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Senate Committee on Consumer Protection  
Senator Roz Baker, Chair  
Senator Brickwood Galuteria, Vice Chair

Decision Making: February 26, 2013; 10:15 a.m.

**SB 654 – Relating to Health Insurance**

Cory Chun, Government Relations Director – Hawaii Pacific  
American Cancer Society Cancer Action Network

Thank you for the opportunity to provide testimony in support of SB 654, which requires health insurers to provide information and provide coverage for tobacco cessation services.

The American Cancer Society Cancer Action Network (ACS CAN), the advocacy affiliate of the American Cancer Society, is the nation's leading cancer advocacy organization. ACS CAN works with federal, state, and local government bodies to support evidence-based policy and legislative solutions designed to eliminate cancer as a major health problem.

Tobacco use remains the number one source of preventable morbidity and mortality in the United States. Only about 4% to 7% of people are able to quit smoking on any given attempt without medicines or other help. Smoking cessation counseling and medicines are proven to help and improve quit rates.

This measure would enhance any tobacco cessation services that may already be provided by health insurers. Thank you for the opportunity to provide testimony on this issue.