Defines the specific annual investment needed for state comprehensive tobacco control programs to implement what we know works to reduce tobacco-related disease and death.

State and Community Interventions

Active, coordinated, state- and community-level interventions form the foundation of comprehensive tobacco control programs. These interventions mobilize communities to:

- Promote tobacco use cessation
- Prevent tobacco use initiation
- Eliminate secondhand smoke exposure
- Identify and eliminate tobacco-related disparities

State and community intervention activities can include:

- Developing partnerships and coalitions
- Establishing a strategic plan for comprehensive tobacco control
- Educating on evidence-based policy change (e.g., promoting smoke-free air laws)
- Engaging stakeholders to address disparities
- Collecting, disseminating, and analyzing data
- Sponsoring training and technical assistance
- Monitoring pro-tobacco influences to facilitate public discussion

The Importance of Involving Communities

Comprehensive tobacco control programs can use community engagement to shape the environments and social norms that influence people's daily lives. This can make it easier for people to make decisions that protect their health.

Community involvement includes partnering with groups such as:

- Civic, social, and recreational organizations
- Businesses
- City and county governments
- Local health departments
- Health care systems and providers
- Schools and universities
- Faith communities

Considerations for *Best Practices–2014* funding levels for state and community interventions include:

- Current smoking prevalence in the state
- State population
- Proportion of people living in poverty in the state
- Average wage rates for staff to implement public health programs
- Number of local health departments in the state
- Racial/ethnic minority populations in the state

Achieving equity by reducing tobacco-related disparities is a key goal for comprehensive tobacco control programs.

Programs can achieve this goal through:

- Surveillance
- Partnerships (including funding) with disparate population groups and organizations that serve these groups
- Strategic plans that address disparities
- Culturally competent technical assistance and training