

December 10, 2009

Elle Ellen Campbell, PhD
Florida A & M University
College of Pharmacy and Pharmaceutical Sciences
Dyson Building Room 200E
1415 S. Martin Luther King Blvd
Tallahassee, FL 32307

Dear Ellen Campbell PhD,:

Several months ago The Florida Smoking Cessation Partnership, a joint project of our organizations that advocates for best practices in smoking cessation assistance for smokers who wish to quit, sent a letter regarding the importance of making available all FDA approved pharmaceutical treatments in accordance with the CDC recommendations.

We wanted share with you the recent research showing dramatic results that the State of Massachusetts observed from providing barrier-free smoking cessation benefits through Medicaid. By providing a comprehensive smoking cessation benefit to all MassHealth subscribers, Massachusetts not only saw drastic decreases in smoking rates (10 percent a year) but a drop in heart attack hospitalizations, fewer emergency department visits for asthma and fewer claims for adverse maternal birth complications. We expect Florida would benefit from similar findings.

There are 2,506,700 adult smokers in Florida. Almost half of these smokers' report they've tried to quit in the past year, and nearly 60 percent say they plan to quit smoking within the next six months, according to the Florida Adult Tobacco Survey. But quitting can be a very difficult process, often requiring multiple attempts.

Only three to five percent of smokers are able to quit smoking on their own without counseling or treatment. That is why it is so important smokers who want to quit are provided with comprehensive smoking cessation benefits as outlined by the U.S. Centers for Disease Control and Prevention (CDC).

The best practices recommended by the CDC for treating tobacco addiction:

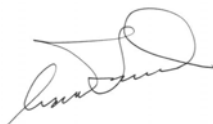
- Smoking cessation benefits should include at least four 30-minute counseling sessions
- Coverage provided for all FDA-approved prescription and over-the-counter smoking cessation treatments
- Counseling and medication should be provided for at least two smoking cessation attempts per year – all with low or no co-pays or deductibles.

We hope this new information regarding the benefit of providing all FDA approved pharmaceutical treatments was helpful. We welcome the opportunity to discuss this matter in further detail. Of course, please see each of our organization and the Partnership as a whole as a resource should you need additional information.

Sincerely,



Brenda Olsen
Chief Operating Officer



Tad Fisher
Executive Vice President



Stephen R. Winn
Executive Director



CC: P & T Committee Members, Thomas W. Arnold, Anne C. Wells, PharmD, MS