

Kansas Tobacco Prevention for Specific Populations

www.healthykansans2010.com/tobacco

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HK2010

- Work groups were formed with statewide participation and further recommendations were made.
- Recommendations were prioritized to include:
 - Tobacco Prevention and Control
 - Disparities Data (recognizing the gaps)
 - Cultural Competency
 - Access (to health care including oral and mental health)
 - Overweight and Obesity



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Mission of KS Tobacco Use Prevention for Specific Populations initiative:

To increase knowledge, training and resources needed to **address tobacco-related disparities** among specific populations in Kansas.



Healthy Kansans 2010

- The Priority Populations initiative is a branch of the Healthy Kansans 2010 project.
- HK2010 Steering Committee identified 3 cross cutting issues impacting multiple Leading Health Indicators:
 - Reducing and Eliminating Health and Disease Disparities
 - System Interventions to Address Social Determinants of Health
 - Early Disease Prevention, Risk Identification and Intervention for Women, Children and Adolescents



Overall Workgroup Purpose

To produce a strategic plan based on the viewpoints of specific populations in Kansas that identifies and eliminates tobacco-related disparities.



Disparity

- When compared with other populations, a measurable difference in poor health outcomes that occurs in a specific population



Workgroup Structure

- Workgroup Members
- Workgroup Co-chairs
- Workgroup Support Staff
- Guests/Resource Partners



What are Disparities?

- Diversity: Representation of difference
- Inclusion: Assurance of active involvement of all parts of community
- Disparity: Disproportionate harm
- Parity: Equality in power, value, rank



CDC Strategic Planning

- Inclusive and representative
- Community-Based
- Data Driven



How to Address Disparities?

- Develop strategic plan to guide work.
- Produce programs and activities that are culturally tailored to meet the needs of specific populations.
- Work with communities to increase resources that support reduction of tobacco-related disparities among specific populations.



Required Outputs for CDC Grant

- Strategic Plan
- Case Study
- Implementation Plan including Media or Marketing Plan





Data

Critical Issue: Increase community-level quantitative and qualitative data to eliminate identified data gaps among selected populations.

• **Objective:** By June 30 2009, there will be a functioning statewide strategy regarding collection, dissemination, integration, and utilization of community-level quantitative and qualitative data to eliminate identified data gaps among specific populations.

• **Strategies and Action Steps:**

1. Recruit a Data Action Team.
2. Conduct comprehensive assessments of available data...
3. Improve existing surveillance systems for data collection...
4. ...
5. ...
6. ...pg 13 of Strategic Plan



TAG LINE

***Tobacco Prevention.
Everyone Benefits.***



Specific Population Interventions

• **Critical Issue:** Increase population-specific prevention and cessation resources that can be integrated in to community programs.

• **Objective:** By June 30, 2010, all KS communities will have access to culturally and linguistically appropriate prevention and cessation resources for at least 4 specific populations.

• **Strategies and Action Steps:**

1. Create an Intervention Action Team.
2. Identify 4 specific population based on current and evolving data.
3. Identify potentially effective models and develop new models for existing gaps.
4. ...
5. ... pg. 14 of Strategic Plan



3 Critical Issues and Goals in the Strategic Plan

- Data
- Specific Population Interventions
- Advocacy and Policy



Advocacy and Policy

Critical Issue: Increase advocacy for the elimination of tobacco-related health disparities among specific populations in Kansas.

• **Objective:** By June 30, 2010, conduct a campaign to educate and motivate communities, funders, and policymakers to support the elimination of tobacco-related health disparities among specific populations in Kansas.

• **Strategies and Action Steps:**

1. Develop an integrated statewide advocacy plan to address tobacco-related prevention and cessation issues for specific populations.
2. Conduct a tobacco biannual training/meeting for communities, funders, and policymakers to support the elimination of tobacco disparities.
3. Recruit and train a minimum of five (5) sustainable community based organizations per KDHE, TUPP (6) regions not previously involved in tobacco control work, in mobilization/implementation activities.

Pg. 15 Strategic Plan



Visit the website for the latest updates:

<http://www.healthykansans2010.com/tobacco>

