**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**
- **Retail Strategies**

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**

- **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.
- **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 understand 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 benefiting from the latest evidence-based interventions.

**Program Infrastructure**

- **What’s in the guide:**
  - How to identify priority audiences for media campaigns
  - How to create messages that resonate with the audience
  - How to place messages for the intended audience

- **Examples from the field:**
  - Senate Bill 530, which requires the adoption of public awareness campaigns on the negative health effects of tobacco use

**Health Communications**

- **What’s in the guide:**
  - How to engage priority audiences for media campaigns
  - How to identify priority audiences for media campaigns
  - How to create messages that resonate with the audience

- **Examples from the field:**
  - Texas Smokers Helpline to provide free quit support

**Youth Engagement**

- **What’s in the guide:**
  - How to overcome barriers to participation faced by youth from groups most affected by tobacco-related disparities
  - How to support youth from diverse backgrounds

- **Examples from the field:**
  - Prevention Plus

**Cessation**

- **What’s in the guide:**
  - How to support providers who work with priority populations
  - How to conduct community assessments

- **Examples from the field:**
  - Truth’s Tobacco Outreach Program

**Partnerships**

- **What’s in the guide:**
  - How to conduct community assessments
  - How to support youth from diverse backgrounds

- **Examples from the field:**
  - San Francisco Tobacco Prevention Coalition's partnerships

**Putting Evidence into Practice**

- **What’s in the guide:**
  - How to identify priority audiences for media campaigns
  - How to create messages that resonate with the audience

- **Examples from the field:**
  - Tobacco Free Nebraska's evidence-based community interventions

**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 Use Less Resources aims 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**
- **LGBTIQ+ Communities**
- **Mapping Techniques**
- **Networking**
- **Retail Strategies**
- **Methods and Other Flavored Products**


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