

From: Buzby, Maureen <mbuzby@cityofmelrose.org>

Sent: Jan 30, 2025 19:26:14.000000000 UTC

Subject: RE: EX Program by Truth Initiative delivers strong ROI in healthcare savings

To: Silbaugh, Katharine <silbaugh@bu.edu>; Bonny Carroll <bcarroll@somervillema.gov>

Cc: anthony ishak <aishakpharmd@yahoo.com>; Virginia Chadwick <vchadwick@mgh.harvard.edu>; Mark <mark@phai.org>; Sigalle Reiss <sreiss@brooklinema.gov>; Ken Elstein <kenelstein@gmail.com>; drsawickiboh@gmail.com <drsawickiboh@gmail.com>; Chui, Anthony <achui@CityofMelrose.org>; Jeanne L. MacDonald MD <jlmacdonald@mgb.org>; Winickoff Jonathan P. MD MPH <JWINICKOFF@mgh.harvard.edu>; zachary.rich@bmc.org <zachary.rich@bmc.org>; Michael Chou <mchou@genetics.med.harvard.edu>; Diane Stover-pepe <stoverd@mskcc.org>

I'm going to call his office. He has field a whole bunch of health-related bills over the years.

From: Silbaugh, Katharine <silbaugh@bu.edu>
Sent: Thursday, January 30, 2025 2:22 PM
To: Bonny Carroll <bcarroll@somervillema.gov>
Cc: anthony ishak <aishakpharmd@yahoo.com>; Virginia Chadwick <vchadwick@mgh.harvard.edu>; Mark <mark@phai.org>; Sigalle Reiss <sreiss@brooklinema.gov>; Ken Elstein <kenelstein@gmail.com>; Buzby, Maureen <mbuzby@cityofmelrose.org>; drsawickiboh@gmail.com; Chui, Anthony <achui@cityofmelrose.org>; Jeanne L. MacDonald MD <jlmacdonald@mgb.org>; Winickoff Jonathan P. MD MPH <JWINICKOFF@mgh.harvard.edu>; zachary.rich@bmc.org; Michael Chou <mchou@genetics.med.harvard.edu>; Diane Stover-pepe <stoverd@mskcc.org>
Subject: Re: EX Program by Truth Initiative delivers strong ROI in healthcare savings

I saw this yesterday too—I wondered if this was a person with an idea, or there was support from this group in laying groundwork?
Sent from a handheld device

On Jan 30, 2025, at 1:03 PM, Bonny Carroll <bcarroll@somervillema.gov> wrote:

Wow! How exciting!

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From: anthony ishak <aishakpharmd@yahoo.com>
Sent: Thursday, January 30, 2025 12:33:51 PM
To: Virginia Chadwick <vchadwick@mgh.harvard.edu>
Cc: Katharine Silbaugh <silbaugh@bu.edu>; Mark <mark@phai.org>; Sigalle Reiss <sreiss@brooklinema.gov>; Ken Elstein <kenelstein@gmail.com>; Maureen Buzby <mbuzby@cityofmelrose.org>; drsawickiboh@gmail.com <drsawickiboh@gmail.com>; Anthony Chui <achui@cityofmelrose.org>; Jeanne L. MacDonald MD <jlmacdonald@mgb.org>; Winickoff Jonathan P. MD MPH <JWINICKOFF@mgh.harvard.edu>; zachary.rich@bmc.org <zachary.rich@bmc.org>; Michael Chou <mchou@genetics.med.harvard.edu>; Diane Stover-pepe <stoverd@mskcc.org>; Bonny Carroll <bcarroll@somervillema.gov>; Jeanne L. MacDonald MD <jlmacdonald@mgb.org>; Winickoff Jonathan P. MD MPH <JWINICKOFF@mgh.harvard.edu>
Subject: Re: EX Program by Truth Initiative delivers strong ROI in healthcare savings

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Forget Hawai'i, Indiana had a Republican rep submit NFG for a DoB 6/30/2004!!!!
These should be on our Faq as evidence that it is bipartisan

<Indiana-State-Seal.png>

[Generational Tobacco Ban Proposed in Indiana
halfwheel.com](http://halfwheel.com)

Sent on the go

On Jan 30, 2025, at 10:52 AM, Chadwick, Virginia
<vchadwick@mgh.harvard.edu> wrote:

Shout out on Newton's NFG policy in the Truth newsletter. Looks like
HI also filed an NFG bill 1/16 for those who might not already know.

Begin forwarded message:

From: Truth Initiative <editorialteam@truthinitiative.org>
Subject: EX Program by Truth Initiative delivers strong
ROI in healthcare savings
Date: January 30, 2025 at 10:45:29AM EST
To: <vchadwick@mgh.harvard.edu>
Reply-To: Truth Initiative
<editorialteam@truthinitiative.org>

External Email - Use Caution



Jan. 30, 2025

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[EX Program by Truth Initiative delivers strong ROI in healthcare savings in first year of engagement with digital tobacco cessation program](#)

[EX[®] Program](#) by Truth Initiative, the leading enterprise digital tobacco cessation program, announced results this week from a new cost effectiveness study. An analysis of medical claims data showed that EX Program yielded a 4.75x return on investment (ROI) within the first year of program enrollment. Adding costs associated with absenteeism and presenteeism into the analysis roughly doubled the ROI. The study was conducted by NORC at the University of Chicago.

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[Clear the Air, Leave a Legacy](#)

The Truth Initiative Tobacco/Nicotine-Free College Program is now receiving applications for grants to provide colleges and universities with up to \$20,000 over a two-year period to support either the adoption or implementation and enforcement of a 100% tobacco/nicotine-free campus policy. Grantees will empower quitting among students, faculty, and staff with [EX Program](#) and will receive in-person training, educational webinars, and one-on-one consultations throughout the grant period.

[READ MORE ►](#)



[Quitting vaping in 2025: Top tips and resources](#)

2025 could be the year for you or someone you care about to quit vaping. There are many reasons people want to quit vaping nicotine, including physical or mental health concerns, financial cost, freedom from addiction, and social influence. Whatever reasons may be motivating you or someone you care about to quit, here are some top tips and resources.

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This week in tobacco policy news

Hawaii: A bill was introduced to prohibit the sale of tobacco products to individuals born on or after January 1, 2005.

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Newton, Massachusetts: The City Council passed an ordinance that prohibits the sale of tobacco or e-cigarette products to anyone born on or after March 1, 2004.

[READ MORE ►](#)



Truth Initiative, 900 G Street, NW, Washington, DC 20001
202.454.5555 | truthinitiative.org

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