

# CDC's Office on Smoking and Health

Reducing deaths and preventing chronic diseases caused by tobacco use



Dear Colleagues,

It's hard to believe, but we are now entering the final quarter of our [Year of Cessation](#). Thanks to our collective efforts, we have successfully highlighted the importance of tobacco use and dependence cessation, services, and support throughout this year. It gives me great pleasure to share a few cessation-related successes. First, the 1-800-QUIT-NOW portal reached an incredible milestone, receiving more than 10 million calls over the past 15 years. In addition, CDC's *Tips From Former Smokers*® campaign is associated with over 1 million sustained quits among U.S. adults.

Within the Office on Smoking and Health, we challenged ourselves to renew our commitment to dedicate resources and amplify activities to support people in quitting tobacco throughout the year. We identified three main and interlinked goals to align our efforts: to develop and share tailored and/or targeted cessation resources; to increase the reach of cessation interventions and the use of cessation treatments among high-prevalence populations; and to improve engagement with health systems to advance the integration of cessation-related clinical care.

To that end, I'm pleased to share with you the resources developed and new investments made during the Year of Cessation.

- In partnership with our CDC colleagues in the Division for Heart Disease and Stroke Prevention, we released the [Million Hearts Tobacco Cessation Change Package \(TCCP\)](#) [PDF - 797kb]. The TCCP is a valuable resource for clinical teams in outpatient, inpatient, and behavioral healthcare settings. It offers actionable advice for healthcare systems looking to increase the reach and effectiveness of tobacco cessation strategies.
- To assist with the translation and implementation of strategies addressed in the TCCP, OSH is partnering with the National Association of Community Health Centers to focus on health systems quality improvement in tobacco cessation treatment in Federally Qualified Health Centers and Community Health Centers.
- With our partners at the National Cancer Institute, OSH is exploring the creation of a national texting and/or digital portal that we hope to launch in 2021 as a natural extension of 1-800-QUIT-NOW. The goal of such a portal will be to help link those interested in quitting to existing cessation resources that extend beyond the telephone. We're still in the early planning phases and we will be sharing more information on how you as our partners can provide input to inform the development of a new national portal.
- To address smoking in high-prevalence populations, OSH funded the Albuquerque Area Indian Health Board to support cessation among American Indians. Activities will address targeted media efforts, along with promotion of 1-800-QUIT-NOW and other tribal health system and Indian Health Service cessation programs that provide evidence-based cessation treatment. In addition, OSH also funded the National Indian Health Board to improve access to evidence-based cessation interventions and help tribal healthcare facilities and systems include these interventions as a routine part of care.
- To continue to make additional progress in increasing reach and uptake of cessation treatment, OSH is partnering with the American College of Preventive Medicine to develop a strategic roadmap for the integration of tobacco use and dependence treatment into clinical care.
- Another new partner is the American Pharmacists Association, who will be working with OSH to develop and disseminate a resource describing effective ways to engage pharmacists in tobacco cessation service delivery.
- Coming soon, we'll be releasing a *Best Practices User Guide: Cessation in Tobacco Prevention and Control*, developed in partnership with the Center for Public Health Systems Science at Washington University in St. Louis. This Guide will inform tobacco control program staff and partners how to use proven, population-level strategies to help people quit tobacco. It also will include practical information on how to promote health systems change, improve insurance coverage for cessation treatment, and support state quitlines.
- Finally, as a capstone to our Year of Cessation, CDC will release an anniversary report commemorating the 15th anniversary of the National Network of Tobacco Cessation Quitlines. The anniversary report will acknowledge accomplishments achieved over the years and include reflection pieces from partners.

Our focus on the Year of Cessation has led to important outcomes and we are committed to ensuring that cessation remains a priority.

Activities initiated this year will contribute to the work needed to accomplish the broader goals of OSH's Reimagining the Future of Cessation effort. Even after this year ends, our work does not and cannot stop. Despite all our efforts and all the momentum gained, there remains work to be done.

As our partners, you are on the front lines of tobacco cessation, and we truly could not do this important work without you. Thank you for all you are doing and for your ongoing dedication.

Warm Regards,

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