

PUBLIC POLICY & CANCER CONTROL: SPRING 2017

The Kentucky Cancer Consortium wholeheartedly supports efforts to increase comprehensive tobacco cessation treatment coverage for smokers statewide.



The Numbers Don't Lie: Kentucky Cannot Afford to Keep Smoking



9 THOUSAND smoking related deaths per year in Kentucky

\$1.92 BILLION in smoking related health expenditures

\$598 MILLION in smoking related Medicaid costs

26 PERCENT of Kentuckians smoke

About 70% of smokers want to quit smoking -- but less than 10% succeed, in part because **less than one-third of smokers who try to quit use proven cessation treatments.**

So how can we help Kentuckians quit smoking?

Counseling



AND



FDA-approved
Medication

By providing coverage for comprehensive tobacco treatment, we **increase the use of proven quit methods, increase quit rates, and save money.** Tobacco treatment is one of the most cost-effective preventive services with as much as a **\$2 - \$3 return on every dollar invested.**

The Kentucky Cancer Consortium is the state's cancer coalition made up of over 70 organizations and houses the Commonwealth's Cancer Action Plan. Goal #1 in the Kentucky Cancer Action Plan is to reduce the incidence and mortality rates of tobacco-related cancers in all populations, with a targeted objective of reducing the percentage of adults over 18 who are smokers from 28.3% to 17% by 2020.

Evidence shows¹ that coverage of comprehensive tobacco cessation treatment increases the use of proven quit methods, increase quit rates, and saves money.



1. Fiore MC, Jaen CR, Baker TB, et al. Treating Tobacco Use and Dependence:2008 Update Clinical Practice Guideline. Rockville, MD: Centers for Disease Control and Prevention, US Department of Health and Human Services; 2008. <http://www.ahrq.gov/professionals/clinicians-providers/guidelines-recommendations/tobacco/index.html>.