

During a nine week phase of the Tips campaign in 2014, 1.8 million Americans were motivated to make a quit attempt and 104,000 smokers quit. The campaign is highly cost-effective with a cost of just \$393 per year of life saved, far below the \$50,000 that is an accepted benchmark for cost-effective public health programs. The media campaign continues to generate substantial increases in call volumes to the national quitline number and visits to the associated website. The House's proposed funding cut would make it virtually impossible for CDC to continue this vital campaign.

OSH also provides funding to states for quitlines, which provide telephone-based counseling to help tobacco users quit and, in some states, provide tobacco cessation medications. Quitlines greatly increase the chances that a smoker will quit successfully. OSH provides funding and technical assistance to health departments in all states to help maintain and enhance tobacco prevention and cessation programs at the state and community level. OSH also conducts critical research about the prevalence of tobacco use and alerts policy makers about trends in tobacco use such as the recent dramatic increase in e-cigarette use among adolescents.

Investing in effective tobacco prevention and cessation programs saves lives and reduces health costs from treating tobacco-related diseases. Cuts to OSH funding would lead to more young people using tobacco products, fewer adult tobacco users quitting, more people with tobacco-caused diseases, more premature deaths, and higher future health care costs for treating tobacco-caused disease. As you advance appropriations legislation for FY 2017, we respectfully request that you restore funding for CDC's Office on Smoking and Health to a minimum of its current \$210 million funding level so it can continue its important tobacco prevention and cessation work.

Sincerely,

Academy of General Dentistry  
Action on Smoking & Health  
Altarum Institute Center for Prevention  
American Academy of Family Physicians  
American Academy of Oral and Maxillofacial Pathology  
American Academy of Otolaryngology—Head and Neck Surgery  
American Academy of Pediatrics  
American Association for Cancer Research  
American Association for Dental Research  
American Association for Respiratory Care  
American Cancer Society Cancer Action Network  
American College of Cardiology  
American College of Occupational and Environmental Medicine  
American College of Physicians  
American College of Preventive Medicine  
American Congress of Obstetricians and Gynecologists