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March 14, 2016

The Honorable [FIRST NAME][LAST NAME]  
Committee on Energy and Commerce  
U.S. House of Representatives  
Washington, DC 20515

Dear Representative [LAST NAME]:

We are writing to urge you to oppose H.R. 4725, the Common Sense Savings Act of 2016, which the House Energy and Commerce Committee will consider this week. H.R. 4725 would repeal the Prevention and Public Health Fund and rescind unobligated funds, which would seriously erode efforts to prevent costly chronic diseases, including those caused by tobacco use. Only by investing in prevention can the nation reduce the burden that preventable diseases are placing on our families, health care system, and government budgets.

Tobacco use remains the leading preventable cause of death and disease in the United States. More than 480,000 Americans die of tobacco use each year, and more than 16 million Americans are currently living with a tobacco-caused disease. Tobacco use not only harms the nation's health but also is responsible for approximately \$170 billion in health care costs each year. Nearly 60 percent of these health care costs are paid by government programs, such as Medicare and Medicaid.

The Prevention and Public Health Fund has enabled the federal government to increase its investment in evidence-based strategies to reduce tobacco use. The Centers for Disease Control and Prevention (CDC) has used the Prevention and Public Health Fund to launch the federal government's first paid nationwide media campaign aimed at encouraging smokers to quit. This media campaign, *Tips from Former Smokers (Tips)*, has proven to be successful and cost effective. The first 12-week media campaign in 2012 motivated 1.6 million smokers to make a quit attempt, and more than 100,000 likely quit smoking permanently. The 2012 media campaign cost only \$393 for each year of life saved.

By investing in prevention, we can head off problems before they become costly, debilitating diseases. Repealing the Prevention and Public Health Fund would set back efforts to prevent cancer, heart disease, and serious respiratory disease. We urge you to oppose H.R. 4725.

Sincerely,

A handwritten signature in black ink that reads "Matthew L. Myers".

Matthew L. Myers  
President  
Campaign for Tobacco Free Kids

WWW.TOBACCOFREEKIDS.ORG