




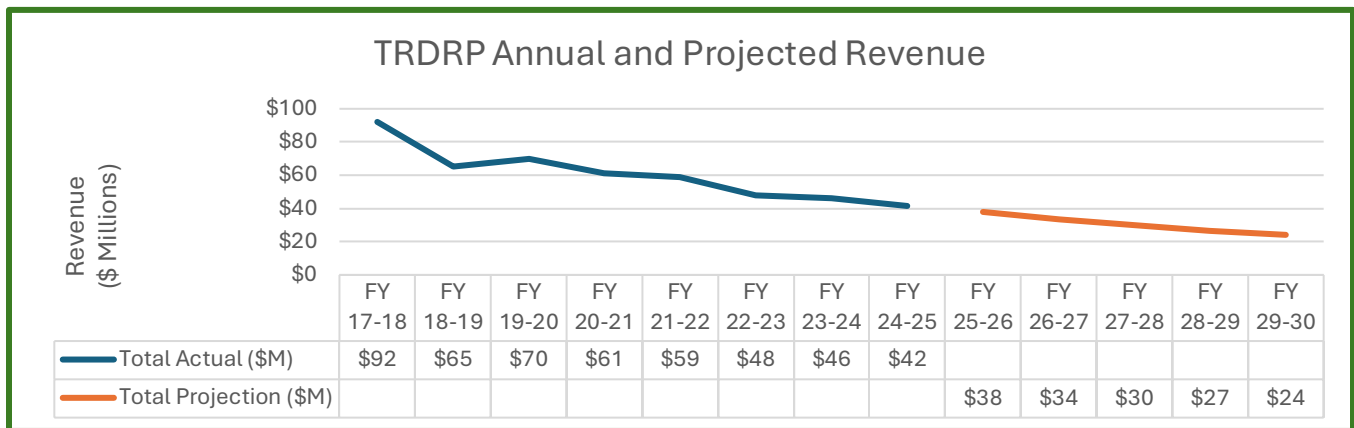
JULY 1, 2026

**2026 STRATEGIC PLAN**  
**TOBACCO-RELATED DISEASE RESEARCH PROGRAM**  
**(TRDRP)**

RESEARCH GRANTS PROGRAM OFFICE  
OFFICE OF RESEARCH AND INNOVATION  
UNIVERSITY OF CALIFORNIA, OFFICE OF THE PRESIDENT



The Tobacco-Related Disease Research Program (TRDRP) staff embarked on a strategic planning process in the winter of 2025 to define new 5-year goals to guide future grantmaking practices. Bolstered by the progress made in funding innovative research, research dissemination, capacity-building, and community engagement under the previous plan developed in 2020, the goal was to devise new strategies to continue such progress in the face of a significant reduction in funding. The figure below demonstrates the 50% reduction in the revenue TRDRP received from tobacco tax funds over the past 6 years and the predicted rate of continued decline in funding over the next few years.



The current plan refines the TRDRP vision and revises the TRDRP mission and goals to address the current needs of the network of commercial tobacco product use prevention and treatment (cessation) entities in California.

## TRDRP Vision

**Turning the cost of addiction into data-driven solutions to end the commercial tobacco epidemic in California**

## TRDRP Mission

**We fund transformative research that helps reduce commercial tobacco product use, prevent addiction that leads to tobacco-related diseases, and shape policies that serve Californians most harmed by nicotine and commercial tobacco.**

**Goal 1: Position TRDRP as a leader in funding policy- and practice-relevant research by maximizing limited tax revenue while advancing innovative methods that prevent or treat addiction to commercial tobacco products among California tobacco priority populations.**

**Strategy 1. Fund research that informs and advances approaches for preventing and treating commercial tobacco product addiction among California tobacco priority populations.**

**Approach 1.** Prioritize research topics that inform and support implementation of high-impact policies and practices aligned with the California Endgame policy platform and TERO objectives.

**Approach 2.** Strengthen interdisciplinary and cross-sector collaboration by convening biomedical, behavioral, and community-engaged researchers to foster partnerships and research translation.

**Approach 3.** Expand community-informed and implementation research to identify community needs and ensure evidence-based interventions are effectively integrated into real-world programs and systems.

**Strategy 2: Align TRDRP grantmaking with its projected financial outlook and anticipated revenue declines.**

**Approach 1.** Assess the future economic outlook for tobacco control research through Tobacco Policy Research Center-led rapid research projects and contracted landscape analyses to inform strategic funding priorities.

**Approach 2.** Investigate and leverage additional funding sources and partnerships to expand support for priority research.

**Approach 3.** Sunset funding for initiatives that are functioning independently and build sustainability strategies into existing and new initiatives.

**Approach 4.** Strengthen coordination with state partners to clarify TRDRP's role in the research-to-implementation pipeline.

**Strategy 3: Strengthen TRDRP staff expertise in commercial tobacco product-related research, efficient grantmaking, and responsible stewardship of tobacco tax revenues.**

**Approach 1.** Improve grantmaking efficiency by streamlining competitions, managing application volume, and refining grant cycles and review processes.

**Approach 2.** Continuously assess and improve internal grantmaking practices, timelines, and coordination to reduce administrative burden and increase program effectiveness.

**Approach 3.** Continue to support the educational and professional development of TRDRP staff through journal clubs, participation in professional meetings, information sessions with tobacco control practitioners/community organizers, and through other activities that will enhance staff knowledge of tobacco control history and current events in California.

## **Goal 2: Continue to strengthen dissemination of research outcomes and bi-directional communication with communities most burdened by commercial tobacco product use.**

**Strategy 1: Leverage effective communication and dissemination strategies to ensure research findings inform policy, practice, and community action across California tobacco priority populations.**

**Approach 1:** Communicate key research outcomes that inform tobacco control policy and practice through accessible and engaging formats for California communities and tobacco control partners.

**Approach 2:** Train researchers how to disseminate research outcomes in a manner that is culturally relevant, accessible, and supports equitable policies and practices. Consider co-designing a set of dissemination strategies with members of tobacco priority populations.

**Approach 3:** Build TRDRP staff skills in oral and/or written storytelling to achieve a regular dissemination stream of new research results.

**Strategy 2: Strengthen ongoing dialogue among TRDRP staff, impacted communities, researchers, and tobacco control partners to identify emerging priorities and research gaps.**

**Approach 1:** Invite community leaders, practitioners, and subject-matter experts to share perspectives through staff meetings and learning sessions.

**Approach 2:** Use various communication strategies to keep our grantees informed of upcoming changes, eg publish a position paper prior to release of the annual Call for Proposals.

**Approach 3:** Enhance feedback loops with applicants, grantees, and communities by streamlining reporting and effective use of the SmartSimple grants system to capture outcomes and impact.

## **Goal 3: Strengthen the conduct of and capacity for community-centered research to support communities most burdened by commercial tobacco product use**

**Strategy 1. Promote and strengthen the conduct of community-centered research**

**Approach 1.** Prioritize funding for integrated, multi-level interventions that are grounded in the socio-ecological model, ensuring that efforts simultaneously address individual, interpersonal, community, and policy-level determinants.

**Approach 2.** Elevate community-partnered research through symposia, spotlight features, and other platforms that highlight the impact of TRDRP-funded work.

**Approach 3.** Incorporate community needs and priorities when developing funding strategies

**Strategy 2. Evaluate the impact of existing TRDRP training and community-partnered research programs**

**Approach 1.** Evaluate the impact of research outcomes from previously funded Community-Partnered Participatory Research Awards.

**Approach 2.** Assess the long-term impact of TRDRP predoctoral, postdoctoral, new investigator, and Smoke and Vape-free Scholars Initiative awards including career trajectories, leveraged funding, and contributions to tobacco control and public health.

**Approach 3.** Use evaluation findings to strengthen existing award mechanisms or develop new funding opportunities.

**Strategy 3. Cultivate the next generation of tobacco control leaders that will drive positive change in communities most burdened by commercial tobacco product use**

**Approach 1.** Invest in culturally responsive professional development opportunities for TRDRP-funded trainees.

**Approach 2.** Provide training for TRDRP-funded trainees on translating research into policy and practice.

**Approach 3.** Create opportunities to engage youth and participants from sister TEROc agencies in tobacco control research and leadership development.