



Center for Public Health
Systems Science

Brown School

CDC Best Practices User Guide: *Putting Evidence into Practice*

NCTOH 2022

Laura Brossart | June 29, 2022

Best Practices
User Guides

Putting Evidence into Practice

in Tobacco Prevention and Control

U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

Download at [https://www.cdc.gov/tobacco/
stateandcommunity/guides/](https://www.cdc.gov/tobacco/stateandcommunity/guides/)

Our team

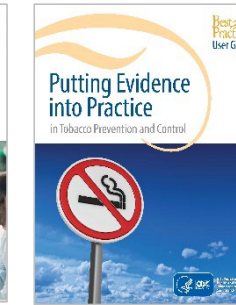
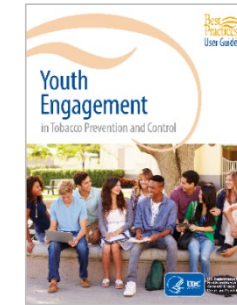
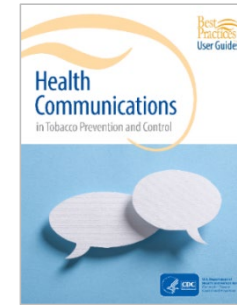
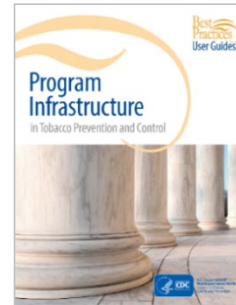
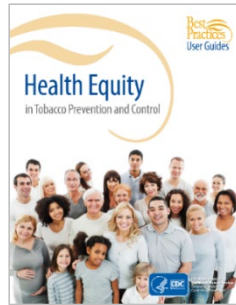
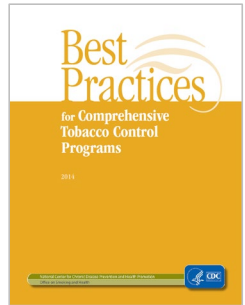
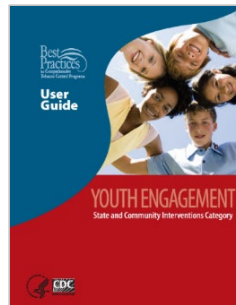
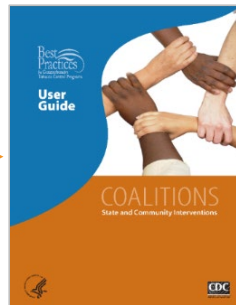
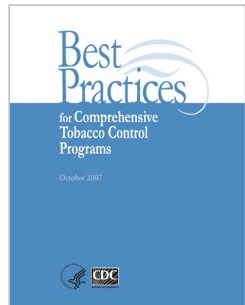
- CPHSS at WashU
- CDC project leads
- Contributors and reviewers



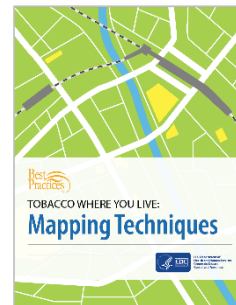
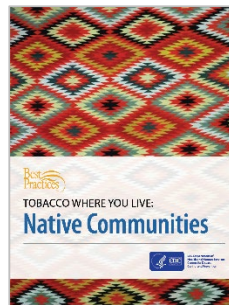


User Guides and D&I Background

The *Best Practices* User Guides



Tobacco
Where You Live
Supplements
**COMING
SOON!**



What is Dissemination and Implementation (D&I)?

D&I is the process of putting evidence-based interventions into routine use through:



Planned, systematic
communications
efforts
DISSEMINATION



Strategies that increase the
likelihood that the
intervention will be successful
IMPLEMENTATION



Why D&I?

D&I strategies are important because they:

- Increase the impact of tobacco control efforts
- Ensure that you use strategies based on up-to-date information
- Reduce the use of interventions that are not evidence-based
- Raise awareness about the continued importance of commercial tobacco control
- Reduce disparities
- Increase return on investment

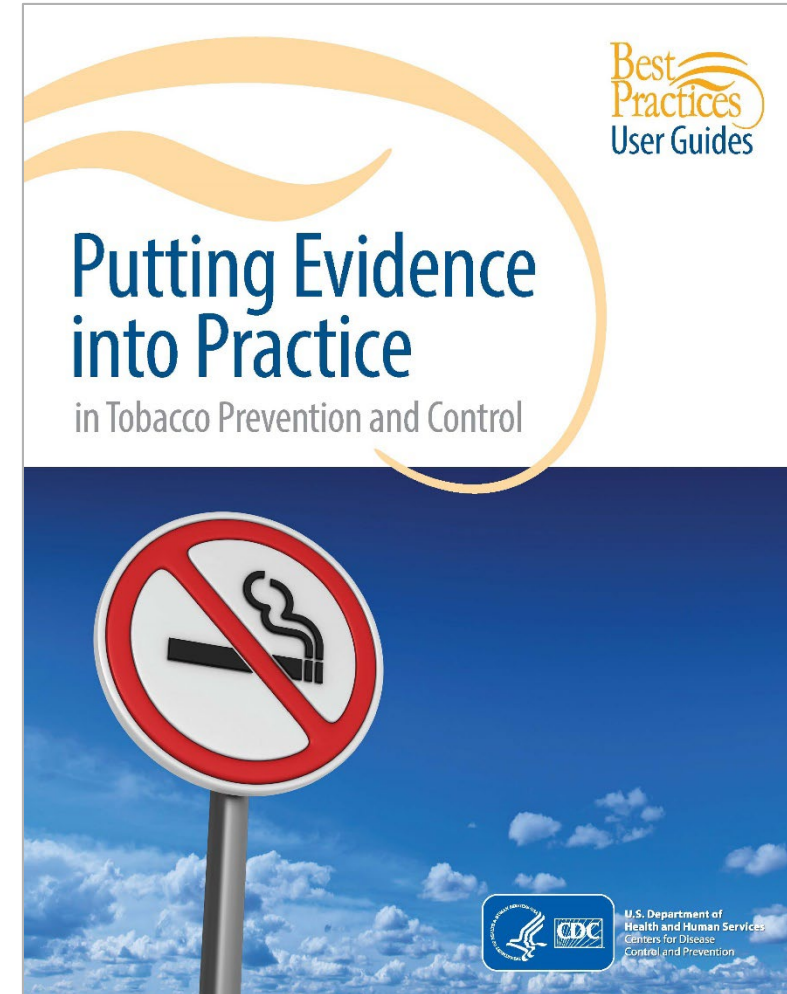




Getting Started with D&I

Goals of the guide

- Understand the need for evidence-based interventions
- Learn how to disseminate and implement interventions
- Learn from real-world examples
- Make the case for investing in dissemination and implementation
- Train new staff and partners
- Identify the best resources and tools



Components of a D&I plan

See Table 2

Page 11

- Assessing Evidence
- Understanding external context
- Building organizational readiness
- Forming a D&I team
- Engaging partners



Assessing evidence sources





Dissemination

Plan for dissemination



Identify the audience

- Define your audience
- Learn about your audience



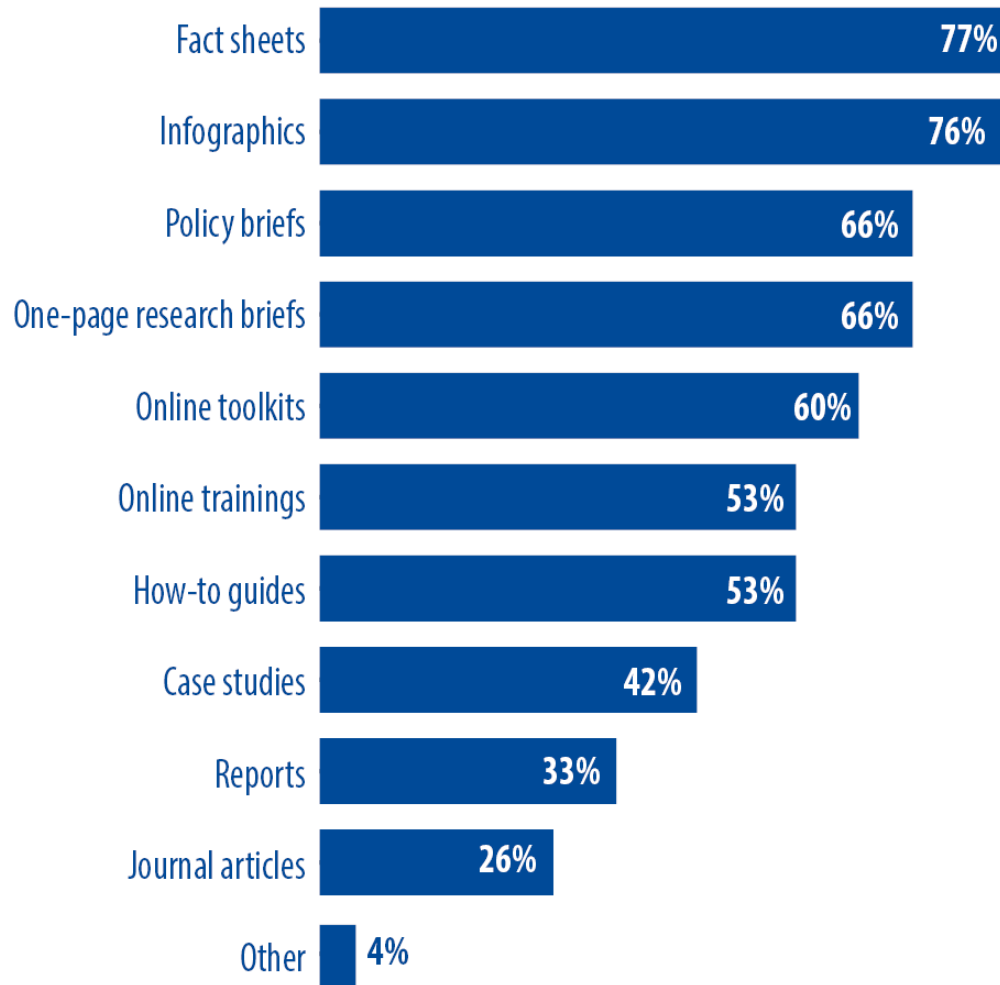
Develop messages

- Introduction with the most important information
Secondhand smoke exposure is dangerous to nonsmokers
- Credible supporting statement/s
Secondhand smoke contains nearly 70 chemicals that cause cancer
- Evoke a shared value
Everyone has the right to breathe clean air
- Call to action
Protect loved ones from secondhand smoke



Select dissemination products

Figure 6. How Tobacco Control Practitioners Like to Receive Information



See Figure 6

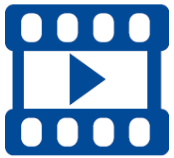
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Create products

See Table 5

Pages 26 & 27



Audio & video



Case studies



Facts sheets



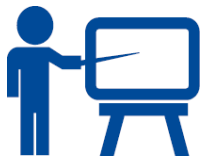
Issue briefs



News



Paid media products



Presentations



Reports



Research summaries



Scientific articles



Social media posts



Guides & toolkits



Interactive tools



Web pages



Use design principles



**Evidence-
Informed
Source**



**Actionable
Information**



**Modular
Structure**



**Accessible
format**



**Understandable
Delivery**



Create a dissemination strategy

See Table 6

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Dissemination Strategy



Message

+



Product

+



Channel



Choose dissemination channels

- Which channels does your audience already trust and use?





Implementation

Implementation strategies

- Provide training and technical assistance
- Adapt an intervention
- Pilot test an intervention
- Scale up an intervention



Choose implementation strategies

Questions to ask:

- Why is the practice or program being implemented?
- What are the barriers?
- How can you overcome them?
- Which combination of strategies will help you achieve your goal?



Anticipating challenges

See Figure 10

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POTENTIAL CHALLENGE

IMPLEMENTATION STRATEGY

- | | | |
|--|---|---|
| Lack of knowledge about the intervention | → | Provide training and technical assistance |
| Implementation staff are resistant to change | → | Build support among peers or opinion leaders, use pilot testing to make small changes |
| New setting or population | → | Adapt the intervention to fit the new context |
| Support for change is low | → | Pilot test changes to address challenges and lower resistance |
| Effective intervention is not meeting demand | → | Scale up implementation |



Reaching Priority Populations

Disseminating to priority populations

- Learn about priority populations
- Build cultural humility
- Disseminate to priority populations

BEAUTIFUL LIE UGLY TRUTH
ABOUT MENTHOL TOBACCO

ABOUT MENTHOL
Easier to start, harder to quit.
Tobacco companies add menthol to tobacco products to cool the throat and make them taste better.

The tobacco industry has marketed menthol cigarettes as healthier and safer, but they are just as deadly.
Many people choose menthol cigarettes because they believe they are safer than non-menthol cigarettes. They are not.

MENTHOL USE IN MINNESOTA

African Americans: 88%
of African American adults who smoke use menthol, compared to 25% of adult smokers overall.

High School Students: 44%
Use of menthol cigarettes among Minnesota high school smokers more than doubled since 2000.
of Minnesota high school students who smoke use menthol.

LGBTQ Youth & Adults: 70%
of LGBTQ youth smokers smoke menthols.

36%
of adult LGBTQ smokers smoke menthol cigarettes.

HARMFUL EFFECTS OF MENTHOL
Menthol cigarettes cause cancer, heart and lung diseases, and death. Tobacco use, including menthol-flavored products, is still the No. 1 preventable cause of death in Minnesota.

Studies have shown that the tobacco industry has manipulated menthol levels to broaden youth appeal.



A Closer Look: Tribal Communities

- Disseminating Evidence-based Interventions to Tribal Communities



Community Example: Smokefree Homes

- Disseminating a Smokefree Homes Programs through 2-1-1



The banner includes the following elements:

- A young boy with a backpack on the left.
- A booklet titled "Challenges and Solutions Keeping Your Home Smoke-Free" featuring a dog and a bowl of food.
- A booklet titled "5 - Step Guide to a Smoke-Free Home" featuring a boy looking out a window.
- A circular graphic on the right with the text "DO IT FOR US TAKE IT OUTSIDE" and the "Smoke-Free Homes" logo, featuring a girl and a boy.
- A large blue banner at the bottom with the text "ORDER FREE KIT" in orange, bold, capital letters.





Evaluation & Sustainability

Evaluate D&I efforts

- Dissemination
 - Reach & effectiveness
- Implementation
 - Appropriateness, Feasibility, Acceptability, Adoption, Penetration, Fidelity, Cost, and Sustainability



Sustain D&I efforts

- Planning for sustainability
- Ending ineffective interventions



Source: Sustainool.org²⁰⁰





Case Studies

Case Studies: California

***California scales up
health systems change
statewide***



Case Studies: Nebraska

Tobacco Free Nebraska disseminates resources to help public housing go smokefree

Proud to be a
Smoke-Free Property.



Where to find the User Guides

The image shows the cover of a user guide titled "Putting Evidence into Practice in Tobacco Prevention and Control". The cover features a white top section with the "Best Practices User Guides" logo in the upper right. The title is in a large blue font, with the subtitle "in Tobacco Prevention and Control" in a smaller blue font below it. A large, stylized orange wave graphic arches over the title. The bottom half of the cover is a blue background with a white "No Smoking" sign on a pole. In the bottom right corner, there is a small CDC logo and the text "U.S. Department of Health and Human Services Centers for Disease Control and Prevention". A dark blue banner at the very bottom contains the download link: "Download at <https://www.cdc.gov/tobacco/stateandcommunity/guides/>".

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