

User Guide for State Tobacco Control Program Success Story Template

The TCN State Tobacco Control Program Success Story Template is a tool for tobacco control programs to use when sharing their tobacco prevention and control program's value to congressional leaders. Program teams are encouraged to adapt the template to their state/program and to use the final version when communicating with congressional leaders.

Follow these steps to tailor the template to your state and program:

- Replace any placeholder such as [state] or [state's] with your state's name
- In the "Tobacco's Toll" call-out box, replace the X placeholders with your state-specific numbers linked on the X, referring to this extra guidance on how to find your state-specific number:
 - X adults die from smoking-related illnesses: [insert state-specific number from "Annual Adult Smoking Deaths" column](#)
 - X percent of youth smoke: [insert state-specific number from "Youth Smoking Rate" column](#)
 - X youth will die early from a smoking-related illness: [insert state-specific number from "Kids Now Alive Who Will Die From Smoking" column](#)
 - \$X spent annually on smoking-caused healthcare costs: [insert state-specific number from "Smoking Caused Health Costs" column](#)
 - \$X spent annually on smoking-related Medicaid costs: [insert number from "State Gov't Smoking Medicaid Costs" column](#)
- In the "What You Can Do" call-out box, you have the option to update this section with key recommendations you want to highlight from your state. The current bullet points highlight the main points elaborated on in the template.

