WHY CESSATION MATTERS:

- Tobacco use is the leading cause of preventable disease, disability, and death in the United States.
- While quitting may be difficult for some, it is possible.
- Cessation is a key component of a comprehensive approach to prevent and reduce tobacco use.
- Cessation is one of four impact areas that serve as foundational pillars of CDC's Office on Smoking and Health's work.
OFFICE ON SMOKING AND HEALTH

Key Overarching Impact Areas

1. Prevent INITIATION of tobacco use among youth and young adults
2. Eliminate exposure to SECONDHAND SMOKE
3. Increase Successful CESSATION in adults and youth
4. Identify and eliminate tobacco-related DISPARITIES

PRINCIPLES: CLEAR, CONSISTENT, AND CONTEMPORARY

Tobacco in this work refers specifically to the use of manufactured, commercial tobacco products.
PRIORITIES FOR CESSATION

1. Increase quit attempts among people who use tobacco products.
2. Increase the use of evidence-based cessation interventions.
3. Increase reach of evidence-based cessation interventions.
2019: OSH’S YEAR OF CESSATION

Cessation matters, now as much as ever.

A changing environment demands innovation to expand and improve what we do to help people quit.

OSH’s Year of Cessation

- Identifies opportunities throughout 2019 to support and highlight cessation efforts.

- Aligns cessation-related projects and events with a quarterly focus that begins and ends with helping people quit.

QUIT TIP

YOUR CHANCES OF QUITTING ARE BETTER IF YOU DON’T DO IT ALONE.

Ask friends and family to support you while you quit smoking. For free help, CALL 1-800-QUIT-NOW.

CDC.gov
2019: OSH’S YEAR OF CESSATION

**FOCUS:** People who smoke and quit attempts

**OPPORTUNITY:** New Year’s Resolutions

**Q1**

**FOCUS:** Health conditions improved by quitting; Health systems

**OPPORTUNITY:** Tips From Former Smokers® 2019 Launch

**Q2**

**FOCUS:** Quitlines; Cessation interventions; Linkage with broader tobacco control policies

**OPPORTUNITY:** National Conference on Tobacco or Health

**Q3**

**FOCUS:** Clinicians and real-world use of evidence-based cessation interventions

**OPPORTUNITIES:** Great American Smokeout; Pharmacy Month; Health Literacy Month

**Q4**