Welcome to the first edition of the E-Helpline Wire!

Smoking during pregnancy and exposure to secondhand smoke have been linked to a host of child development problems, ranging from low birth weight to disruptive behavior patterns. For this reason, First 5 California, established by the California Children and Families First Act of 1998, joins with the Department of Health Services in providing vital support to the Helpline. With this funding, the Helpline provides counseling to thousands of pregnant women and parents or caregivers of young children. For more information on First 5 California, please visit their website.

Partnering with Pediatricians to Lessen Secondhand Smoke Exposure

The Helpline is partnering with the American Academy of Pediatrics to encourage their members to ask, advise and refer their patients' parents who use tobacco to the Helpline. A recent survey revealed that most parents feel it is appropriate for their pediatrician to inform them of any dangers that may affect the health of their child, including exposure to secondhand smoke. **Read more**

Helpline Counselors Equipped to Serve Military Service Members

Project UNIFORM

New findings confirm high tobacco use among enlisted military. Thanks to Project UNIFORM, Helpline counselors received specialized training on approaches and unique triggers to consider when helping this population become tobacco free. **Read more**

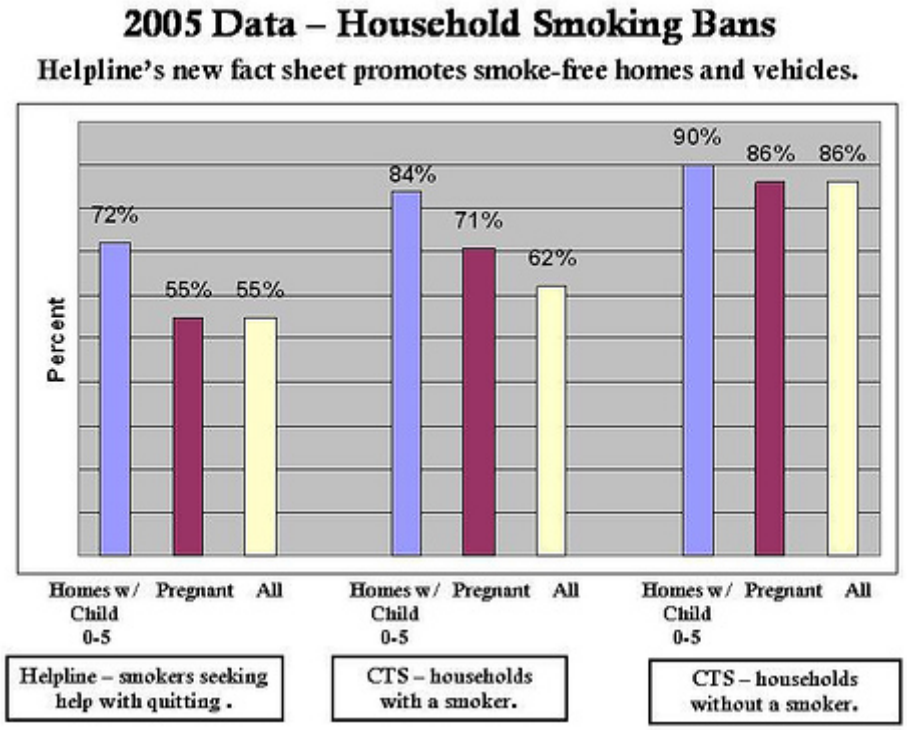
Steven's Success Story

A concerned father sets a good example for his two sons, thanks to advice and support provided by his children's pediatrician, the Partnership for Smoke- Free Families and the California Smokers' Helpline. **Read more**

News from the World Conference on Tobacco or Health
Importance of Repeated Quit Attempts

What is the best way to increase cessation? Get more smokers to utilize cessation services or get more smokers to make quit attempts? At the July 2006 World Conference on Tobacco or Health in Washington, DC, Helpline P.I. Dr. Shu-Hong Zhu offered answers to these questions. He suggests promoting quit attempts, assisted or unassisted. **Read more**

Household Smoking Bans



Californians are voluntarily banning smoking in their homes. A new Helpline fact sheet guides callers in taking this important step to protect the health of smokers and nonsmokers alike. **Read more**

Dramatic Helpline Results with Pregnant Smokers

How can our counselors best help pregnant smokers quit? To answer this question, the Helpline developed and studied a specialized counseling protocol for pregnant smokers. The study found that the counseling group was 75% more likely to quit than the control group, and 56% more likely to remain smoke-free postpartum. **Read more**

Contact Us!

The Outreach team educates health care providers, and organizations with a health focus, on the importance of tobacco cessation, while encouraging them to promote Helpline services to their clients. In order to reach diverse populations, the team partners with organizations representing communities with high smoking prevalence, underserved communities and health care provider associations. The team includes:

Kirsten Hansen
Jill Macinko
Cherrie Ng
Walter Silverman

If you have any questions or partnership ideas please contact us individually or at 858-300-1010 or email cshoutreach@ucsd.edu

Please visit our website for more information and to order FREE materials.

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California Smokers' Helpline
Outreach Department

email: cshoutreach@ucsd.edu
phone: 858-300-1010
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