ACCESS INITIATIVE FOR QUITTING TOBACCO

1.3 billion tobacco users worldwide, 60% want to quit
COVID-19 puts them at high risk of respiratory complications
only 30% have access to quality cessation services

Smokers who have access to proven cessation medications and professional support are twice as likely to quit.

What will the initiative do?

- Promote public/private partnerships to secure funding and tech assistance
- Increase supply of cessation services and product
- Ensure sustainable financing for cessation
- Encourage innovation and faster product development
- Promote adherence and uptake of quality nicotine replacement therapy
- Promote digital cessation services and eHealth platforms
- Advocate and communicate to increase demand
- Increase access to comprehensive and integrated cessation support

What will the initiative achieve?

- Respond to country demand
- Support smokers during and after COVID-19
- Decrease pressure on hospitals
- Reduce socioeconomic burden of NCDs
- Help countries reach their health and development goals