

CDC's Office on Smoking and Health

Reducing deaths and preventing chronic diseases caused by tobacco use



Dear Colleagues,

It's hard to believe that we are now halfway through the [Year of Cessation](#).

Last quarter, we launched our 2019 [Tips From Former Smokers](#)® campaign—now in its eighth year. Television, digital, and print ads will run through October 6, 2019. Many thanks to everyone for furthering its reach and contributing to the ongoing success of [Tips](#)®.



Also in the second quarter, we were pleased to collaborate with colleagues at the National Cancer Institute's Division of Cancer Control and Population Science and CDC's Division of Cancer Prevention and Control to highlight the importance of smoking cessation for cancer survivors. In an e-newsletter that was circulated to over 650 partner organizations, we highlighted tools and resources that healthcare providers can use to encourage and support cessation among their patients.

I had the honor of participating in a Listening Session with the National Indian Health Board to learn about the challenges faced by our American Indian communities. I also spoke with the Board of Directors for the North American Quitline Consortium discussing current challenges that quitlines face. This productive conversation included ideas to enhance quitline service delivery and reinforced the unique and critical contribution of quitlines in tobacco use and dependence treatment delivery.

Therefore, it's fitting that during the third quarter of the *Year of Cessation* we will shine a light on quitlines and the integral role they play in cessation. We've created and posted on our website six new [videos](#) that illustrate how calling a quitline can help people quit smoking for good. The videos demonstrate what callers can expect when they call a quitline, and emphasize that callers will receive free, confidential, non-judgmental coaching. We hope you will watch and widely share these videos through your respective channels.



The *Year of Cessation* coincides with the 15th anniversary of the national network of state quitlines. In the coming months, CDC will release an anniversary report highlighting milestones achieved and offering reflections contributed by a number of our partners. We look forward to celebrating the many successes and to new and exciting efforts in the years ahead.

A second focus for the third quarter is the importance of linking proven cessation strategies with broader tobacco control policies. To that end, I was invited by the Association for State and Territorial Health Officials to showcase OSH's *Year of Cessation* on a podcast that will be produced and released in the coming weeks. I will join Dr. Monica Bharel, Commissioner of the Massachusetts Department of Health, and Luci Longoria, Manager of the Oregon Tobacco Prevention and Education Program and Chair of the Tobacco Control Network, who both highlight how state leaders can meaningfully integrate cessation strategies into both programs and policies to improve the health and wellbeing of all.

One example of the integration of cessation within a broader policy context is collaborative work accomplished by the Dakota County Public Health Department and the Live Smoke Free Program (Minnesota). Through this partnership they offered cessation support to residents of the Dakota County Public Housing Authority while promoting compliance with existing smokefree policies. You can learn more about their work on the [Live Smoke Free website](#).

Looking ahead, I hope to see many of you next month at the 2019 National Conference on Tobacco or Health in Minneapolis. The conference is an exciting opportunity to learn about and share best practices and policies that make up our comprehensive approach to tobacco prevention and control. I personally look forward to coming together, to finding creative solutions to the challenges we face, and to celebrating the collective successes we have achieved.

Warm Regards,

Corinne Graffunder, DrPH, MPH
Director, CDC Office on Smoking and Health

Sample Social Media Posts

Message Option 1

Looking to quit smoking? Quitlines provide free, confidential coaching to help you quit smoking successfully. Learn more: [CDC.gov/quitline](#)

Message Option 2

If you call a quitline, a quit coach can provide you with helpful tips about dealing with cravings, resources to help you quit, and information about quit-smoking medications. Learn more: [CDC.gov/quitline](#)

Image for Messages



To learn more about CDC's Office on Smoking and Health and our resources, visit [CDC.gov/tobacco](#).

