

PUTTING *BEST PRACTICES* INTO PRACTICE

DOUGLAS A. LUKE, SARAH MORELAND-RUSSELL, NANCY MUELLER, LAURA BROSSART

Center for Tobacco Policy Research
Washington University in St. Louis



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Presentation Overview

Project Design Principles

User Guide Development

Tour of Coalition User Guide

Next Steps

Project Design Principles

Project Framework



Filling the Gap



User Guide Project Overview



□ **Goals**

1. Provide evidence-based rationale for funding specific state and community interventions
2. Translate broad evidence-based guidelines into practical implementation strategies

□ **Audience**

- 1° – State and local tobacco control program managers
- 2° – National, state and local networks, foundations, etc.

User Guide Design Principles



- Evidence-based
- Practical, usable, and useful
- Modular
- Provide a bridge between *CDC Best Practices* and program administration and planning
- Present immediate guidance on how to take action
- Relate to a broad audience

User Guide Development

Use of Workgroup



- Comprised of local, state, and national tobacco control experts who assist in:
 - determining User Guide project framework and topics
 - determining User Guide content direction
 - providing external review of User Guides

- Incorporates user and stakeholder input

- Provides checks and balances component to project

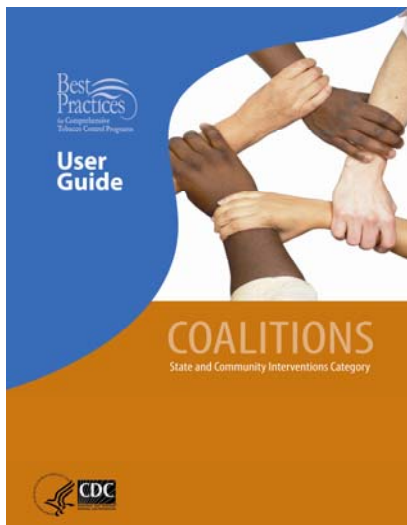
Determining Topics



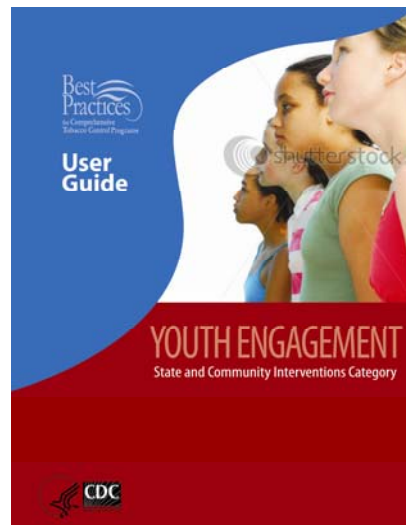
- Topics were chosen based on three criteria:
 - Existing policy, practice, or programmatic category
 - Evidence (or potential for evidence) supporting efficacy
 - Falls under the coordination of state and local tobacco programs

- Topics received priority based on:
 - Feedback from workgroup
 - Existence of similar topic guidelines
 - Applicability to multiple state programs
 - Popularity of topic among tobacco control programs

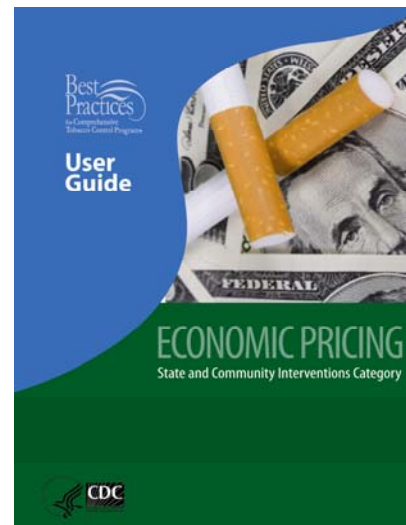
User Guide Series - 2009



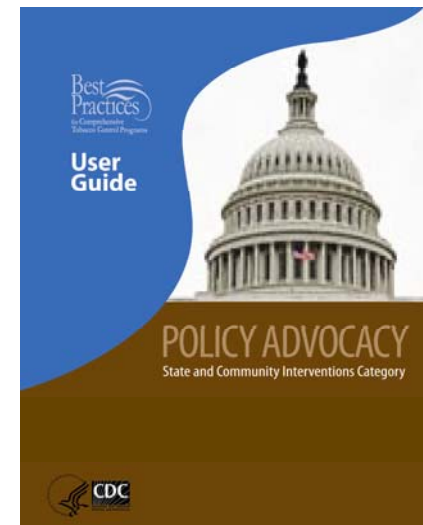
Coalitions



Youth
Engagement

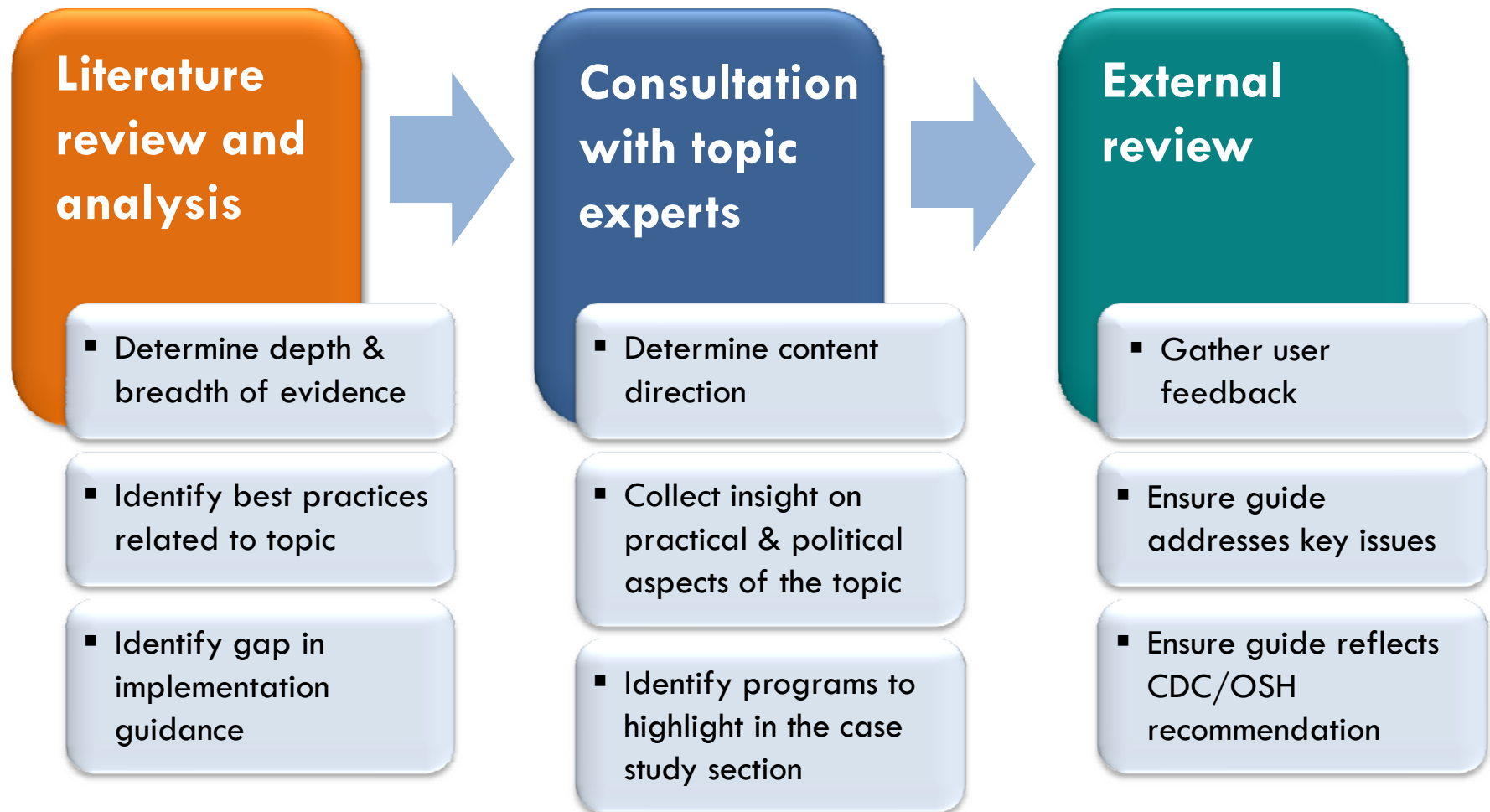


Economic
Pricing



Policy
Advocacy

Steps of Guide Development



User Guide Tour

Making the Case

Coalitions: Making the Case

Coalitions enhance state and local tobacco control efforts by mobilizing communities, advocating for policies, and changing social norms.

A tobacco control program cannot be considered truly comprehensive unless there are coalitions in place actively advocating for policy changes. Often, tobacco control programs do not have the flexibility or authority to influence tobacco control policies that lead to the transformation of tobacco-free norms. Therefore, coalitions can enhance state and local tobacco control efforts by exposing the tobacco industry, mobilizing communities to support and adopt tobacco control policies, and changing social norms.

Strengths of Tobacco Control Coalitions

- ▶ **Embodying Community Diversity**
Coalitions bring diverse representation to tobacco control efforts, not just racial/ethnic diversity, but political, professional (e.g., providers, patients), and skill diversity.
- ▶ **Developing Synergy**
Diverse organizations that partner to achieve a common goal often go beyond their organizations' individual contributions.³⁴ This allows them to become involved in new issues without having sole responsibility.
- ▶ **Helping Sustain Tobacco Control Programs**
A major role of coalitions is to help sustain tobacco control programs by expanding public support.
- ▶ **Enhancing Community Mobilization**
Coalitions provide organizations and individuals the opportunity to have a voice in community and statewide issues, and participate in the strategic planning of the tobacco control program.
- ▶ **Advocating for Policy Change**
Coalitions can lead policy change efforts and campaigns when other partners may be limited. Coalitions also can enlist political and constituent support.
- ▶ **Promoting Community Buy-in**
Coalitions help change community values around tobacco through systems change by eliminating pro-tobacco influences and heightening pro-health influences. Coalitions also help in eliminating tobacco-related health disparities.
- ▶ **Establishing Greater Credibility**
Coalitions are able to establish greater credibility because they represent several organizations and individuals focused on community betterment.⁵
- ▶ **Leveraging Resources**
Coalitions amplify state resources by involving broad community representation, mobilizing members' talents, and engaging the community to develop public support. Through collaboration, resources can also be conserved by minimizing duplication of efforts and services.³⁴
- ▶ **Combating the Tobacco Industry**
Coalitions combat the tobacco industry by exposing their deceptive, predatory, and deadly practices and developing effective methods to counter their strategies.

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Provides key points regarding how tobacco control programs benefit from the topic

A Brief History

Coalitions: A Brief History

Tobacco control coalitions have played a critical role in a comprehensive approach designed to change social norms through advocacy and policy change. For over three decades, tobacco control coalitions have mobilized communities to participate in tobacco control efforts, combat the tobacco industry, and change the culture around tobacco.¹

Beginning in the 1960s, after the release of the first Surgeon General Report, *Smoking and Health*, individuals concerned about the health effects of tobacco and secondhand smoke and alarmed at the tobacco industry's tactics to promote tobacco use, formed nonsmokers' rights groups across the United States.^{2,3} Since that time, these groups have evolved into tobacco control coalitions that work at grassroots, statewide, and even national levels. Starting with the National Cancer Institute's American Stop Smoking Intervention Study (ASSIST) and continuing through the Centers for Disease Control and Prevention (CDC) publication of the 2007 *Best Practices for Comprehensive Tobacco Control Programs*, national programs have worked to reinforce coalitions' roles in tobacco control efforts.^{4,12} To this day, coalitions remain dedicated to a common mission: to decrease tobacco-related death and disease.

Despite the sometimes difficult cultural and legislative climate surrounding tobacco control, coalitions have continued to lead advocacy efforts and promote policy

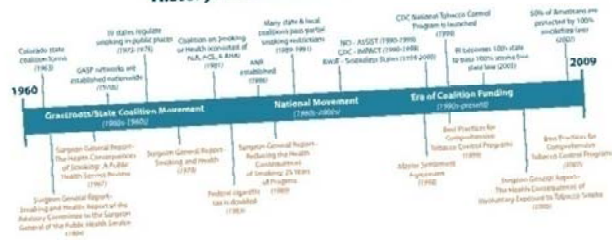


Little Bird –
Hoax for
Smoke-Free Air
Gift by permission
from Americans for
Nonsmokers' Rights,
c.1988

change. Coalition efforts have evoked changes in the social environment, affecting not only specific policies (e.g., tobacco taxes), but also the social acceptability of tobacco use. These efforts solidified a role for coalition involvement in tobacco control programs. Soon public health agencies recognized the need for these coalitions to amplify and sustain tobacco control programs, fight the tobacco industry by advocating for policy, and enhance community activism. Thanks to tobacco control coalitions' hard-fought and hard-won battles, new policies and programs continue to be implemented through their advocacy and education efforts.

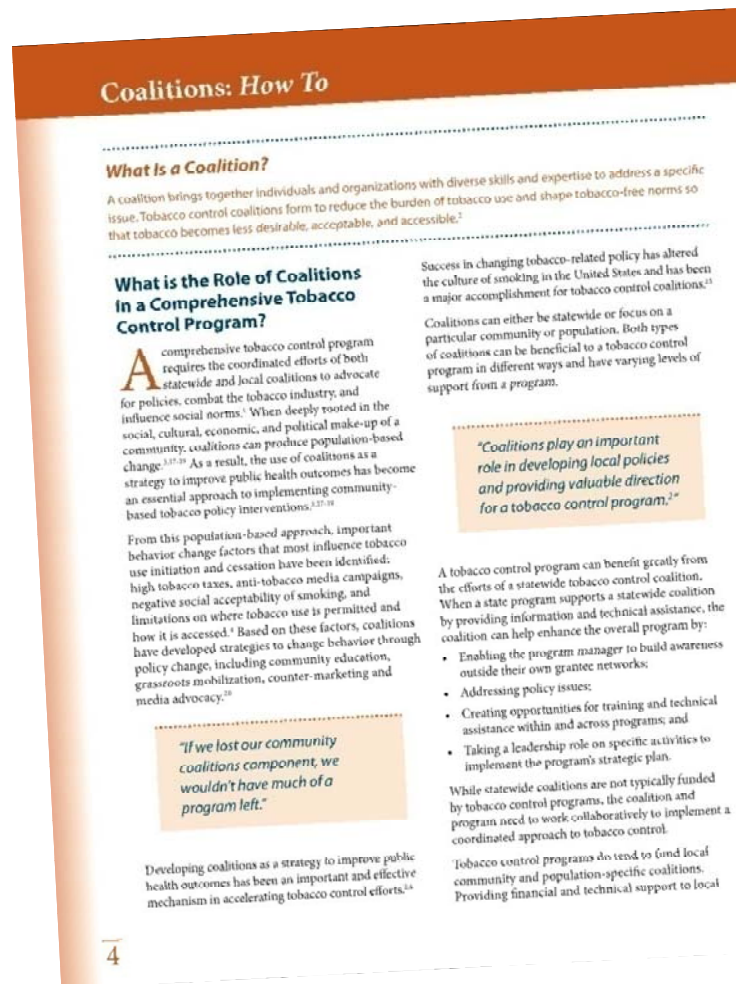
Tobacco control coalitions have remained a constant in the ever-evolving culture and environment of tobacco. Today there are tobacco control coalitions in every state and in many localities. Some address multiple components of tobacco control, while others are issue-specific or population-specific. Through coalition efforts, over 70% of Americans are protected from secondhand smoke due to the implementation of smoke-free provisions¹³; half of the states have implemented a tobacco tax of \$1.00 or higher¹⁴; and the tobacco industry is continually exposed for marketing to underage youth, manipulative advertising, and using other deceptive tactics. These successes highlight just some of the many important elements that tobacco control coalitions have contributed toward changing social norms and enhancing national comprehensive tobacco control efforts.^{15,16}

History of Tobacco Control Coalitions



Provides
background and
history of topic

How To



Provides rationale and instructions on how to develop, implement, and manage the topic

Providing Support

Coalitions: Providing Support

How Can Program Managers Support Coalitions?

Here are some additional ways that tobacco control program managers are including and supporting coalitions in their comprehensive tobacco control programs.

Coordination and Collaboration

- ✓ Providing guidance to coalitions on how to implement the CDC *Best Practices* and the *Guide for Community Preventive Services* guidelines in their own communities.
- ✓ Involving coalitions in the program's strategic planning process.
 - Presenting a draft of the plan for feedback and buy-in.
 - Identifying coalitions' role in the implementation of the strategic plan.
- ✓ Providing regional program staff to help support local coalitions and coordinate efforts statewide.
- ✓ Educating coalitions regarding pre-emption and other deceptive tobacco industry tactics to prepare them to effectively counter industry influences.
- ✓ Giving direction on the specific indicators and strategies coalitions should be working on that are aligned with the tobacco control program's strategic plan.
- ✓ Allowing coalitions to participate in the development of the program's Request for Proposals (RFPs).
- ✓ Acting as the convener, bringing all partners including coalitions to the table on a regular basis.
Ideas for convening partners:
 - An annual program partner meeting
 - Bi-monthly conference calls
 - Newsletters, emails, and list serves
 - Opportunities at national conferences or meetings
- ✓ Helping support and coordinate local media campaigns to avoid duplication of efforts and communicate a clear and unified message.
- ✓ Seeking feedback from coalitions on how program staff can enhance their support to communities.

Administrative Support

- ✓ Funding local community agencies to develop and maintain local coalitions.
- ✓ Disseminating surveillance and evaluation data to coalitions for use in promotion of the program successes and activities.
- ✓ Building coalition capacity by providing:
 - Training opportunities for coalitions based on the needs and directions of the communities. Types of trainings could include policy and media advocacy and economics of smoke-free policies.
 - Individualized technical assistance to each coalition based on its needs.

Provides suggestions on how state programs can support the topic

In Action

Coalitions: In Action

Coalition's grassroots efforts influence smoke-free policy change: Houston Communities for Safe Indoor Air

Reaching across racial, ethnic, social, and economic boundaries, Houston Communities for Safe Indoor Air (HCSIA) has effectively promoted grassroots efforts to educate diverse populations about the dangers of secondhand smoke. By partnering with the city coalition, HCSIA successfully advocated for a comprehensive clean indoor air ordinance for the City of Houston, which has accelerated statewide policy efforts.

Minority Organizations Join Forces

HCSIA was established in 2003 when TRUST for a Smoke-Free Texas brought together an ethnically diverse group of community-based organizations dedicated to improving the health of its constituencies. These groups assessed the negative effects of secondhand smoke, particularly to people of color, and recruited members to educate Houstonians about their right to breathe safe indoor air. With initial funding from the Robert Wood Johnson Foundation (RWJF) and Families Under Urban and Social Attack, HCSIA developed plans for transforming Houston's lagging tobacco control efforts.

Advocacy Efforts Build Supportive Relationships

To accomplish their mission to advance smoke-free policy initiatives, coalition leaders collaborated with the Board of Directors, national partners, and volunteers to establish broad community awareness and involvement. According to Altrivice Revis, former HCSIA Program Coordinator, "Community support is an important piece that is sometimes overlooked in advocacy campaigns. We really brought the community out in huge numbers."

Technical assistance from the Texas Department of State Health Services (DSHS), in the form of expert testimony and air quality testing, helped the coalition

further develop its message. Revis said, "We were able to establish partnerships with some tremendous community leaders that helped push their message forward." This allowed HCSIA to organize city council education sessions and earn media coverage. The overwhelming size of the city created a challenge until the coalition learned how to make the partnerships work for them. According to Revis, "I certainly would not advise any community coalition to try to do it on their own without forming partnerships... It just works better when you're a team." Programs and events organized by HCSIA and its partners proved instrumental in passing the City of Houston Smoking Ordinance in 2006.

Fueling the Smoke-Free Texas Movement

The passage of Houston's smoke-free ordinance added momentum to the statewide effort to make Texas smoke-free. In fact, HCSIA's grassroots efforts and its strong reputation in the Houston area earned it a seat on the steering committee for the statewide Smoke-Free Texas coalition. When asked about the coalition's continued presence at the table, Revis says, "Sustainability was easy to come by, because in a lot of people's eyes the work wasn't done, and it's still not done."

HCSIA FOUNDING MEMBERS

African American Health Coalition
Asian American Health Coalition
Association for the Advancement of Mexican-Americans
Chinese Community Center
Families Under Urban and Social Attack, Inc.
Hispanic Health Coalition
Native American Health Coalition
Third Ward Community Cloth Cooperative
Vietnamese Culture & Science Association

According to the DSHS Regional Director Barry Sharp, after HCSIA's success, DSHS was able to draw on "lessons learned to improve the [policy change] process." By helping existing local coalitions in surrounding areas strengthen their education efforts and mobilize community support, HCSIA and the DSHS are preparing for upcoming legislative sessions. Both groups are hopeful that their collective efforts, open communication, and wide-reaching coalition network will stimulate statewide tobacco control policy changes.

For more information visit <http://www.hcsia.org>
See Resource section for coalition materials.

Provides real world examples of the topic

Case for Investment

Coalitions: Case for Investment

Coalitions are a high priority investment for tobacco control.

Why Invest in Coalitions?

Tobacco control coalitions are an essential component of any comprehensive tobacco control program. They are one of the most cost-effective and efficient strategies for achieving social norm change. Through advocacy and education, tobacco control coalitions are critical in mobilizing communities to develop and implement policies and programs that will make tobacco less desirable, less acceptable, and less accessible. This case for investment provides the rationale and talking points you can use to educate decision-makers and leadership on why local tobacco control coalitions should be funded and the important role they play in a comprehensive tobacco control program.

History & Adoption

Coalitions' long history and wide adoption as community interventions enhance the reach of tobacco control efforts.

Tobacco control coalitions' efforts over the past 40 years have strengthened the national movement toward tobacco use social norm change. The partnerships and relationships built in these coalitions have helped increase public awareness of health issues related to tobacco use.

Support for building and sustaining tobacco control coalitions continues to grow as they diversify their membership base and public health interests to include all populations affected by tobacco. Thanks in large part to the efforts of coalitions, over 16,505 U.S. municipalities are covered by a 100% smoke-free provision in workplaces, and/or restaurants, and/or bars, representing over 70% of the U.S. population.¹¹

Talking Point

Tobacco control coalitions have been utilized as effective state and community interventions in every U.S. state, thousands of cities, and many countries to advocate for policy change and build public health program support.

Scientific Evidence

Coalitions are effective at changing social norms and reducing tobacco use.

The scientific evidence for tobacco control coalitions is growing as studies document the rapidly expanding efforts and successes of coalitions. Studies show that coalitions are more successful if they have support from statewide programs, include diverse community representation, and use evidence based practices.^{12,17} Tobacco control coalitions can be effective vehicles for social norm change through policy advocacy, leading to decreased tobacco morbidity and mortality.

Talking Point

The science supports coalitions as an effective community intervention.^{12,17} Tobacco control coalition efforts work to change social norms through policy change, which leads to decreased morbidity and mortality.

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Provides
information needed
to advocate to
decision makers for
the topic

Resources

Coalitions: Resources

Articles and Books

Berkowitz B, Wolff T. *The Spirit of the Coalition*. Washington, DC: American Public Health Association; 2000.

Bonnie RJ, Stratton K, Wallace RB, eds. *Ending the Tobacco Problem: A Blueprint for the Nation*. Washington, DC: Institute of Medicine (IOM), The National Academies Press; 2007.

Bryson JM. *Strategic Planning for Public and Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, A Wiley Imprint; 1995.

Butterfoss FD. *Coalitions and Partnerships in Community Health*. San Francisco, CA: Jossey-Bass, A Wiley Imprint; 2007.

Butterfoss FD, Goodman RM, Wandersman A. Community coalitions for prevention and health promotion. *Health Education Research*. 1993;8(3):315-330.

California Department of Health Services. *A Model for Change: The California Experience in Tobacco Control*. Sacramento, CA: California Department of Health Services; 1998.

Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs—2007*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; October 2007.

Crowley KM, Yu P, Kattarian St. Prevention actions and activities make a difference: a structural equation model of coalition building. *Evaluation and Program Planning*. 2000;23(3):381-388.

Feinberg ME, Bontempo DE, Greenberg MT. Predictors and level of sustainability of community prevention coalitions. *American Journal of Preventive Medicine*. 2008;34(6):495-501.

Kreuter MW, Lexin NA, Young LA. Evaluating community-based collaborative mechanisms: implications for practitioners. *Health Promotion Practice*. 2000;1(1):49-63.

Mattessich PW, Monsey B. *Community Building: What Makes It Work: A Review of Factors Influencing Successful Community Building*. St. Paul, MN: Wilder Publishing Center; 1997.

Minkler M. *Community Organizing and Community Building for Health*. New Brunswick, NJ: Rutgers, the State University; 1997.

National Cancer Institute. *ASSIST: Shaping the Future of Tobacco Prevention and Control*. Tobacco Control Monograph No. 16. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute; May 2005.

Roussos ST, Fawcett SB. A review of collaborative partnerships as a strategy for improving community health. *Annual Review of Public Health*. 2000;21:369-402.

Tool Kits

American Association of University Women. *Community Coalitions Manual*. Available at: <http://www.aauw.org/research/communityCoalitions.cfm>

American Cancer Society. *Tobacco Control Strategy Planning Guides*. Available at: <http://www.strategyguides.globalink.org>

Americans for Nonsmokers' Rights. *Tobacco's Dirty Tricks*. Available at: <http://www.cnu-smoke.org/getthefacts.php?id=16>

Centers for Disease Control and Prevention. *Coalition Building Primer*. Available at: https://www.cdc.gov/DHDS/CDCEnergy_training/Content/activeinformation/resources/Coalition_Building_Primer.pdf

Community Anti-Drug Coalitions of America. *Coalitions 101: Getting Started*. Available at: <http://www.cadca.org/CoalitionResources/StartACoalition/documents/Strat29.pdf>

Community Anti-Drug Coalitions of America. *Cultural Competence Primer: Incorporating Cultural Competence into Your Comprehensive Plan*. Available at: <http://www.coalitionsinstitute.org/SPElements/CulturalCompetence/CulturalCompetencePrimer-07-2007.pdf>

Provides
publications, tool
kits, and websites to
help in planning
efforts

Next Steps

Dissemination and Training



Dissemination

- State program managers will receive copies of guides as they are printed.
- Plan to post User Guides online for broader dissemination

Training

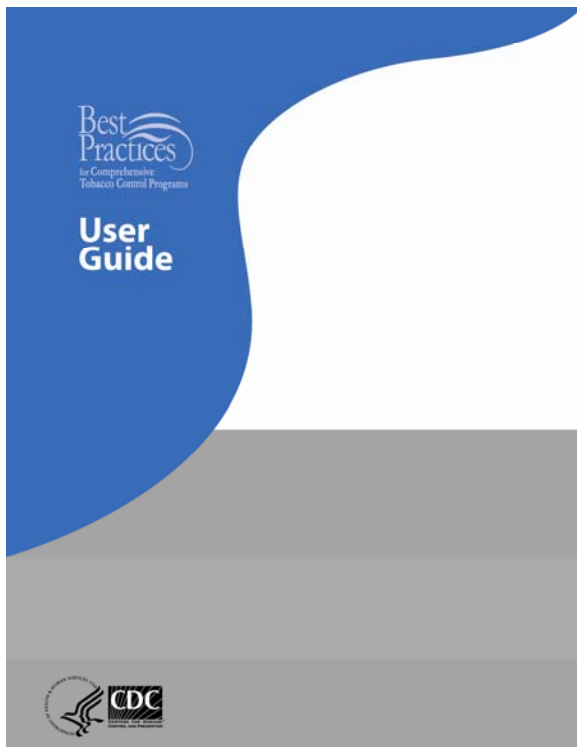
- Currently exploring possible options for guide training.

Evaluation



- Best Practices Implementation Evaluation Project
- Currently identifying additional methods for evaluating effectiveness of guides

Future User Guide Topics- 2010



Disparities

**Organization & Infrastructure
Management**

Change Model

Questions or Comments?

For additional information contact:

Sarah Moreland-Russell smorela1@slu.edu