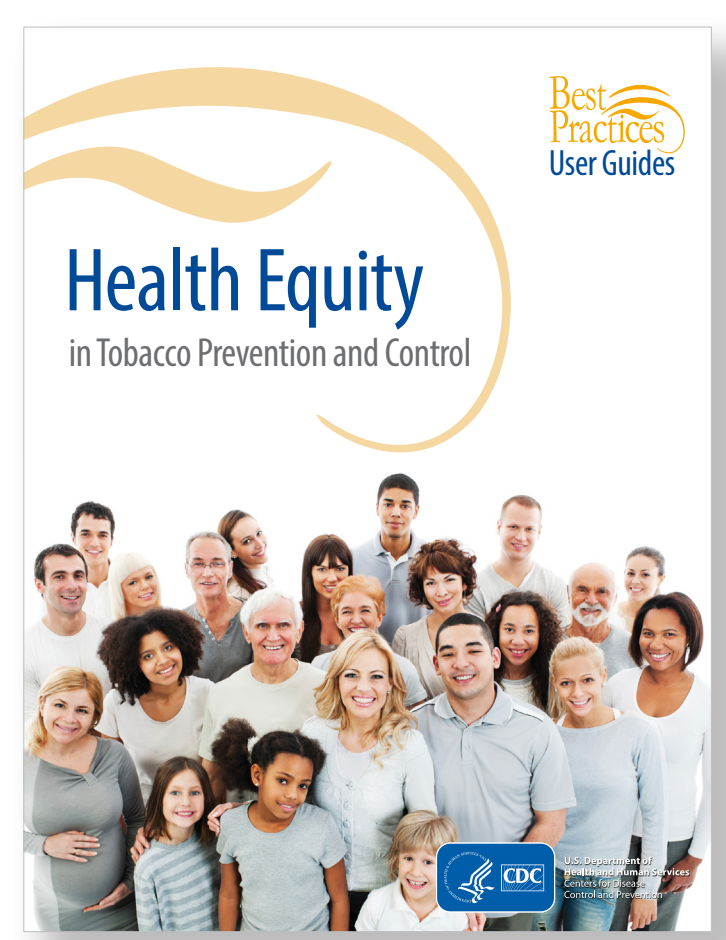


BACKGROUND

The Center for Public Health Systems Science (CPHSS) at Washington University in St. Louis is developing a set of user guides on topics covered in the 2014 *Best Practices for Comprehensive Tobacco Control Programs*, funded by the Centers for Disease Control and Prevention. The User Guides translate research into practical guidance to help tobacco control staff and partners implement the evidence-based guidelines and funding recommendations in the *Best Practices*.

The User Guides Address Health Equity



In 2015, CPHSS published the *Health Equity* User Guide. Since then, the User Guide project has incorporated updated recommendations for reducing tobacco-related disparities in six additional User Guides:

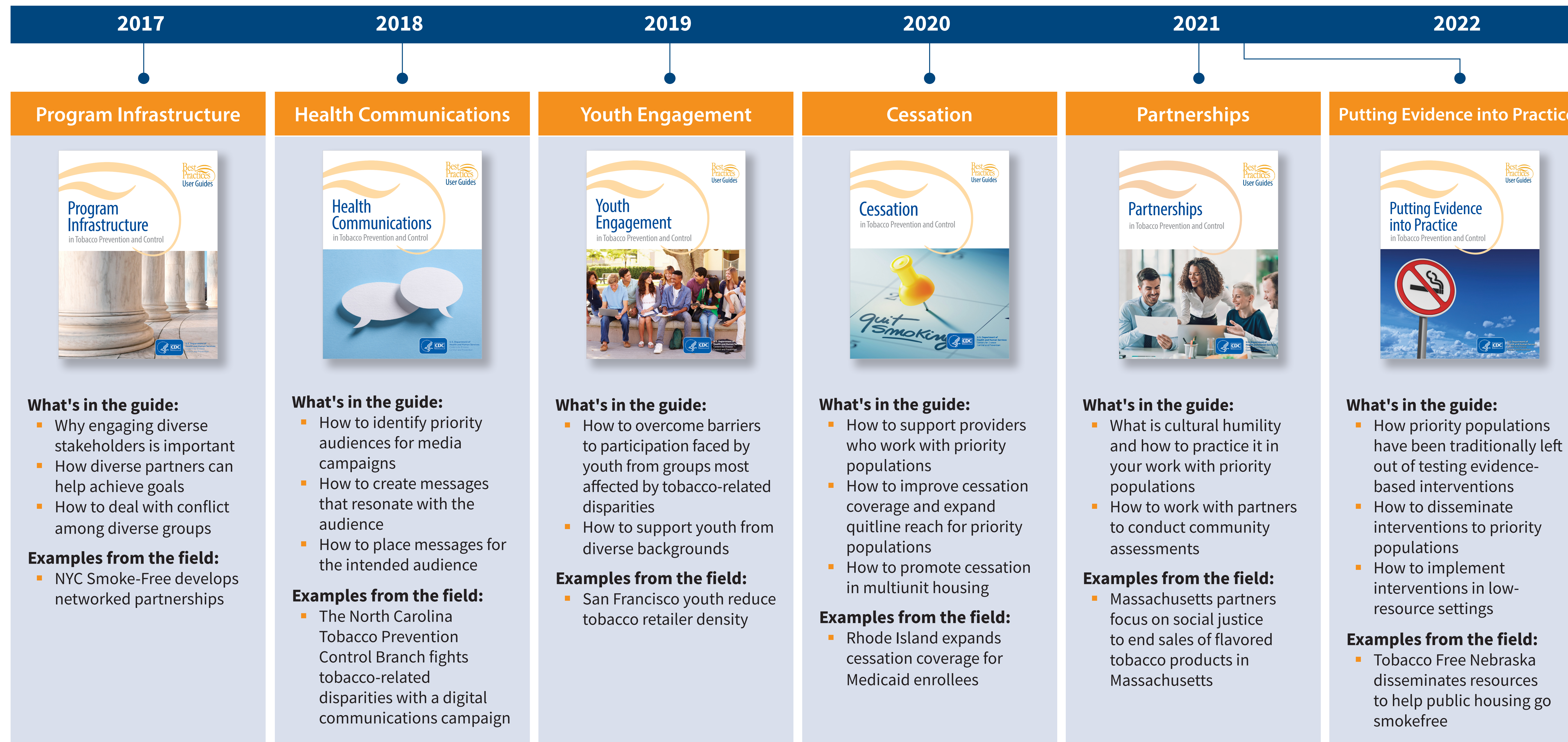
- Program Infrastructure
- Health Communications
- Youth Engagement
- Cessation
- Partnerships
- Putting Evidence into Practice

These recommendations have not yet been compiled into a single resource. This poster brings together strategies from across all of the published User Guides to deliver key recommendations for promoting health equity.

SIX WAYS TO ADVANCE HEALTH EQUITY WITH THE USER GUIDES

The newest User Guides expand the recommendations in the Health Equity Guide to include updated guidance focused on six key action steps to advance health equity:

- Engage stakeholders from different organizations and backgrounds.** Forming diverse partnerships brings new skills and knowledge to help programs achieve their goals, a greater understanding of the community and the problem, valuable connections for those already working in tobacco control, and wider promotion of tobacco control efforts.
- Tailor messages and ad placement to create campaigns that resonate with and reach specific populations.** Involving audience members helps ensure that campaigns reflect the population's values, beliefs, and attitudes.
- Reduce barriers to participation that limit engagement of youth from diverse backgrounds.** Youth from groups most affected by tobacco use are often not involved in tobacco control.
- Design cessation support for priority populations.** Most people who smoke are interested in quitting, yet some groups face more challenges in accessing cessation treatment than others and struggle to quit.
- Build cultural humility to understand other cultures.** Practicing continual self-reflection, known as cultural humility, is important for tobacco control staff to understanding other cultures and recognize their own values and biases.
- Tailor dissemination and implementation strategies to reach priority populations.** Poorly communicated and implemented information can keep priority populations from benefitting from the latest evidence-based interventions.



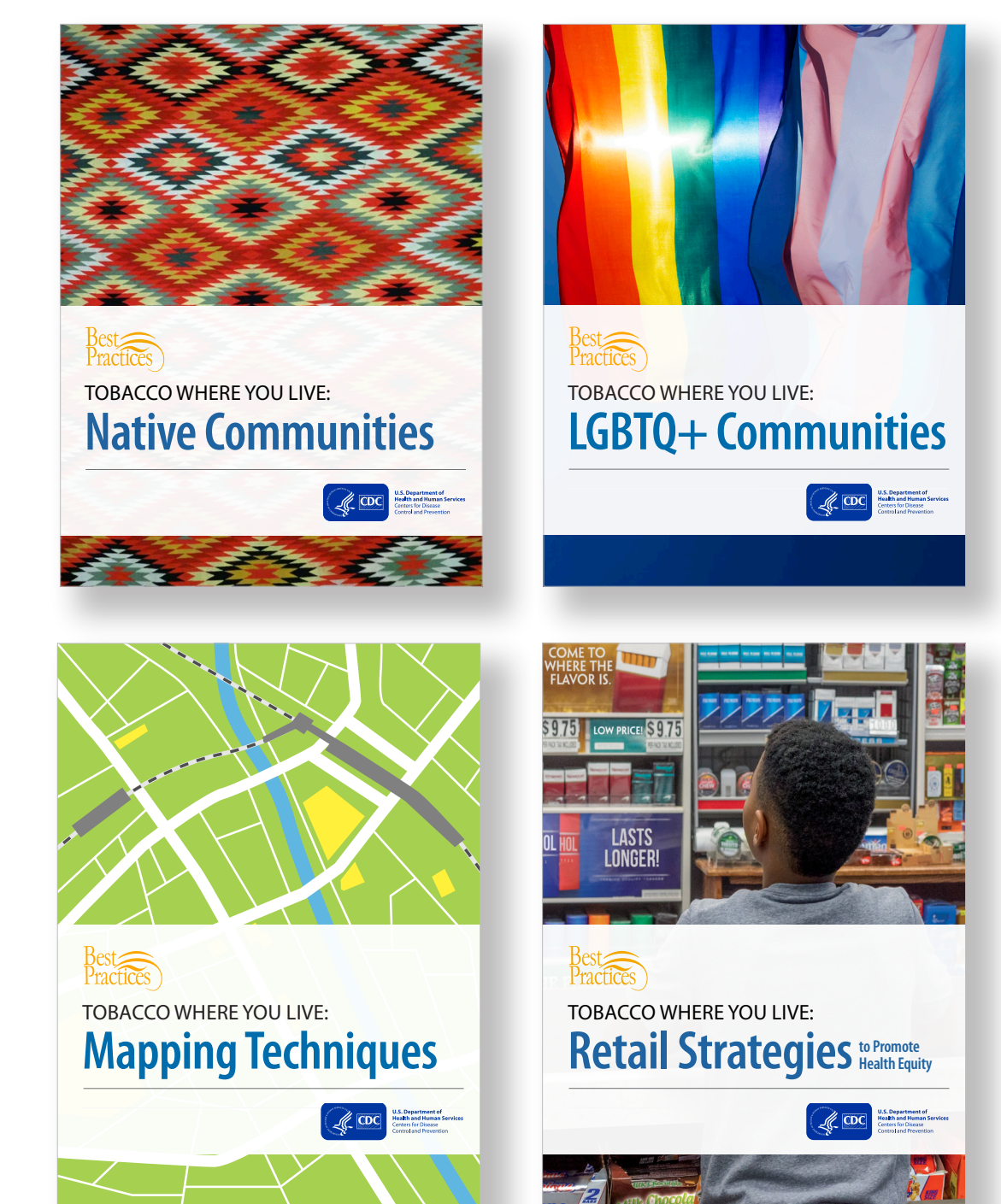
Health Equity guidance across the User Guides

NEXT STEPS

In 2022, the User Guide project will launch a set of new products specifically focused on reducing commercial tobacco use in communities with the highest prevalence. The *Tobacco Where You Live* resources aim to empower tobacco control program managers, staff, and partners to understand how commercial tobacco use varies within their communities, overcome challenges, and reduce disparities. The resources will cover topics such as:

- Native Communities
- LGBTQ+ Communities
- Mapping Techniques
- Retail Strategies
- Menthol and Other Flavored Products

The User Guide team is also beginning development of a new, updated Health Equity User Guide, planned for publication in 2023. Visit <https://www.cdc.gov/tobacco/stateandcommunity/guides> to see all published User Guides and find the latest new User Guide resources.



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