Best Practices for State Tobacco Control Leaders from the TCN 2016 Policy Recommendations

March 31, 2016
3:00-4:30 PM ET
Webinar Logistics

• Two ways to listen to audio
  • Through your computer speakers (preferred)
  • Via telephone: (888) 233-0996, passcode 62851615
  • Do not use both methods

• This webinar is being recorded and the recording will be shared with you via email

• Any time during the webinar, submit discussion questions in the chat box for the Q&A session
Our Agenda

• Welcome and Introductions, ASTHO and TCN
• Purpose of the Policy Recommendations
• How The Policy Recommendations were Developed
• Policy Recommendations Content
• How to Use the Policy Recommendations
• Questions and Answers
• TCN and ASTHO Tobacco Resources
• Adjourn
Webinar Objectives

1) Explain the purpose of the TCN Policy Recommendations, and how they were developed
2) Provide an overview of the TCN Policy Recommendations document
3) Describe how state and local tobacco stakeholders can use the TCN Policy Recommendations in their work
4) Overview the tobacco resources that TCN and ASTHO have available online
ASTHO Support Staff

• **Elizabeth Walker Romero**, Senior Director Health Improvement

• **Alicia Smith**, Director Chronic Disease Prevention

• **Talyah Sands**, Senior Analyst Tobacco & Chronic Disease Prevention

• **Joshua Berry**, Analyst Health Promotion & Disease Prevention

• **Mary McGroarty**, Intern Health Promotion & Disease Prevention
TCN Mission

To improve the public’s health by providing education and state-based expertise for tobacco prevention and control at the state/territory and national levels.
TCN Goals

• Raise the priority and primacy of tobacco use prevention and control at the state and national level

• Support the needs of state tobacco control program managers and staff by promoting information-sharing, coordination, and cooperation

• Foster collaboration between state tobacco control programs and national partners
TCN Executive Committee

• Chair: Barry Sharp (TX)
• Chair-Elect: Andrea Mowery (MN)
• Immediate Past Chair: Miranda Spitznagle (IN)
• Policy Chair: Andrea Mowery (MN)
• Secretary/Treasurer: Erin Boles Welsh (RI)
• Funders Alliance Representative: Tracey Strader (OK)

Regional Representatives

• Region 1-3: Erin Boles Welsh (RI), Lisa Brown (VA)
• Region 4: Kenny Ray (GA), Andrew Waters (KY)
• Region 5: Katelin Ryan (IN), Christina Thill (MN)
• Region 6-8: Adrienne Rollins (OK), Terry Rousey (CO)
• Region 9-10: Luci Longoria (OR), Elizabeth Guerrero (Guam)
TCN Policy Recommendations

Reflects the TCN’s priorities and it declares a vision for those policy and system changes which the TCN believes are most important or critical to reducing and eliminating tobacco use and secondhand smoke exposure.
2016 Policy Recommendations Guide
Acknowledgements

• **April Roeseler**, Past TCN Policy Chair and Lead Author

• **Andrea Mowery**, Current TCN Policy Chair

• **Joelle Lester**, Staff Attorney at the Tobacco Control Legal Consortium

• **Mark Meaney**, Staff Attorney at the Tobacco Control Legal Consortium

• **Maureen O’Brien**, Staff Attorney at the Tobacco Control Legal Consortium

• **Centers for Disease Control and Prevention, Office on Smoking and Health**

• **ASTHO Staff and the TCN Policy Committee**
Development

• Review of best practices
• April/May 2015 survey of the TCN Membership
  • Rated 31 policies/system change
    • Strength of science that the policy/system change would advance reductions in tobacco use or secondhand smoke exposure at the population level
  • Likelihood of reducing health disparities
  • Keep/Edit/Drop
Development

• 26 States/Territories responded
• Further discussion between TCN membership and CDC during August 2015 meeting
• Input from the TCN Policy Committee and the TCN membership
Policy/System Change Categories

• Price of Tobacco Products
• Comprehensive Tobacco Control Programs
• Secondhand Smoke and Secondhand Aerosol
• Availability of Tobacco Products
• Tobacco Marketing and Advertising
• Tobacco Cessation
• Emerging Tobacco Control Issues
Policy Recommendations – Price of Tobacco Products

1) Enact a Cigarette Excise Tax
2) Apply an Excise Tax to Electronic Smoking Devices and E-liquids
3) Enact Tobacco Product Price Promotion Restrictions
Policy Recommendations – Comprehensive Tobacco Control Programs

4) Fund Sustainable, Comprehensive Tobacco Control Programs
Policy Recommendations – Secondhand Smoke and Secondhand Aerosol

5) Enact 100% Clean Air Laws
6) Adopt Smoke-Free Multi-Unit Housing Policies
7) Adopt and Enforce 100% Tobacco-Free K-12 School Policies
8) Adopt Tobacco-Free College, University and Trade School Campus Policies
Policy Recommendations – Secondhand Smoke and Secondhand Aerosol

9) Adopt Tobacco-Free Health Care and Behavioral Health Treatment Campus Policies
10) Adopt Smoke-Free Car Policies
11) Adopt Tobacco-Free Outdoor Policies
Policy Recommendations – Availability of Tobacco Products

12) Adopt a Policy to Prohibit the Sale of Menthol, Other Flavored Tobacco Products, including E-liquids

13) Enact Retail Licensing for the Sale of Tobacco Products and Electronic Smoking Devices

14) Promote Local Tobacco Retailer/Density/Zoning Restrictions
Policy Recommendations – Availability of Tobacco Products

15) Raise the Minimum Legal Sale Age of Tobacco and Electronic Smoking Devices to 21
16) Extend Tobacco-Related Availability Restrictions
Policy Recommendations – Tobacco Marketing and Advertising

17) Promote Adoption of Voluntary Policies to Restrict the Marketing and Advertising of Electronic Smoking Devices
Policy Recommendations – Tobacco Cessation

18) Establish a Uniform Cessation Benefit
19) Support Cessation Treatment System Change within Health Care and Behavioral Treatment Systems
Policy Recommendations – Emerging Tobacco Control Issues

20) Expand the Definition of Tobacco Products to include Electronic Smoking Devices

21) Convene a Tobacco Control/Medical-Recreational Marijuana Task Force
Using the Policy Recommendations

• Develop a short-term and long-term policy agenda in your state or territory in collaboration with external partners

• Educate state and local policy makers, opinion leaders, and partners to build awareness and support for specific policy and system changes

• Plan data collection and surveillance efforts (e.g., tobacco use, observation, attitudes, policy polls) to demonstrate the need for and/or post-implementation evaluation
Using the Policy Recommendations

• Plan and implement training and technical assistance to build capacity among partners
• Justify and enhance credibility for work on specific policy/system changes
• Outreach and cultivate new partners
Using the Policy Recommendations

• Strategic Planning and CDC Planning
• Create local materials
• Current example – statewide framework in Minnesota
Minnesota Case Study

• MDH used 2012 TCN Policy Recommendations to update our Tobacco Prevention and Control Strategic Plan
• Strong infrastructure contributes to state and local policy work
• MDH, ClearWay Minnesota℠ and BlueCross used TCN Policy Recommendations for Minnesota’s new Comprehensive Tobacco Control Framework.
• Advisory Group recommended 17 bold steps be included in this new Framework
Questions and Answers

Submit your questions through the Chat Box on your screen.
Visit the Redesigned TCN Website!

www.tobaccocontrolnetwork.org/
TCN Resources

- Help Your Peers Requests
  - [http://tobaccocontrolnetwork.org/helpyourpeers/](http://tobaccocontrolnetwork.org/helpyourpeers/)
- Newsletter
  - [http://tobaccocontrolnetwork.org/tcnnews/](http://tobaccocontrolnetwork.org/tcnnews/)
- Member Directory
  - [http://tobaccocontrolnetwork.org/tcn-members/](http://tobaccocontrolnetwork.org/tcn-members/)
- Any TCN inquiries can be directed to [tcn@astho.org](mailto:tcn@astho.org)
ASTHO Tobacco 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/
Tobacco Success Stories

TOBACCO

Tobacco Case Studies
Case studies and factsheets about efforts in tobacco prevention and control are provided below. The collection includes items developed by ASTHO staff or in collaboration with partners in tobacco control.

Comprehensive Systems Change Strategies

Michigan Smoke-Free Law Implementation

Michigan's implementation plan maximized resources and used evidence-based strategies to create a successful model for smoke-free law implementation, evaluation, and enforcement that improved air quality in workplaces and food service establishments.

Minnesota Increased Tobacco Taxes to Reduce Smoking

With support from the Minnesota Department of Health and Raise It for Health Coalition, the Minnesota state legislature passed a $1.60 per-pack tax increase for cigarettes and increased taxes on other tobacco products, including e-cigarettes.

Expanding Comprehensive Coverage for Tobacco Cessation: A Collaborative Summit

The American Heart Association shares the success story from the North Carolina Division of Public Health, Tobacco Prevention and Control Branch on expanding comprehensive coverage for tobacco cessation. With assistance from ASTHO, NC hosted a collaborative summit in May 2014 with key stakeholders.

Cessation

Stand-Up Insurance Coverage of Tobacco Cessation Programs Starts with Oregon

Oregon was the first state to fully fund the stand-up insurance program for tobacco cessation programs. The stand-up approach helped ensure that health insurance companies provided comprehensive and effective benefit design.
Upcoming TCN Webinars

• April 25, 3 PM ET: Communicating Controversial Tobacco Control Policies with Executive Leadership
  • https://cc.readytalk.com/r/4mh3o28on1pa&eom

• May: Examining Education Disparities and Tobacco Use
Questions and Answers

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

WHAT DO YOU THINK?
Thank You for Joining Us!

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