

Fall 2008

Helpline Wire

1-800-NO-BUTTS

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Here's What Our Clients are Saying about the Helpline!

*"Call the California
Smokers' Helpline and
they will walk you
through and help you
to quit smoking."
-Michael*

*"The California
Smokers' Helpline is a
life saver."
-Erika*

Developing a Local Strategy to Promote Cessation



On **Thursday, October 30** from 10 a.m. to 11:15 am, the [Center for Tobacco Cessation](#), affiliated with the California Smokers' Helpline, will present a **free** online training that will guide you step by step in developing a strategy to promote cessation in your service area.

Specifically, the webinar will address the following topics:

- Who smokes in California
- What motivates quit attempts
- Statewide initiatives that influence quit attempts and tobacco use
- Cessation resources in California
- Framing the cessation message for smokers
- Step by step plan for creating a local cessation strategy
- Creating performance partnerships to promote cessation

Speakers include [Connie Revell](#) and [Catherine Saucedo](#) of the [Smoking Cessation Leadership Center](#) and [Kristin Harms](#) and [Kirsten Hansen](#) of the [Center for Tobacco Cessation](#). All Prop 99 and Prop 10 funded agencies, their contractors and coalition members, and others in the position to promote cessation are invited to participate.

To register for this free webinar, click [HERE](#). For more information, contact the Center for Tobacco Cessation at 1-866-610-C4TC or C4TC@ucsd.edu for more information.



Contact Us

The Helpline's Communications and Partner Relations team, formerly known as Outreach, educates health care providers and other organizations about tobacco cessation and encourages them to promote Helpline services to their patients and clients. We partner with organizations serving underserved communities and those with high smoking prevalence.



The team includes:

[Kristin Harms](#)
[Jill Macinko](#)
[Cherrie Ng](#)
[Walter Silverman](#)

If you have any questions or partnership ideas please contact us individually or via our general [email](#) or phone, 858-300-1010.



SMOKING CESSATION
LEADERSHIP CENTER

*Health Professions
Helping Smokers Quit*

The [Smoking Cessation Leadership Center \(SCLC\)](#) is a national program of the [Robert Wood Johnson Foundation](#), working to increase the number of health care providers who help their patients quit smoking. SCLC fosters partnerships with a variety of groups and institutions to develop and implement action plans for smoking cessation.

The [Helpline](#) first partnered with SCLC in 2004 for the New California Gold Rush, encouraging dental hygienists to make the [Ask, Advise, Refer model](#) part of their clinical practice. In this model, providers *Ask* their patients if they smoke, *Advise* the ones who do to quit, and *Refer* them to the Helpline for counseling.

SCLC and the Helpline have also developed partnerships with pharmacists, diabetes educators, and physician assistants, all with the same goal: saving lives by helping people quit smoking.

The Helpline is proud to highlight our successful partnership with the Smoking Cessation Leadership Center!

Linking Smoke-Free Policies and Cessation

Eliminating exposure to secondhand smoke and promoting cessation are two evidence-based strategies cited by the [U.S. Centers for Disease Control and Prevention](#) (CDC) that can contribute to a reduction in disease, disability and death. [1] Evidence shows that more tobacco users attempt to quit following the passage of smoke-free policies. [2] This provides a unique opportunity to maximize the impact of policy changes on both secondhand smoke exposure and cessation.

Is your organization considering adoption of a smoke-free outdoor policy? To create a win-win situation for policymakers, non-smokers, and smokers alike, the Helpline makes it easy to link policy with cessation. Just include the message *For free help quitting smoking, call 1-800-NO-BUTTS* in all new signage, media releases, promotional



materials, and websites providing information about the new policy.

To support your efforts, the [Helpline](#) offers a variety of free camera-ready promotional materials. For more information, please contact Cherrie Ng, Partner Relations Coordinator, at y2ng@ucsd.edu or at 858-300-1015.

Linking smoke-free policy implementation to the Helpline offers a unique and cost-effective way to support the diverse population of tobacco users who may be motivated to quit by policy changes.

[1] Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs. October 2007.

[2] National Cancer Institute. Population Based Smoking Cessation. November 2000.

CTIS and the Helpline Team Up to Promote Healthy Pregnancies

Most people know that smoking while pregnant puts babies at risk for premature birth, certain birth defects and possible death. But did you know that there is something you can do to help?



The [California Smokers' Helpline](#) has joined with the CTIS Pregnancy Risk Information Line to spread the word about the risks that maternal smoking, secondhand smoke exposure, and teratogens (agents that can cause birth defects when a mother is exposed to them during pregnancy) have on the fetus. Through the simple step of referring pregnant patients to us, health care professionals can play an even greater role in promoting healthy pregnancies.

[CTIS Pregnancy Risk Information Line](#) is a statewide program offering physicians, other health care providers, pregnant women, and the community FREE information over the telephone about non-prescription and prescription medications, recreational drugs, infectious diseases, chemicals, and physical agents which may be harmful to an unborn baby. For more information, contact Robert Felix, Community Outreach Coordinator/Teratogen Information Specialist at 619-294-3708 or rfelix@ucsd.edu

For more information on how to refer pregnant smokers to the Helpline, please contact Jill Macinko, First 5 Partner