

Memorandum

To: Gold Coast Health Plan Practitioners and Office Managers

From: Lupe González, MPH, PhD
Director of Health Education, Cultural & Linguistic Services

Re: **Tobacco Cessation Resources**

Date: November 23, 2020

Gold Coast Health Plan (GCHP) urges health care professionals to encourage members to quit smoking or vaping. The California Smokers' Helpline is a free resource available to help members to quit. Members can call the toll-free number in English at **1-800-NO-BUTTS (1-800-662-8887)** or Spanish at **1-800-45-NO-FUME (1-800-456-6386)** or visit www.nobutts.org. The helpline is available Monday through Friday from 7 a.m. to 9 p.m. and Saturday from 9 a.m. to 5 p.m.

The California Smokers' Helpline provides:

- Phone counseling.
- Self-help materials.
- Online support.
- Materials for members who are pregnant and want to quit smoking.
- Other tools to help quit smoking.

GCHP created a [flyer](#) about smoking and vaping for members, available in English and Spanish. Providers are also encouraged to visit the American Cancer Society [website](#) for information about smoking cessation programs.

For additional information, contact the Health Education Department at 1-805-437-5606 or HealthEducation@goldchp.org.