

Boards of Health Addressing **TOBACCO USE PREVENTION AND CONTROL** Through the Community Guide

How Boards of Health Can Use Evidence-Based Practices to Promote the Public's Health

Factsheet 2011

What is the Guide to Community Preventive Services (Community Guide)?

The Guide to Community Preventive Services (Community Guide: www.thecommunityguide.org) is an essential resource for people who want to know what works in public health. It provides evidence-based recommendations and findings about community preventive services, programs, and policies to improve health. The Community Preventive Services Task Force (Task Force)—an independent, nonfederal, volunteer body of public health and prevention experts—bases its recommendations and findings on systematic reviews of the scientific literature. These reviews are conducted, with oversight from the Task Force, by scientists and subject matter experts from the Centers for Disease Control and Prevention in collaboration with a wide range of government, academic, policy, and practice-based partners.

Who is the Community Guide designed for?

- Boards of health
- Policy makers
- Practitioners
- Healthcare systems
- Communities
- Health departments
- Schools
- Worksites
- Researchers
- Funding organizations

How can the Community Guide be used?

- Communication tool
- Education
- Advocacy
- Research
- Optimizing resources
- Community mobilization and engagement
- Policy
- Programs and services
- Evaluation
- Funding
- Planning
- Strengthening public health infrastructure

What value does the Community Guide add to boards of health?

The Community Guide identifies interventions that work and the cost-benefit of public health interventions when economic data are available; boards of health can use this information to be fiscally responsible and justify budgetary decisions.

What value does the Community Guide add to health departments?

Aligning with the core values of equity, excellence, participation, respect, integrity, leadership, science, and innovation, NACCHO strives to support local health departments in their quest to promote health and reduce tobacco use through Community Guide evidence-based interventions.

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Tobacco use is responsible for more than 430,000 deaths each year and is the largest cause of preventable morbidity and mortality in the United States.

It is recognized as a cause of:

- Multiple cancers
- Heart disease
- Stroke
- Complications of pregnancy
- Chronic obstructive pulmonary disease

The Community Guide includes systematic reviews of tobacco interventions in the following areas:

- Reducing tobacco use initiation
- Increasing tobacco use cessation
- Reducing exposure to environmental tobacco smoke
- Restricting minors' access to tobacco products
- Decreasing tobacco use among workers

Boards of Health Addressing TOBACCO USE PREVENTION

Among the recommended tobacco programs, services, and policies included in the Community Guide, the following interventions are discussed:

Reducing Tobacco Use Initiation

These interventions seek to reduce the number of people who begin using tobacco products.

Increasing the unit price of tobacco products	Recommended
Mass media campaigns when combined with other interventions	Recommended

Reducing Exposure to Environmental Tobacco Smoke

These interventions seek to reduce exposure to environmental tobacco smoke (ETS), which is a preventable cause of significant illness and death.

Smoking bans and restrictions	Recommended
Community education to reduce exposure in the home	Insufficient Evidence

Additional tobacco use prevention and control interventions can be found at www.thecommunityguide.org/tobacco.

The Task Force uses the terms below to describe its findings:

Recommended

The systematic review of available studies provides strong or sufficient evidence that the intervention is effective.

The categories of “strong” and “sufficient” evidence reflect the Task Force’s degree of confidence that an intervention has beneficial effects. They do not directly relate to the expected magnitude of benefits. The categorization is based on several factors, such as study design, number of studies, and consistency of the effect across studies.

Recommended Against

The systematic review of available studies provides strong or sufficient evidence that the intervention is harmful or not effective.

Insufficient Evidence

The available studies do not provide sufficient evidence to determine if the intervention is, or is not, effective. This does **NOT** mean that the intervention does not work. It means that additional research is needed to determine whether or not the intervention is effective.

IMPLEMENTATION AND CONTROL *Through the Community Guide*

Special Highlight on Reducing Exposure to Environmental Tobacco Smoke: Smoking Bans and Restrictions

Smoking bans and restrictions are policies, regulations, and laws that limit smoking in workplaces and other public areas. Smoking bans entirely prohibit smoking in geographically defined areas; smoking restrictions limit smoking to designated areas.

Summary of Task Force Recommendations & Findings

The Task Force on Community Preventive Services recommends smoking bans and restrictions whether used alone or as part of a multicomponent community or workplace intervention based on strong evidence of effectiveness in reducing exposure to environmental tobacco smoke.

The findings of this review should be considered in conjunction with Task Force recommendations for smoke-free policies to reduce tobacco use among workers based on sufficient evidence of effectiveness of these policies in reducing tobacco use among workers.

How Should Boards of Health and Health Departments Team Up for Evidence-Based Practices?

Health Department	Board of Health
Conduct community health assessment	Set community public health priorities
Review the Community Guide recommendation for health priorities	
Organize resources and partners	Engage with stakeholders
Educate the community and stakeholders on importance of Community Guide recommended policies and interventions	
Promote the policies within the community	Draft, adopt, and enforce recommended policies
Implement recommended interventions	Ensure agency budget supports recommended interventions
Evaluate implemented programs and policies	Celebrate successes

For more information, please visit www.thecommunityguide.org.

Evidence in Action

The Delaware County Board of Health in Indiana is a public health entity that has addressed the issue of smoking in public places for many years. The board is mandated by the state to develop policies enabling the health department to enforce state regulations and guidelines. As a member of the board of health, it is the member's duty to act in such a way as to promote and protect the public health in the best ways possible. It is certainly clear that clean indoor air is a public health issue and sending a comprehensive proposal to the commissioners would seem to be the right thing for a board member to do. The board felt that the time was right to pursue a stronger piece of legislation, as recommended by the Community Guide, that would protect more residents in Delaware County and push forward the negative perception of smoking in public places. An ordinance already existed in the county, but the board felt that supporting a stronger ordinance was the right move to make. The Delaware County Board of Health worked alongside the Tobacco-Free Coalition of Delaware County to conduct research on the economic and health impact of comprehensive smoke-free laws in other parts of the state. A town hall meeting to discuss the issue was also conducted in the fall of 2010 to reintroduce the idea to the public, which resulted in a packed room full of supporters for the campaign. Many planning, research, and advocacy activities were conducted in preparation of the legislative actions made by the Delaware County Board of Health. As a result, a comprehensive smoking ordinance proposal was developed and was approved by the board to move forward to the commissioners. The actions made by the Delaware County Board of Health and local public health advocates demonstrate a strong team effort amongst Delaware County's community leaders.

Vanderburgh County, Indiana has used recommended interventions from the Community Guide to sustain local tobacco use prevention and control efforts. Through the past 20 years, the health department and the Smokefree Communities of Vanderburgh County coalition have improved community awareness on the importance of tobacco prevention and control. In February 2011, the coalition worked to pass the comprehensive Smoke-Free Air Ordinance for Vanderburgh County. Two members of the coalition, Martha Caine (Executive Director) and Casey Williams, stated, "With longevity of [the] issue of smoking and smoking rights, the immediate results are hard to see, but having the county go smoke free is a great outcome." The coalition members also cite that with "every month that passes in the tobacco control efforts, more and more people's paradigm changes on how they see the [smoking] issue. The more being smoke-free becomes the norm, the more effective the work we are doing becomes. Due to the nature of the climate, it is sometimes hard to see immediate results, but [our] success is reflected in the smoke-free air ordinance passed in the county and the increase in smoke-free nightlife establishments."

The Smokefree Communities of Vanderburgh County has summed up their lessons learned from implementing a smoke-free air campaign:

1. Always look for networking opportunities and new allies, you never know when you can find someone who can really help out and have a big impact on the issue.
2. Keep up a strong media presence, as far as getting in newspaper Letters to the Editor, attending city council meetings, etc. Take every opportunity you have, and often create opportunities, to spread the message and keep repeating message to the community and lawmakers.
3. Be consistent in your messaging. Even for those elected officials that you believe are on your side to continue the message, keep delivering the same information to them and continue to support them in their efforts.



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