

Through chronic disease collaboration, the Division of Tobacco Prevention and Control seeks to: (1) Reduce the burden and exacerbation of chronic disease due to tobacco use; (2) improve awareness of tobacco prevention and cessation resources across sectors; (3) expand program reach via cross-referral; and (4) reduce chronic disease health disparities.

Healthy Food Access

Desired Outcome:
Increased availability of healthy food choices and elimination of tobacco products at corner stores

Key Partners:
Organizations serving low-income populations, storeowners, community members, and other health department staff

Key Strategy:
Provide technical assistance support to corner store owners about food access and tobacco cessation

Diabetes Prevention

Desired Outcomes:
Decreased tobacco use rates and increased knowledge of tobacco cessation resources among diabetes prevention participants

Key Partners:
Health education agencies, trained health education facilitators, and providers

Key Strategy:
Provide training to diabetes prevention providers about integrating tobacco cessation into their programming

Health Maintenance

Desired Outcome:
Decreased falls among program participants and reduced tobacco use among oral health clients

Key Partners:
Hospitals, community organizations, dental schools

Key Strategies:
Promote tobacco cessation programming referrals at Matter of Balance sites and oral health events

Shared Partner Strengths

- **Tobacco expertise** in health impact of tobacco use, cessation and prevention strategies, and policy development
- **Strong coalitions and networks**
- **Technical assistance** strategies to change organizational practices
- **Provider relationships** and educational material

Joint Strategies

- **Strengthen referrals** among health promotion providers and programs to tobacco prevention and cessation services
- **Provide technical assistance** to businesses and providers to improve their tobacco knowledge, policies, programs, and messaging
- **Build diverse tobacco coalitions** of providers, health systems, residents, community programs, businesses, health departments, national associations, and more

Tobacco Control Benefits

- **Cross promotion** of cessation services and PA Free Quitline through chronic disease programs
- **Mechanism for coeducation** of disparately impacted or high needs populations; expansion of population reach
- **Comprehensive policies** strengthened through collaboration across disease sectors
- **Increased awareness** of tobacco control resources

Cardiovascular Disease Prevention

Desired Outcome:
Decreased incidence of cardiovascular disease through healthy lifestyle programs

Key Partners:
Sister coalition members, community organizations

Key Strategy:
Host community events that include educational programming and increase the spread of information with social media

Asthma Prevention

Desired Outcome:
Reduced incidence of asthma through tobacco prevention and cessation

Key Partners:
Coalition members and service providers

Key Strategies:
Provide technical assistance to asthma support groups and programs about tobacco cessation

Cancer Prevention

Desired Outcomes:
Decreased incidence of lung cancer through increased cancer screening and increased participation in tobacco cessation programs and resources

Key Partners:
Hospitals, coalition members, COPD support groups

Key Strategies:
Distribute information about lung cancer screening and tobacco cessation services through outreach initiatives and educational events

Work was done to address disparities in highly impacted populations. The targeted audience of these population based initiatives included LGBTQ populations, behavioral health populations, incarcerated individuals, and rural youth. These efforts primarily focused on policy and training rather than direct services.