

## for Comprehensive Tobacco Control Programs

*Defines the specific annual investment needed for state comprehensive tobacco control programs to implement what we know works to reduce tobacco-related disease and death.*

### Achieving Equity by Identifying and Eliminating Tobacco-related Disparities

In developing *Best Practices–2014*, CDC incorporated the cost of investments needed to address disparities into each of the five *Best Practices* components. This approach reflects the importance of integrating activities that promote equity in all aspects of tobacco prevention and control.

#### Program Component Activities to Achieve Equity and Address Disparities

##### State and Community Interventions may:

- Partner with disparate population groups and community-based organizations
- Ensure disparity issues are integrated into state and community tobacco control strategic plans
- Educate partners and decision makers
- Support organizations that can effectively reach, involve, and mobilize disparate populations
- Provide culturally competent technical assistance and training to grantees and partners
- Coordinate efforts with all chronic disease prevention areas
- Ensure comprehensive Medicaid coverage for tobacco dependence treatments

##### Mass-Reach Health Communication Interventions may:

- Feature testimonials from persons from a variety of backgrounds
- Use thoughtful media placement and tailored media buys to reach key audiences

##### Cessation Interventions may:

- Promote smoke-free environments to change social norms
- Increase the price of tobacco products, with dedicated revenue to support cessation services
- Ensure comprehensive cessation coverage, including state Medicaid coverage
- Promote integrated tobacco dependence treatment in health care organizations serving disparate populations (e.g., Federally Qualified Health Centers)
- Promote the Spanish-language quitline portal and national Asian-language quitline

##### Surveillance and Evaluation efforts may:

- Enhance data collection to identify disparities, including tailored research methods (e.g., oversampling, combining multiple years of data, and qualitative methods)

##### Infrastructure, Administration, and Management efforts may:

- Ensure comprehensive state tobacco control programs have the infrastructure and capacity essential to carry out disparities-related activities

