



Dear Health Care Leader,

You're invited to join the Tennessee Department of Health and partners across the state in celebrating the fifth annual *Tennessee Quit Week* February 21-26, 2021. This year's theme is **"Surviving....2021 Tobacco-Free"**. The goal is to inspire Tennesseans to live healthier lives by taking advantage of the state's free resource, the Tennessee Tobacco QuitLine, to quit using tobacco products.

Although rates of tobacco use have generally decreased in recent years, this trend is slowing. Tobacco use remains the single largest cause of preventable death and disease in the United States, yet, one in five Tennesseans continues to smoke. In Tennessee alone each year, smoking causes:

- 11,400 deaths of adults due to their own smoking (31 people each day) and thousands more live with diseases caused by smoking
- Approximately \$2.67 billion in annual health care costs (directly caused by smoking); and
- About \$823.6 million in Medicaid costs.

As a health care leader, you have a great opportunity to reach patients with the important message of quitting tobacco. At least 70 percent of people who smoke see a physician each year, and research shows that patients expect their health care provider to address tobacco use.

Tennesseans who are ready to quit can receive free coaching and nicotine replacement patches (if eligible) through the Tennessee Tobacco QuitLine. These effective services can double a tobacco user's chance of quitting successfully. About 30 percent of Tennessee Tobacco QuitLine participants are successful in staying tobacco-free after seven months. Providers can refer patients directly through the fax referral form or sign up for the electronic referral portal at www.tnquitline.com.

Find resources and learn how you can be part of Tennessee Quit Week 2020 at www.tn.gov/health/health-program-areas/tennessee-tobacco-program/ttp/tennessee-quit-week.html. We look forward to partnering with you to create a tobacco-free Tennessee!

Respectfully,

[Health Care Group Representative]

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