

Greater Rochester Area Tobacco Cessation Center (GRATCC)

Case for Action:

- 25,000 people die every year in New York State from smoking-related illnesses
- 70% of smokers want to quit; most of them see a healthcare provider annually
- Patients report a greater satisfaction when they have been asked about tobacco use or provided advice when they see a healthcare provider

Description:

- Tobacco Cessation Centers in New York are funded by the Department of Health (DOH) to provide training and technical assistance to all healthcare practitioners.
- GRATCC uses evidence-based resources and programs to assist providers in the design and implementation of office-based systems that identify and effectively treat tobacco dependence, according to the Department of Health and Human Services Clinical Practice Guidelines.
- Access to cessation services including the New York State Smokers' Quitline.
- GRATCC services are FREE.
- Schedule 1 hour workshop for your practice (GRATCC will provide a lunch or breakfast depending on your preference).

Partners/Funding:

- New York State Department of Health Tobacco Control Program
- New York State Smokers' Quitline

Outcomes:

- GRATCC serves 5 counties in New York State: Livingston, Monroe, Ontario, Seneca and Wayne.
- Has partnered with over 100 practices in our catchment area.

For more information contact:

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Helping Tobacco Users Quit: Medical Professionals Leading the way as Effective Cessation Counselors

This is Your Greatest Opportunity to Save Lives

70% of smokers want to quit.¹

7% of smokers achieve long-term
abstinence on their own.²

With physician assistance, this increases to **30%**.³

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Schedule your CME Program Today

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Contact Information:

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¹ Public Health Service Guidelines for Treating Tobacco Use and Dependence, page 26, June, 2000.

² Association of American Medical Colleges (2007). Physician Behavior and Practice Patterns Related to Smoking Cessation. Washington D.C.

³ Orleans, C.T. & Alper, J. (2003) Helping Addicted Smokers Quit, in S.L. Isaacs & J.R. Knickman (Eds.), *To Improve Health and Health Care* (Vol. 6; pp.125-148). San Francisco: Jossey-Bass.



Helping Tobacco Users Quit: Dental Professionals Leading the way as Effective Cessation Counselors

Empire Challenge Initiative

- To aid in educating dental professionals on tobacco dependence treatment, the Dental Hygienists Association of the State of New York (DHASNY), in conjunction with the New York State Department of Education, is sponsoring up to **6 Continuing Education Units** (CEU's) for tobacco cessation education. This course has given hundreds of dental professionals in New York state, quality, **required education units at no cost.**

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- GRATCC services are FREE.
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Contact Information:

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