About 34 million U.S. adults currently smoke cigarettes.

- Smoking is the leading cause of preventable disease and death in the United States
- 480,000 Americans die from smoking each year, accounting for nearly 1 in 5 deaths
- 16 million Americans live with a smoking-related disease
- Smoking-related disease and death cost the United States over $300 billion each year

EVIDENCE-BASED TREATMENTS WORK.

- Nearly 70% of adults who smoke say they want to quit
- Each year, over 50% of adults who smoke try to quit
- 3 in 5 adults who ever smoked have quit

EVIDENCE-BASED TREATMENTS ARE UNDERUSED.

- Fewer than 1 in 3 adults who try to quit smoking use proven cessation treatments

Research is uncertain on whether e-cigarettes, in general, increase smoking cessation.

- Some research suggests that using e-cigarettes containing nicotine is associated with greater smoking cessation compared to e-cigarettes that don’t contain nicotine, and some research suggests that more frequent use of e-cigarettes is associated with greater smoking cessation than less frequent use.

The FDA has not approved e-cigarettes as a quit smoking aid, and more research is needed on whether e-cigarettes are effective for quitting smoking and to better understand the health effects of e-cigarettes.

- E-cigarettes are not safe for youth, young adults, pregnant women, as well as adults who do not currently use tobacco products.
- In order for adult smokers to achieve any meaningful health benefits from e-cigarettes, they would need to fully switch to e-cigarettes and stop smoking cigarettes completely.
- Among those who have switched completely, the ultimate goal should be to also stop using e-cigarettes completely to achieve the maximum health benefit.

Coordinated action is needed at the clinical, system, and population levels to:

- Increase treatment delivery by integrating cessation interventions into routine healthcare
- Improve treatment access through comprehensive, barrier-free, and widely promoted insurance coverage of smoking cessation treatments
- Create environments that encourage people to quit smoking and make quitting easier by:
  - Raising the price of cigarettes
  - Implementing hard-hitting mass media campaigns
  - Implementing smoke-free policies
  - Requiring pictorial health warnings
  - Maintaining statewide comprehensive tobacco control programs

3 FORMS OF COUNSELING

- Individual
- Group
- Telephone

Using combinations of NRT, such as long-acting NRT (patch) with short-acting NRT (gum or lozenge), can further increase the likelihood of quitting

Text messaging and web-based cessation interventions can help people successfully quit smoking

E-CIGARETTES ARE A CHANGING GROUP OF PRODUCTS AND FURTHER RESEARCH IS NEEDED ON THEIR POTENTIAL EFFECTIVENESS FOR SMOKING CESSATION.

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