



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention



# Office on Smoking and Health

## 2019: *Year of Cessation*

### Background

Quitting smoking is the most important thing individuals can do to protect their health. Tobacco use remains the leading cause of preventable disease, disability, and death in the United States, and the changing landscape of tobacco use demands innovation to expand and improve efforts to help people quit.

To bring attention to the critical role of cessation as part of a comprehensive tobacco prevention and control approach, CDC’s Office on Smoking and Health (OSH) has declared 2019 the *Year of Cessation*.

### What is the *Year of Cessation*?

The *Year of Cessation* emphasizes the importance of quitting tobacco and highlights resources and initiatives that support people in quitting. Throughout 2019, OSH will bring greater attention to our collective tobacco cessation efforts. The *Year of Cessation* focuses on different aspects of cessation policy, practice, and treatment through a quarterly framework, which begins and ends with a focus on helping people who use tobacco to quit.

### What can we do to support and promote tobacco cessation?

OSH is the lead federal agency for comprehensive tobacco prevention and control. OSH collaborates with local, state, national, and international partners to develop, conduct, and support strategic efforts to protect the public’s health from the harmful effects of tobacco use. Through its *Year of Cessation* initiative, OSH will work to accomplish three major goals:

- Addressing high-prevalence populations
- Tailored and targeted cessation resources
- Health systems/clinical improvement

Q1	<p>FOCUS: People who smoke and quit attempts</p>
	<p>OPPORTUNITY: New Year’s Resolutions</p>
Q2	<p>FOCUS: Health conditions improved by quitting; Health systems</p>
	<p>OPPORTUNITY: Launch of 2019 <i>Tips From Former Smokers®</i> Campaign</p>
Q3	<p>FOCUS: Quitlines; Cessation interventions; Linkage with broader tobacco control policies</p>
	<p>OPPORTUNITY: National Conference on Tobacco or Health</p>
Q4	<p>FOCUS: Clinicians and real-world use of evidence-based cessation interventions</p>
	<p>OPPORTUNITIES: Great American Smokeout®; Pharmacy Month; Health Literacy Month</p>

OSH's partners, including those in public health, tobacco control, health care, and a wide range of other sectors, can play an essential role in supporting and promoting tobacco cessation:

**Health systems** can make tobacco screening and cessation treatment a routine part of care by:

- Adopting changes in the clinical workflow that help health care providers identify and treat patients who use tobacco products.
- Including cessation treatment in multiple settings, such as primary care, mental health and substance use disorder, reproductive health, cancer, and cardiovascular health care services, to address tobacco-related health conditions and improve treatment outcomes.

**Health care providers** can make tobacco screening and cessation treatment a routine part of care by:

- Actively supporting patients through interventions such as the “5 A’s” (Ask, Advise, Assess, Assist, Arrange) (<https://millionhearts.hhs.gov/files/Tobacco-Cessation-Protocol.pdf>).
- Prescribing cessation medications when appropriate and providing medication management (<https://millionhearts.hhs.gov/files/Tobacco-Cessation-Action-Guide.pdf>).
- Referring patients to resources for counseling and/or additional support and education (such as [1-800-QUIT-NOW](https://www.1-800-QUIT-NOW.gov), [CDC.gov/quit](https://www.cdc.gov/quit), or [Smokefree.gov](https://www.smokefree.gov)).
- Following up with patients who have made quit attempts to help prevent relapse and encourage multiple quit attempts, and continuing to encourage those who have not yet tried to quit.

**State health departments** play a critical role in helping individuals quit tobacco.

(See <http://tobaccocontrolnetwork.org/tcn-members> to find OSH-funded programs in states and territories). Key activities include:

- Educating stakeholders to support the use of proven tobacco cessation strategies.
- Incorporating cessation support into the implementation of evidence-based tobacco prevention and control policies.
- Collaborating with leaders from multiple sectors across the state, including private insurers, Medicaid offices, health systems, businesses, and provider associations to increase the availability and accessibility of cessation treatment.
- Enhancing access to services through state quitlines by broadening models to include new technologies and methods of communication.

**Researchers** can contribute to the evidence base through cessation research studies and programs that expand our understanding of how to help people quit smoking. Opportunities may include incorporating data or content made available through [Smokefree.gov](https://www.smokefree.gov) (<https://www.smokefree.gov/help-others-quit/health-professionals/resources-health-professionals>) or OSH's Interactive Data Dissemination Tool (<https://www.cdc.gov/oshdata/index.html>).

**Business leaders/employers** can provide and promote comprehensive benefits for treatment of tobacco use and dependence and 100% tobacco-free indoor and outdoor work environments to improve the health of all employees (<https://www.cdcfoundation.org/businesspulse/tobacco-use-infographic>).

**People who use tobacco products** can take steps to quit. It's never too late to quit, and free resources and information are available to help – by phone ([1-800-QUIT-NOW](https://www.1-800-QUIT-NOW.gov)) and online ([CDC.gov/quit](https://www.cdc.gov/quit) or [Smokefree.gov](https://www.smokefree.gov)).

**Family and friends of people who use tobacco** can encourage their loved ones to quit and can support them in their quit attempts (<https://www.smokefree.gov/help-others-quit>).

For more information about OSH's *Year of Cessation*, visit [CDC.gov/tobacco](https://www.cdc.gov/tobacco).

