

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

TOBACCO CONTROL AND PUBLIC HEALTH

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 Tobacco Control and Public Health Organizations Can Take

- Promote the urgency of quitting as early in life as possible.
- Promote the importance of using proven treatments when making a quit attempt.
- Promote the benefit of barrier free access to comprehensive cessation benefits to employers and insurers.
- Support comprehensive coverage for all federal and state employees, and under Medicaid, Medicare, and all publicly funded insurance programs.
- Support state funding of/for cessation services at CDC recommended levels, including funding of state quitlines and their promotion, to guarantee the provision of comprehensive treatment services to all tobacco users interested in quitting.
- Advocate for strong tobacco-use treatment performance measures for accreditation of health plans and hospitals.
- Include strong tobacco-use treatment performance measures in “pay for performance” metrics for healthcare providers and health systems.
- Advocate for the inclusion of access to comprehensive tobacco use treatment in chronic disease and health promotion programs, such as heart disease, stroke, diabetes, cancer, asthma, etc.
- Advocate for funding of media campaigns that encourage cessation, educate tobacco users about effective treatments, and provide information about how to access these treatments.

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