

## Tobacco, alcohol and health series

# What works to reduce tobacco and excessive alcohol use



### Effective strategies to reduce tobacco use

These strategies are recommended by the **Community Guide (CG)** with strong or sufficient evidence and/or rated by **What Works for Health (WWFH)** as scientifically supported or some evidence.

#### Key:

- Equity strategy (rated by What Works for Health as likely to reduce disparities)

Alignment with Ohio public health plans:

**TFOA:** Included in **2020-2025 Tobacco-Free Ohio Alliance Strategic Plan**

**SHIP:** Included in **2020-2022 State Health Improvement Plan**

**CCP:** Included in **2021-2030 Ohio Cancer Control Plan**

	Expected outcomes	TFOA	SHIP	CCP
<b>Youth access and age restrictions</b>				
<b>Community mobilization with additional interventions to restrict minors' access to tobacco products</b> (CG)	<ul style="list-style-type: none"> <li>Reduced youth tobacco use</li> <li>Reduced access to tobacco products from commercial sources</li> </ul>	✓		
<b>Tobacco 21 enforcement*</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced tobacco use</li> <li>Reduced youth smoking</li> </ul>	✓	✓	
<b>Education and media campaigns</b>				
<b>School-based tobacco prevention skill-building programs</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced youth smoking</li> </ul>		✓	
<b>Mass-reach health communication interventions</b> (CG)/ <b>Mass media campaigns against tobacco use</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced youth smoking</li> <li>Reduced number of tobacco users</li> <li>Increased quit rates</li> </ul>	✓	✓	✓
<b>Taxation, fees and pricing</b>				
<b>Interventions to increase the unit price for tobacco products</b> (CG)/ <b>Tobacco taxes</b> (WWFH) ●	<ul style="list-style-type: none"> <li>Reduced number of tobacco users</li> <li>Reduced youth smoking</li> <li>Increased quit rates</li> <li>Reduced tobacco consumption</li> </ul>	✓	✓	✓
<b>Marketing restrictions</b>				
<b>Tobacco marketing restrictions</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced tobacco use</li> </ul>	✓	✓	
<b>Retail sales restrictions</b>				
<b>Tobacco retail licensing*</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced tobacco use</li> <li>Reduced youth smoking</li> <li>Reduced tobacco retailer density</li> </ul>	✓	✓	✓

	Expected outcomes	TFOA	SHIP	CCP
<b>Healthcare services (cessation/treatment access and financing)</b>				
<b>Quitline interventions (CG)/ Tobacco quitlines (WWFH)</b>	<ul style="list-style-type: none"> <li>Increased quit rates</li> </ul>	✓	✓	✓
<b>Mobile phone text messaging cessation interventions (CG)/ Cell phone-based tobacco cessation interventions (WWFH)</b>	<ul style="list-style-type: none"> <li>Increased quit rates</li> </ul>	✓	✓	
<b>Internet-based cessation interventions (CG) (WWFH) ●</b>	<ul style="list-style-type: none"> <li>Increased quit rates</li> </ul>			
<b>Reducing out-of-pocket costs for evidence-based cessation treatments (CG)/ Tobacco cessation therapy affordability (WWFH) ●</b>	<ul style="list-style-type: none"> <li>Increased quit rates</li> <li>Increased access to cessation treatment</li> <li>Increased use of cessation treatment</li> </ul>	✓	✓	✓
<b>Healthcare provider reminder systems for tobacco cessation (WWFH) ●</b>	<ul style="list-style-type: none"> <li>Increased quit rates</li> </ul>	✓	✓	✓
<b>Public safety (secondhand smoke exposure)</b>				
<b>Smoke-free policies (CG)/ Smoke-free policies for indoor areas (WWFH)/ Smoke-free policies for outdoor areas (WWFH)</b>	<ul style="list-style-type: none"> <li>Improved health outcomes</li> <li>Reduced exposure to secondhand smoke</li> <li>Reduced smoking in outdoor spaces</li> <li>Reduced tobacco consumption</li> <li>Reduced mortality</li> <li>Reduced hospital utilization</li> <li>Reduced preterm birth</li> </ul>	✓	✓	✓
<b>Funding for comprehensive prevention, control, data and evaluation</b>				
<b>Comprehensive tobacco control programs (CG)/ Statewide comprehensive tobacco programs (WWFH)</b>	<ul style="list-style-type: none"> <li>Reduced number of tobacco users</li> <li>Reduced youth smoking</li> <li>Improved health outcomes</li> <li>Reduced tobacco use</li> <li>Increased quit rates</li> <li>Reduced exposure to secondhand smoke</li> <li>Reduced health care costs</li> </ul>	✓		
<b>Other</b>				
<b>Incentives and competitions to increase smoking cessation among workers- when combined with additional interventions (CG) — WWFH rates “tobacco cessation contests” as insufficient evidence</b>	<ul style="list-style-type: none"> <li>Reduced tobacco use among workers</li> </ul>			

\*Rated “expert opinion” by What Works for Health. Minimum tobacco age laws (tobacco 21) was last reviewed in 2016. Tobacco retailer licensing was last reviewed in 2018.



## Effective strategies to reduce excessive alcohol use

These strategies are recommended by the **Community Guide (CG)** with strong or sufficient evidence and/or rated by **What Works for Health (WWFH)** as scientifically supported or some evidence. Strategies found to have a positive benefit-cost analysis outcomes by the **Washington State Institute for Public Policy (WSIPP)** are also included.

### Key:

● Equity strategy (rated by What Works for Health as likely to reduce disparities)

Alignment with Ohio public health plans:

**SHIP:** Included in **2020-2022 State Health Improvement Plan**

**CCP:** Included in **2021-2030 Ohio Cancer Control Plan**

	Expected outcomes	SHIP	CCP
<b>Youth access and age restrictions</b>			
<b>Minimum drinking age laws</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced impaired driving</li> <li>Reduced alcohol-related crashes</li> </ul>		
<b>Enhanced enforcement of laws prohibiting sales to minors</b> (CG) (WWFH)	<ul style="list-style-type: none"> <li>Reduced underage alcohol purchases</li> </ul>	✓	✓
<b>Education and media campaigns</b>			
<b>Universal school-based alcohol prevention programs</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced underage drinking</li> </ul>	✓	
<b>Social norms campaigns on alcohol misuse among college students</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced alcohol use</li> <li>Reduced excessive drinking</li> </ul>		
<b>Taxation, fees and pricing</b>			
<b>Increasing alcohol taxes</b> (CG)/ <b>Alcohol taxes</b> (WWFH) ●	<ul style="list-style-type: none"> <li>Reduced excessive drinking</li> <li>Reduced alcohol-related harms</li> <li>Reduced underage drinking</li> </ul>		✓
<b>Marketing restrictions</b>			
<b>Alcohol advertising restrictions</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced alcohol use</li> <li>Reduced underage drinking</li> <li>Reduced excessive drinking</li> </ul>	✓	
<b>Retail sales restrictions</b>			
<b>Drink special restrictions</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced excessive drinking</li> </ul>		
<b>Maintaining limits on hours of sale</b> (CG)	<ul style="list-style-type: none"> <li>Reduced excessive alcohol drinking</li> <li>Reduced alcohol-related harms</li> </ul>		✓
<b>Maintaining limits on days of sale</b> (CG)/ <b>Alcohol days of sale restrictions</b> (WWFH) ●	<ul style="list-style-type: none"> <li>Reduced excessive drinking</li> <li>Reduced alcohol-related harms</li> </ul>	✓	✓
<b>Regulation of alcohol outlet density</b> (CG)/ <b>Alcohol outlet density restrictions</b> (WWFH) ●	<ul style="list-style-type: none"> <li>Reduced excessive drinking</li> <li>Reduced crime</li> </ul>	✓	✓
<b>Dram shop liability</b> (CG) (WWFH)	<ul style="list-style-type: none"> <li>Reduced fatal and non-fatal injuries</li> </ul>		
<b>Responsible beverage server training</b> (WWFH)	<ul style="list-style-type: none"> <li>Reduced excessive drinking</li> <li>Improved alcohol server practices</li> </ul>	✓	

	Expected outcomes	SHIP	CCP
<b>Healthcare services (cessation/treatment access and financing)</b>			
<b>Electronic consumption and brief interventions (e-SBI) (CG)/ Alcohol brief interventions (WWFH)</b> (including SBIRT)	<ul style="list-style-type: none"> <li>• Reduced alcohol use</li> <li>• Reduced excessive drinking</li> <li>• Reduced underage drinking</li> <li>• Reduced alcohol-related harms</li> </ul>	✓	✓
Ensure compliance with federal alcohol use disorder treatment guidelines, including: <ul style="list-style-type: none"> <li>• <b>APA Clinical Practice Guidelines for Alcohol Use Disorder</b></li> <li>• <b>ASAM Clinical Practice Guideline on Alcohol Withdrawal Management</b></li> </ul>	<ul style="list-style-type: none"> <li>• Appropriate treatment for alcohol use disorder</li> </ul>		
<b>Public safety (impaired driving and violence)</b>			
<b>Ignition interlocks for alcohol-impaired driving (CG)</b> (WWFH)	<ul style="list-style-type: none"> <li>• Reduced impaired driving</li> <li>• Reduced alcohol-related crashes</li> </ul>		
<b>0.08% Blood Alcohol Concentration Laws (CG)/ Blood alcohol concentration laws (WWFH)</b>	<ul style="list-style-type: none"> <li>• Reduced alcohol-related crashes</li> <li>• Reduced fatal and non-fatal injuries</li> </ul>		
<b>Administrative license suspension/ revocation laws (WWFH)</b>	<ul style="list-style-type: none"> <li>• Reduced alcohol-related crashes</li> <li>• Reduced fatal and non-fatal injuries</li> </ul>		
<b>Breath testing checkpoints (WWFH)</b>	<ul style="list-style-type: none"> <li>• Reduced impaired driving</li> <li>• Reduced alcohol-related crashes</li> <li>• Reduced fatal and non-fatal injuries</li> </ul>		
<b>Mass media campaigns for alcohol-impaired driving (CG)</b> (WWFH)	<ul style="list-style-type: none"> <li>• Reduced impaired driving</li> <li>• Reduced alcohol-related crashes</li> <li>• Reduced fatal and non-fatal injuries</li> </ul>		
<b>Multi-component community interventions against alcohol-impaired driving (WWFH)</b>	<ul style="list-style-type: none"> <li>• Reduced alcohol-related crashes</li> <li>• Reduced fatal and non-fatal injuries</li> </ul>		
<b>Youth and family programs (Source: <a href="#">Washington State Institute for Public Policy [WSIPP]</a>)</b>			
<b>Big Brothers Big Sisters (WSIPP)</b>	<ul style="list-style-type: none"> <li>• Reduced alcohol use before end of high school</li> <li>• Reduced alcohol use before end of middle school</li> <li>• Reduced cannabis use before end of high school</li> <li>• Reduced crime</li> <li>• Reduced externalizing behavior symptoms</li> <li>• Reduced illicit drug use before end of middle school</li> <li>• Reduced internalizing symptoms</li> </ul>	✓	
<b>Brief Strategic Family Therapy (WSIPP)</b>	<ul style="list-style-type: none"> <li>• Reduced need for remedial services</li> <li>• Increased earnings</li> <li>• Reduced criminal justice expenditures</li> <li>• Reduced crime</li> <li>• Reduced child abuse and neglect</li> <li>• Reduced adult depression</li> <li>• Reduced adult substance abuse</li> <li>• Reduced mortality from smoking</li> </ul>	✓	

	Expected outcomes	SHIP	CCP
<b>Youth and family programs (Source: Washington State Institute for Public Policy [WSIPP]) cont.</b>			
<b>Family Check-Up</b> (WSIPP)	<ul style="list-style-type: none"> <li>• Reduced alcohol use before end of high school</li> <li>• Reduced alcohol use before end of middle school</li> <li>• Reduced alcohol use disorder</li> <li>• Reduced cannabis use before end of high school</li> <li>• Reduced cannabis use before end of middle school</li> <li>• Reduced cannabis use disorder</li> <li>• Reduced crime</li> <li>• Reduced externalizing behavior symptoms</li> </ul>	✓	
<b>Parent-Child Interaction Therapy for children in the child welfare system</b> (WSIPP)	<ul style="list-style-type: none"> <li>• Reduced criminal justice system spending</li> <li>• Reduced child abuse and neglect</li> <li>• Reduced k-12 grade repetition</li> <li>• Reduced k-12 special education spending</li> <li>• Reduced property loss associated with alcohol abuse or dependence</li> <li>• Reduced health care costs associated with PTSD</li> <li>• Increased labor market earnings associated with reduction of child abuse &amp; neglect</li> <li>• Reduced mortality associated with child abuse and neglect</li> </ul>	✓	
<b>SafeCare</b> (WSIPP)	<ul style="list-style-type: none"> <li>• Reduced criminal justice system spending</li> <li>• Reduced child abuse and neglect</li> <li>• Reduced k-12 grade repetition</li> <li>• Reduced k-12 special education spending</li> <li>• Reduced property loss associated with alcohol abuse or dependence</li> <li>• Reduced health care costs associated with PTSD</li> <li>• Increased labor market earnings associated with reduced child abuse &amp; neglect</li> <li>• Reduced mortality associated with child abuse and neglect</li> </ul>	✓	
<b>Seeking Safety</b> (WSIPP)	<ul style="list-style-type: none"> <li>• Reduced alcohol use disorder</li> <li>• Reduced illicit drug use disorder</li> <li>• Reduced post-traumatic stress</li> </ul>	✓	

	Expected outcomes	SHIP	CCP
<b>Youth and family programs (Source: Washington State Institute for Public Policy [WSIPP]) cont.</b>			
School-based violence and bully prevention programs (Positive Action) (WSIPP)	<ul style="list-style-type: none"> <li>• Reduced alcohol use before end of middle school</li> <li>• Reduced anxiety disorder</li> <li>• Reduced cannabis use before end of middle school</li> <li>• Reduced crime</li> <li>• Reduced illicit drug use before end of middle school</li> <li>• Reduced k-12 grade repetition</li> <li>• Reduced major depressive disorder</li> </ul>	✓	
Strengthening Families (WSIPP)	<ul style="list-style-type: none"> <li>• Reduced alcohol use before end of high school</li> <li>• Reduced alcohol use before end of middle school</li> <li>• Reduced cannabis use before end of high school</li> <li>• Reduced cannabis use before end of middle school</li> <li>• Reduced crime</li> <li>• Reduced externalizing behavior symptoms</li> <li>• Reduced illicit drug use before end of high school</li> <li>• Reduced illicit drug use before end of middle school</li> <li>• Reduced internalizing symptoms</li> <li>• Reduced problem alcohol use</li> </ul>	✓	

Lessons learned from tobacco control can inform future drug policy in Ohio, including potential legalization of recreational cannabis. See

## Tobacco, Alcohol and Health: Implications for Future Cannabis Policy

to learn more about policy options to develop an equitable and effective approach to cannabis.

