



**NEXT GENERATION**  
CALIFORNIA TOBACCO CONTROL ALLIANCE

For Immediate Release

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## **Next Generation California Tobacco Control Alliance Launches Online Smoking Cessation Resource Center**

April 23, 2003 (SACRAMENTO, CA): The Next Generation California Tobacco Control Alliance (NGA) announces the launch of a unique website designed to assist health care professionals in delivering smoking cessation services to their patients. Today [www.cessationcenter.org](http://www.cessationcenter.org) goes live as part of NGA's smoking cessation project.

[www.cessationcenter.org](http://www.cessationcenter.org) offers one-stop-shopping access to a variety of resources and materials that are useful in health care provider's day-to-day practice:

- Free, online Continuing Medical Education (CME) courses;
- Materials for implementing Tobacco as a Vital Sign (TVS) in a practitioner's office;
- Downloadable templates for stickers that can be used for TVS; and
- Links to other sites with strategies for helping patients quit.

"More than 75% of smokers in California want to quit," explained Traci Verardo, Executive Director of the Next Generation California Tobacco Control Alliance. "The expertise and credibility of health care providers makes them natural messengers for advice and assistance in quitting. This new website is one more tool in the arsenal for health care providers to help their patients quit."

Increasing physician's and other health care provider's ability to intervene with patients who are smokers is a shared goal with:

1. Steps to a HealthierUS – an initiative recently launched by the U.S. Department of Health and Human Services;
2. Recommendations from the federal Cessation Subcommittee of the Interagency Subcommittee on Smoking and Health; and
3. The research-based Treating Tobacco Use and Dependence Clinical Practice Guidelines from the Public Health Service.

Cigarette smoking is the leading cause of PREVENTABLE death in the United States and in California. Over 43,000 Californians died of smoking-related causes in 1999.

The Next Generation California Tobacco Control Alliance (NGA) is a statewide coalition working to reduce tobacco use in California. NGA accomplishes this through collaboration between traditional tobacco control constituencies and new partners not traditionally associated with tobacco control. Principal funding for NGA is provided by the SmokeLess States National Tobacco Policy Initiative, a program of the Robert Wood Johnson Foundation.

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