

Multiple Approaches for Tobacco Reduction and Cessation

Based on strong evidence of effectiveness for preventing and reducing tobacco use, the Community Preventive Services Task Force (Task Force) recommends tobacco prevention and control interventions aimed at decreasing tobacco use among workers, restricting minors' access to tobacco products, increasing cessation, and reducing secondhand smoke exposure, among other strategies.

States have adopted tobacco control interventions independently or in combination. As shown in Table 1, The Guide to Community Preventive Services (The Community Guide) includes a wide range of tobacco prevention and control interventions, including smoke-free policies, community mobilization, mass media campaigns, and smoking bans and restrictions.

Examples of Task Force Tobacco Prevention & Control Recommendations:

- [Decreasing Tobacco Use Among Workers/Smoke-Free Policies](#)
- [Restricting Minors' Access to Tobacco Products/Community Mobilization](#)
- [Increasing Tobacco Use Cessation/Mass Media Campaigns When Combined with Other Interventions](#)

Table 1: Summary of Select Task Force Recommendations

Intervention	Description	Task Force Findings
Decreasing use among workers through smoke-free policies	Smoke-free policies prohibit smoking in indoor workplaces and designated public spaces and can be combined with tobacco cessation groups, educational materials, counseling and assistance, and access to effective pharmacologic therapies.	Effective at reducing tobacco use among workers when implemented by individual or multiple worksites and implemented by communities as ordinances and regulations.
Restricting minors' access through community mobilization in combination	Community-wide interventions (e.g., community and school meetings, retailer education, and media campaigns) combined with other interventions (e.g., law enforcement) focus public attention and mobilize support to reduce access.	Effective at reducing tobacco use and access to tobacco products. Among reviewed studies, there was a 34 percent reduction in youth tobacco sales and a 7 percent reduction in self-reported youth tobacco use.
Increasing tobacco cessation through mass media campaigns	Mass media campaigns deliver brief, recurring messages to inform users to quit using tobacco.	When combined with excise taxes, counseling, or education programs, mass media campaigns are effective at reducing consumption and increasing cessation.

Source: The Guide to Community Preventive Services, 2011.

Translating Recommendations into Public Health Practice and Policy. State tobacco prevention programs and their partners can support implementation of evidence-based tobacco reduction and cessation interventions.

Partnerships. Tobacco reduction offers opportunities to engage state health partners in chronic disease prevention, tobacco prevention and control, and other program areas, as well as external partners such as the public health institute, department of education, local health departments, WIC centers, academic organizations, state school boards, law enforcement, retailers, and other stakeholders involved in educating youth and adults.

Issues and Considerations. State experiences provide useful strategies for addressing common challenges related to tobacco prevention and control.

- **Implement Strategies in Tandem.** The Task Force found evidence of effectiveness for strategies that are implemented in combination with other interventions, such as combining community education and marketing with enhanced enforcement. States may consider adopting interventions in tandem to maximize outcomes.

- **Use Tobacco Prevention Strategies as a Springboard for Other Community Guide Initiatives.** In Louisiana, the state tobacco control program and partners developed a case study on evidence-based tobacco interventions. The case study was used to inform stakeholders about tobacco resources and strategies, as well as increase awareness of evidence-based Community Guide interventions.

Action Steps. The action steps that follow in Table 2 provide a continuum of options for state agencies and other employers that want to implement evidence-based tobacco prevention and control strategies.

Table 2. Action Steps and Options

Phase	Action Steps and Options
Pre-Implementation	<ul style="list-style-type: none"> • <u>Inform and educate</u> state health agency staff and external partners (e.g., providers, tobacco retailers, and schools) about the Task Force tobacco reduction recommendations. • <u>Engage key partners</u> to increase awareness about and support for evidence-based interventions. • <u>Gather information</u> about current partnerships, workplace policies, and tobacco reduction strategies. • <u>Assess provider, public health, and public knowledge and use of tobacco resources</u> (e.g., quitlines, individual and group counseling), as well as current tobacco usage patterns. • <u>Analyze unmet needs, high-need communities or settings, and program opportunities.</u>
Implementation	<ul style="list-style-type: none"> • <u>Develop policies and engage partners to adopt evidence-based intervention(s)</u> that respond to current needs and tobacco reduction priorities. Stakeholders can utilize Community Guide resources and tools to select appropriate interventions, such as smoke-free policies, healthcare provider training, mass media campaigns, enhanced enforcement, or educating youth and employees. • <u>Enforce policies.</u> The state health department can serve an enforcement role in states with smoke-free laws.
Evaluation/Improvement	<ul style="list-style-type: none"> • <u>Evaluate outcomes and improve programs.</u> Identifying lessons learned and best practices will inform future efforts to implement evidence-based recommendations. • <u>Identify opportunities to incorporate evidence-based policies and practices into public health practice.</u> Partners working to reduce tobacco use may identify opportunities to apply Task Force recommendations to other public health challenges, such as childhood obesity and alcohol use.

State Experiences. In 2011, a team representing the **Louisiana** Department of Health and Hospitals Office of Public Health, the Louisiana Public Health Institute, and New Orleans Health Department convened at a 2011 state team workshop aimed at helping state teams apply evidence-based recommendations in public health practice. The team developed a case study that described a partnership between the state tobacco control program, the Louisiana Campaign for Tobacco-Free Living (administered by the Louisiana Public Health Institute), and a university-based tobacco control initiative to prevent and control tobacco use. The team used the case study in statewide training for Office of Public Health staff in Community Guide use and applications. The team evaluated staff knowledge and attitudes through pre- and post-training tests.

Additional Resources and Links

An electronic version of this and other action sheets, with links to the resources listed in this document, is available at <http://www.astho.org/Programs/Evidence-Based-Public-Health/>.

- ASTHO Fact Sheets: [Interventions to Restrict Minors’ Access to Alcohol](#), [Reduce Initiation of Tobacco Use](#), and [Decreasing Tobacco Use in Work Settings](#)
- ASTHO and National Network of Public Health Institute [Louisiana State Team Overview](#)
- Louisiana Case Study, [“Using an Evidence-Based Approach to Reduce Tobacco Use in Louisiana: A Closer Look at the Community Guide’s Tobacco Use Interventions”](#)