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California Smokers' Helpline
1-800-NO-BUTTS

Helpline Wire

Summer 2009

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New Helpline Templates and Free Downloads

Smoke-free outdoor policies not only protect the public from exposure to secondhand smoke, but also encourage smokers to quit. Take advantage of this opportunity to improve the quality of life for all residents in your service area by including 1-800-NO-BUTTS in your outdoor no-smoking signage.

The California Smokers' Helpline and the Tobacco Education Clearinghouse of California (TECC) have partnered to create a wide variety of signs and stickers to support local no-smoking ordinances. All signage includes 1-800-NO-BUTTS and will be customized free of charge by TECC to include all your local information. TECC will also find the best deal possible for printing your signs and stickers. To view the new templates, go to www.tobaccofreecatalog.org.

In addition, a variety of new free downloads promoting 1-800-NO-BUTTS are available on the TECC website, including stickers, banners, banner ads, a press release template, and more at www.tobaccofreecatalog.org.

The Helpline and TECC appreciate the many Local Lead Agencies and others who provided input and ideas for these new materials.

Contact TECC today for custom no-smoking signs and stickers at 1-800-258-9090 x171 or email CustomOrders@tecc.org.

New Quitting Program for Tobacco Chewers

As of May 2009, Californians who use smokeless tobacco and want to quit can sign up for a new, enhanced cessation program

provided by the California Tobacco Chewers' Helpline and funded by the National Cancer Institute. This program builds motivation and confidence, integrates web technology, and provides new strategies and techniques to help chewers quit for good.

More than 6 million Americans use smokeless tobacco products regularly, and many people mistakenly believe that chewing tobacco and snuff are safe alternatives to smoking. In fact, regular use of these products leads to cancer of the mouth, other cancers, heart disease, and a wide variety of dental problems. Smokeless tobacco use may be a factor in 9,000 U.S. oral cancer deaths each year. Two-thirds of chewers report they want to quit, but many of the over 300,000 chewers in California don't know the help that is available to them.

For the past 12 years, the California Tobacco Chewers' Helpline has provided free phone counseling services to tobacco chewers who want to quit. The new program is available only to California residents and only for a limited time.

For more information or to sign up for this program, chewers can visit our website at www.NoButts.org or call 1-800-844-CHEW (2439) Monday thru Friday from 7am to 9pm and Saturday from 9am to 1pm.

Helpline Success Story

"It's never too late to quit smoking", says Susan Penny who quit smoking in 2006 when she was 66 years old with the help of the California Smokers' Helpline.

Susan found her counselor to be very helpful and encouraging with some great suggestions. "Picture yourself as a non-smoker and get rid of all tobacco products at home," says Susan. "It will help you get through the difficult moments more easily."

In addition to the help she received from the Helpline, Susan found that nicotine patches helped to ease her quitting process. Susan also believes that smoke-free outdoor policies in her community helped her to stand firm and not be tempted to smoke.

Congratulations, Susan!

Stories from the Field

Pajaro Valley Prevention and Student Assistance, Inc. (PVPSA) is pursuing ambitious objectives in the area of smoke-free policies for outdoor public spaces, multi-unit housing common areas, and residential facilities for mental health and substance abuse treatment. In each case, the availability of cessation support through the Center for Tobacco Cessation (CTC) has proven critical to win support for policy interventions. Learn more....

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