

Tobacco use continues to be the leading cause of preventable death, contributing to over 11,000 deaths in Indiana every year.

We need your help.

August 1, 2025

Dear CareSource Provider:

The American Cancer Society, CareSource, Quit Now Indiana, and multiple community organizations are working to reduce the cancer burden in Indiana through tobacco prevention and cessation.

This initiative focuses on reducing the use of tobacco and increasing utilization of tobacco cessation services throughout the state. Tobacco use remains the leading preventable cause of death in Indiana, taking the lives of 11,100 residents each year. People who smoke are more likely to develop lung disease. Cigarette smoking increases the risk of at least 12 cancers, including lung cancer. Smoking causes about 80% of new lung cancer cases and is responsible for 80% of deaths from lung cancer. Smokeless tobacco can cause oral, esophageal, and pancreatic cancers and is not a safe alternative to cigarettes. Smoking cessation reduces the risk of developing all 12 cancers caused by smoking.

Indiana's smoking rate is higher than the nation's average. More than 14% of adults smoke and many of them want to quit. Tobacco use is also prevalent among our youth. Almost 2% of Indiana high school students smoke and 9.2% of them use e-cigarettes.

That is why we need your help. As a provider, you are empowered to ask patients about history and current tobacco use, advise them to quit, refer patients to the quit line, and follow up at the next visit. Quit Now Indiana utilizes evidence-based strategies to help people quit.

According to Quit Now Indiana, when a patient's physician advises patients to quit, just one time, it helps to double the patient's chance for success. Quit Now Indiana is free to participants and is easily accessed by dialing 1-800-QuitNow. Quit Now Indiana offers support to help people quit.

With your continued participation in this initiative, we can reduce the burden of tobacco use in Indiana. Thank you for your time and attention.

Respectfully,

Beena M. Joseph, MD, FAAP

VP/Indiana Market Chief Medical Officer





References

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