

Leadership in Tobacco Control: Working Across Populations



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What do we know about disparities?

- Tobacco-related diseases does not affect the population equally
- Population groups do not smoke or use tobacco equally



Hypothesis

- Eliminating tobacco use will reduce diseases largely attributed to smoking across different population groups.

Challenges

- Data
 - Quantitative/Qualitative
- Limited Capacity and Infrastructure in communities
- Competing priorities
- Limited resources
- Limited science base
- Limited political will

Other Challenges

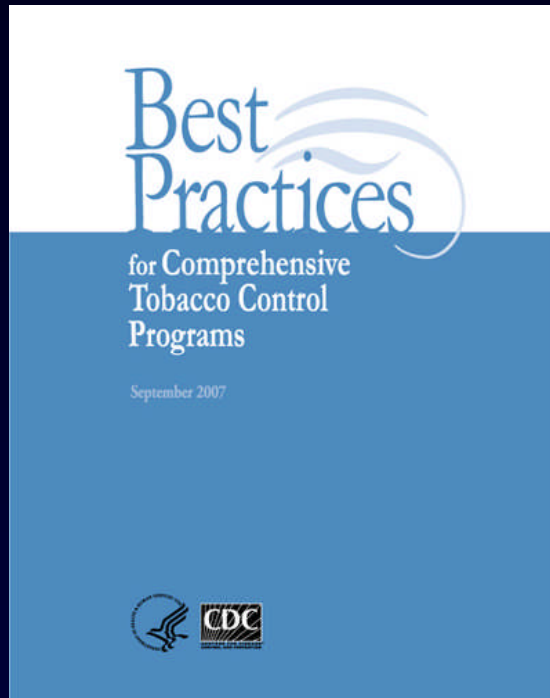
- Targeting by tobacco industry (tailor messages and brands to specific population groups)
 - Advertising
 - Sponsorship
 - Philanthropy

OSH Priorities for Identifying and Eliminating Disparities

- Provide TA and Training
- Identify, compile, and disseminate data
- Frame the issue “make the case” for addressing tobacco related disparities



Best Practices 2007



- State and Community Interventions
 - Statewide Programs
 - Community Programs
 - Tobacco-Related Disparities
 - Youth (Schools and Enforcement)
 - Chronic Disease Programs
- Health Communication Interventions
- Cessation Interventions
- Surveillance/Evaluation
- Administration/Management



Background

- States struggle with “how to” address disparities goal area
- Clarify difference between Diversity/Disparity
- Need for a data driven process
- Some states were further along than others

State Successes Moving Theory into Practice

- Dedicated funding to address disparities
- Dedicated staff and infrastructure
- Integrated strategic plan into the overall program plan
- Developed tailored interventions/media campaigns for specific populations
- Over sampling qualitative and quantitative data at the state and local level
- Evaluating initiatives and plan to publish findings



Lessons Learned

- Addressing disparities is complex
- Requires adequate resources, capacity and infrastructure
- Science base for this goal is still evolving
- Each state is unique
- Need exist for training, technical assistance, resources, data, and networking opportunities

Future Opportunities – Expand the knowledge base

- Promote the improvement of state data collection systems
 - Innovation in data collection (over sampling and snowballing techniques)
 - Use of other available data sources (CPS and Consumption data)
- Promote evaluation and dissemination of proven practices
- Promote Peer-to-Peer learning opportunities
- Develop community specific interventions



OSH Disparities Initiatives

- National Networks
- Tribal Support Centers
- Disparities training
- Population Specific ATS
- Southwest States Initiative
- Sabemos
- Follow-up low SES Expert Panel recommendations
- Revision OSH Logic Model - Identifying and Eliminating Disparities



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