



Tobacco Team Call to Action

It has been 41 years since the first Surgeon General's report on smoking. Yet, smoking remains the single leading cause of avoidable death and disability in the U.S. Smoking costs about 440,000 early deaths and \$157 billion in health-related economic loss annually. Will smoking STILL BE the single most cause of pre-mature death 40 years from today? The answer is a definitive NO if you and your organization take a leadership role in supporting evidence-based tobacco use reduction initiatives. Please check one or more areas where you are willing to take action and tell us what you will do and in what states or region. A Tobacco Team Member will follow up to help facilitate your support.

- YES, I will take action to reduce or eliminate the negative influence tobacco has on the quality of life and health of Americans
- NO, I am not interested or able to take action to improve lives and reduce the disease burden caused by tobacco
- NOT SURE. Please have a C-Change Tobacco Team Member contact me to discuss further

Tobacco Issue	I agree to take action	Specifically, I will...	State(s)/Region(s) I am able to assist	Contact Person in my organization
Increasing Smoke-Free Air Laws <ul style="list-style-type: none"> Protects workers and the public Reduces risks for lung cancer, heart disease and respiratory illness Good for business Good for kids 	<i>Sample response</i> <i>X</i>	<i>Support state coalition legislative action; Talk to legislators, Adopt and publicize C-Change smoke-free city policy in my organization</i>	<i>Texas & Georgia</i>	<i>J. Doe, 555-123-4567 jdoe@my.org.org</i>
Increasing tobacco taxes <ul style="list-style-type: none"> Improves health by reducing smoking and saving lives (especially kids) Raises revenues and reduces healthcare costs Strong public support 				
Protecting or Increasing State funding of Tobacco Prevention Programs <ul style="list-style-type: none"> States have cut funding by 28% in past 3 years Tobacco Companies spend \$23 to market products for every \$1 States spend on tobacco prevention FY 2005 State tobacco revenues \$20 billion; Actual State spending on tobacco prevention \$538 million; CDC recommends a minimum of \$1.6 billion in State spending for tobacco prevention 				
Regulation of tobacco products by the FDA <ul style="list-style-type: none"> Effective regulation includes the manufacture, sales and marketing Protects health and safety of all exposed to product; especially kids 				
CEO Cancer Gold Standard <ul style="list-style-type: none"> Standard of excellence that has the potential to increase access to cancer prevention, detection and therapeutic treatments through employer benefit plans Standards focus on tobacco use, diet/nutrition, physical activity, screening/early detection, access to quality treatment and clinical trials 				

Name _____

Organization _____

Email _____

Phone _____

Signature _____

Date _____