



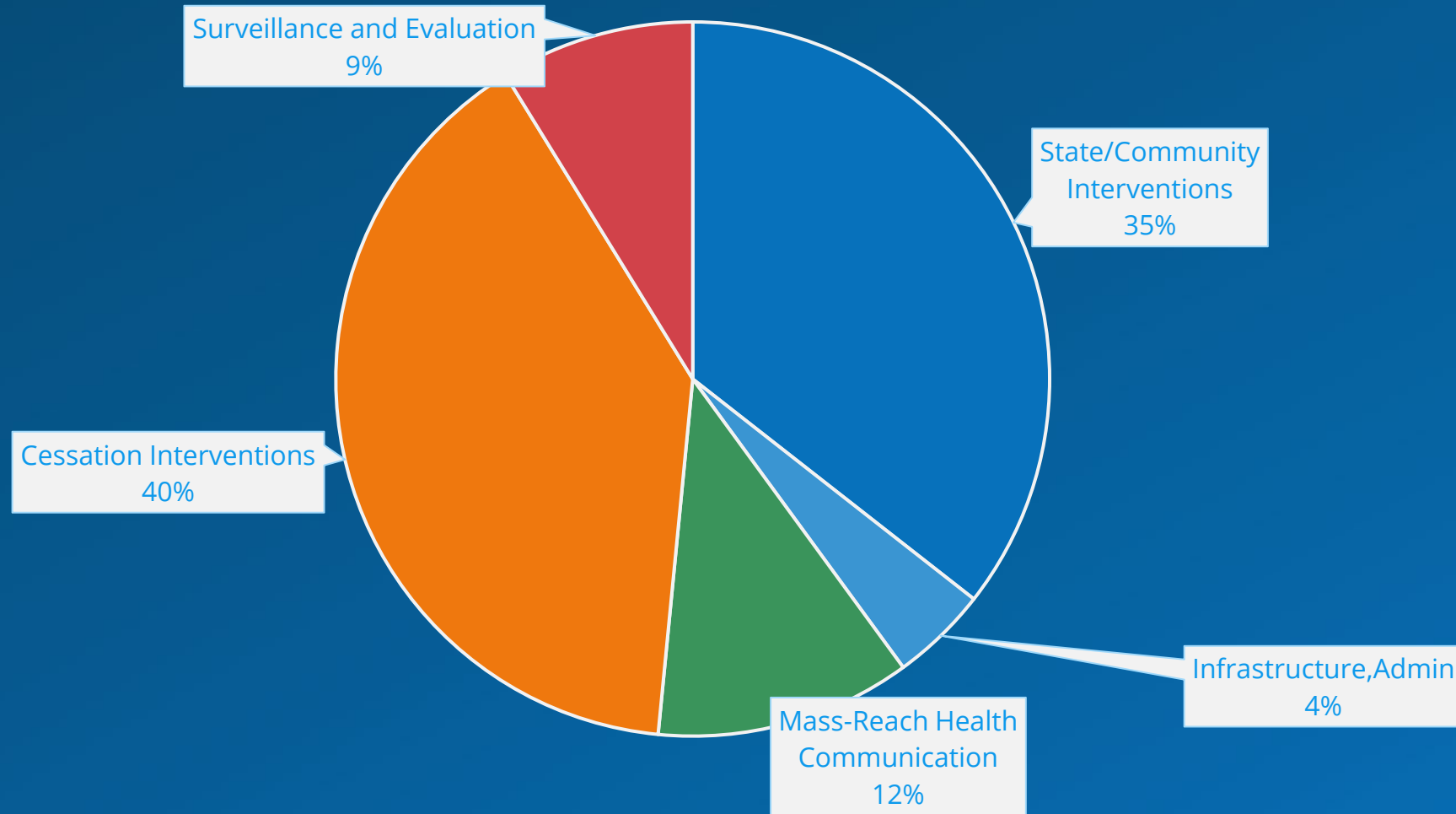
CONNECTICUT DEPARTMENT OF PUBLIC HEALTH



Tobacco and Health Trust Fund Board

10/11/23

CDC Best Practices



Examples of CDC Best Practices

Best Practice Category	Examples
State and Community Interventions	<p><u>State</u>: Coalition support for educational opportunities, strategic planning, training/conference sponsorship</p> <p><u>Community</u>: education of public and media, LHD funding for tobacco free policy, funding for community-based organizations for prevention efforts</p> <p>*2015 example of contracts with 4 non-profits: Boys & Girls Clubs of CT (after school prevention programs), Community Mental Health Affiliates (PhotoVoice Project), EdAdvance (policy work and family events), SCSU (tobacco free policy and campus cessation services)</p>
Mass Reach Communications	<p>Targeted media campaigns (youth vaping), promotion of Quitline, concept research/focus groups</p> <p>Former media approaches included: radio, digital gas station monitors, FB boosted posts, Instagram & Snapchat targeted ads, Google text ads, YouTube videos, digital flyers</p>
Cessation Interventions	<p>Support for existing Quitline, develop E-Referrals from electronic health records, nicotine replacement, face to face cessation programs</p>
Surveillance and Evaluation	<p>Ongoing evaluation of key short-term, intermediate and long-term outcomes, effective data surveillance, evidence-based indicators</p>
Infrastructure, Administration, and Management	<p>Tobacco treatment specialists and other training, staffing (Policy Coordinator, Communications Specialist), conferences, retrospective reports</p>

Board Participation in RFP Planning

There is an opportunity for Board members who do not plan to submit proposals:

- to assist with preparing a single RFP to request proposals from contractors to conduct activities to meet four of the five components of the CDC Best Practices
- to participate on the RFP Review Committee to score proposals received and decide on the best proposals to fund

Timeline RFP Benchmarks

