

## The Guide to Community Preventive Services - **TOBACCO**

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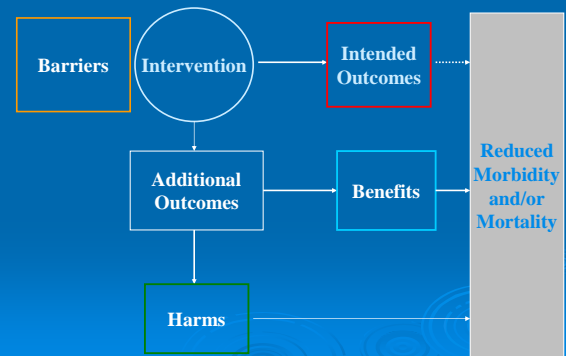
## The Community Guide

- A Task Force
- A Process
  - Systematic reviews of the literature
  - Assessments of study quality
  - Summary of outcomes
- A Product
  - Evidence-based recommendations
  - Book and the web site

## Methods

- Develop a conceptual framework
- Search for evidence
- Rate the quality of the evidence
- Summarize the information
- Translate the strength of evidence into recommendations for use

## Issues to Consider in Reviews



## Let's Talk About Evidence

- Sufficient and Insufficient Evidence
  - The number and quality of studies
  - The clarity of the causal relationships
- Strong and Weak Evidence
  - The size of the effects
  - The consistency of the effects
- Program Examples
  - Real world undertakings based on evidence

## Using the Evidence for Community Interventions -- **TOBACCO**

- Health care interventions are directed at helping individuals –
  - Those with tobacco-related disease
  - Those who want to quit
- Community interventions are directed toward –
  - Decreasing tobacco use
  - Decreasing the number of tobacco users
  - Decreasing exposure to environmental tobacco smoke

## At the community level ...

### **Decrease smoking initiation by children, youth and young adults by**

- Increasing the unit price of tobacco products  
Recommended on the basis of strong evidence
- Using mass media campaigns in combination with other interventions  
Recommended on the basis of strong evidence

## At the community level ...

### **Increase smoking cessation by**

- Increasing the unit price of cigarettes  
Recommended on the basis of strong evidence
- Using mass media campaigns to stimulate and support smoking cessation  
Recommended on the basis of strong evidence

## In the Health Care System...

### **Increase smoking cessation by**

- Using provider reminder systems and provider education to encourage smoking cessation interventions  
Recommended on the basis of strong evidence
- Providing telephone support (quit lines) in combination with other interventions  
Recommended on the basis of strong evidence

## In the Health Care System...

### **Increase smoking cessation by**

- Reducing out-of-pocket costs of effective clinical cessation interventions  
Recommended on the basis of sufficient evidence
- Using provider prompts to encourage smoking cessation intervention  
Recommended on the basis of sufficient evidence

## At the community level ...

### **Decrease exposure to tobacco smoke in the environment by**

- Smoking bans and policies  
Recommended on the basis of strong evidence
- No harms to health were identified

## At the Community Level...

### **Choosing community interventions**

- Shared experiences from state and local health departments and from community agencies
- Research on effective interventions in special populations and sites
- Interaction among community and medical interventions.

## The Guide to Community Preventive Services - **TOBACCO**

A great source for evidence :

[www.thecommunityguide.org](http://www.thecommunityguide.org)

## Thanks to

- The Community Guide Task Force members
- The Community Guide staff who sustain this effort
- Dr. David Hopkins for several of these slides
  
- To you for your interest in eliminating the scourge of tobacco