

Foreword

This report is a call to action. By providing tobacco control programs and decision-makers with state-specific data and information about the high-impact strategies we know work to reduce tobacco use, we highlight the success that has occurred in some areas and draw attention to the progress that needs to be made in others.

The core strategies outlined in this document have been rigorously evaluated and deliver results. This report describes these strategies and provides key indicators for assessing progress in every state. Success in implementing these strategies across the country will help achieve the Institute of Medicine's goal of reducing smoking "so substantially that it is no longer a significant public health problem for our nation."

Guidance for states on developing and implementing comprehensive tobacco control programs and recommended funding is provided in *Best Practices for Comprehensive Tobacco Control Programs*, published by the Centers for Disease Control and Prevention. Further guidance on specific high-impact actions is offered in the MPOWER package developed by the World Health Organization. This package of interventions directs governments at multiple levels to:

- Monitor tobacco use and prevention policies;
- Protect people from tobacco smoke;
- Offer help to quit tobacco use;
- Warn about the dangers of tobacco use;
- Enforce bans on tobacco advertising, promotion and sponsorship, and;
- Raise taxes on tobacco.

If every state were to fully fund and implement a comprehensive tobacco control program using the high-impact strategies described in the following pages, we could prevent the staggering toll that tobacco takes on our nation. It is within our power to prevent hundreds of thousands of premature tobacco-related deaths each year and finally end the tobacco use epidemic. The time to act is now.

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