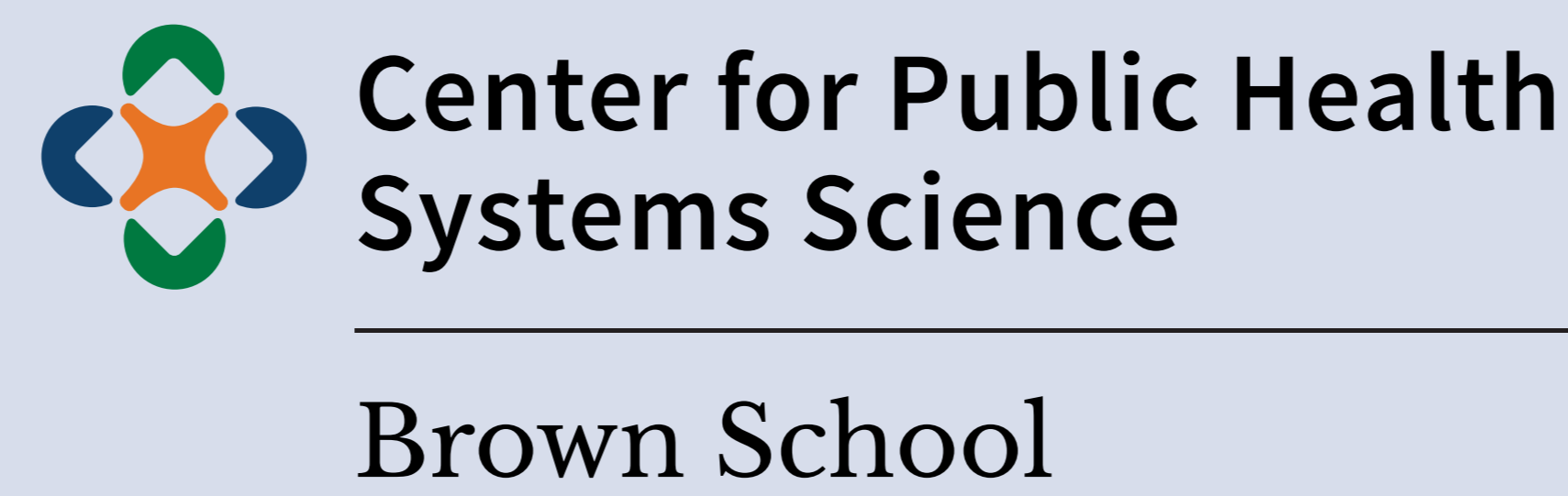# Best Practices User Guide: Putting Evidence into Practice in Tobacco Prevention and Control

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BEST PRACTICES USER GUIDES

Since 2008, the Center for Public Health Systems Science at the Brown School at Washington University in St. Louis has collaborated with the Centers for Disease Control and Prevention's (CDC) Office on Smoking and Health to develop a set of user guides to accompany the *Best Practices for Comprehensive Tobacco Control Programs—2014*.

Each guide is developed through consultation with topic experts, literature review and analysis, and external review. Nine User Guides have been published to date, including the most recent: *Putting Evidence into Practice in Tobacco Prevention and Control* (2021).

Guide Audience

- State and local tobacco control program managers and staff
- Other partners such as health systems, non-profit organizations, or communities

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
- **Case Studies** provides real-world examples
- **Case for Investment** presents information to raise awareness about the importance of the topic
- **Resources** identifies publications, toolkits, and websites to help in planning

PUTTING EVIDENCE INTO PRACTICE

After more than fifty years of research, we know what works to reduce commercial tobacco use, yet effective tobacco control interventions are unequally distributed across communities, states, and the country. This user guide focuses on how tobacco control programs can increase the use of evidence-based interventions. This guide describes how program staff and partners can use dissemination and implementation (D&I) strategies from the field of Implementation Science.

D&I strategies:

- Increase the impact of commercial tobacco control
- Ensure commercial tobacco control efforts act on the most up-to-date scientific information
- Reduce the use of interventions that are not evidence-based
- Raise awareness about the continued importance of commercial tobacco control
- Address tobacco-related disparities
- Increase return on investment
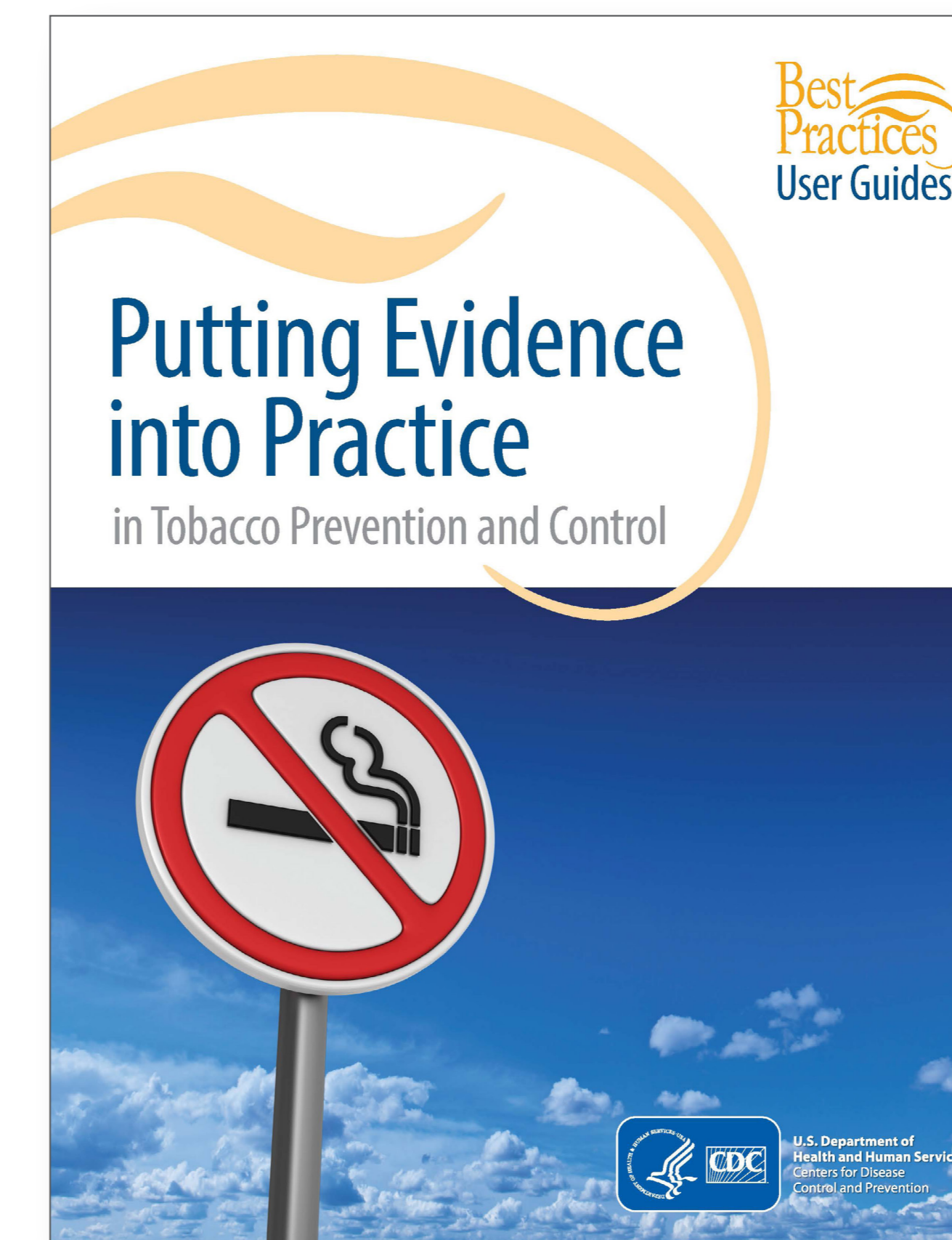
Dissemination and Implementation in Tobacco Control

This User Guide includes information for program staff and partners to disseminate and implement evidence based interventions, including:

- **Getting Started** assessing evidence and planning for D&I efforts
- **Disseminating Evidence-Based Interventions** by creating relevant messages, designing user-friendly products, and sharing through appropriate channels
- **Implementing Evidence-Based Interventions** using implementation strategies such as providing training and TA, adapting interventions, pilot testing, and scaling up
- **Reaching Priority Populations** by building cultural humility, disseminating culturally relevant messages, and implementing in low-resource settings
- **Evaluating D&I Strategies** by measuring dissemination reach and implementation fidelity
- **Sustaining D&I Strategies** by securing resources or ending ineffective interventions

The History of D&I in Commercial Tobacco Control

CASE STUDIES

California scales up health systems change statewide

In 2016, California funded a one-year pilot project called *California Quits* to integrate evidence-based cessation treatment in 15 public hospital systems, including rural areas with limited resources.

Because the pilot was successful, the program scaled the project up to a five-year initiative. To do this, the program reviewed county-level data to identify plans with existing cessation objectives and used existing infrastructure to implement the initiative. The California Tobacco Control Program team also provided training and technical assistance to assist health systems with implementation.

Nebraska disseminates resources to help public housing go smokefree

After Nebraska passed its Clean Indoor Air Act in 2008, Tobacco Free Nebraska recognized the law did not extend to public housing and saw an opportunity to fill that gap.

The program reached out to public housing agencies to disseminate information on the legality and benefits of smokefree housing, and distributed materials to help housing authorities follow the 2016 Department of Housing requirement for smokefree public housing.

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To view and download this poster, please visit our website: cphss.wustl.edu

To access this full User Guide, visit the CDC's Office on Smoking and Health webpage: Evidence-Based Guides for States