



## Colorado has taken a bold step

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Personal lifestyle is usually risky territory for leaders even when there is compelling medical evidence supporting public action and policy. Eliminating tobacco use and promoting physical activity and healthy nutrition are important ways to prevent disease and improve health - it is evidence based.

All of us should be especially proud of the recent decision to prohibit tobacco use on the main campus, lab and all locations owned or leased by the *Colorado Department of Public Health and Environment*. The *CEO Roundtable on Cancer* stands with Colorado and its leaders for taking this wise action. Prohibiting the use of tobacco and offering cessation support to all CDPHE employees serves as a model for leadership nationwide - it will reduce cancer rates and prolong lives.

How important is this? Government data show that 2,265 of Colorado's citizens will be diagnosed with tobacco-related lung cancer this year and that 1,791 of them will die from the disease. By acting to prevent illness in the first place, whether that illness is cancer, cardiovascular disease, or diabetes, Colorado has taken a bold step to promote the good health of its CDPHE employees.

We rise to salute Colorado's **Gov. John Hickenlooper** and his *Department of Public Health* for offering a breath of Rocky Mountain fresh air by modeling how enlightened employers can play a leading role in improving the health of their employees ... and their state.

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