

*Best Practices for Comprehensive Tobacco Control Programs—2007*  
*Fact Sheet*

- *Best Practices for Comprehensive Tobacco Control Programs—2007* describes an integrated programmatic structure for implementing interventions proven to be effective and provides the recommended level of annual investment to prevent tobacco use initiation among youth and young adults, promote cessation among adults and young people, eliminate exposure to secondhand smoke, and identify and eliminate tobacco-related disparities.
- *Best Practices—2007* refines the guidance provided by the Centers for Disease Control and Prevention (CDC) in 1999, reflecting:
  - additional state experiences in implementing comprehensive tobacco control programs;
  - new scientific literature on comprehensive programs and specific interventions;
  - an evaluation of how 10 states implemented and modified the original guidance; and
  - technical consultation provided by an expert panel.
- CDC recommends that states establish and sustain tobacco control programs that contain the following overarching components:
  - State and Community Interventions
  - Health Communication Interventions
  - Cessation Interventions
  - Surveillance and Evaluation
  - Administration and Management
- Across all states and the District of Columbia, the per capita recommended level of investment ranges from \$9.23 to \$18.02. The recommended level of investment is CDC's best approximation of what it would cost, based on each state's specific characteristics, to implement with sufficient intensity the evidence-based components of a comprehensive tobacco control program.
- Evidence-based, statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce smoking rates, tobacco related deaths, and diseases caused by smoking.
- Further, research shows that the more states spend on comprehensive tobacco control programs, the greater the reductions in smoking—and the longer states invest in such programs, the greater and faster the impact.
- The tobacco use epidemic can be stopped. If states sustained their recommended level of investment for 5 years, there would be an estimated 5 million fewer smokers. As a result, hundreds of thousands of premature tobacco related deaths would be prevented. Longer-term investments would have even greater effects.