

**Helping Benefit Oregon Smokers
Letter of endorsement template**

We are providing this template to use for a letter of endorsement for the Helping Benefit Oregon Smokers benefit design recommendations. Please fill in your organization's information and print on your organization's letterhead. The original can be mailed, faxed or emailed to:

*Wendy Bjornson, MPH
Director, Helping Benefit Oregon Smokers
OHSU Smoking Cessation Center
Oregon Health & Science University
3181 SW Sam Jackson Park Rd. CR115
Portland, OR 97239*

Date

As a reflection of our commitment to help Oregonians break their addiction to tobacco, [organization] endorses the Helping Benefit Oregon Smokers health plan benefit design recommendations.

[Add information about your organization and why your organization supports these recommendations.]

We join the Oregon Coalition of Health Care Purchasers, Oregon Health & Science University, American Lung Association of the Mountain Pacific, the Oregon Department of Human Services and many of Oregon's health plans in encouraging all health plans and health insurance purchasers serving Oregonians to align their benefits with these benefit design recommendations to ensure all Oregon tobacco users the best chance to quit for good. By aligning tobacco cessation coverage across all health plans and health care providers, we help move Oregon to this common standard of care, improving the quality and outcomes for everyone.

We look forward to continuing to support tobacco users who are ready to quit. It's never too late, and it is absolutely possible.

Sincerely,

(signature)
(name, title)