

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

### Surveillance and Evaluation

Strong surveillance and evaluation systems are essential for comprehensive tobacco control programs to understand program effectiveness, make decisions, and be held accountable.

These systems can also inform the public about the rapidly changing tobacco control environment, including the impact of federal product regulation and new products in the marketplace.

Some existing surveillance and evaluation resources include:

- State Youth and Adult Tobacco Surveys
- Behavioral Risk Factor Surveillance System
- National Adult Tobacco Survey
- National Youth Tobacco Survey
- State Tobacco Activities Tracking and Evaluation (STATE) System
- Youth Risk Behavior Surveillance System

State tobacco control programs should leverage these resources to conduct surveillance and evaluate program activities.

### Considerations For Funding Levels

CDC recommends that tobacco control programs use at least 10% of total annual funding for surveillance and evaluation activities.

CDC also recommends that tobacco control programs establish and maintain the infrastructure they need to ensure surveillance and evaluation systems are responsive and flexible to the rapidly changing tobacco control environment.

Additional funds may be necessary for more complex surveillance and evaluation activities (e.g., evaluating innovative, experimental activities).



Surveillance is continually monitoring attitudes, behaviors, and health outcomes over time. Strong surveillance is the foundation of effective public health programs.

Evaluation is systematically collecting information about program activities, characteristics, and results to judge program effectiveness. Evaluation allows programs to know what works and to make improvements.