

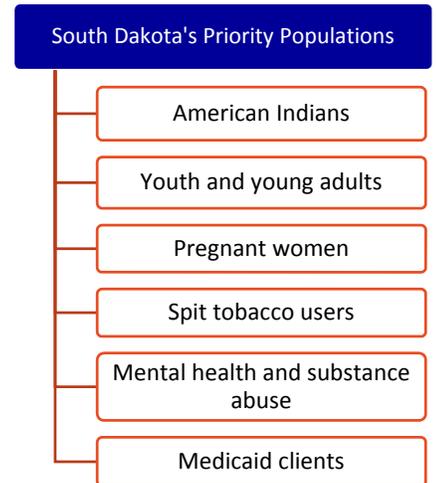
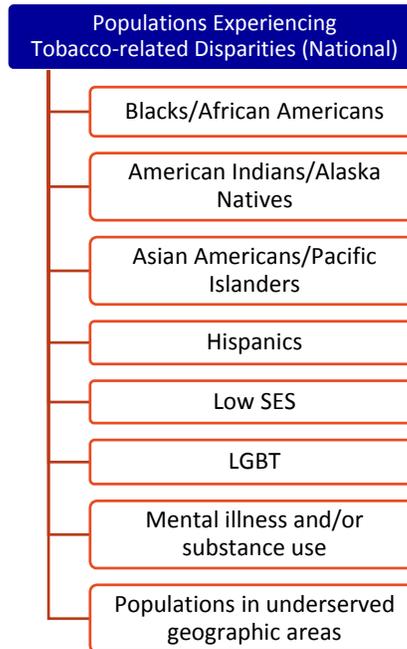
HEALTH EQUITY IN TOBACCO PREVENTION AND CONTROL

Health Equity in Tobacco Prevention and Control

The opportunity for all people to live a healthy, tobacco-free life, regardless of their race, level of education, gender identity, sexual orientation, the job they have, the neighborhood they live in, or whether or not they have a disability.

TYPES OF TOBACCO-RELATED DISPARITIES

- Differences that exist among populations with regard to key tobacco-related indicators:
 - Patterns, prevention, and treatment of tobacco use
 - The risk, incidence, morbidity, mortality, and burden of tobacco-related illness
 - Capacity, infrastructure, and access to resources
 - Secondhand smoke exposure



FACTORS INFLUENCING TOBACCO-RELATED DISPARITIES

- Social determinants of health
- Tobacco industry influence
- Lack of comprehensive policies
- Changing U.S. population



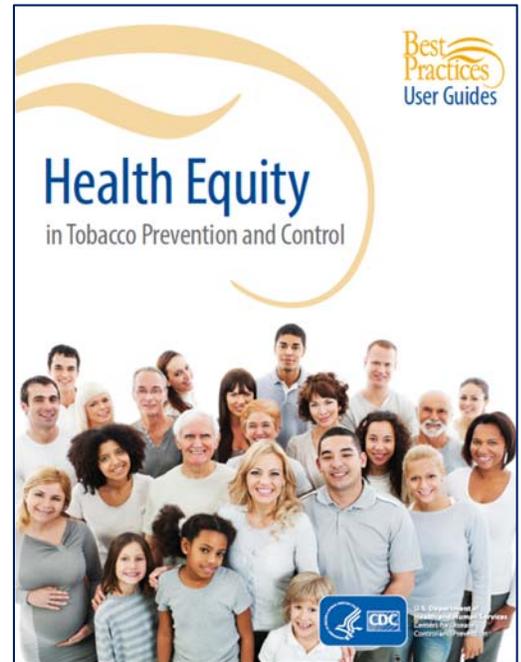
WHAT WORKS → EVIDENCE-BASED INTERVENTIONS

- 100% smoke-free policies
- Sustained funding of comprehensive programs
- Tobacco price increases
- Hard-hitting media campaigns
- Cessation access
- Comprehensive ad restrictions

HEALTH EQUITY IN TOBACCO PREVENTION AND CONTROL

THE *BEST PRACTICES USER GUIDE* PROVIDES:

- **Overview and history** of why programs should work to achieve health equity and how health equity has become a goal for tobacco prevention and control efforts.
- **Descriptions of populations** experiencing tobacco-related disparities and population-specific resources.
- **Policy interventions** that promote health equity and reduce tobacco-related disparities:
 - ★ Create smoke-free environments
 - ★ Increase the price of tobacco products
 - ★ Reduce exposure to targeted industry advertising, promotion, and sponsorship
 - ★ Promote cessation
- **Strategies to implement the policies:**
 - ★ Conduct a community assessment
 - ★ Partner with the population(s)
 - ★ Design infrastructure to promote health equity
 - ★ Implement mass-reach health communication interventions
 - ★ Connect with other priority issues
 - ★ Monitor tobacco-related disparities and evaluate policies
 - ★ Overcome unintended policy consequences and barriers to success
- **Real world case studies and examples** from a variety of populations.
- **Making the case for investment** and gain support for tobacco control efforts that focus on health equity.
- **How state programs can support efforts** to achieve health equity.
- **Resources** such as publications, toolkits, and websites to help in planning efforts.



RESOURCES

- ★ Best Practices User Guide: Health Equity in Tobacco Prevention and Control
<http://www.cdc.gov/tobacco/stateandcommunity/best-practices-health-equity/index.htm>
- ★ OSH Tobacco-Related Disparities
<http://www.cdc.gov/tobacco/disparities/index.htm>
- ★ American Indian Adult Tobacco Survey Implementation Manual
http://www.cdc.gov/tobacco/data_statistics/surveys/american_indian/pdfs/ai_ats.pdf
- ★ Tips from Former Smokers – African Americans
<http://www.cdc.gov/tobacco/campaign/tips/groups/african-american.html>
- ★ Native American Action Plan: Addressing Tobacco Abuse among Pregnant & Postpartum Women
<http://www.tobacco-cessation.org/PDFs/NativeAmericanActionPlan.pdf>