

Media Contact: Debra Kelley - 619-972-5008 / Debra.Kelley@lung.org

American Lung Association in California – San Diego and CVS Health Join Forces to Reduce Smoking in San Diego County’s Vulnerable Populations via *Live Well San Diego* Partnership

Pilot project to address high rate of tobacco addiction in County’s behavioral health community

(San Diego, CA, November 20, 2014) —San Diego County *Live Well San Diego* officials today announced a partnership with The American Lung Association in California – San Diego and CVS Health to provide tobacco cessation and prevention services to San Diego’s behavior health community. The partnership includes a \$75,000 commitment from CVS Health to the American Lung Association in California for services provided to County residents.

According to the Centers for Disease Control and Prevention, persons with mental illness or substance abuse problems smoke 40% of all cigarettes produced in the United States. Today, 1 in 3 adults with mental illness (36%) smoke tobacco products compared with 1 in 5 with no mental illness (21%).

In addition to \$45,000 in funding for the program from CVS Health, the company will provide \$30,000 in free nicotine replacement therapy to numerous San Diego County mental health and alcohol/drug treatment clients most desperately in need. The program also offers tobacco cessation training to 50 behavioral health and alcohol/drug treatment agents and will provide carbon monoxide monitors to assess client’s progress.

“San Diego County is proud to welcome The American Lung Association in California – San Diego and CVS Health as partners of the highly successful *Live Well San Diego* program,” said Supervisor Dave Roberts. “The Lung Association is widely recognized as our country’s most respected experts in educating the public to the dangers of smoking and helping smokers quit for good. With the strong support of CVS Health, the wellbeing of San Diego County’s most vulnerable residents will benefit greatly from our combined smoking cessation efforts.”

In San Diego County, more than 53,000 individuals receive mental health or alcohol and drug (ADS) treatment services in County-funded programs. It is estimated that 50% of mental health clients and 72% of ADS clients are active tobacco users at intake. Of the nearly 30,000 clients who smoke, it is estimated that more than half are not covered by health insurance and could benefit from access to the nicotine replacement therapies that this partnership would provide.

“The American Lung Association in California is proud to partner with San Diego County’s successful *Live Well San Diego* program to provide much needed tobacco cessation education and services throughout our area,” said Joe Kellejian, member, American Lung Association in California – San Diego Leadership Board and former Mayor of Solana Beach. “With the generous support of CVS Health, this program will address an urgent need in San Diego’s behavioral health community and benefit all County residents.”

“Our purpose is helping people on their path to better health,” said Doug Palmieri, Region Manager for CVS/pharmacy in California. “We are committed to helping people lead tobacco-free lives by supporting much needed programs like those being offered by the American Lung Association in

California and *Live Well San Diego* and we look forward to working with them to help those who need it most.”

About *Live Well San Diego*

Live Well San Diego is an initiative of the County of San Diego to improve health, safety and well-being for all residents. It represents a shared vision that can only be accomplished through collaboration with partners in every sector. This vision also calls on every resident to take action to improve their own health, safety and well-being, as well as that of their families and neighbors. These efforts are driven by the 3-4-50 concept, which is defined as three behaviors (poor diet, physical inactivity, and tobacco use) contributing to four chronic diseases (cancer, heart disease and stroke, type 2 diabetes, and pulmonary diseases such as asthma) that cause over 50% of all deaths in the nation. In 2011, chronic diseases in San Diego County accounted for 54% of all deaths.

About the American Lung Association

Now in its second century, the American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease. With your generous support, the American Lung Association is “Fighting for Air” through research, education and advocacy. For more information about the American Lung Association, a holder of the Better Business Bureau Wise Giving Guide Seal, or to support the work it does, call 1-800-LUNG-USA (1-800-586-4872) or visit www.lung.org.

About CVS Health

CVS Health (NYSE: CVS) is a pharmacy innovation company helping people on their path to better health. Through our 7,800 retail pharmacies, more than 900 walk-in medical clinics, a leading pharmacy benefits manager with nearly 65 million plan members, and expanding specialty pharmacy services, we enable people, businesses and communities to manage health in more affordable, effective ways. This unique integrated model increases access to quality care, delivers better health outcomes and lowers overall health care costs. Find more information about how CVS Health is shaping the future of health at www.cvshealth.com.

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