CATALYST Tobacco Program Planning and Reporting

Bobbye Gray, RN, BS

Dennis Peyton, MPH, CCRP, CHES

Best Practices

Tobacco control program key attributes

Comprehensive

Sustainable

Accountable

Tobacco use remains the single most preventable cause of disease and death……

In the United States, Cigarette smoking and exposure to secondhand smoke causes 443,000—or 1 in 5 deaths each year.

Economic losses are also staggering. Smoking-attributable diseases result in $96 billion in health care costs annually in the U.S., and $2.5 billion in Kentucky.

Best Practices

- **M**onitor tobacco use and prevention policies
- **P**rotect people from tobacco smoke
- **O**ffer help to quit tobacco use
- **W**arn people about the dangers of tobacco
- **E**nforce bans on tobacco advertising, promotion, and sponsorship
- **R**aise state cigarette taxes on tobacco

Even in economically challenging times, states can make a significant difference in public health by employing high-impact, cost-effective tobacco control and prevention strategies.

Use of Tobacco Funds

1. Support evidence-based strategies in your community to reduce the burden of tobacco use among all populations
2. Work toward policy and environmental change or change public perception that the use of tobacco is harmful to everyone's health
3. Reference the CCSG (Core Clinical Services Guide) and AR (Administrative Regulations) for specific Tobacco Prevention and Cessation guidelines

CDC Goals

- Preventing young people from starting to smoke.
- Eliminating exposure to secondhand smoke.
- Promoting quitting among young people and adults.
- Identifying and eliminating tobacco-related health disparities among different population groups.

Best Practices

Program elements:

- ✓Community programs to reduce tobacco use and de-normalize smoking
- ✓School programs
- ✓Enforcement of existing regulations and laws
- ✓Statewide programs
- ✓Cessation programs

Best Practices

Program elements (continued)

- ✓Counter marketing programs, including paid and earned broadcast and print media, media advocacy, public relations, public education, and health promotion activities
- ✓Surveillance and evaluation
- ✓Administration and management

Minimum Requirements

- Attend in person state tobacco conference
- Participate in one or more state tobacco webinars
- Participate in monthly Tobacco conference calls
- Decrease percentage of youth grades 9-12 who have used tobacco products in past 30 days
- Decrease current smoking rates among youth and adults
- Increase the number of school districts that implement and enforce 100% Tobacco Free School policy
- Increase the number of workplaces that prohibit smoking
- Increase the number of cities/counties that pass comprehensive smoke-free ordinances and support the efforts to pass a comprehensive smoke-free state law
- Eliminate tobacco related health disparities

The Basics

Capacity Development C1

1. Educate yourself and others
2. Reach out to reduce the workload
3. Connect efforts

The Basics

Prevent Initiation C2

1. Educate, educate, educate
   a) Schools (youth, adults)
   b) Media (youth, adults, disparate population)
   c) Businesses (retailers, SHS, schools)

The Basics

Promote Cessation C3

1. Quit Now Kentucky
2. Cessation classes
3. Disparate populations
4. Media
5. National events

The Basics

Eliminate Secondhand Smoke C4

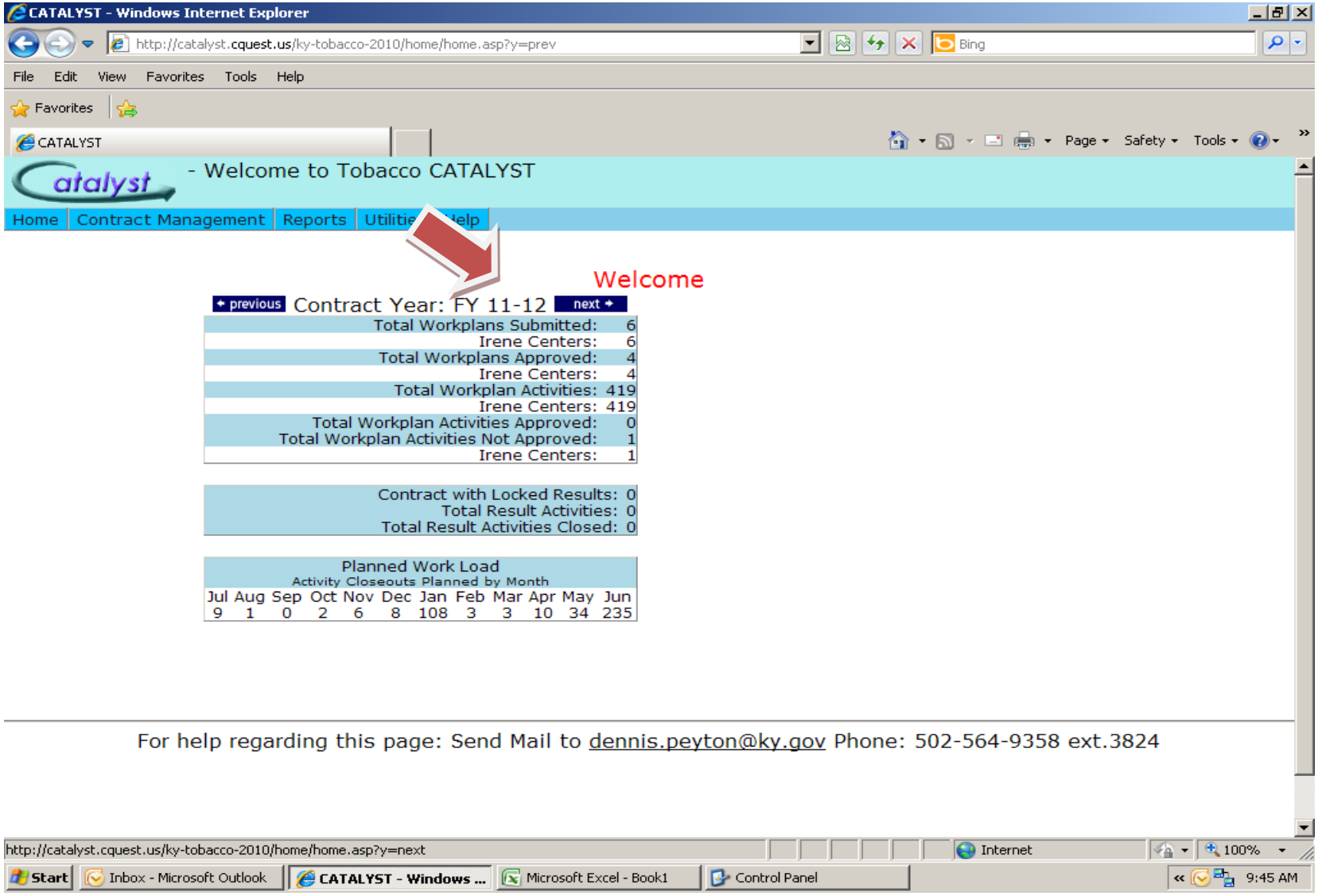
1. Business/employers
2. Media
3. Policy education
4. Policy change
5. National events
6. Disparate populations

The Basics

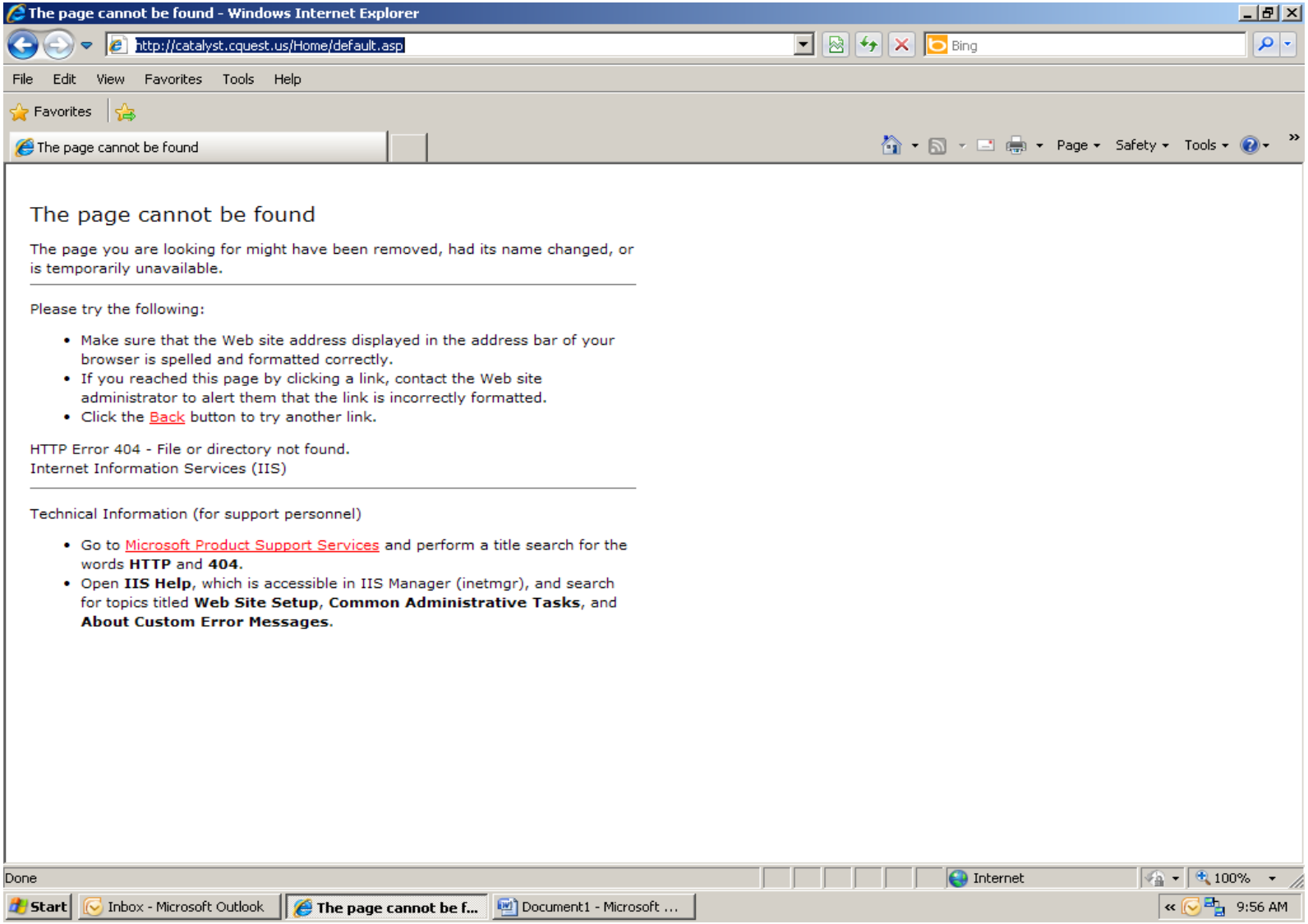
Diversity C5

1. 18-24 year olds
2. Pregnant women
3. African Americans
4. Hispanics
5. Children
6. Appalachia

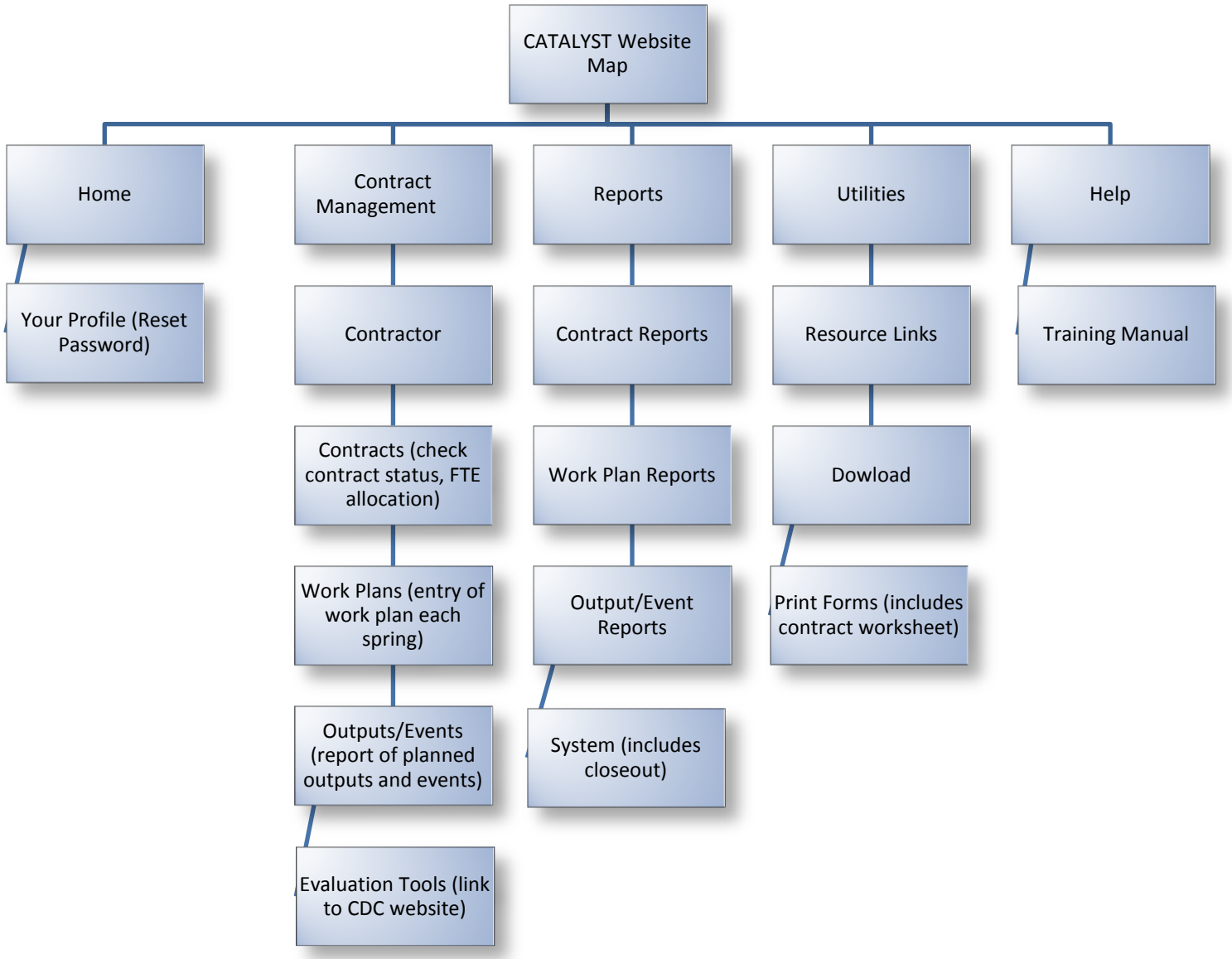
CATALYST WELCOME SCREEN



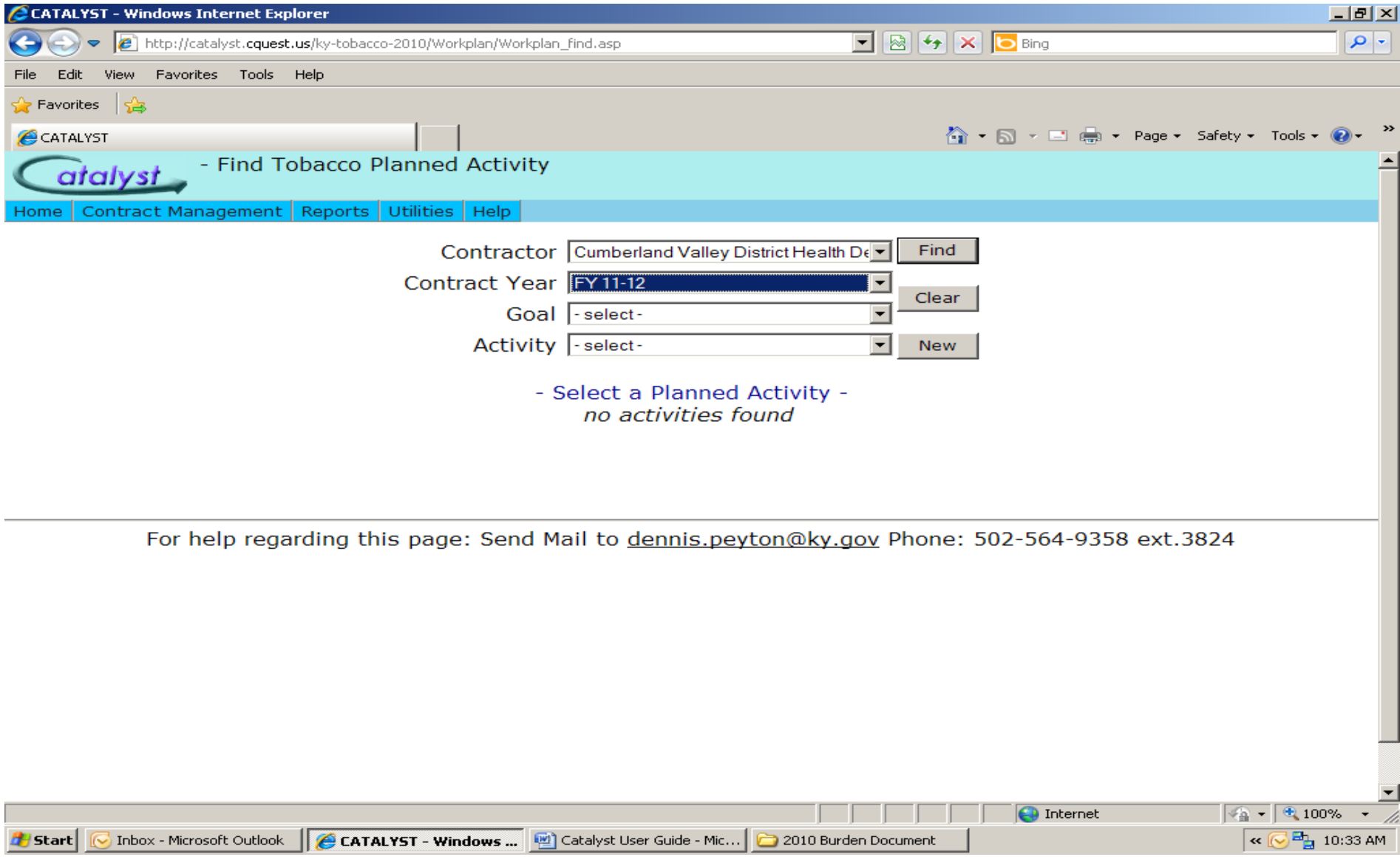
CATALYST LOGIN



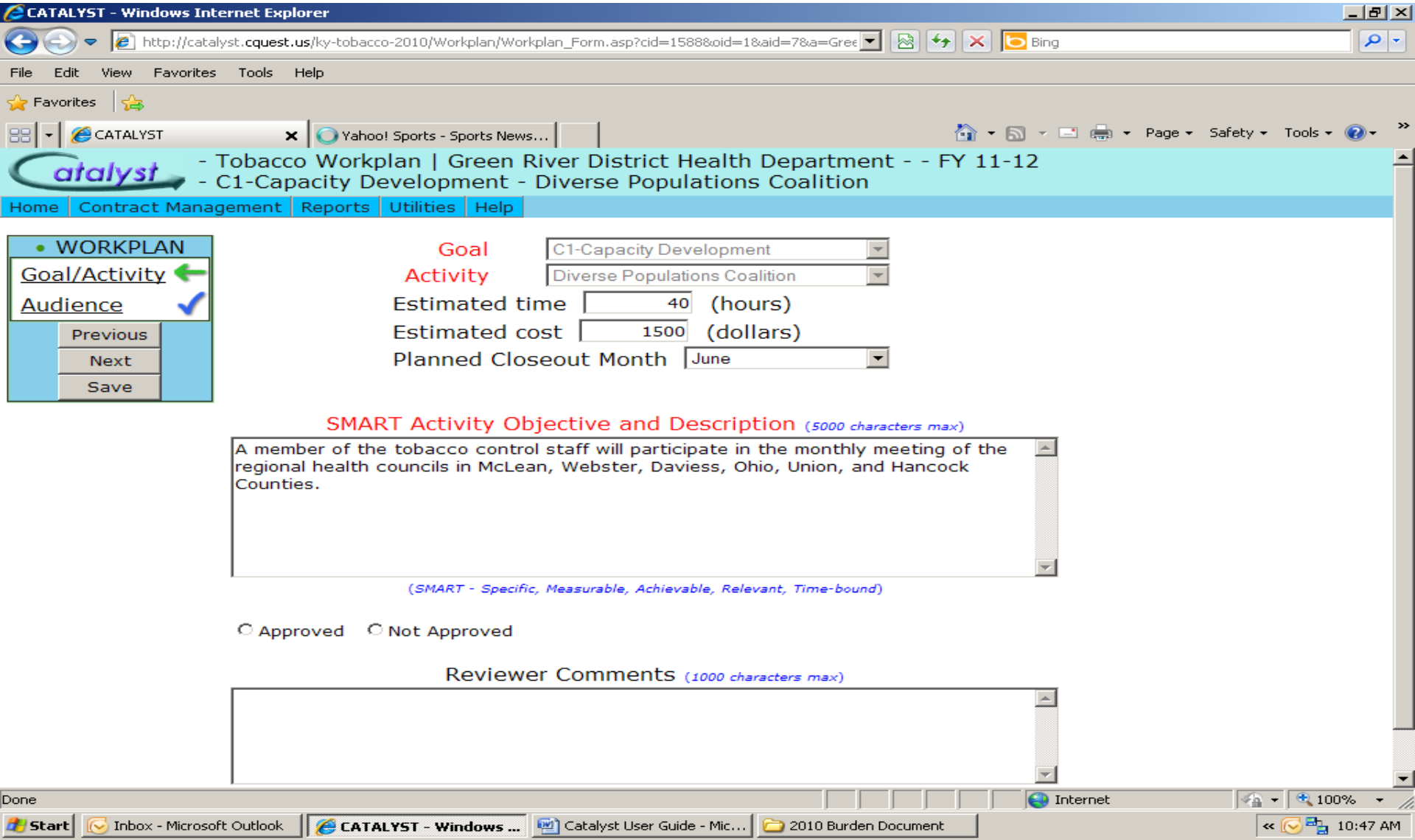
CATALYST HIERARCHY



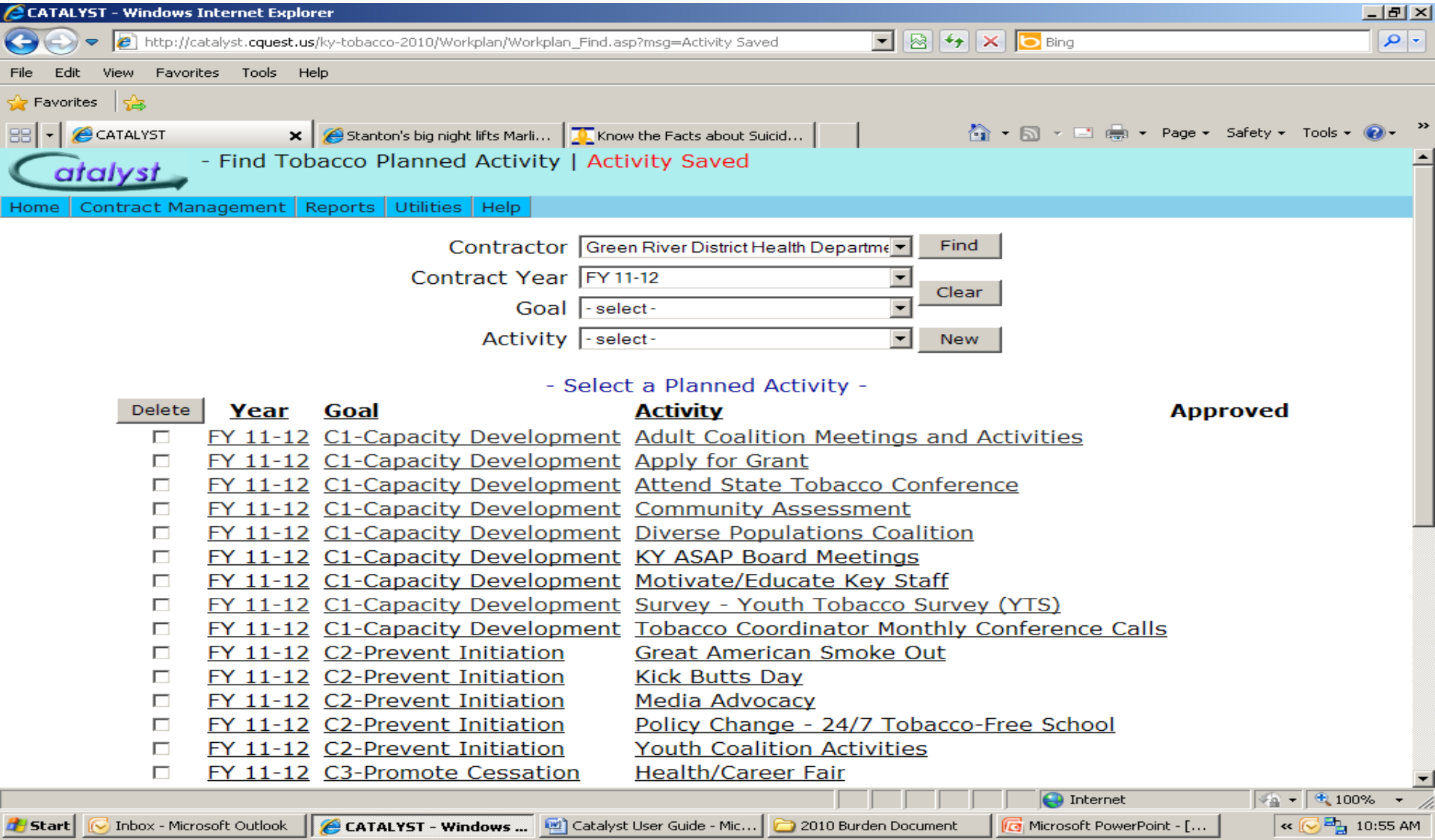
Annual Work Plan Entry



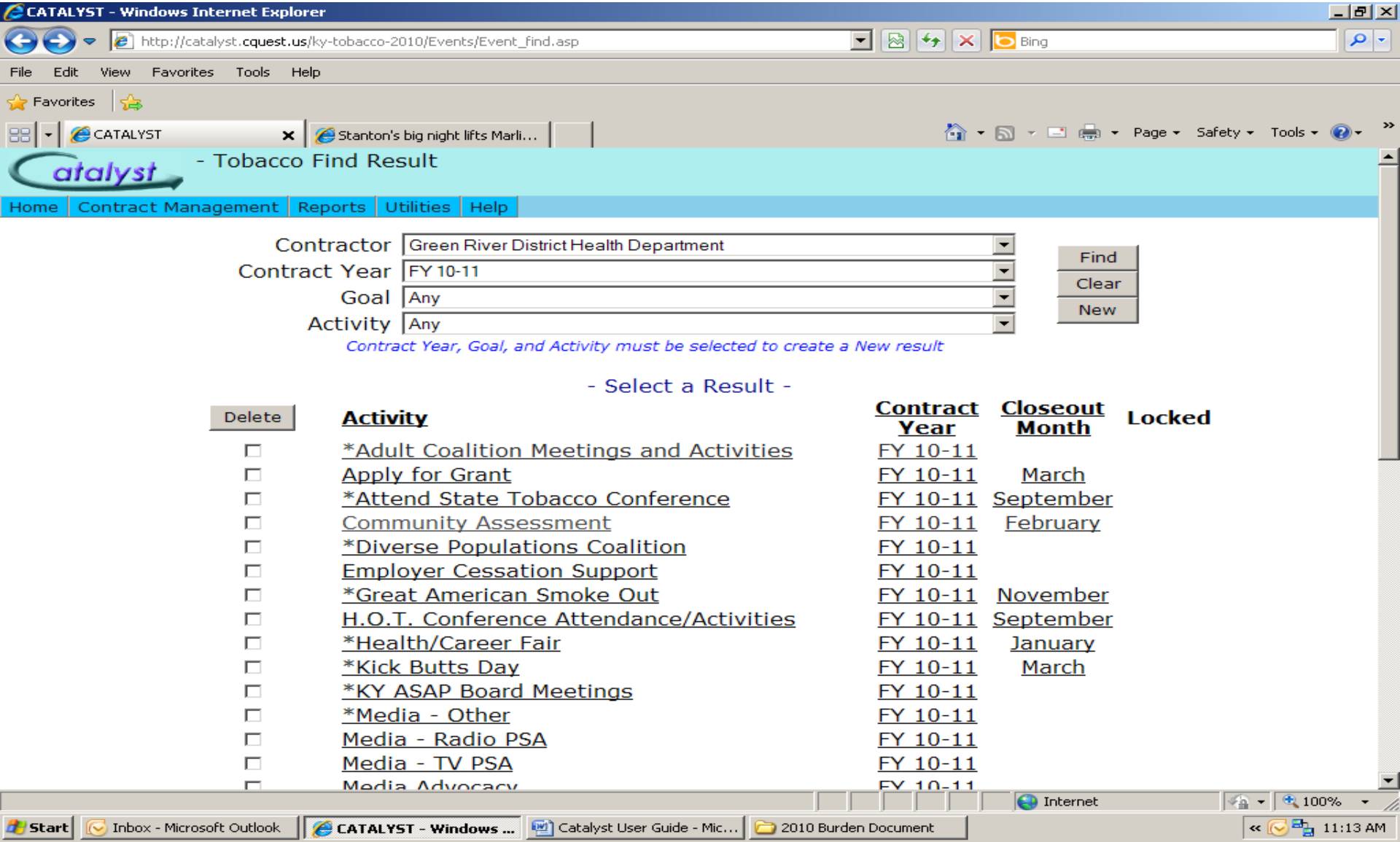
Annual Work Plan Entry



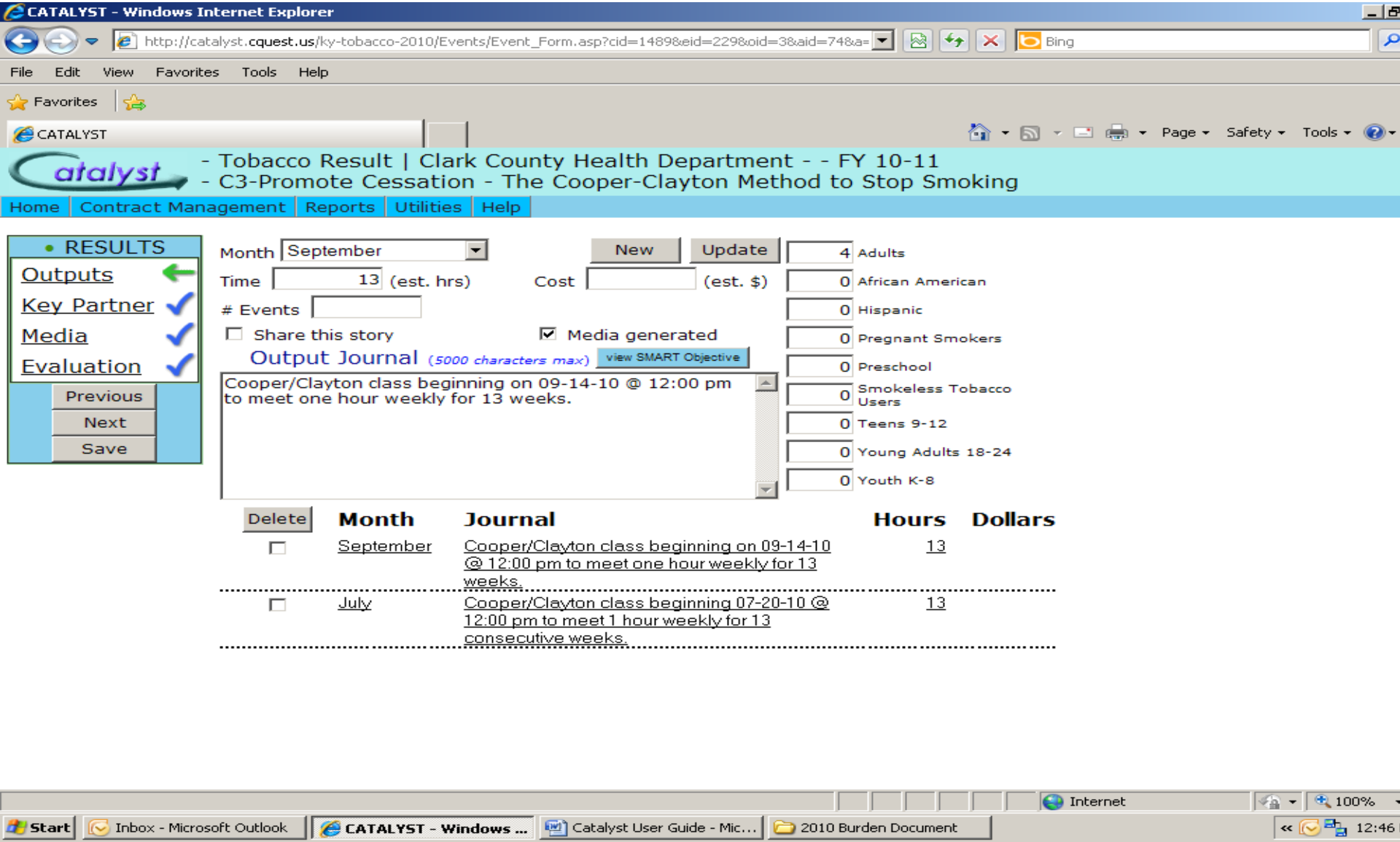
Annual Work Plan Entry



Output Reporting



Output Reporting

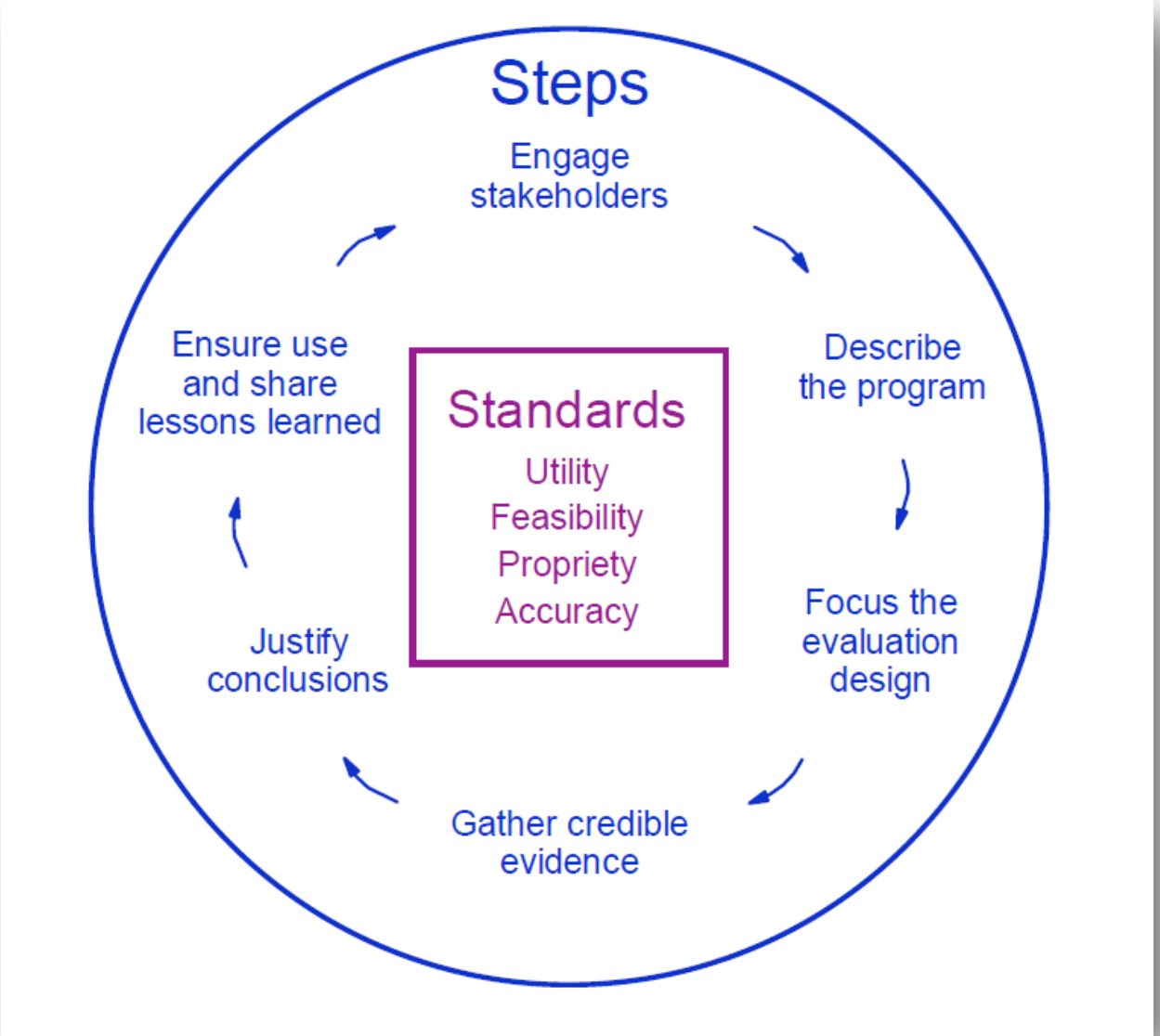


Output Reporting

What We Do With Catalyst Entries

- Provide information to stakeholders and program sponsors such as the effects, potential limitations, or apparent strengths of tobacco control programs in Kentucky
- Indicate the program's impact on participants
- Proactively discover problems or needs to prevent significant problems later
- Track program activities that continue to demonstrate success, and which need to be reassessed
- Recommend improvements for the future
- Ensure quality and inform the public about our programs
- Assist in prioritizing resources by identifying program components that are most effective or critical.

Recommended Framework for Program Evaluation



CATALYST Terminology

- Activity: A program approach or strategy that is intended to achieve a short-term or intermediate outcome.

- Event: The implementation of an activity. For example, printing of a newspaper article, or teaching a class.

- Goal: A targeted tobacco-related essential public health services/other special area of focus that the KY Tobacco Program hopes to achieve through implementation of various activities. The goal is the purpose toward which activities are directed.

CATALYST Terminology

- Outputs: Indicators that demonstrate an event is complete within your activity work plan. For example, the number of individuals who attended a Cooper-Clayton class is an output.

- SMART: Specific, Measurable, Achievable, Relevant, Time-bound.

- Target Audience: Specific population for whom a behavior or attitudinal change is desired.

KTCP Contact Information
502-564-9358

Program Manager – Irene Centers x. 3808

Cessation Services – Bobbye Gray x. 3858

Epidemiology – Dennis Peyton x. 3824

Policy & Media – Mark Sizemore x. 4598

Youth Prevention – Elizabeth Hoagland x. 3141