Understanding criteria impacting state tobacco control policy prioritization

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Purpose:
To identify key criteria tobacco control program managers use when making decisions about policy priorities

Tobacco control program managers have many avenues to influence policy in their states. **But how do they prioritize policy options?**

How?

Interviews with 12 tobacco control program managers purposively selected across the US

Iterative qualitative analysis

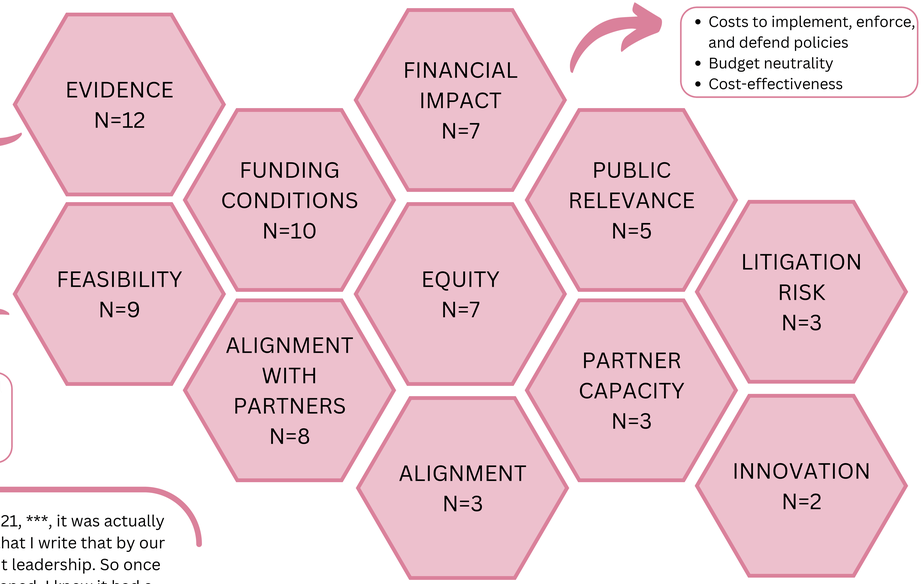
What did we find? 11 political and technical criteria

"...we use BRFSS data as we're trying to like, prioritize, so we're not wasting money, because we don't have an unlimited sources of funds."

- Data to support planning
- The "evidence base"
- Data to allocate funding
- Data to educate and persuade
- Evaluation results from other states

"I think particularly enforcing is kind of the hardest part.... that's a lot of in person time. And if you estimate that we have between 11 thousand and 12 thousand tobacco retailers, just thinking about staffing and how you figure that out, has definitely been complicated."

- Costs to implement, enforce, and defend policies
- Budget neutrality
- Cost-effectiveness



- Policy climate and political will
- Support of leadership
- State readiness for change
- Acceptability

"...Tobacco 21, ***, it was actually requested that I write that by our department leadership. So once that happened, I knew it had a stronger shot of being, of being supported."

What are you curious about?

Policy priorities are influenced by a diverse range of technical and political criteria.

Future questions:

- What is their relative importance? **We have fielded a best-worst scaling survey!**
- How can we use this knowledge to support tobacco control program managers? Better communication? Supportive interventions?

Scan to connect with us and see more about our work!

Check out our related poster on Monday: "**Understanding the role of U.S. state tobacco control program managers in tobacco control**"

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Acknowledgements: This project was supported by K99CA277135 (NRS).