



PUBLIC HEALTH
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**Tobacco Lessons for Marijuana Policies
and Environmental Systems Interventions**

July 10, 2013

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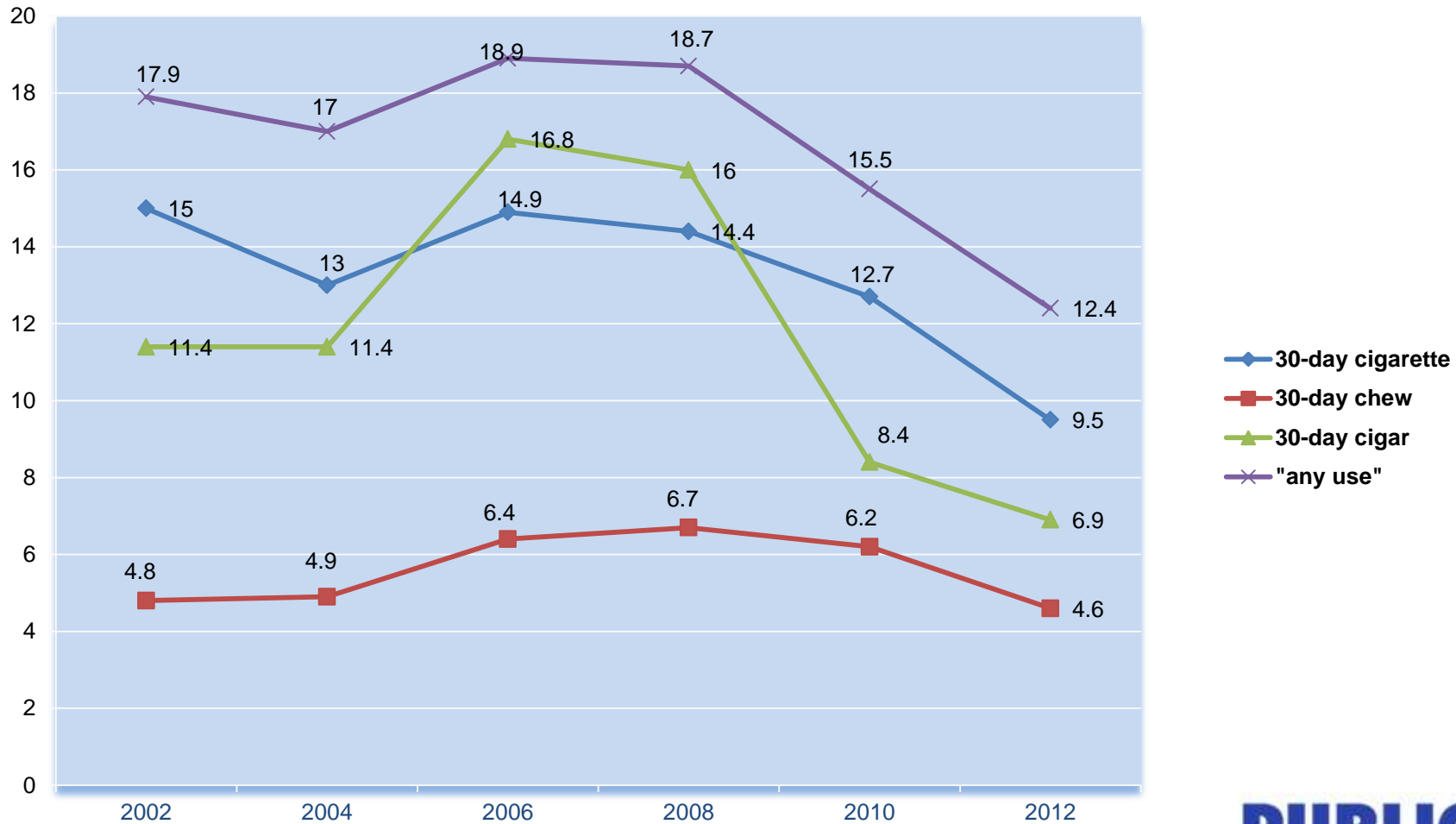
Washington State Department of Health

CDC's Recommendations for Youth Prevention

- Increase price of tobacco products
- Secondhand smoke bans.
- Conduct mass media education campaigns
- Mobilize community to restrict minors' access to tobacco products
- Implement school-based programs as part of comprehensive strategy

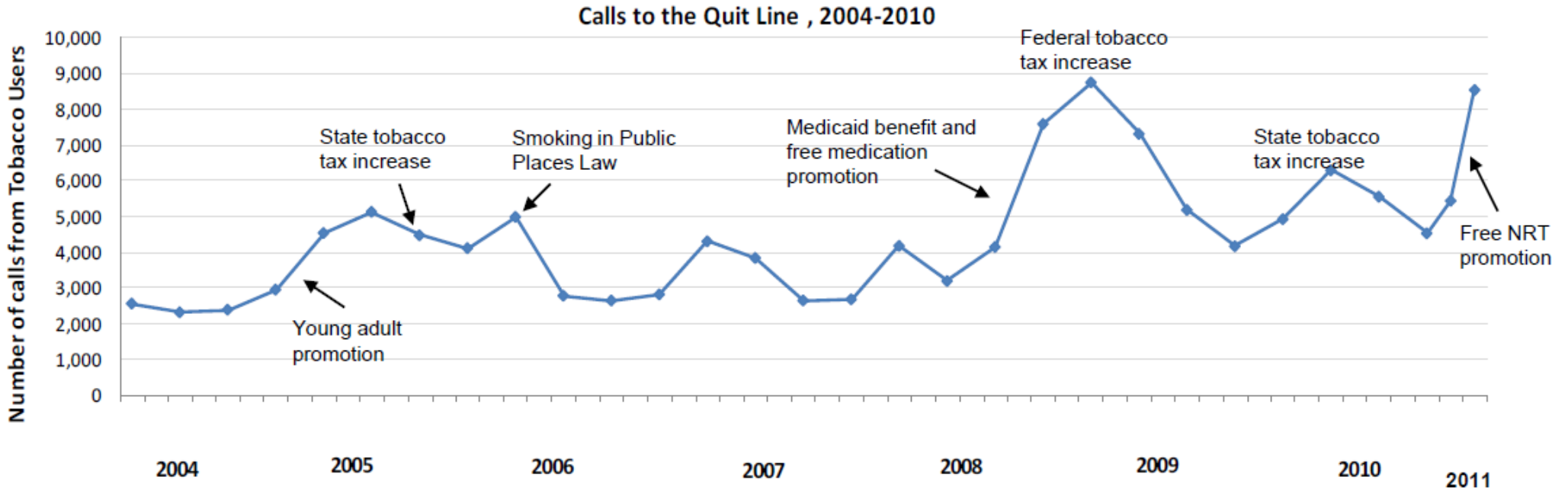


10th Grade Youth Tobacco Rates



Data from Healthy Youth Survey www.askhys.net

Policies Impact Quitline



□ **Impact of pulsing media from CDC**
Weekly Calls to the Quitline



Media and Public Awareness

News Stories



Anti-tobacco Ads



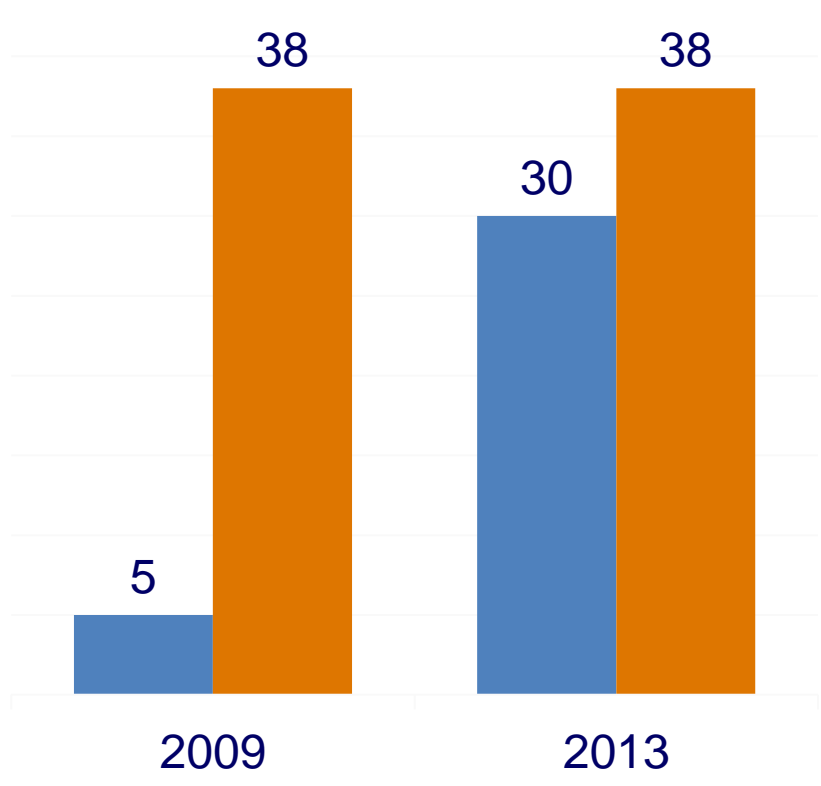


School Based Interventions

- Curriculum
 - Shows short term impact
 - ROI [documented](#)
- Intervention Specialists
 - Groups/classes/presentations
 - Refer to treatment
 - Maintain a prevention presence
- Policies
 - Long Lasting Impact
 - Not always enforced
 - Signage increases compliance



Smoke Free Housing Impacts

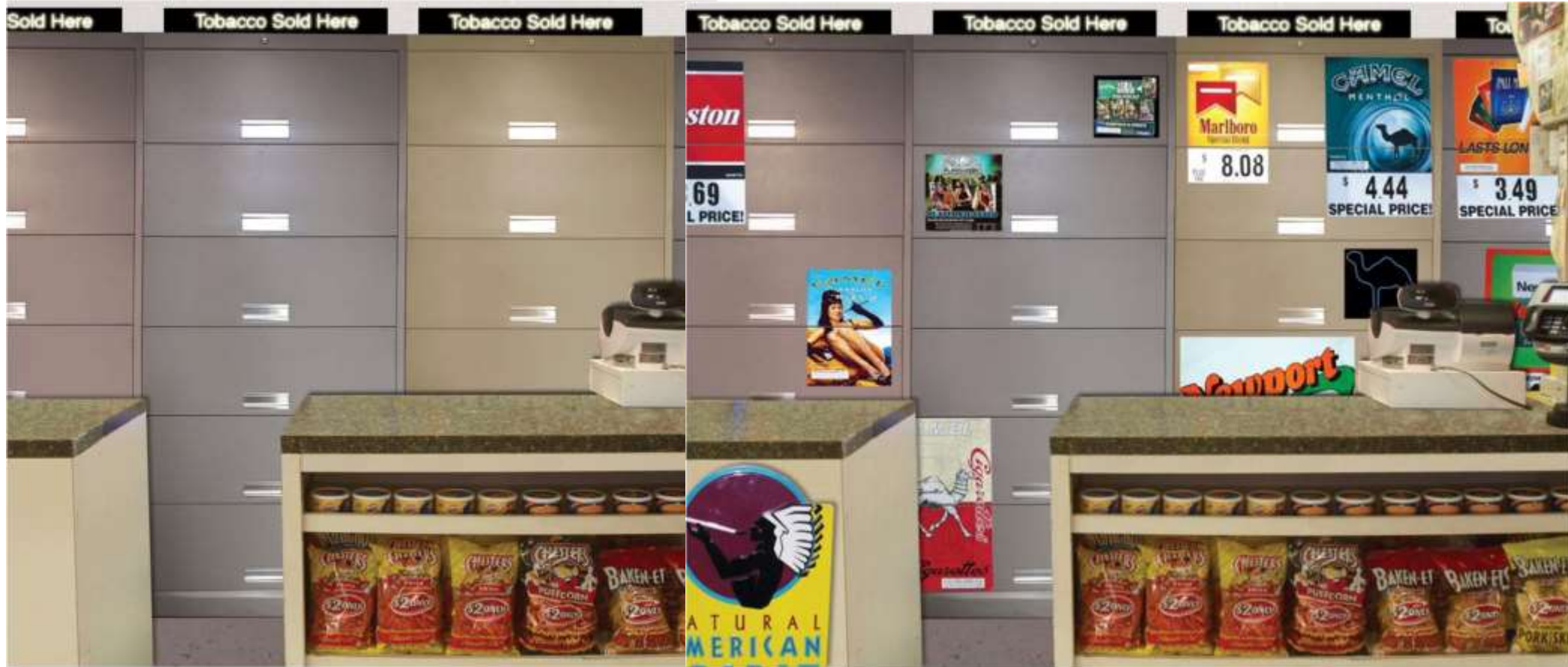


- Public Housing Authorities with No Smoking Policy
- Total Public Housing Authorities

Good Policy – the gift that keeps giving

- Doesn't have to be perfect, but gets us closer to the goal
- Has resources for implementation/enforcement
- Doesn't preempt efforts to make further progress
- Make sure it doesn't create disparities

Unintended Consequences



How to impact policy

- Create a compelling message
- Find a trusted messenger
- Target an empowered audience

Questions or Comments?

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