

Reducing Michigan's Tobacco Related Healthcare Costs While Improving Health and Productivity in Disparately Affected Populations

Briefing Booklet Cover Page

Goal area 1: Identify and Eliminate Disparities

By September 30, 2012, create a briefing booklet and educate stakeholders with focus on your agency's priority population, how it is disparately affected by tobacco use and what evidence-based interventions/policies will benefit the identified population.

Purpose

- Provide data showing the economic and health burden of tobacco use in your agency's priority population, with particular emphasis on youth and women of child-bearing age
- Introduce an evidence based intervention/policy solution which will reduce disparity in your agency's priority population
- Educate stakeholders on the return on investment (e.g., increased health and productivity and decreased medical costs, particularly related to Medicaid) of implementing your intervention/policy solution
- Persuade stakeholders to sign a resolution supporting your intervention/policy solution as a means to reduce tobacco's burden on your agency's priority population
- Add: tobacco prevention funding statement?

Potential Stakeholders

- Boards of Health
- School boards
- County commissioners
- Chambers of commerce, other community agencies, networks and coalitions
- Health insurance companies and other health related businesses
- Healthcare workers (e.g., physicians, students in health professions, etc.) hospitals, etc.
- Legislators

Information to be included in the booklet

- See attached template
- Appendix
 - Attachments could include visuals – charts or graphs
 - Information about your agency and authors of the briefing booklet (your contact information)
 - Reference information about your agency
 - Reference information about the issue
 - Resolution document

Length

- 2 -3 pages, not including appendix

Resources

Consider using the following resources to write your booklet:

- Ken Warner powerpoint presentation
- Jodi Radke powerpoint presentation
- Win-Win-Win document
- Centers for Disease Control (www.cdc.gov)
- Tobacco Technical Assistance Consortium (www.ttac.org)
- MDCH Disparity Data fact sheet, Tobacco is Killing Your Constituents fact sheet, 2009 Disparity Matrix (see your consultant for details)