

There Are No Butts About it

Smoking Cessation Benefits Everyone

There's no debating California has made great strides in reducing smoking rates. But the fact remains smoking in California still adds up to \$8.6 billion in health expenses that cost us all.



That's why Californians are rallying around a cost-saving idea - helping smokers quit. It's simple. When health plans cover proven treatment, smokers are four times more likely to quit, and that benefits everyone.

Join the movement.

Encourage health plans to cover smoking treatment in standard benefits.

www.cessationbenefitseveryone.org

The California Tobacco Control Alliance Thanks The Following Endorsing Organizations For Doing Their Part

American Cancer Society, California Division, Inc.
American Heart Association, Western States Affiliate
American Lung Association of California
Asian and Pacific Islander American Health Forum
Association of Northern California Oncologists
California Academy of Physician Assistants
California Association for Nurse Practitioners
California Department of Education,
Safe and Healthy Kids Program Office
California LGBT Tobacco Education Partnership
California Medical Association

California Smokers' Helpline
California Thoracic Society
Campaign for Tobacco Free Kids
Center for Behavioral Epidemiology and Community Health
Center for Health & Public Policy, School of Public
Health, University of California Berkeley
Coalition of Lavender Americans on Smoking & Health
Folsom Quick Smog
Girls After School Academy
Integrating Medicine and Public Health Program
Medical Oncology Association of Southern California

San Francisco African American Tobacco
Free Project/Polaris
San Francisco Tobacco Free Coalition
San Luis Obispo Tobacco Control Coalition
Sunset Russian Tobacco Education Project
Thunder Road Adolescent Treatment Centers
Tobacco Education Research Oversight Committee
Tobacco Litigation and Enforcement Section,
Office of the Attorney General of California
USC/IPR Hispanic/Latino Tobacco Education Network
And the more than 430 individuals



A project of the
California Tobacco
Control Alliance