



December 15, 2006

Dear Colleague:

The Campaign for Tobacco Free Kids is pleased to share with you the following documents, a *Model Tobacco Use Treatment Benefit* and *Key Elements of a Tobacco Use Treatment Benefit*. These documents are a response to several key developments, including:

1. The overwhelming evidence that tobacco use treatment services, such as FDA-approved medications for quitting smoking and behavioral counseling programs, are among the top three most clinically effective, cost effective and cost saving preventive services available to consumers, providers, and purchasers of health care.
2. The recognition by many government and private purchasers and providers of health care that tobacco use and its related death and disease are a major contributor to the costs of health care in the United States.
3. The adoption of proven tobacco control policies, such as increases in the price of tobacco products and comprehensive smokefree laws and policies, that are making it more difficult for tobacco users, particularly smokers, to continue using tobacco and this has provided an important window of opportunity to help tobacco users quit with services we know work.
4. There has been no consensus on what constitutes a "model" or "comprehensive" tobacco use treatment benefit. While many documents make reference to certain aspects of what needs to be in a benefit, most have either been far too brief or far too detailed to be of any practical use. These two documents change that fact – they represent the closest we have come to a national consensus on what a comprehensive treatment benefit ought to include and they are presented in a straightforward manner that is geared to practical issues facing consumers, providers and administrators of health benefits.

The *Key Elements* document is an excellent tool for helping guide internal decision-making about what ought to be included in a comprehensive treatment benefit while the *Model Treatment* document provides the actual language for the benefit (and with only slight modifications it can be easily translated into legislative text or into an internal decision memo for private health plans or purchasers of health care). We believe these documents are very timely and will be in high demand. We would like to request that you help us in disseminating these materials to a broader audience by sharing them within your respective organizations, professional networks and societies, at conferences and meetings, in e-newsletters and listservs.

If you have any questions about these materials or would like more information on how to use these documents to implement a comprehensive tobacco use treatment benefit, please contact Matt Barry, Director of Policy Research, at (202) 296-5469 or [mbarry@tobaccofreekids.org](mailto:mbarry@tobaccofreekids.org).