




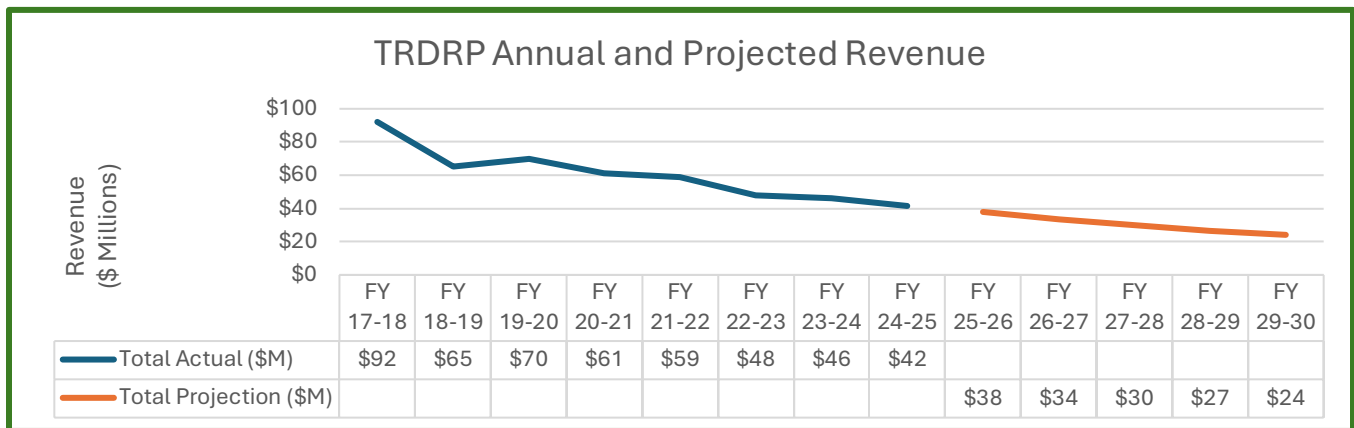
JULY 1, 2026

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.

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

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

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.

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

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

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

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