

Tobacco Cessation Message Map

Question: Why is smoking cessation important to the success of Million Hearts®, and what can be done about it?		
Audience: Partners and Stakeholders of Federal Agencies		
Key Message 1: Smokers are more likely than nonsmokers to develop heart disease, stroke, and lung cancer.	Key Message 2: Health care providers have a vital role to play in helping smokers quit.	Key Message 3: Tobacco dependence often requires repeated interventions and multiple quit attempts.
1-1: Smoking and secondhand smoke exposure have immediate effects on the cardiovascular system and can cause coronary heart disease and stroke.	2-1: Make sure every patient who uses tobacco is identified, advised to quit, and offered evidence-based treatments including individual, group and telephone counseling and the seven FDA-approved cessation medications.	3-1: About 70 percent of smokers want to quit smoking and 52% try to quit each year; quitting completely at any age has health benefits.
1-2: You don't have to be a heavy smoker or a long-time smoker to get a smoking-related disease or have a heart attack or stroke triggered by tobacco smoke.	2-2: The "5 A's" of treating tobacco dependence (Ask, Advise, Assess, Assist, and Arrange follow-up) is a useful way to organize a team to deliver that treatment.	3-2: Population-based strategies including increasing the price of tobacco products, hard-hitting media campaigns and smoke-free policies increase tobacco users' motivation to quit and successful cessation.
1-3: Smoking causes dangerous plaque buildup that can clog and narrow your arteries. This can block blood flow and lead to heart attack, stroke, or sudden death.	2-3: Cessation services covered by ACA include cessation counseling as well as FDA approved over the counter and prescription drugs. Patients can also be referred to free quit line counseling through 1-800-QUIT-NOW, text-messaging interventions at www.smokefree.gov .	3-3: Health care systems, insurers, and purchasers can support clinicians by providing barrier-free coverage for cessation treatments and using electronic health records and provider reminder systems that facilitate screening and intervention for tobacco use.

• **Select Tobacco Cessation Resources:**

- http://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/pdfs/what-you-need-to-know.pdf
- http://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/index.htm
- http://www.aafp.org/dam/AAFP/documents/patient_care/tobacco/practice-manual.pdf
- <http://www.ahrq.gov/legacy/clinic/tobacco/tobaqrg.htm#chronic>:
- www.thecommunityguide.org/tobacco
- <http://smokefree.gov/talk-to-an-expert>