

Spend 30 seconds and **Save A Life!**



MYTH: Smoking interventions are too complicated, take too much time, and don't do any good.

FACT: Tobacco kills 440,000 American smokers each year. **Of the 46 million U.S. smokers, 70% want to quit.** The advice from a physician doubles the likelihood that a smoker will try to quit. No other intervention can have a more profound health impact.

SOLUTION: The Public Health Service clinical practice guideline - the Five A's - is a powerful protocol, and should be used by all clinicians who have the time. But for others, *there is an effective, efficient solution trumping all excuses for not intervening.*

REFER YOUR
PATIENTS TO A
TOLL-FREE
QUITLINE TO
DOUBLE THEIR
CHANCES OF
SUCCESSFULLY
QUITTING

All you have to do is:

ASK *"Do you smoke?"*

ADVISE *"You need to quit - it is the most important thing you can do for your health."*

REFER *"Here is a phone number. Call this telephone quitline and your chances of successfully quitting will at least double."*

Americans are served by a broad network of telephone quitlines staffed by trained cessation counselors. The efficacy of these quitlines has been proven beyond question in numerous studies.

They're easy, they're free, and they work!

Send your patients who smoke to a quitline today



SMOKING CESSATION
LEADERSHIP CENTER

*Health Professions
Helping Smokers Quit*

3333 California Street, Suite 430
San Francisco, CA 94143-1211
<http://smokingcessationleadership.ucsf.edu>

Phone: 415-502-1881
Fax: 415-502-5739

SMOKING CESSATION RESOURCES



QUIT NOW
VIRGINIA

Tobacco User Quitline • 1-800-QUIT-NOW

New Virginia Quitline: Starts November 2005

1-800-QUIT NOW
(1-800-784-8669)

- *Free phone counseling from specially trained “Quit Coaches”*
- *Services are focused on Medicaid recipients and the uninsured*
- *Spanish-speaking counselors available*

ADDITIONAL TOLL-FREE TELEPHONE ASSISTANCE:

Smoke-Free Virginia Helpline: 1-877-856-5177

Recorded message and mailed material (free Quit Kit with booklet and audiotape/CD)

American Lung Association of Virginia: 1-800-LUNG USA

Callers without Internet access can find out about local cessation programs in Virginia

Great Start: 1-866-66-START (667-8278) – For Pregnant Women

English & Spanish, free phone counseling by a trained facilitator; also information services and materials.

FREE ONLINE ASSISTANCE

Freedom From Smoking

American Lung Association’s smoking cessation program is available online for free (requires registration to access)

www.lungusa.org/ffs

Federal Online Program

USDHHS (NIH, CDC, NCI) sponsored online cessation program, includes Instant Messaging and other resources, including resources for clinicians.

www.smokefree.gov

Chew Free

New - a free online quitting program especially for smokeless tobacco users; funded by NCI

www.chewfree.com

Smoke-Free Virginia Resource Website

Provides directory of local programs (by city) and links to numerous resources. Funded by the Virginia Department of Health Tobacco Use Control Project.

www.smokefreevirginia.org

For NURSES: www.tobaccofreenurses.org

Access to the online QuitNet cessation program without having to pay the fee

(Information and resources for healthcare providers can be found at the Alliance for the Prevention and Treatment of Nicotine Addiction website: <http://www.aptna.org>.
For additional information, contact Janis Dauer at 757-858-9934 or jdauer@aptna.org)

QUITLINES

Smoking cessation quitlines are toll-free telephone centers that connect callers to trained tobacco cessation experts. For clinicians, quitlines provide an easy, fast, and effective way to help smokers and tobacco users quit. By simply identifying smokers/tobacco users, advising them to quit, and sending them to a free telephone service, clinicians can save thousands of lives.^{1,2}

¹ Schroeder SA. Conflicting dispatches from the tobacco wars. *N Engl J Med* 347:1106-1109. Oct. 3, 2002

² Zhu S-H, Anderson CM, Tedeschi GJ, et. al. Evidence of real-world effectiveness of telephone quitline for smokers. *N Engl J Med* 347:1087-1093. Oct. 3, 2002