

National Prevention Strategy

TOBACCO FREE LIVING



Tobacco use is the leading cause of premature and preventable death in the United States. Living tobacco free reduces a person's risk of developing heart disease, various cancers, chronic obstructive pulmonary disease, periodontal disease, asthma and other diseases, and of dying prematurely. Tobacco free living means avoiding use of all types of tobacco products—such as cigarettes, cigars, smokeless tobacco, pipes and hookahs—and also living free from secondhand smoke exposure.

ACTIONS: THE FEDERAL GOVERNMENT WILL

- ▶ Support states, tribes and communities to implement tobacco control interventions and policies.
- ▶ Promote comprehensive tobacco free work site, campus, and conference/meeting policies.
- ▶ Promote utilization of smoking cessation benefits by Federal employees, Medicare and Medicaid beneficiaries, and active duty and military retirees.
- ▶ Make cessation services more accessible and available by implementing applicable provisions of the Affordable Care Act, including in government health care delivery sites.
- ▶ Implement the warnings mandated to appear on cigarette packages and in cigarette advertisements to include new textual warning statements and color graphics depicting the negative health consequences of tobacco use, as required by the Tobacco Control Act.
- ▶ Research tobacco use and the effectiveness of tobacco control interventions.
- ▶ Encourage clinicians and health care facilities to record smoking status (for patients age 13 or older) and to report on the core clinical quality measure for smoking cessation counseling, in accordance with the Medicare and Medicaid Electronic Health Records Incentive Program.

RECOMMENDATIONS

1. Support comprehensive tobacco free and other evidence-based tobacco control policies.
2. Support full implementation of the 2009 Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act).
3. Expand use of tobacco cessation services.
4. Use media to educate and encourage people to live tobacco free.

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ACTIONS: PARTNERS CAN

Individuals and Families

- ▶ Quit using tobacco products and ask their health care provider or call 1-800-QUIT-NOW for cessation support.
- ▶ Teach children about the health risks of smoking.
- ▶ Make homes smoke free to protect themselves and family members from secondhand smoke.
- ▶ Refrain from supplying underage youth with tobacco products.

Community, Non-Profit, and Faith-Based Organizations

- ▶ Work with local policy makers to implement comprehensive tobacco prevention and control programs.
- ▶ Implement sustained and effective media campaigns, including raising awareness of tobacco cessation resources.

Early Learning Centers, Schools, Colleges, and Universities

- ▶ Promote tobacco free environments.
- ▶ Restrict the marketing and promotion of tobacco products to children and youth.

Health Care Systems, Insurers, and Clinicians

- ▶ Implement evidence-based recommendations for tobacco use treatment and provide information to their patients on the health effects of tobacco use and secondhand smoke exposure.
- ▶ Implement provider reminder systems for tobacco use treatment (e.g., vital signs stamps, and electronic medical record clinical reminders).
- ▶ Reduce or eliminate patient out-of-pocket costs for cessation therapies.

Businesses and Employers

- ▶ Provide employees and their dependents with access to free or reduced-cost cessation supports and encourage utilization of these services.
- ▶ Provide evidence-based incentives to increase tobacco cessation, consistent with existing law.
- ▶ Comply with restrictions on the sale, distribution, advertising, and promotion of tobacco products, including those set forth in the Tobacco Control Act.
- ▶ Make work sites (including conferences and meetings) tobacco free and support smoke free policies in their communities.
- ▶ Provide smoke free commercial or residential property.

State, Tribal, Local, and Territorial Governments

- ▶ Implement and sustain comprehensive tobacco prevention and control programs, including comprehensive tobacco free and smoke free policies and paid media advertising.
- ▶ Work with the FDA to enforce the provisions set forth in the Tobacco Control Act.
- ▶ Implement and enforce policies and programs to reduce youth access to tobacco products (e.g., Synar program).
- ▶ Balance traditional beliefs and ceremonial use of tobacco with the need to protect people from secondhand smoke exposure.

 More information can be found at:

Website:

www.surgeongeneral.gov/nationalpreventioncouncil

Email:

prevention.council@hhs.gov

Twitter:

#NPSAction

Healthy & Safe
Community
Environments



Clinical &
Community
Preventive Services



Elimination
of Health
Disparities

