

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.



Key Overarching Impact Areas



Prevent
INITIATION of
tobacco use
among youth
and young
adults



Eliminate
exposure to
**SECONDHAND
SMOKE**



Increase
Successful
CESSATION in
adults and youth



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.



2019: OSH'S YEAR OF CESSATION



FOCUS: People who smoke and quit attempts

OPPORTUNITY: New Year's Resolutions

Q1

Q2

Q3

Q4

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

OPPORTUNITY: National Conference on Tobacco or Health

FOCUS: Health conditions improved by quitting; Health systems

OPPORTUNITY: *Tips From Former Smokers®* 2019 Launch

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

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