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



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



Month; Health Literacy Month