



Foundation for HealthSMART Consumers and Smoking Cessation Leadership Center Join Forces to Help Consumers Kick the Tobacco Habit

Campaign Utilizes SMARTcare™, Hotline and Digital Education Kit

Basking Ridge, N.J. and San Francisco, CA, August 2, 2010—The Foundation for HealthSMART Consumers (FHSC) and the Smoking Cessation Leadership Center (SCLC), affiliated with the University of California at San Francisco, have formed an educational alliance to help consumers quit the smoking habit. The organizations have developed educational programs both for consumers who want to practice better self-care by stopping smoking and for health care providers, health plans and employers who want to promote smoking cessation.

“As health care reform has placed a renewed emphasis on healthier lifestyles, the SMARTcare™ consumer engagement platform, combined with SCLC’s excellent content, can provide a variety of new touchpoints for those seeking to end the smoking habit and for those supporting that effort,” said Jon Comola, executive director of The Foundation for HealthSMART Consumers.

Steven Schroeder, director of the Smoking Cessation Leadership Center, said: “The most effective smoking cessation method is the combination of counseling, social support and the use of cessation medication. We are pleased to have new channels to deliver our tools and resources.”

Addiction to tobacco is estimated to cause 438,000 deaths annually in the United States, making it the leading preventable cause of death among Americans. Currently, at least 8.6 million Americans suffer from serious smoking-related illnesses. Of the 44.5 million current smokers, 70 percent say that they would like to stop smoking, but, without assistance, less than five percent are able to quit, according to the SCLC. That’s why advice and counsel from health professionals can serve as a powerful motivator to quit the bad habit.

The FHSC offers educational materials through the SMARTcare platform with information geared for different stakeholders: consumers, health care providers, and health plans and employers. For consumers, the SCLC materials offer guidance on a course of action to follow to quit smoking and remain “smoke-free”, which will be offered through venues like SMARTcareLiving.com. For providers, education is designed to reach patients directly and via their family members, some of whom may be subjected to second-hand smoke (indoor pollution) or third-hand smoke (residue in carpets, clothing, etc.). For health plans and employers, SMARTcare offers customizable digital content for communications campaigns through a web-based application.



The SCLC works with health professionals to encourage them to intervene with smokers. It has developed educational materials, online resources and live advice on several different smoking cessation options via a web site and a toll-free technical assistance line. It also promotes a national routing number that takes smokers to the nearest free, efficacious quitline. The clinical practice guideline for clinicians who are trying to help their patients quit smoking employs the five A's protocol: Ask-Advise-Assess-Assist-Arrange. The Center offers general resources for providers that include presentations by leading experts, toolkits on smoking cessation, hotline wallet cards, video, courses and training and fact sheets.

Among the options the Center offers for clinicians to use with smokers who are trying to quit are:

1. Live coaching via telephone quitline
2. Smoking cessation-related tools
3. A tailored plan with pharmacotherapy and counseling

About the Foundation for HealthSMART Consumers:

The Foundation for HealthSMART Consumers, founded in 2008, is a not-for-profit organization dedicated to enabling consumers to make informed health decisions about self-care. The organization believes consumers need to be better educated about the decisions they make to manage their own personal health and the health of other family members so that they can achieve wellness and avoid unnecessary healthcare costs. The Foundation also conducts research to educate consumers and its partners on trends and health issues that affect self-care. For more information about The Foundation and its programs, go to: <http://www.healthsmartconsumers.org>.

About the Smoking Cessation Leadership Center:

The Smoking Cessation Leadership Center (SCLC) is a national program office of the Robert Wood Johnson Foundation that aims to increase smoking cessation rates and increase the number of health professionals who help smokers quit. The Center creates partnerships for results with a variety of groups and institutions to develop and implement action plans around smoking cessation. Partnerships with dental hygienists, nurses, pharmacists, emergency physicians, hospitals, labor unions, family physicians, the Veterans Health Administration and myriad other groups all lead toward the same goal: saving lives by increasing cessation rates and cessation interventions.

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