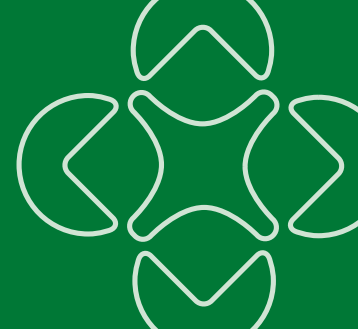


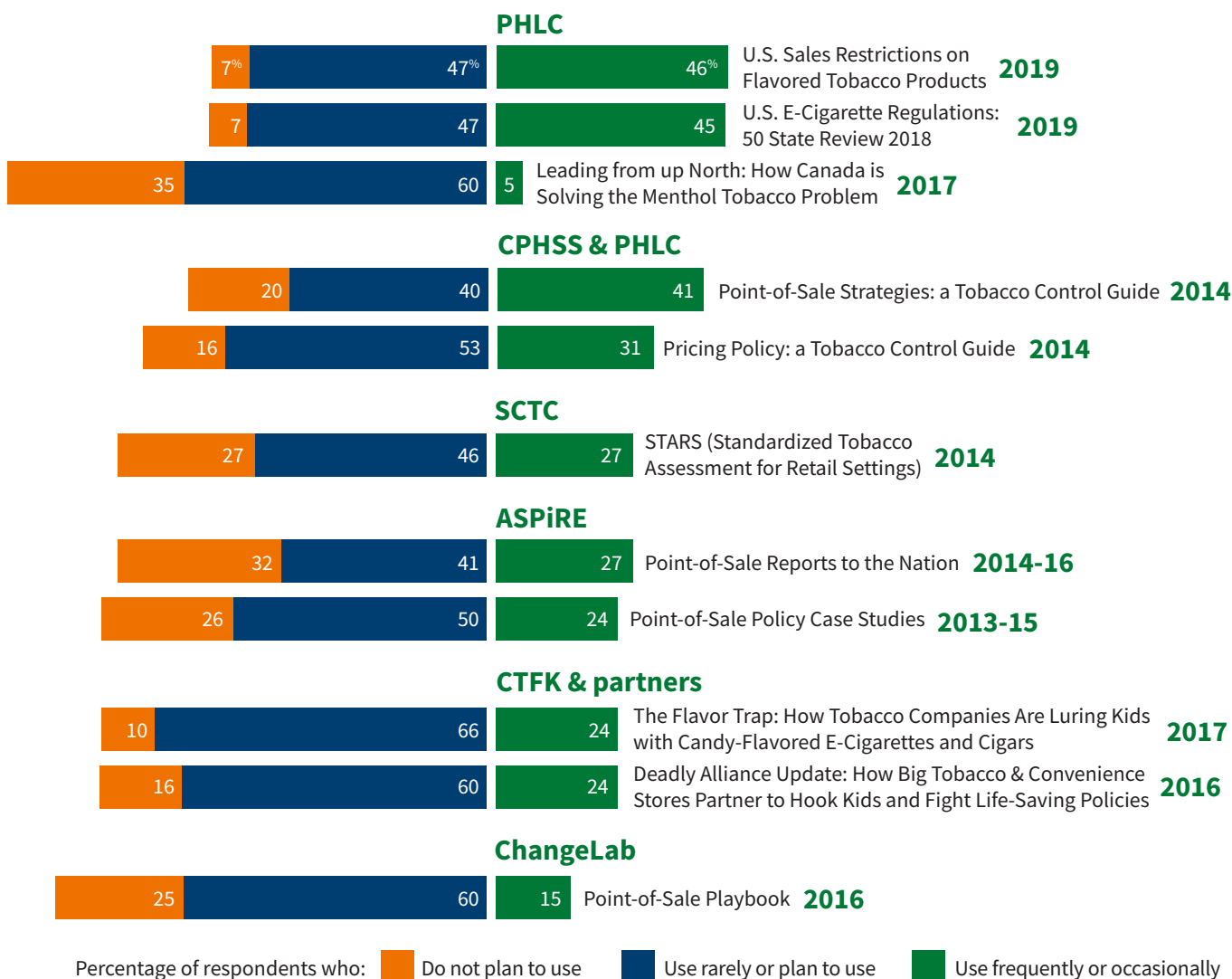
Dissemination & Use of Tobacco Retail Policy Evidence: *Survey Results about CPHSS & Partner Resources* | December 2019



The **Center for Public Health Systems Science (CPHSS)** conducted a survey during early spring 2019 to assess awareness and use of select tobacco control resources produced within the last seven years by the Center and its partners. More than half of the 97 national, state, and territorial tobacco control leaders who responded had at least 10 years of experience in tobacco control.

Retail Resource Comparison ▶

In general, respondents reported that they were most likely to use resources that were published recently, contained data for all states, and addressed issues like flavored tobacco and e-cigarettes.



Survey respondents also asked for future resources on these retail topics:
flavor bans or restrictions, preemption, e-cigarettes, retail licensing, product marketing & placement, policy enforcement & evaluation

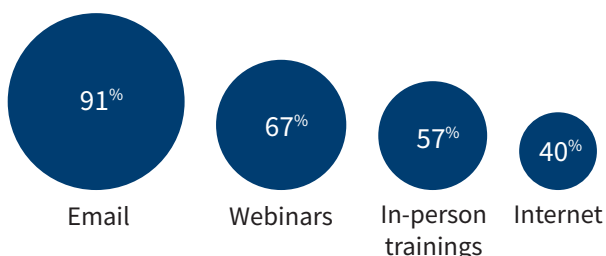
Future Resource Needs & Dissemination Preferences ▶

90%

of stakeholders will likely need new resources on tobacco control strategies in the future

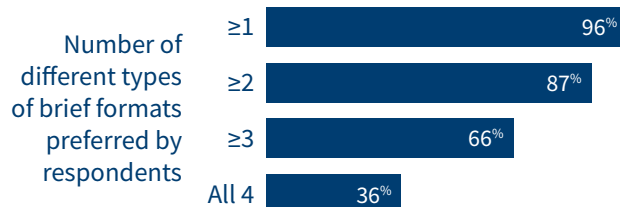
Survey Question: How do you prefer to hear about new resources?

Respondents **overwhelmingly preferred email**. Less than one-quarter preferred academic conferences or social media (*not shown*).



Survey Question: What kinds of resources would be most useful?

Respondents found **brief, digestible formats** like **fact sheets, policy briefs, research briefs**, and **infographics** most useful. Almost everyone chose one of these types and more than one-third chose all four.



Online formats, how-to guides, and case studies were also popular. Less than one-third found academic articles or traditional reports helpful (*not shown*).



Respondent Comments ▶

“Shorter is always better; executive summaries and companion fact sheets also work.”

“Keep revising [resources] for the states that have progressive legislation.”

“[Resources should] continue to provide current, updated information based on changing landscape.”

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