



Asthma, Diabetes, Tobacco Oh My!

Blending Tobacco Prevention with
Chronic Disease Programs

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IN THE BEGINNING

- CDC Mandate that integration with chronic disease be a focal part of tobacco prevention
- DTP began working with programs within the Office of Community Health Systems and Health Promotion
- DTP was a “cash cow”



DIABETES

- Began working with the Diabetes Program in January 2008
- DTP helped to develop a Diabetes specific “tool-kit” that was distributed through their Community Networks
- Distributed 1,000 tool-kits to Community and Rural Health Clinics, Certified Diabetes Educators and Physicians Offices

DIABETES

- Distributed diabetes/tobacco collaborative brochures throughout WV at various venues
- March 2010 worked with the Diabetes Program to develop two educational spots



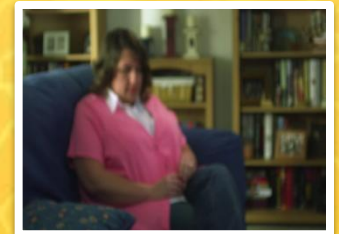
ASTHMA

- In working with the Asthma Program, we began with a collaborative brochure
- Television spots were developed to address asthma in middle-school aged children
- Asthma Program also developed an 8-minute video for athletic coaches and other asthma educational coordinators



OSTEOPOROSIS/ARTHRITIS

- Osteoporosis/Arthritis also received a collaborative brochure
- DTP sits on the Osteoporosis/Arthritis Advisory Committee
- Collaborative 30-second ad featuring Osteoporosis and Tobacco





CANCER

- Cancer Program also received a collaborative brochure
- Collaborative 30-second ad was developed featuring the Cancer Program

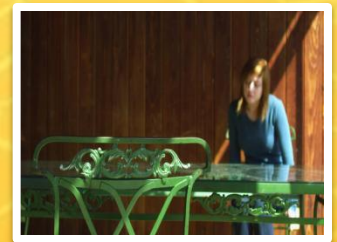
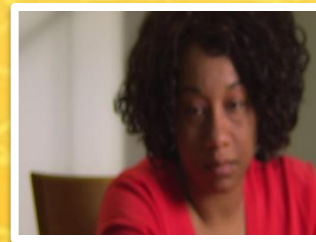
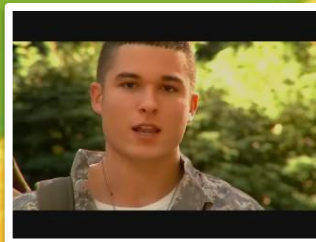
CARDIOVASCULAR HEALTH

- CVH Program also worked with DTP to develop a collaborative brochure
- Collaborative 30-second ad featuring effects of tobacco on stroke



ALL TOGETHER NOW!

- Minority Health
- Bishop T.D. Jakes
- Prime of Life



CONCLUSIONS



- Call to action is always “call the Quitline”
- When we run the ads we always experience an increase in calls and enrollments to the Quitline
- Quitline tracks ALL chronic disease enrollees – DTP partners can report Quitline calls to CDC

CONCLUSIONS



- With the integration of chronic disease into tobacco prevention – we have been able to emphasize the importance of partnerships
- Combining of resources
- Strong bonds developed among the different programs

A LITTLE PLUG FOR WV



- Spit Tobacco Education Program
- WV Tobacco Cessation Quitline
- Tobacco Free Pregnancy Initiative
- WV African American Tobacco Prevention Network



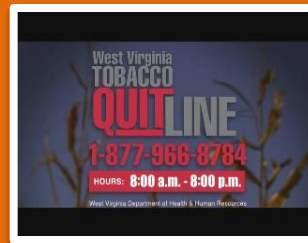
One of the busiest “per capita” in the nation



Working together with statewide partners to address WV's #1 Status



Award winning spit tobacco education program



West Virginia
clean
indoor.
air
program

West Virginia Department of Health and Human Resources



West Virginia
YOUTH
Tobacco Prevention Program

West Virginia Department of Health and Human Resources





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