

Attacking the #1 Cause of Preventable Death and Disease: Using CDC's Best Practices for Comprehensive Tobacco Control Programs

Authors: Tricia Valasek, MPH-National Association of Local Boards of Health
Julie Nelson Ingolia, MPH-National Association of County and City Health Officials



Objectives

- Understand role CDC's *Best Practices* plays in addressing tobacco use prevention and control
- Introduce 3rd Edition of *Program and Funding Guidelines for Comprehensive Local Tobacco Control Programs (Guidelines)*
- Discuss advantageous partnerships with boards of health and health departments
- Identify importance of Sustaining Locals Planning Meetings

Local Health Department Involvement



Local Health Departments Best Practices

1. Educate and inform decision-makers about the research on comprehensive clean indoor air legislation and enforce it when implemented.
2. Develop or support community partnerships to address tobacco use.
3. Work with community partners to develop a county plan to address tobacco use including the adoption of evidence-based policies such as expanding smoking restrictions.
4. Conduct enforcement procedures with tobacco retailers to reduce unlawful tobacco sales to minors.
5. Provide training and coordination among all health care providers in the county to promote brief cessation interventions and referrals.

Board of Health Involvement



Board of Health Best Practices

1. Write letters to state and local legislators about the importance of having recommended levels of tobacco control funding
2. Pass local resolutions for the health agency
3. Work with city councils and county commissions to pass tobacco policies for access laws, tobacco use restrictions, and use of tax dollars to be spent on tobacco program funding
4. Develop language for local smokefree air laws
5. Enforce current laws in local restaurants, bars, and workplaces
6. Hold public hearings with community members

Tobacco Funding Sustainability

The CDC's *Best Practices* guide outlines recommended funding levels for state programs and the National Association of County and City Health Officials will soon be releasing recommended funding levels for local communities.

Allocating the recommended levels of funding to local and state tobacco control programs can have a greater reduction in smoking—thus a greater reduction in tobacco-related diseases.

CDC Best Practices for Comprehensive Tobacco Control Programs

Publication describes the ideal programmatic structure for implementing evidence-based tobacco control programs.

Core Components:

- I. State and Community Interventions
- II. Health Communication Interventions
- III. Cessation Interventions
- IV. Surveillance and Evaluation
- V. Administration and Management

"All Prevention is Local"

Sustaining Locals Planning Meetings

NALBOH and NACCHO offer planning meetings for local tobacco control initiatives through a grant from CDC's Office on Smoking and Health. Each year a pre-selected number of sites are chosen to receive the training.

At the training public health professionals gather to discuss local tobacco control funding issues and methods to overcome the barriers. A team of individuals work on an action plan to energize local tobacco control coalitions and obtain additional funding for local initiatives.

You and your local tobacco control coalition and program can get involved by looking for the next Request for Proposals to be released Summer 2010 for the Fall 2010-Spring 2011 training cycle.

Engage and Strengthen Relationships

It is vital to work with your local health department staff and board of health members to attack the leading cause of preventable death and disease. You can get involved by:

- ✓ Becoming an engaged citizen in your local community
- ✓ Helping to foster strategic relationships that will promote the tobacco control programs among other community organizations
- ✓ Strengthen your relationship with the board of health and health department to offer your skills and services to the tobacco control program