



BEST PRACTICES IN PUBLIC HEALTH:

A Roadmap from Tobacco
Prevention and Control

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Dr. Corinne Graffunder joined the Centers for Disease Control and Prevention (CDC) in 1987 and has 30+ years of experience working with national, state and local prevention efforts. She has held leadership positions in CDC's Office of the Director, National Center for Injury Prevention and Control, and National Center for Chronic Disease Prevention and Control. As Deputy Associate Director for Policy, Office of the Director, she worked with the U.S. Surgeon General, leading the development of the first ever National Prevention Strategy: America's Plan for Better Health and Wellness.

She also worked to strengthen collaboration between public health, health care, and other sectors playing a key role in advancing CDC's population health interests and priorities.

Despite dramatic declines in smoking prevalence since the release of the landmark 1964 Surgeon General's Report that unequivocally linked cigarette smoking with lung cancer and other diseases, tobacco use remains the leading cause of preventable disease, disability, and death in the United States. Currently, approximately 34 million US adults continue to smoke cigarettes, over 16 million people live with at least one disease caused by smoking, and 58 million nonsmoking Americans are exposed to second-hand smoke. This presentation will draw on the lessons learned from more than a half century of public health efforts in tobacco control and prevention, highlight strengths and challenges within the current landscape, and discuss future implications for public health leadership, research and practice more broadly.