

# A Call for ACTION

**David Satcher, M.D., Ph.D., 16th U.S. Surgeon General (1998-2002)**

“We have the opportunity to save a lot of lives, reduce health care costs and boost worker productivity if we implement the strategies contained in the *Call for ACTION*. Tobacco use affects a broad base of Americans, but low-income and minority populations tend to have the highest death rate from tobacco. These populations, in particular, would benefit greatly from increased access to tobacco cessation methods. We must make the commitment and work together to implement these programs that have proven to be effective.”

**Dr. Julie Gerberding, Director, Centers for Disease Control and Prevention**

“It’s very important that our 43 million smokers know that help is available and they can stop smoking. There are many steps to a comprehensive program: first of all, providers need to remind patients that it’s important to stop smoking and insurers must pay for comprehensive cessation benefits.”

“This *Call for ACTION* sets a goal: that every tobacco user would have access to cessation interventions by the year 2020.”

**Richard H. Carmona, MD, MPH, FACS, 17th U.S. Surgeon General (2002-2006),  
President, Canyon Ranch Institute, Distinguished Professor, Mel and Enid Zuckerman  
College of Public Health, University of Arizona**

“This year, my fellow U.S. Surgeons General and I challenged all Americans to make cancer prevention and survivorship a national priority. As part of our National Call to Action on Cancer Prevention and Survivorship, we called for improving access to treatment for tobacco cessation. Partnership for Prevention, leading the National Working Group, responded by catalyzing an innovative approach for tobacco cessation treatment. A Call for ACTION (Access to Cessation Treatment of Tobacco in Our Nation) is a valuable new resource in the fight against the tobacco related diseases that cost our nation and the world far too many lives and far too much money.”

**Dr. Reed Tuckson, Executive Vice President, United Health Group**

"UnitedHealth Group is excited by this "*Call to ACTION*" and its multidimensional plan to increase access to tobacco cessation interventions. Our daily experience in organizing health services for more than 30 million people makes us profoundly aware of the tragic health consequences associated with the persistently high prevalence of tobacco use in our country. We are encouraged by the advancement in evidence-based knowledge, clinical interventions and support services such as quit lines in treating people who struggle to overcome their addiction to tobacco products. We are proud to be a part of this initiative and are committed to working with our stakeholders to advance this significant effort to improve the health of the nation."

**Cass Wheeler, CEO, American Heart Association**

"The American Heart Association is supporting this call to action because 20% of all heart disease deaths are attributable to smoking. We know from survey results that 70% of smokers want to quit. Nearly half of them try quitting each year, yet if they apply proven strategies of drug therapy, as well as counseling they can increase the likelihood that they will quit by two to three times."

"Our goal is for every smoker to have access to these proven strategies by the year 2020. That's how we will break the cycle of tobacco addiction, we will save lives *and* ultimately we will save money."

**Dr. Eduardo Sanchez, Chief Medical Officer, BCBS of Texas**

"This call to action is important because we are going to have a hard time reducing cancer death if we can't stop tobacco use in our nation."

"What it's going to take to end the tobacco epidemic is bringing together individuals, families, communities, employers, health plans, the public health community, the medical care community, all together to say "Let's do everything that we can to end the use of tobacco," and again, the evidence is there that we can do this and if we apply that evidence we can end the epidemic, we can completely eliminate the use of tobacco."

**Dr. Judy Monroe, President, Association of State and Territorial Health Officials**

"The Association of State and Territorial Health Officials (ASTHO) is pleased to support the overall mission of the Partnership for Prevention's *Call for ACTION* (Access to Cessation Treatment of Tobacco in Our Nation) to expand access to comprehensive tobacco cessation treatment to 50 percent of smokers by 2015, and 100 percent by 2020."