

## National Association of County and City Health Officials (NACCHO) response:

### Tips on getting started with collaboration:

- Look at tobacco control state plan, and consider: what are easy ways LHDs can assist?
- Consider existing partnerships at the state level. How can these be replicated at the local level?
- Keep in mind that LHDs may not be receiving tobacco funding unless they are getting it from the state health department. Therefore, interventions must be free/low-cost and not consume much staff time. For example, involving LHDs in a quitline referral project may be time-consuming, and without funding, it can be asking too much of LHDs. Also, LHDs need to have more than just the number to distribute when promoting the quitline. For example, there needs to be a flyer on this is what happens when you call the quitline for LHDs to also use – demystify it.

### Easy “wins” - states can:

- Offer a “menu” of options to LHDs for incorporating tobacco control into their existing chronic disease prevention efforts
- Provide free resources for LHDs to use
  - E.g., Since LHDs often have strong relationships to their communities, the state health dept may provide a quitline flyer that can be distributed by LHDs at local churches)
  - Let LHDs direct questions about these materials to the state
- Coordinate efforts with LHDs to raise awareness about tobacco control issues (e.g. tobacco tax revenue / program funding) when major reports are released – go beyond a press release to provide materials to assist LHDs in communicating. Examples:
  - Provide a sample letter to the editor that the LHD can sign and send to the local paper in support of a state campaign
  - Letter to editor from the state with sign-on from LHDs
- Create a list of tobacco-related activities to support LHD accreditation if accreditation of LHDs is a hot topic in your state. Sample activity: if a healthy eating initiative is being planned, add a tobacco-free policy component, and brand it as a “healthy living” campaign
  - Invest in action planning if possible – states may have greater capacity than at the local level
  - Encourage the LHD to get involved in a smoke-free college campus initiative at an area college
- Refer to the [Program Funding Guidelines document](#) from NACCHO for more details.

**State Examples:** LHDs in Colorado and North Carolina have used the Guidelines in their work with the state.

- **CO:** When we were faced with statewide budget cuts and re-prioritization of policy goals, the Lasso Tobacco Coalition relied on the Guidelines to “cut to the chase” so to speak and fine tune our two year application based on updated recommendations included in the Guidelines. This also helped the local program advocate well with the state goals. We used the guideline budget to prioritize our line items.
- **NC:** We have an excellent, longstanding partnership between state and local health departments in NC, and our team is much more effective because of it! The story of

how we worked together to build support for the first smoke-free restaurant and bars law in the tobacco producing states, and then SUCCESSFULLY IMPLEMENT it in a plan created jointly with NC Association of Local Health Directors and the DPH/Tobacco Prevention and Control Branch is a story worth telling the national audience. We also are working closely now with LHDs to build support for local ordinances.