



# State Strategies

## TO IMPROVE HEALTH AND CONTROL COST WITHIN 5 YEARS

The State Strategies Project offers resources and technical packages on comprehensive tobacco control, asthma control, and prevention of tooth decay. These tools are designed to help states spend strategically to improve population health and control cost within 3 to 5 years.

Increase the return on investment through these proven population health strategies. Find technical packages and expert-vetted tools at

[www.cdc.gov/policy/hst/statestrategies](http://www.cdc.gov/policy/hst/statestrategies)



### ASTHMA CONTROL

strategies can reduce emergency room visits by as much as 68 percent and show a positive return on investment.

**Clinical asthma management** can be improved when health care providers and physician practices adhere to recommended clinical guidelines in diagnosing, assessing, treating, and monitoring patients with asthma.

**Personal asthma management** can be improved by providing self-management education for people with asthma in a variety of settings, including medical facilities, homes, schools, and the community.

**Home environments** can be improved through home visits that provide education and identify and address indoor asthma “triggers” that make asthma worse.



### COMPREHENSIVE TOBACCO CONTROL

programs can yield a savings of \$55 for every \$1 spent.

**State and community interventions** prevent tobacco use initiation, promote cessation, eliminate exposure to secondhand smoke, and identify and eliminate tobacco-related disparities.

**Mass-reach health communication interventions** raise awareness of health effects, promote cessation, and discourage initiation.

**Cessation interventions** expand insurance coverage for cessation treatments, integrate these treatments into routine clinical care, and increase quitline capacity.

**Surveillance and evaluation** of tobacco-related attitudes, behaviors, and health outcomes help states assess program effectiveness and impact over time.

**Infrastructure, administration, and management** build the capacity needed to foster collaboration and sustain program effectiveness and efficiency.



### PREVENTION OF TOOTH DECAY

through water fluoridation can yield an annual return on investment of up to \$32 for every \$1 spent.

**Fluoride varnish** helps to prevent cavities that can turn into emergent dental problems. Integrating fluoride varnish into well-child visits can increase the number of children that receive preventive dental care.

**Dental sealants** help to prevent cavities and can offer Medicaid a positive return on investment within 2 years, especially when administered through schools.

**Community water fluoridation** is a safe and effective way to provide optimal levels of fluoride to prevent tooth decay and to decrease costs for local and state communities.

