

TOBACCO PREVENTION CONNECTION

FALL 2011

TOBACCO USE PREVENTION AND CESSATION PROGRAM



RESOURCE EDITION

Note from the editor:

With 2012 right around the corner, we felt there was no better time to compile some of our favorite resources. We hope you find these resources helpful for your work in tobacco control.

Please note, the information and links do not constitute endorsement of any organization by the Ohio Department of Health (ODH) or the Office of Healthy Ohio, nor is ODH responsible for the content of the individual organization.

Smoke-free Environments

- Healthy Homes Manual, Smoke Free Policies in Multiunit Housing. CDC.
http://www.cdc.gov/healthyhomes/Healthy_Homes_Manual_WEB.pdf
- MI Smoke-free Apartment guides for landlords and/or tenants. The Smoke-Free Environments Law Project
<http://www.mismokefreeapartment.org/index.html>
- New York State Tobacco-Free School Partnership. <http://www.tobaccofreepolicy.org/>
- WHO Report on the Global Tobacco Epidemic, 2009: Implementing smoke-free environments.
<http://www.who.int/tobacco/mpower/2009/en/index.html>
- School Health Policies and Programs Study 2006: Tobacco. CDC Podcast.
<http://www2c.cdc.gov/podcasts/player.asp?f=10047>

Cessation

- Ex re-learn life without cigarettes campaign. National Alliance for Tobacco Cessation.
<http://www.becomeanex.org/>
- The Ohio Tobacco Quit Line. National Jewish Health. <http://www.nationaljewish.org/ohio/Enrollment/index/>
- Youth Tobacco Cessation: A Guide for Making Informed Decisions. CDC.
http://www.cdc.gov/tobacco/quit_smoking/cessation/youth_tobacco_cessation/index.htm



Surveillance and evaluation and data:

- Surveillance of Tobacco Use Among Ohio Adults, 2010. BRFSS.
http://healthyohioprogram.org/ASSETS/FB909D1CA91243A993773BEE4ECBEE7F/tobdata_10.pdf
- Vital Signs: Current Cigarette Smoking Among Adults Aged ≥ 18 Years, United States, 2005–2010. CDC.
<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6035a5.htm?source=govdelivery>

Social marketing, media and communications

- Designing and Implementing an Effective Tobacco Counter-Marketing Campaign, CDC/OSH.
http://www.cdc.gov/tobacco/stateandcommunity/counter_marketing/manual/index.htm
- CDCynergy Lite. <http://www.cdc.gov/healthcommunication/CDCynergy/CDCynergyLite.html>
- Pink Book-Making Health Communication Programs Work. NCI.
<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>
- Media Campaign Resource Center, Smoking and Tobacco Use. CDC.
http://www.cdc.gov/tobacco/media_campaigns/index.htm
- Nonprofit Toolkit. PR Newswire. <http://toolkit.prnewswire.com/nonprofit/?nonprofit>
- The Health Communicator's Social Media Kit. CDC.
http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf

Events/trainings:

- 2012 National Conference on Smoking or Health. August 15-17, 2012. Kansas City, Missouri.
<http://www.cvent.com/events/2012-national-conference-on-tobacco-or-health/custom-19-0a6081c53e2b4e19bfa8b9eaa2d8c2e3.aspx>
- Addressing Tobacco in Behavioral Health. Case Western Reserve University.
<http://www.youtube.com/user/case#g/c/471701B1BEB5062B>
- World Conference on Tobacco or Health 2012. March 20-24, 2012. Singapore. <http://wctoh2012.org/>
- Tools of Change, social marketing webinar series. www.webinars.cullbridge.com
- Free Webinar: *Electronic cigarettes: Marketing and potential public health impact*. October 4, 2011 at 1 pm. Robert Wood Johnson Foundation. Register at: <https://rwjf.webex.com/rwjf/j.php?ED=181767577&RG=1&UID=0&RT=MIM0>

News:

- Tobacco Control Legal Consortium. Public Health Law Center. <http://tclconline.org/>
- Tobacco.org. Tobacco News and Information. <http://www.tobacco.org/>
- Social networking report. Pew Research Center.
<http://pewinternet.org/Reports/2011/Social-Networking-Sites.aspx>
- U.S. Department of Health and Human Services support for health text messaging and mobile health programs.
<http://www.hhs.gov/news/press/2011pres/09/20110919a.html>
- FDA tobacco regulation fact sheets. U.S. Food and Drug Administration.
<http://www.fda.gov/TobaccoProducts/NewsEvents/ucm238311.htm>
- Tobacco Free Ohio Alliance coalition meetings for 2012: January 10th, April 10th, July 10th and October 9th. Meetings are from 10-12 p.m. All meetings are held at the State of Ohio Library. Open to the public. For more information contact tobaccoprevention@odh.ohio.gov

Have you joined the conversation? <http://www.facebook.com/HealthyOhio>