

United States Senate

WASHINGTON, DC 20510

May 28, 2015

Dear Colleague:

The Centers for Disease Control and Prevention has used the Prevention and Public Health Fund to launch the first federally funded nationwide media campaign aimed at encouraging smokers to quit. The Tips from Former Smokers (*Tips*) campaign features former smokers discussing the harsh reality of living with a tobacco-caused disease. By highlighting the diseases and disabilities caused by smoking, the media campaign motivates smokers to try to quit and helps counter the \$9.6 billion the tobacco industry spends each year promoting their products. The ads also provide information on how smokers can get the help they need to help overcome their addiction to nicotine.

The success of the *Tips* media campaign has exceeded expectations. An evaluation published in the peer-reviewed medical journal *The Lancet* found that, as a result of the first 12-week media campaign in 2012, 1.6 million smokers tried to quit and more than 100,000 likely quit smoking permanently. Another evaluation, published in the American Journal of Preventive Medicine, found that the 2012 *Tips* campaign cost only \$393 for each year of life it saved, which is considered a highly cost-effective public health intervention.

The *Tips* media campaign is an example of how investing in prevention can reduce disease and save lives. Despite reductions in smoking rates over the past 50 years, tobacco use remains the leading preventable cause of death in the United States. About one in five deaths in the U.S. each year are attributed to tobacco use, and more than 16 million Americans are currently living with a tobacco-caused disease. Tobacco use is also responsible for \$170 billion in health care costs each year. More than 60 percent of these health care costs are paid by government programs, such as Medicare and Medicaid.

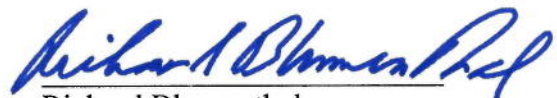
America spends billions annually to treat chronic diseases such as diabetes, lung disease, heart disease and stroke, and without a sustained commitment to reversing that trend, those numbers will only increase. The federal Prevention and Public Health Fund invests in wellness and prevention programs to help people stay healthy and reduce health costs for families and businesses alike.

For America to be economically competitive in the 21st century, we need a healthy and productive workforce, and we can only achieve that by doing more to emphasize prevention and wellness. The Prevention Fund is moving us toward that goal.

Sincerely,



Richard J. Durbin
United States Senator



Richard Blumenthal
United States Senator

Edward J. Markey

Edward J. Markey
United States Senator

Barbara Boxer

Barbara Boxer
United States Senator

Sherrod Brown

Sherrod Brown
United States Senator

Chris Coons

Christopher A. Coons
United States Senator

Al Franken

Al Franken
United States Senator

Jack Reed

Jack Reed
United States Senator

Patty Murray

Patty Murray
United States Senator

Tom Udall

Tom Udall
United States Senator