

# Missouri Prevents Tobacco Consumption

## Using the Guide to Community Preventive Services (2013)

### Summary

The Missouri Institute for Community Health (MICH) supported Lafayette County Department of Health (LCDH) in conducting a quality of life survey, using survey results and the County Health Rankings to select a health priority project focused on tobacco prevention and selecting evidenced-based practices from the Guide for Community Preventive Services (the Community Guide) for tobacco prevention.



### Activities

- MICH developed an initial quality of life survey for LCDH and their coalition. LCHD and their partners refined and modified it to suit their communities. The quality of life survey results and the County Health Rankings were presented at a meeting with stakeholders.
- LCHD decided to work with a new, student tobacco coalition, Students with a Goal (SWAG), and an established coalition, Lafayette County Prevention Coalition (LCPC), on a tobacco prevention project.
- The LCPC developed a six month timeline to initiate multiple community education strategies, and have worked with all of their county school districts, physicians, faith-based community, and elected officials to plan advocacy and policy initiatives.

### Building Partnerships to Increase Capacity in Evidence-Based Public Health through the Use of the Guide to Community Preventive Services, 2011-2013

The National Network of Public Health Institutes (NNPHI), in collaboration with the Association of State and Territorial Health Officials (ASTHO) and support from the Centers for Disease Control and Prevention (CDC), provided funding and capacity building assistance to public health institutes and their state, territorial, local, and tribal health department partners to promote the adoption and use of evidence-based approaches outlined in the Guide for Community Preventive Services (<http://www.thecommunityguide.org/>) to address priority public health issues.

For a table with basic information about all of the projects supported through this program and links to more information, go to <http://www.nnphi.org/CMSuploads/CommunityGuideAbbreviatedTable>.

## Activities (continued)

- LCHD updated their website to include links to the Community Guide and the Lafayette County Coalition Facebook page.
- The Community Guide is being integrated into the staff culture at LCHD, and staff receives the Community Guide emails to stay updated on the latest research.
- The LCHD administrator trained staff on use of the Community Guide, and requested they learn how to access the Community Guide recommendations to address departmental and program issues. For this project, each worker was given a shortcut to receive CG updates on their computer so they would have frequent updates from CDC. In addition, staff assigned to the tobacco project, selected evidence-based strategies best suited to their project.
- Some of the evidence-based strategies on tobacco prevention staff used included:
  - Mass media campaigns;
  - Provider reminders with provider education;
  - Community education to reduce exposure in the home;
  - Community education about youth's access to tobacco products;
  - Smoking bans and restrictions voluntarily in restaurants and clubs;
  - Smoke-free policies to reduce tobacco use; and
  - Quitline Interventions.

## Key Insights

- Communicating with local health department staff, not just the administrator is important to make progress and stay on task.
- A six-month grant period was long enough to accomplish the desired outcomes, but short enough to keep health department staff focused.

## Funding

\$15,000

## Lead Team

Missouri Institute for Community Health (MICH)

## Contact

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## Team Partners

Lafayette County Department of Health (LCDH)