
Grand Total:	\$ 4,042,661	\$ 3,992,661	\$ 50,000	\$ 2,698,692	\$ 1,293,969

