You are waiting to join:

Best Practices & Engaging Health Officials in Tobacco Control and Prevention

February 9, 2016
3:30 – 4:45 PM ET

Agenda

- Welcome, ASTHO and NACCHO
- Presentation: Best Practices & Engaging Health Officials in Tobacco Control and Prevention, Dr. Edward Ehlinger
- Q&A session
- Presentation: NACCHO
- Presentation: ASTHO
- Q&A session
- Closing
President’s Challenge

Triple Aim of Health Equity

- Implement Health in All Policies
- Strengthen Community Capacity
- Expand Understanding of Health

ASTHO

Vision
Healthy people thriving in a nation free of preventable illness and injury.

Mission
To transform public health within states and territories to help members dramatically improve health and wellness.
Logistics

- Two ways to listen to audio:
  - Through your computer speakers (preferred)
  - Via telephone « mute your line! 
    (855-285-9095, 17885969)
  - Do not use both methods

- This call is being recorded and the recording will be shared on ASTHO’s and NACCHO’s websites

- Submit questions through the Chat Box online (or via telephone during Q&A periods)
Tucker, Sophie
Died of lung cancer on February 9, 1966

“I've been rich and I've been poor. Rich is better.”

Roles of State Health Official (selected)

• Provide a vision for what creates health for all
• Drive collective action to assure the conditions in which people can be healthy
• Enhance efforts to prevent diseases and injuries
• Identify barriers to health
• Run an agency
Areas to Engage Health Officials

- Partnerships
- Data
- Policy
- Bully Pulpit

Mission and Practice of Public Health

Provide a Vision for What Creates Health
Advancing Health Equity and Optimal Health for All

**Triple Aim of Health Equity**

- **Implement Health in All Policies**
- **Strengthen Community Capacity**
- **Expand Understanding of Health**

Implement a Health in All Policies Approach with Health Equity as the Goal
Expand Our Understanding of What Creates Health
Strengthen the Capacity of Communities to Create Their Own Healthy Future
Provide a Vision for What Creates Health

Health is not created by health care and personal choices. Health is created in communities through policies, systems, and environments.

Alice Walker
born on February 9, 1944

• Won a Pulitzer for her novel "The Color Purple."
• “People tend to think that life really does progress for everyone eventually, that people progress, but actually only some people progress.”
Drive collective action to assure the conditions in which people can be healthy

• “Public health is what we, as a society, do collectively to assure the conditions in which people can be healthy.”
• Help the Governor be a public health champion
• Build/support coalitions
Partnerships for collective action

- MN Clean Indoor Air Act
- Cigarette tax increase
- Menthol
- Flavored tobacco
- Minimum legal sales age
- Advocating for a strong, sustainable tobacco prevention and control infrastructure

Menthol Cigarette Intervention Grant

Addressing tobacco use in the African-American community

Percent of MN Population that Currently Smokes, MATS 2014

- 23% African American Population
- 13% MN Adult Population

Percent of MN Smokers who Use Menthol, MATS 2014

- 74% African American Smokers
- 25% MN Adult Smokers
Partnerships: Creating Local Momentum

- 41 Statewide Health Improvement Program
- 10 Tribal Grants
- 9 Tobacco-Free Communities

Partnerships: Medicaid Outreach

YOU CAN AFFORD TO QUIT SMOKING
Local-level momentum ➔ State-level impact

Partnerships - Collective Impact

State and Local Level Policy
Addressing the Conditions that Create Health

• 2013 Tobacco Tax Increase
• Health Equity Agenda
• Local Ordinances
Enhance efforts to prevent diseases and injuries

- Data collection
  - Costs
  - Health consequences
  - Youth uptake
  - Disparities/equity

- Policy, system, environment
  - Smoke-free air
    - Public indoor and outdoor spaces
    - Cars
    - Foster care
  - Price of tobacco
    - Tax
    - Couponing
    - Sampling
    - Marketing and promotion

Identify barriers to health

- Tobacco industry continues to look for ways to addict people
  - E-cigs
  - Smokeless tobacco
  - Other products
- Tobacco industry is using techniques from the 1950s and 1960s around e-cigs
- Role of government
- Clean indoor air act took our eye off the ball
- Issue fatigue
Bully Pulpit: Nicotine Health Advisory

- Nicotine is highly addictive.
- Nicotine may harm brain development during adolescence.
- Nicotine is harmful to fetal health during pregnancy.
- Nicotine causes harmful physical effects, and can be toxic at any age.

www.health.mn.gov/nicotine
Bully Pulpit
“Public health is what we, as a society, do collectively to assure the conditions in which (all) people can be healthy.”
- Institute of Medicine (1988), Future of Public Health

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Audience Q&A

Submit your questions through the Chat Box on your screen.

NACCHO Resources

Tobacco Webpage
http://naccho.org/programs/community-health/chronic-disease/tobacco

NACCHO Toolbox
http://naccho.org/resources/toolbox

Publications
- Best Practices
- Fact sheets
- Tools
NACCHO Resources

Best Practices for Comprehensive Tobacco Control Programs at the Local Level

- Companion to CDC’s Best Practices – 2014
- Frames local-level strategies for recommended program components
- Outlines minimum and recommended funding levels

Available on NACCHO’s website

NACCHO Resources

Contact:
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ASTHO Resources

General Tobacco Information:
www.astho.org/programs/prevention/tobacco/

ASTHO E-Cigarette Resources:
http://www.astho.org/Prevention/Tobacco/E-Cigarettes/

Archived Webinars:
http://www.astho.org/Prevention/Tobacco/Webinars/

Comprehensive Tobacco Control:
Guide for State & Territorial Health Officials
www.astho.org/Prevention/Tobacco/Comprehensive-Tobacco-Control-Guide/

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CDC Best Practices

**Best Practices User Guide - Health Equity in Tobacco Prevention and Control**


This user guide focuses on how comprehensive tobacco control programs can work to achieve health equity in tobacco prevention and control. It offers tobacco control program staff and partners information on how to work toward achieving health equity when planning, implementing, and enforcing tobacco control.

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**Audience Q&A**

Submit your questions through the Chat Box on your screen.
Please complete your evaluations immediately following the webinar – we value your feedback!

WHAT DO YOU THINK?

Thank you for joining us!

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