

## These New Ads Might Shock You---They Might Also Save Your Life

**White Plains, NY** – The U.S. Centers for Disease Control and Prevention (CDC) has launched a national education campaign that depicts the harsh reality of illness and damage real people suffer as a result of smoking and exposure to secondhand smoke. The ads show the toll smoking-related illnesses take on real people and their loved ones.

The “Tips from Former Smokers” campaign features compelling stories of former smokers living with smoking-related diseases and disabilities. The ads focus on smoking-related lung and throat cancer, heart attack, stroke, Buerger’s disease, and asthma. Smokers who quit also pass along tips about what helped them succeed.

“Though they may be tough to watch, the ads show real people living with real, painful consequences from smoking,” said CDC Director Thomas R. Frieden, M.D., M.P.H. “There is sound evidence that supports the use of these types of hard-hitting images and messages to encourage smokers to quit, to keep children from ever beginning to smoke, and to drastically reduce the harm caused by tobacco.”

Despite the known dangers of tobacco use, nearly one in five adults in the United States and 15.5% of adults in New York State smoke. More than 25,400 people in New York each year lose their lives to smoking-related diseases, and for every one person who dies, another 20 live with a smoking-related illness. Still, nearly 70% of smokers say they want to quit, and half try to quit each year.

“The campaign will serve as an important counter to the nearly \$10 billion spent annually by the tobacco industry promoting their products,” says Leilani Lockett, from POW’R Tobacco Cessation Center. “In New York alone, Big Tobacco spends \$1 million dollars *per day* just on advertising and marketing, targeting young people in particular.”

“While healthcare professionals spend much of their efforts engaging patients to better manage a variety of ailments, often prescribing complex medication regimens that may be costly and may have potential side effects, there is very little that is more effective and meaningful for individual patients than to stop smoking,” said Dr. Daren Wu, Chief Medical Officer of Open Door Family Medical Centers. “So many chronic diseases are precipitated or worsened in part by tobacco use, and we know that more than 400,000 largely preventable deaths occur in this country alone, each year - because of smoking. Along with the pursuit of better dietary and physical activity habits, avoidance of lifestyle hazards such as cigarette smoking form the basis for healthier lives for everyone.”

Many of the ads will be tagged with 1-800-QUIT-NOW, a toll-free number to access quit support across the country, or the [www.smokefree.gov](http://www.smokefree.gov) web site, which provides free quitting information. For more information on quitting in New York State, please visit [www.nysmokefree.com](http://www.nysmokefree.com). For more information on the “Tips from Former Smokers” campaign visit [www.cdc.gov/quitting/tips](http://www.cdc.gov/quitting/tips).

### **About Open Door Family Medical Centers**

Open Door has received the highest Recognition as a Patient-Centered Medical Home™ (PPC-PCMH™) from the National Committee for Quality Assurance (NCQA). This ranking distinguishes them from medical practices across the nation as less than 12% are presently eligible to achieve this advanced standing. For 40 years, the federally qualified community health center has served a multi-cultural community and has provided top quality medical, dental care and social services to the Westchester community, particularly the economically disadvantaged. Open Door has four centers in Westchester located in Ossining, Port Chester, Mt. Kisco and Sleepy Hollow. In addition, Open Door operates five school-based health centers in Port Chester at The Edison Elementary School, Park Avenue School, Kennedy Magnet School, Port Chester Middle School and Port Chester High School. In 2010, 43,505 patients were treated at Open Door, making 170,061 patient visits. In the same year 13,842 children were treated. Funding for Open Door Family Medical Centers comes from local, state and federal grants as well as private foundations and individuals. For more information about Open Door visit <http://www.opendoormedical.org>. You can also find Open Door on Facebook at <http://www.facebook.com/OpenDoorFamilyMedicalCenters>

### **About POW’R Tobacco Cessation Center**

POW’R Tobacco Cessation Center located in White Plains, NY, serves; Putnam, Orange, Westchester and Rockland counties. It is a grant program of the American Lung Association in NY, funded by the NYS Department of Health Tobacco Control Program. Using the evidence-based Model for Treating Tobacco Use and Dependence, they offer healthcare providers free education and resources to assist them in helping their patients to quit smoking. Healthcare providers interested in contacting POW’R should call 914-347-2094 ext. 48 or go to [www.powrcessationcenter.org](http://www.powrcessationcenter.org).

