

GEORGE WARREN BROWN SCHOOL OF SOCIAL WORK



Best Practices for Comprehensive Tobacco Control Programs User Guide Series

Center for Public Health Systems Science, Brown School, Washington University in St. Louis

Stephanie Andersen Laura Brossart Sarah Moreland-Russell Douglas Luke Erin Foster Isaiah Zoschke

BACKGROUND & NEED

The Center for Public Health Systems Science at Washington University in St. Louis is developing a set of user guides funded by the Centers for Disease Control and Prevention (contract 200-2015-87568) for the Best Practices for Comprehensive Tobacco Control Programs—2014 (Best Practices).

Project Goals

- Provide evidence-based rationale for developing specific components of comprehensive tobacco control programs
- Translate broad evidence-based guidelines into practical implementation strategies

Guide Audience

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

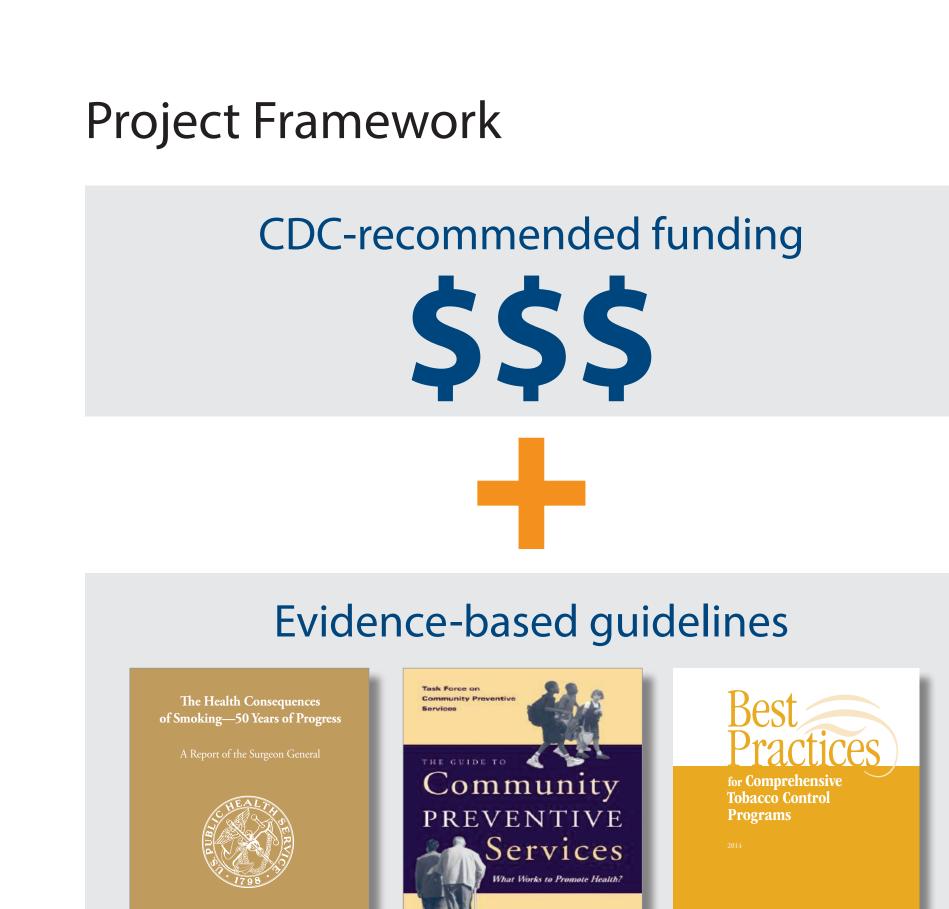
Design Principles

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

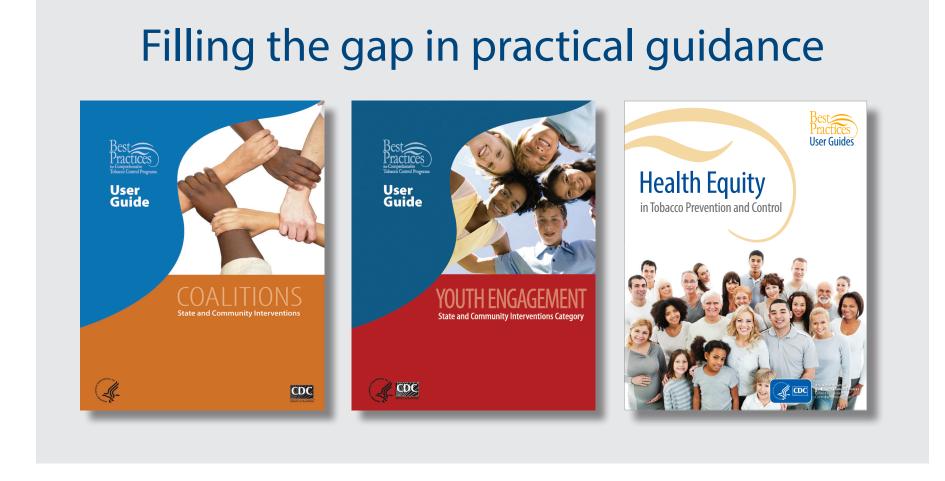
- Evidence-based
- Practical, readable, usable, and useful
- Modular

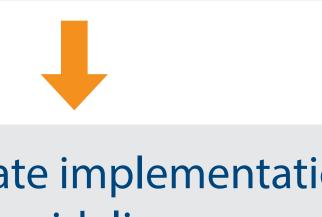
They are meant to help:

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









Effective state implementation of guidelines



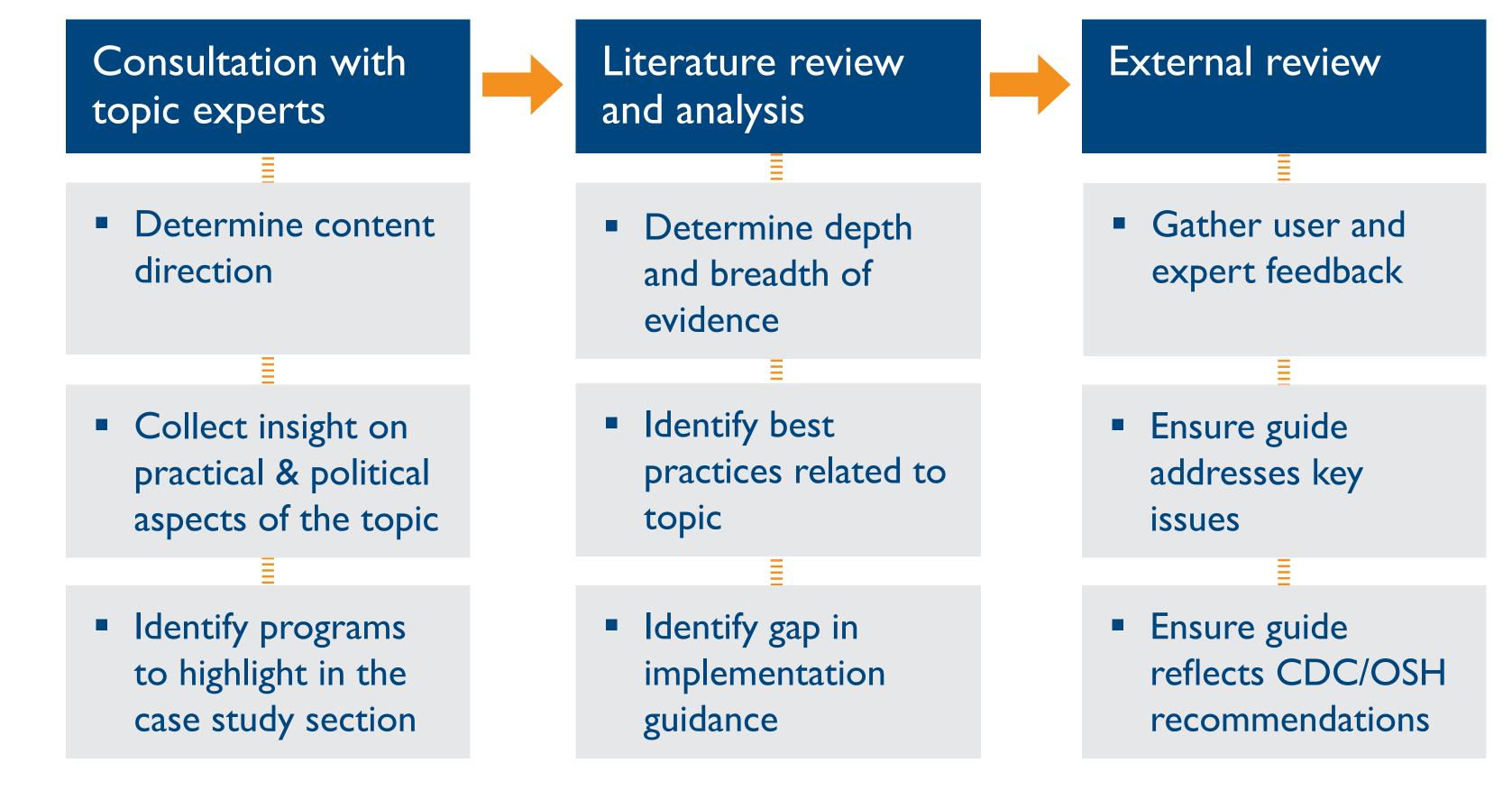
Public health outcome of decreased tobacco-related morbidity and mortality

DEVELOPMENT PROCESS

Steps of Guide Development

The guide development process happens in three stages: 1) consultation with topic experts; 2) literature review and analysis; and 3) external review.

Steps of Guide Development



Tour of a User Guide

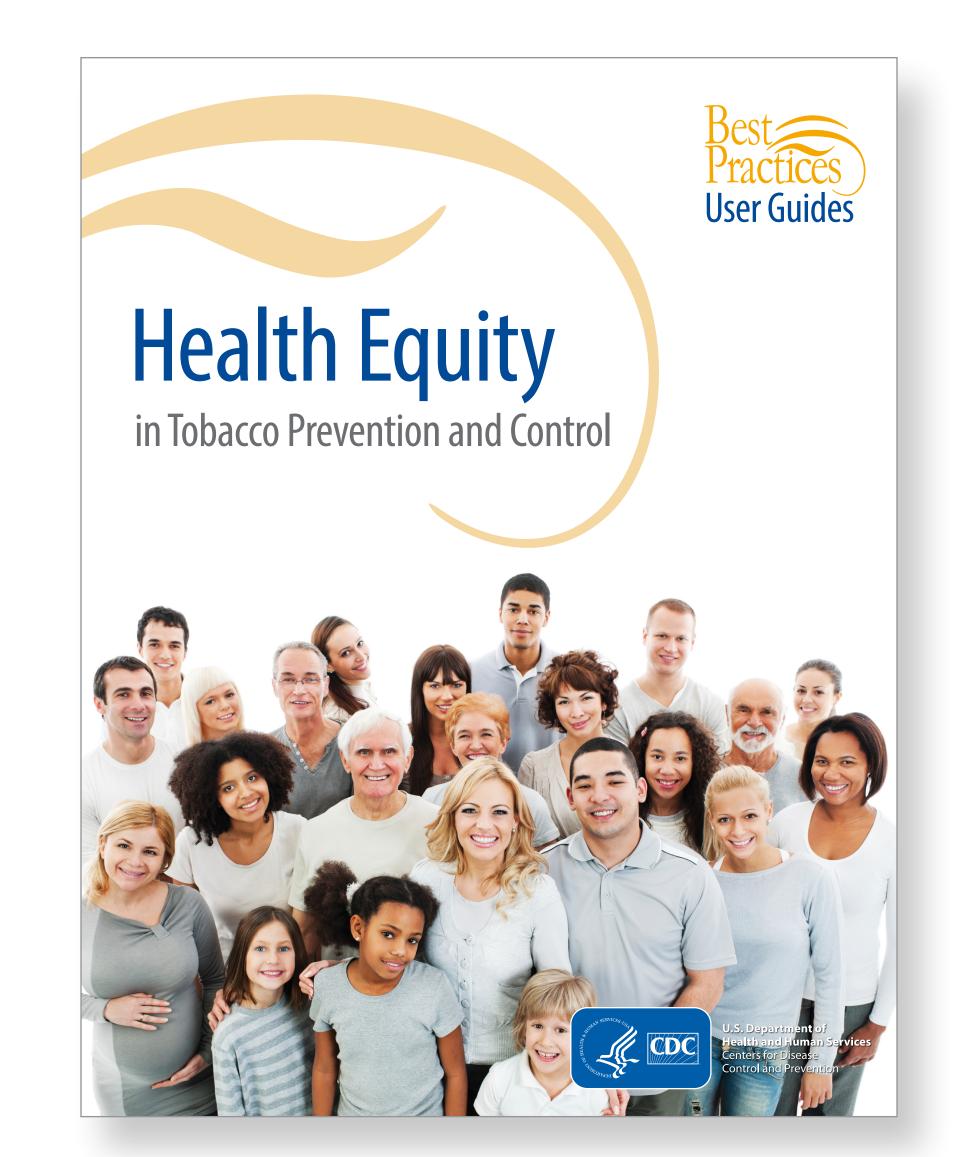
Each user guide is organized into seven sections:

- Making the Case Presents key points about why it is important for tobacco control programs to work on the topic
- Brief History Provides background and history of the topic
- How to Gives 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 Presents information about the importance of the
- Resources Identifies publications, toolkits, and websites to help in planning efforts

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 recent guide progress:

HEALTH EQUITY



published October 2015

- PROGRAM INFRASTRUCTURE in preparation for publication
- HEALTH COMMUNICATIONS in CDC clearance
- YOUTH ENGAGEMENT (update to 2010 guide) in development
- COALITIONS (update to 2009 guide) in development

Published user guides are available on the CDC's website at: https://www.cdc.gov/tobacco/stateandcommunity/

For more information, contact: Stephanie Andersen • (314) 935-3649 • sandersen@wustl.edu • http://cphss.wustl.edu

DISSEMINATION & IMPACT

Plan for Dissemination

The User Guides are disseminated using an evidence-based planning tool developed by the Association for Healthcare Research and Quality. The six-step process identifies innovative approaches and ensures existing opportunities are not missed:

- Define the product Planning begins by explaining the guide's unique features and key uses.
- Identify end users Dissemination efforts focus on reaching state tobacco control programs, advocacy groups, and foundations.
- Work with partners Efforts engage partners who are viewed as credible experts by end users, communicate directly with end users, and reach a variety of audiences inside and outside tobacco control. Partners have included:











- Use multiple methods Print and online versions are promoted via email, radio, social media, websites, and e-newsletters, conference presentations, conference calls, and webinars.
- Evaluate success Dissemination of past guides has been evaluated by tracking email clicks, monitoring social media and web analytics, and surveying state tobacco control managers.
- Create a work plan Work plans set a timeline, assign staff, and create action steps for

Feedback on Published Guides

Feedback on the User Guides was collected through interviews with state tobacco control program managers. Theme analysis showed that the User Guides help state programs educate local communities, especially newer partners, on how to implement evidence-based strategies; conduct state-level planning; and defend their activities.



"At the tactics level, I think they can be very helpful, particularly for newer partners."



"We used it as guidance for folks applying for grants. We also used the language from the User Guide in the Request for a Response itself so that we could help people understand why we were structuring the program the way we did."



"We can say, 'we're not just doing this in our state, this is a best practice. We can reference programs elsewhere in the country that are using this."

