

A CALL for ACTION

Access to Cessation Treatment of Tobacco In Our Nation



Author: Corinne G. Husten, M.D., M.P.H., Chief Policy and Program Officer, Partnership for Prevention, Washington, D.C.

Every Tobacco User Deserves Barrier-Free Access To Comprehensive Treatment To Help Them Quit. Why Aren't They Getting It?

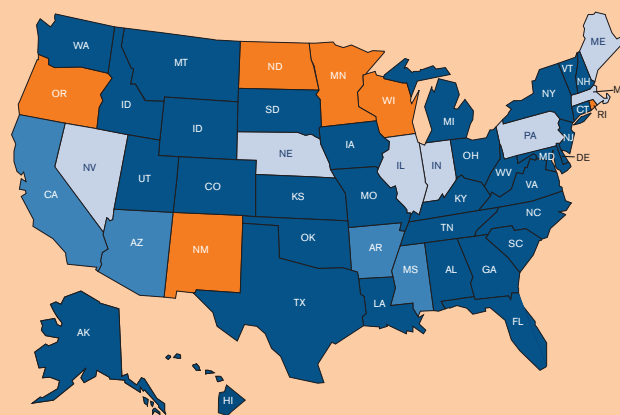
Tobacco is the leading preventable cause of disease and premature death in the United States

- More than 20 percent of U.S. adults smoke or use some form of tobacco product.¹
- Each year, more than 435,000 people in the U.S. die from tobacco use.²
- Smoking is responsible for \$193 billion annually in health care costs and lost productivity.³

Tobacco users are not getting the support they need to achieve success in their quit attempts

- Only 1 in 50 employers in the U.S. offer employees who use tobacco coverage for all evidence-based treatments, and 1 in 5 employers cover none of the effective treatments.⁴
 - When health benefits are provided, tobacco users are unaware of their availability.⁵
- Medicaid coverage varies widely by state, and few states provide coverage for all recommended treatments.⁶
- Medicare currently covers cessation counseling only for tobacco users who have a disease or an adverse health effect linked to tobacco use, or who are taking a therapeutic agent whose metabolism or dosing is affected by tobacco use.⁷
- Inadequate state and federal funding for quitlines across the country has resulted in widely variable access to treatment, with few offering comprehensive treatment (counseling and medication) to all tobacco users interested in receiving treatment.⁸

In 2009, the American Lung Association released its State of Tobacco Control Report 2008, assigning grades to key tobacco control policies at the state and federal levels. The state section focuses on tobacco control spending, smoke-free air laws, tobacco taxes and access to tobacco cessation treatment.⁹



Grades by state:

A: 0 States

B: 6 States

C: 7 States

D: 4 States*

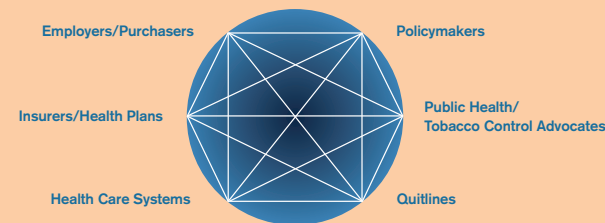
F: 33 States

*DC received a D as well

A Multi-Sector Action Plan To Address The Lack Of Access To Tobacco Use Treatment In The United States.

This *Call for ACTION* looks beyond the reasons why the U.S. needs to focus attention on encouraging tobacco users to quit, and addresses how various sectors can support them by providing access to and coverage for comprehensive cessation treatments and services.

Each sector plays a critical role in providing tobacco users with comprehensive treatment options, and the *Call for ACTION* is meant to offer guidance on how sectors can drive solutions around the need for greater access to tobacco cessation services.



To achieve the goal of access to cessation treatment for all tobacco users, discrete recommendations were developed for the following sectors, and are outlined in the *Call for ACTION*:

- Employers/Purchasers:** Provide comprehensive tobacco cessation coverage and encourage employees (and their dependents) to utilize the benefit; understand that such an approach will result in more productive employees and lower health care costs over time.
- Insurers/Health Plans:** Generate acceptance that tobacco cessation treatments should be a standard benefit without restrictions that discourage utilization and that providing help for people who would like to quit using tobacco will reduce health care costs.
- Health Care Systems:** Increase the provision of effective tobacco cessation treatments in all in-patient and out-patient visits.
- Policymakers:** Recognize that evidence-based preventive services are foundational elements needed in health care reform.
- Public Health/Tobacco Control Advocates:** Support evidence-based policy, environmental, and population-based approaches that increase cessation and improve the health and wellness of the greater population. Work to increase access to evidence-based treatment.
- Quitlines:** Offer comprehensive services to every tobacco user each time they try to quit.

Led by the Partnership for Prevention, the original planning group for this project included the following organizations: American Legacy Foundation, Automotive Industry Action Group, Centers for Disease Control and Prevention, Centers for Medicare & Medicaid Services, National Business Group on Health, Navistar, Smoking Cessation Leadership Center, and United Health Group. However, a wide array of other leaders and organizations help to shape the *Call for ACTION*.

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Recommendations For Increasing The Number Of Tobacco Users Who Have Comprehensive Coverage To 50% By 2015 And 100% By 2020.

What is different about this *Call for ACTION*? It is not just another report—this is an action plan that will ensure every tobacco user in the country has all the tools they need, when they need them, with as few barriers as possible to using them. A comprehensive approach to cessation that includes barrier-free access offers the best chance for tobacco users to succeed in quitting.

RECOMMENDED COMPREHENSIVE TOBACCO CESSATION BENEFITS¹⁰

SCREENING

- Screening for tobacco use is a covered benefit beginning at age 18. Coverage is provided for younger populations depending on risk and need. Screening should be conducted at every clinical encounter.

COUNSELING

- Brief counseling (in-person) and intensive counseling (in-person or over-the-telephone) are covered benefits for tobacco cessation treatment.
- Beneficiaries who meet criteria are eligible for two courses of six counseling sessions per calendar year, for a total of 12 sessions per calendar year.

TREATMENT

- All FDA-approved medications (over-the-counter and prescription) are covered.

What can you do to be a part of the ACTION?

- Visit the *ACTION* Web site, www.actiontoquit.org, to join the growing list of high-level and community endorsers, and commit to take at least one concrete action to increase access to treatment.
 - Endorsers include three former Secretaries of the U.S. Department of Health and Human Services, three former U.S. Surgeons General, and representatives from influential organizations fighting against tobacco use.
- Disseminate the *Call for ACTION*, in its entirety or sector-specific recommendations, to key health care and public health leaders, policymakers, insurers and business leaders in your state/community.
 - Encourage others to endorse. Work with those who make coverage decisions for business, government, unions and non-profit organizations, including benefits decision makers, purchasing coalitions and trusts.
- Look for ways to maximize the impact of your ongoing state/local tobacco control efforts—such as smokefree laws, tax increases, cessation-focused media campaigns, and quitline services.
 - Report efforts to promote these recommendations on the *Call for ACTION* Web site so we can share success stories.
- Spread the word on the importance of quitting and the need to provide tobacco users with the support that can help them successfully quit.
 - Link your organization's Web site to the *ACTION* Web site, and incorporate messages about the *Call to ACTION* in your communications with key sectors.

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