

Appendix B:

Program and Policy Recommendations for Comprehensive Tobacco Control Programs

Guide to Community Preventive Services: What Works to Promote Health?

The Task Force on Community Preventive Services's report, *The Guide to Community Preventive Services: What Works to Promote Health?*, provides a list of effective tobacco prevention and control interventions that states and communities can implement to reduce tobacco use and exposure to secondhand smoke.¹ Tobacco control programs and their partners can

compare their existing activities with these recommendations, take steps to ensure that these interventions are adequately implemented and funded, and consider additional interventions, with the ultimate goal of building and sustaining a comprehensive tobacco control program.

On the basis of evidence of effectiveness documented in the scientific literature, the Task Force's report supports the following population-based tobacco prevention and control interventions.

Population-Based Tobacco Prevention and Control Interventions

- Clean indoor air legislation prohibiting tobacco use in indoor public and private workplaces.
- Federal, state, and local efforts to increase tobacco product excise taxes as an effective public health intervention to promote tobacco use cessation and to reduce the initiation of tobacco use among youth.
- Funding and implementing long-term, high-intensity, mass-media campaigns using paid broadcast times and media messages developed through formative research.
- Proactive telephone cessation support services (quitlines).
- Reduced or eliminated copayments for effective cessation therapies.
- Reminder systems for health care providers.
- Combinations of efforts to mobilize communities to identify and reduce the commercial availability of tobacco products to youth.

The recommendations from the Task Force confirm the importance of coordinated or combined interventions for tobacco control and prevention. The evidence supporting the effectiveness of efforts to reduce tobacco use among youth through access restrictions, to institute mass-reach health

communication campaigns, and to assist tobacco users to quit via telephone quitlines comes primarily from studies that implemented these interventions in combination with other strategies.

Healthy People 2020

The *Healthy People* initiative provides science-based, national objectives for improving the health of all Americans.² For three decades, *Healthy People* has established benchmarks and monitored progress over time in order to encourage collaborations across communities

and sectors, empower individuals toward making informed health decisions, and measure the impact of prevention activities.

Healthy People 2020 was launched in 2010 and includes an ambitious, yet achievable, 10-year agenda for improving the nation's health. The national health objectives related to tobacco prevention and control are noted below.³

Tobacco Use

- TU-1 — Reduce tobacco use by adults.
- TU-2 — Reduce tobacco use by adolescents.
- TU-3 — Reduce the initiation of tobacco use among children, adolescents, and young adults.
- TU-4 — Increase smoking cessation attempts by adult smokers.
- TU-5 — Increase recent smoking cessation success by adult smokers.
- TU-6 — Increase smoking cessation during pregnancy.
- TU-7 — Increase smoking cessation attempts by adolescent smokers.

Health Systems Change

- TU-8 — Increase comprehensive Medicaid insurance coverage of evidence-based treatment for nicotine dependency in states and the District of Columbia.
- TU-9 — Increase tobacco screening in health care settings.
- TU-10 — Increase tobacco cessation counseling in health care settings.

Social and Environmental Changes

- TU-11 — Reduce the proportion of nonsmokers exposed to secondhand smoke.
- TU-12 — Increase the proportion of persons covered by indoor worksite policies that prohibit smoking.
- TU-13 — Establish laws in states, the District of Columbia, territories, and tribes on smokefree indoor air that prohibit smoking in public places and worksites.
- TU-14 — Increase the proportion of smokefree homes.
- TU-15 — Increase tobacco-free environments in schools, including all school facilities, property, vehicles, and school events.
- TU-16 — Eliminate state laws that preempt stronger local tobacco control laws.
- TU-17 — Increase the Federal and State tax on tobacco products.
- TU-18 — Reduce the proportion of adolescents and young adults in grades 6–12 who are exposed to tobacco marketing.
- TU-19 — Reduce the illegal sales rate to minors through enforcement of laws prohibiting the sale of tobacco products to minors.
- TU-20 — (Developmental) Increase the number of states and the District of Columbia, territories, and tribes with sustainable and comprehensive evidence-based tobacco control programs.

References

1. Zaza S, Briss PA, Harris KW, editors. *The Guide to Community Preventive Services: What Works to Promote Health?* New York: Oxford University Press, 2005.
2. U.S. Department of Health and Human Services. About Healthy People; <<http://www.healthypeople.gov/2020/about/default.aspx>>; accessed: December 2, 2013.
3. U.S. Department of Health and Human Services. Healthy People 2020 Objectives; <<http://www.healthypeople.gov/2020/topicsobjectives2020/default.aspx>>; accessed December 2, 2013.