



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

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

**EXECUTIVE SUMMARY**

One in 5 adult Americans smokes or uses some form of tobacco. This causes or complicates many of the Nation's most common and costly chronic diseases (e.g., cancer, heart and lung disease, stroke, asthma) and results in the annual deaths of over 400,000 people every year.

We are failing as a nation to provide the treatment that is needed to help these people quit their addiction to tobacco. Beyond the physical costs, failing to help people quit takes an economic toll – over \$180 billion every year - a toll that U.S. taxpayers, investors and business owners can no longer afford in today's uncertain economic environment.

Studies show that 70 percent of smokers want to quit, but less than one out of every three smokers who try quitting uses a treatment that has been proven to increase their chances of succeeding for good. This is due to a combination of factors, not the least of which is the failure of public and private policies to give tobacco users full access to all the tools they need to quit. Our failure to act is costing us precious lives and money. We can and we must do better.

Recent reports by the Institute of Medicine, the U.S. Centers for Disease Control and Prevention, and the U.S. Public Health Service conclude that there are three critical areas where our country should take action to improve access to comprehensive treatment:

- **Insurance Coverage:** Provide comprehensive first-dollar coverage for tobacco use treatment under all public and private insurance.
- **Quitlines:** Increase funding for state quitline infrastructure and promotion and provide incentives for quality improvement efforts.

- **Healthcare systems:** Institutionalize the routine treatment of tobacco use in all out-patient and in-patient service delivery.

Due to the magnitude of the problem and the critical need for immediate action, nearly two dozen of the nation's leading business, government and health care leaders have come together to support and implement a multi-sector *Call for ACTION* to dramatically increase access to the comprehensive treatments tobacco users need to help them quit. This *Call for ACTION* includes a number of specific recommendations for all sectors of society – including policymakers, employers, insurers, and public health officials - that incorporate and expand upon the three focus areas cited above. Those recommendations can be accessed online at [www.acttiontoquit.org](http://www.acttiontoquit.org).

Whether it be part of efforts to reform the nation's health care system or to implement policies in local communities and businesses, the help that tobacco users need to quit is long overdue and help is on the way.

This effort is sponsored by the American Legacy Foundation, the Centers for Disease Control and Prevention, the Partnership for Prevention, Pfizer, the Smoking Cessation Leadership Center and United Health Group. All products of this initiative are independently determined by the National Working Group for ACTION.