



Centers for Disease Control  
and Prevention (CDC)  
Atlanta GA 30341-3724

OCT 23 2007

Dear Colleagues:

It is my pleasure to provide you with a copy of the Centers for Disease Control and Prevention's updated program guidance document, *Best Practices for Comprehensive Tobacco Control Programs—2007*.

*Best Practices—2007* identifies what works, including the investment needed to end the tobacco use epidemic and prevent the staggering toll that tobacco takes on our families and communities. Failing to fully invest means more people will become addicted, suffer illness, and die prematurely.

By implementing the recommendations in *Best Practices—2007*, we can accelerate the declines in the number of people suffering with illnesses of the heart and lungs and once again make lung cancer a rare disease. If all states were to fund their tobacco control programs at the recommended levels of investment, in 5 years, there would be 5 million fewer smokers nationwide, and hundreds of thousands of premature tobacco-related deaths would be prevented each year. Investments of longer duration will have even greater effects.

*Best Practices—2007* is consistent with two seminal reports released earlier this year by the Institute of Medicine and the President's Cancer Panel. This update is based on an analysis of the best evidence available, in-depth involvement with the tobacco control programs of all 50 states and the District of Columbia, and technical consultation with a panel of experts in tobacco control and economics.

Feedback from state tobacco control programs indicated that the original *Best Practices (1999)* was a useful resource for broad programmatic and budget planning, and many states have been asking for an updated version reflecting the latest science and economics. We hope *Best Practices—2007* meets your needs for additional guidance regarding comprehensive tobacco control and prevention efforts.

To download or order additional copies of *Best Practices—2007*, please visit [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco).

We also encourage you to attend sessions at the National Conference on Tobacco or Health during which *Best Practices—2007* will be discussed in greater detail, including:

- **Plenary: *Best Practices for Comprehensive Tobacco Control—2007* and the IOM Report**  
Thursday, October 25<sup>th</sup>                      8:30 am – 10:00 am                      Main Auditorium
- **Panel: Surviving a Budget Crisis: Planning for a Brighter Future**  
Thursday, October 25<sup>th</sup>                      3:30 pm – 5:00 pm                      Room 102 B
- **Panel: Using Revised *Best Practices* and Other Key Components to Sustain State Programs**  
Friday, October 26<sup>th</sup>                      8:30 am – 10:00 am                      Room M 100 G

Sincerely,

Captain Matthew T. McKenna, MD, MPH  
Director  
Office on Smoking and Health  
Centers for Disease Control and Prevention