



Memorandum

To: Gold Coast Health Plan Providers

From: Lupe González, PhD, MPH
Director of Health Education, Cultural and Linguistics Services

Re: **Great American Smokeout**

Date: November 19, 2019

Gold Coast Health Plan (GCHP) urges health care professionals to discuss the risks of smoking and vaping with members and encourage them to quit.

The Great American Smokeout, an annual event encouraging smokers to quit, is Thursday, Nov. 21. According to the American Heart Society, smoking accounts for about 30% of all cancer deaths in the United States. The Centers for Disease Control and Prevention (CDC) has reported that 36% of the recent vaping-related lung injuries involve people younger than 21 years of age.

Help members take an important step toward a healthier life and reduce their risk of cancer and other lung injuries!

The California Smokers' Helpline provides free services for help with smoking and vaping cessation. To order educational materials in English and Spanish, visit www.nobutts.org. For more information, call:

- English: 1-800-NO-BUTTS (1-800-662-8887)
- Spanish: 1-800-45-NO-FUME (1-800-456-6386)

On Dec. 18, health care professionals are invited to attend the [Basic Tobacco Intervention Skills Certification Program](#), an evidence-based nicotine dependence intervention workshop that will be hosted at GCHP's offices in Camarillo.

Please contact GCHP's Health Education Department at **1-805-437-5718** or email HealthEducation@goldchp.org for more information.

Additional Resources

- [English](#) and [Spanish](#) Nicotine Patch Cards
- [Juul E-Cigarette Fact Sheet](#)