

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

