

Guide to Community Preventive Services Tobacco Control Recommendations¹

Excerpt from Task Force on Community Preventive Services' *The Guide to Community Preventive Services: What Works to Promote Health?*

“Based on the evidence of effectiveness documented in the scientific literature, recommendations from the Task Force support the following population-based tobacco prevention and control efforts:

- Clean indoor air legislation prohibiting tobacco use in indoor public and private workplaces.
- Federal, state, and local efforts to increase tobacco product excise taxes as an effective public health intervention to promote tobacco use cessation and to reduce the initiation of tobacco use among youth.
- The funding and implementation of long-term, high-intensity mass media campaigns using paid broadcast times and media messages developed through formative research.
- Proactive telephone cessation support services (quit lines).
- Reduced or eliminated co-payments for effective cessation therapies.
- Reminder systems for healthcare providers.
- Combinations of efforts to mobilize communities to identify and reduce the commercial availability of tobacco products to youth.

“In reflecting the available evidence on effectiveness, recommendations from the Task Force confirm the importance of coordinated or combined intervention efforts in tobacco prevention. Evidence of effectiveness in efforts to reduce tobacco use among youth through access restrictions, to disseminate anti-tobacco messages through mass media, and to assist tobacco users in their efforts to quit via telephone comes predominantly from the studies that implemented these interventions in combination with other strategies.”

Healthy People 2010 Policy Goals^{2,3}

Selected national health objectives addressing policy interventions to reduce tobacco use:

- 27-8 Increase insurance coverage of evidence-based treatment for nicotine dependency among managed care organizations to 100% and among Medicaid programs to all 50 states and the District of Columbia.
- 27-9 Reduce the proportion of children who are regularly exposed to tobacco smoke at home to 6%.
- 27-10 Reduce the proportion of nonsmokers exposed to environmental tobacco smoke to 63%.
- 27-11 Increase smoke-free and tobacco-free environments in schools, including all school facilities, property, vehicles, and school events to 100%.
- 27-12 Increase the proportion of persons covered by indoor worksite policies that prohibit smoking to 100%.
- 27-13 Establish laws on smoke-free indoor air that prohibit smoking in public places and worksites (including private and public worksites, restaurants, public transportation, day care centers, retail stores, and bars) in all 50 states and the District of Columbia.
- 27-14 Reduce the illegal sales rate to minors through enforcement of laws prohibiting the sale of tobacco products to minors to all 50 states and the District of Columbia.
- 27-15 Increase the number of states (including the District of Columbia) that suspend or revoke state retail licenses for violations of laws prohibiting the sale of tobacco to minors to 51.
- 27-16 Reduce the proportion of adolescents and young adults who are exposed to tobacco advertising and promotion to 67% for magazines and newspaper and to 25% for Internet.
- 27-19 Eliminate laws that preempt stronger tobacco control laws in all 50 states and the District of Columbia.
- 27-21 Increase the average federal and state tax on cigarettes to \$2.00 and expand the number of states (and the District of Columbia) with higher smokeless tobacco taxes over the decade to 51.

References

1. Zaza S, Briss PA, Harris KW, editors. *The Guide to Community Preventive Services: What Works to Promote Health?* New York: Oxford University Press; 2005.
2. U.S. Department of Health and Human Services. *Healthy People 2010, Volume 2*. Washington, DC: U.S. Government Printing Office; 2000.
3. U.S. Department of Health and Human Services. *Healthy People 2010, Midcourse Review*. Washington, DC: U.S. Government Printing Office; 2006.