

# A Call for **ACTION**

## **(Access to Cessation Treatment for Tobacco In Our Nation): An Action Plan to Address the Lack of Access to Tobacco-Use Treatment**

### **EMPLOYERS AND EMPLOYER ORGANIZATIONS**

The U.S. Centers for Disease Control and Prevention (CDC), the U.S. Public Health Service (PHS), and the National Business Group on Health have recommended that all tobacco users have access to comprehensive, evidence-based benefits that give them the best chance to successfully quit. As defined by the CDC, a comprehensive tobacco cessation benefit includes:

- Coverage of at least four counseling sessions (individual, group, or telephone) of at least 30 minutes each.
- Coverage of all FDA-approved prescription and over-the-counter medications.
- Coverage of both counseling and medications for at least two quit attempts per year.
- Elimination or minimization of co-pays or deductibles for counseling and medications.

#### **Actions that Employers/Employer Organizations Can Take**

- Provide barrier free access to comprehensive coverage of all treatments recommended by the PHS tobacco cessation guideline in accordance with model benefit recommendations, including quitline services and over-the-counter medications.
- Promote the company's cessation benefits and provide non-punitive incentives for employees to utilize treatment.
- Provide access to onsite programs and services, and/or contract with the state quitline or with a quitline vendor, to provide telephone counseling services and FDA-approved cessation medications.
- Organize educational programs for employers, unions, and purchasing coalitions on the value and importance of covering comprehensive tobacco-use treatment benefits.
- Support the creation of business incentives (premium discounts, etc.) for the provision of comprehensive cessation benefits.
- Take advantage of the heightened interest in quitting (and increased success) that accompanies worksite or community policy changes, such as smokefree places and increased tobacco taxes, by providing enhanced cessation support prior to, and after, such policy changes.

***OUR GOAL: Expand access to comprehensive tobacco cessation treatment to 50% of smokers by 2015 and 100% by 2020***