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## **New Surgeon General's Report Offers Much-Needed Vision for Eliminating Tobacco-Related Health Disparities**

*Statement from Kathy Crosby, Truth Initiative CEO and President*

**WASHINGTON, D.C. (November 19, 2024)** – While the nation has made significant progress in driving down tobacco use over the past several decades, a new [Surgeon General's report](#) on tobacco-related health disparities offers a much-needed vision for eliminating these systemic inequities and ending the harmful and disproportionate impact of nicotine addiction across the U.S.

Importantly, the report highlights the critical role of evidence-based cessation tools, such as Truth Initiative's market-leading, proven-effective quit program. Since 2008, we've partnered with the Mayo Clinic on our innovative EX<sup>®</sup> Program, which provides free evidence-based quitting approaches, a customized quit plan, interactive tools and guides, and the most established online quit community. To date, we have helped millions of people develop the skills and confidence to successfully quit. Research has shown that EX<sup>®</sup> Program can increase odds of quitting by up to 40% – empowering quitting for all. In addition, EX<sup>®</sup> Program Enterprise delivers a proven-effective, customizable, and HIPAA-compliant cessation solution for employers, health plans, and public health entities.

The Surgeon General's report mirrors similar Truth Initiative research on [geographic smoking disparities across the U.S.](#), delving into the historical roots of tobacco-related health disparities. Notably, the report released today examines how these inequities have contributed to disproportionate tobacco use prevalence and negative health outcomes across a wide swath of factors including income, education, race and ethnicity, sexual orientation and gender identity, mental health status, occupation, and geography. The report also looks at the role of flavored tobacco products, particularly menthol, exploring the chemosensory triggers of these youth-appealing products and their impact on tobacco use behaviors, shining a science-based light on how these products are driving nicotine use in young people today.

Tobacco-related health disparities are a persistent yet solvable problem, and the remarkable progress made in eliminating these inequities shows that we are on the right path. Our work is far from over, but together, we can work toward a future free from lifelong nicotine addiction. Tools like EX<sup>®</sup> Program, designed to meet people where they are with personalized support and evidence-based



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guidance, are key to empowering individuals and communities to overcome addiction and build healthier lives. By addressing disparities and expanding access to these crucial resources, we can ensure that no one is left behind.

### **About Truth Initiative®**

Truth Initiative is a national nonprofit public health organization committed to a future free from lifelong addiction, fostering healthier lives and a more resilient nation. Our mission is to prevent youth and young adult nicotine addiction and empower quitting for all. Through our evidence-based, market-leading cessation EX Program and the nationally recognized **truth**® public education campaign, we are leading the fight against youth and young adult tobacco use, which threatens to put a new generation at risk of nicotine addiction. Our rigorous scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco, and innovation in tobacco dependence treatment continue to contribute to ending one of the most critical public health battles of our time. Based in Washington, D.C., our organization was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories, and the tobacco industry. To learn more, visit [truthinitiative.org](https://truthinitiative.org).

### **About truth®**

**truth** is the longest-running proven effective national tobacco prevention campaign for youth and young adults. The campaign delivers the facts about tobacco use and the marketing tactics of the tobacco industry so that young people can make informed choices and influence others to do the same. We are credited with preventing millions of young people from becoming smokers and are committed to achieving the same results with the youth e-cigarette crisis. As part of this effort, our first-of-its-kind, text message quit vaping program for teens and young adults This is Quitting® has enrolled more than 800,000 young people nationwide since its launch in 2019. **truth** is part of Truth Initiative®, a national public health organization dedicated to achieving a culture where young people reject smoking and vaping, and anyone can quit. Learn more about **truth** and the organization behind it at [thetruth.com](https://thetruth.com) and [truthinitiative.org](https://truthinitiative.org).

### **About EX Program®**

EX Program is the only quit-tobacco program that combines the scientific leadership in digital tobacco solutions from Truth Initiative with a proven treatment model from Mayo Clinic. The program provides the personalized support that tobacco users need for the behavioral, social, and physical aspects



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of addiction. EX<sup>®</sup> Program includes a personalized quit plan with interactive exercises; live chat coaching with experts; the longest-running and most established quit community; interactive text messaging tailored to the participant; and quit medication delivered to the participant's home. Clients receive real-time reporting through an interactive dashboard, customized promotional materials, a dedicated client success manager, and more. Visit [theexprogram.com](https://theexprogram.com) for details.

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