Center for Public Health Systems Science

GEORGE WARREN BROWN SCHOOL OF SOCIAL WORK

Best Practices for Comprehensive Tobacco Control Programs

Putting CDC's *Best Practices* Into Practice

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BACKGROUND & NEED

The Centers for Disease Control and Prevention's Office on Smoking and Health and the Center for Public Health Systems Science (formerly the Center for Tobacco Policy Research) at Washington University in St. Louis are developing a series of user guides for the State and Community Interventions category of the *2007 Best Practices for Comprehensive Tobacco Control Programs*. Aiming to help fill the gap between research and practice, the User Guide series translates *Best Practices* guidelines (i.e., broad recommendations showing how much funding programs need) into topic-specific, evidence-based strategies and practical guidance (i.e., how funding should be spent) for states and communities working to decrease tobacco use and secondhand smoke exposure.

Project Goals

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

Guide Audience

- State and local tobacco control program managers
- National, state, and local networks, foundations, and other groups in tobacco control

Design Principles

The user guides are intended to be accessible to a wide audience. They are designed to be:

- Evidence-based
- Practical, readable, usable, and useful
- Modular

They are meant to help:

- Bridge the gap between CDC *Best Practices* and program administration and planning
- Present immediate guidance on how to take action

Figure 1. Project Framework

DEVELOPMENT PROCESS

Engaging Stakeholders

Many partners have assisted in the development of the User Guide series, including members of the CDC workgroup (an advisory panel comprised of local, state, and national tobacco control experts), state and local tobacco control managers, and other national experts. These partners have played a critical role in three aspects of guide development:

- Determining User Guide project framework and topics
- Planning User Guide content direction
- Providing external review of User Guides

Determining Topics

User Guide topics were chosen based on three criteria:

- Existing policy, practice, or programmatic category
- Evidence (or potential for evidence) supporting efficacy
- Jurisdiction of state and local tobacco control programs

Topics received a priority ranking based on:

- Feedback from workgroup
- Existence of similar topic guidelines
- Applicability to multiple state programs

Topics chosen to date include:

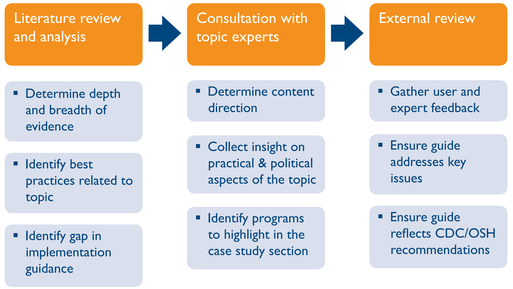
- COALITIONS
- YOUTH ENGAGEMENT

- TOBACCO PRICING
- EVIDENCE-BASED STRATEGIES
- HEALTH EQUITY THROUGH POLICY
- RETAIL ENVIRONMENT
- INFRASTRUCTURE

Developing the Guides

The guide development process happens in three stages: 1) literature review and analysis; 2) consultation with topic experts; and 3) external review. Figure 2 shows the activities associated with each stage.

Figure 2. Steps of Guide Development



Tour of a User Guide

Each user guide is organized into seven sections:

- **Making the Case** – Presents key points regarding how tobacco control programs benefit from the topic
- **A Brief History** – Provides background and history of the topic
- **Public Health Strategies** – Details rationale and provides instructions on how to develop, implement, and manage the topic
- **Providing Support** – Shares suggestions on how state programs can support the topic
- **In Action** – Provides real world examples of the topic
- **Case for Investment** – Provides information needed to educate decision makers on the topic
- **Resources** – Identifies publications, tool kits, and websites to help in planning efforts

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DISSEMINATION & IMPACT

Plan for Dissemination

Both the COALITIONS (June 2009) and YOUTH ENGAGEMENT (April 2010) guides have been printed and distributed to state tobacco control managers and other partners. They are also available at the CDC's website* where guides can be downloaded electronically and printed copies can be ordered. Future guides may be made available online as electronic tool kits.

Update on Guide Progress

Because of the complex nature of the User Guides, the CDC clearance process can be lengthy and involved. Depending on the topic, multiple reviewers both within and outside CDC have an opportunity to review and provide feedback. Following is an update on the progress of the five remaining guides:

- TOBACCO PRICING – under consideration/in development
- EVIDENCE-BASED STRATEGIES – under consideration/in development
- HEALTH EQUITY THROUGH POLICY – in CDC clearance
- RETAIL ENVIRONMENT – in final stages of review
- INFRASTRUCTURE – in development

Feedback on Published Guides

CPHSS collaborated with CDC/OSH and the National Association of Chronic Disease Directors (NACDD) to conduct a multi-state evaluation of the use of *Best Practices* and other evidence-based guidelines from 2009 to 2010. The theme analysis of this evaluation revealed largely positive feedback on the two published User Guides:

> *This document is important for bringing key stakeholders together around a particular issue, being very specific about that, setting out a work plan, implementing the work plan, and getting it done.*

> *I would say it's been helpful. Definitely, I mean after we did our needs assessment and saw where some of the gaps were, it helps to give me some more solid ideas of where we need to go…so it helps in my planning, I guess, my overall strategy.*

> *Often it's a matter of going through and looking at a resource, and having to substantiate a proposal that I may be putting forward to a group, where my belief might be XYZ, but look here in this well respected User Guide it indicates ABC. So let's go. Why don't we follow this model? So I think it's been very useful.*

* http://www.cdc.gov/tobacco/stateandcommunity/bp_user_guide/index.htm

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