

The Power of

ALL



Building a Movement, Community by Community: A promising practice for Colorado

Tobacco TA & Training Team
Colorado School of Public Health
Moving the Mark, Part Deux

CDC Best Practices for Comprehensive Tobacco Control Programs

- 1. State and Community Interventions**
- 2. Mass-reach Health Communications Interventions**
- 3. Cessation Interventions**
- 4. Surveillance and Evaluation**
- 5. Infrastructure, Administration, and Management**

CDC Best Practices for Comprehensive Tobacco Control Programs

1. State and Community Interventions

- State and Community Interventions - We have 7 primary goal areas, each with multiple strategies (some required, some optional)
- Are we a mile wide and an inch deep? Does this stretch us too thin? Are we maximizing the impact of our program?

What if...?

1. **State and Community Interventions**

- A unifying population-based strategy (power of all of us)

2. **Mass-reach Health Communications Interventions**

- Supported by *integrated* media to build community readiness, fire up the charge

3. **Cessation Interventions**

- Community-based, focused on reaching low SES pops where they live, work and play

4. **Surveillance and Evaluation**

- Evaluation designed in concert with the unifying strategy

5. **Infrastructure, Administration, and Management**

- Ensured coordinated strategic approach to engage partners



Power in numbers? Engage
Coloradoans? Re-ignite our
passion? Move the mark faster?



History shows us...

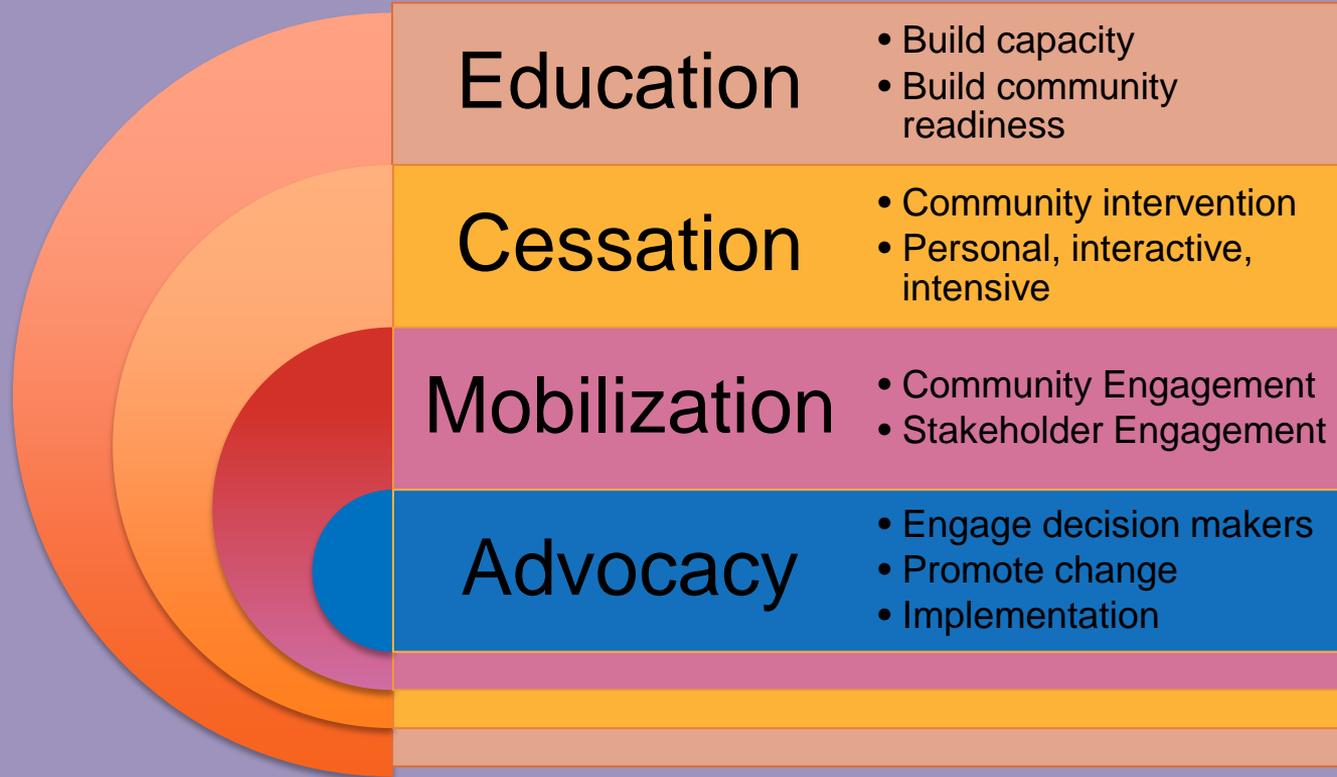
2001-2006

Clean Indoor Air – 1 goal – pass clean indoor air laws across CO

- Funded by RWJF and statewide voluntaries in coordination with STEPP
- Prioritized communities to launch the effort
- Supported by focused media campaign
- Rigorous campaign evaluation
- Relatively quick path from no comprehensive local laws to a state law



We can all play a role



Thoughts on our “promising practice”
idea -- a unifying strategy approach to
maximize the power of all?

