



THE CLINICAL EFFORT AGAINST SECONDHAND SMOKE EXPOSURE

BACKGROUND

The American Academy of Pediatrics advises that all clinicians be familiar with pharmaceutical options for smoking cessation and offer them to parents

Committee on Env Health, Committee on Substance Abuse, Committee on Adolescence, Committee on Native American Child Health Policy Statement: Tobacco Use: A pediatric disease. Pediatrics 2009; 124 (5):1474-1487

CEASE is an innovative program to help pediatric and family medical providers reduce secondhand smoke (SHS) exposure in their patients.

CEASE teaches the “Ask, Assist, Connect” framework to help parents quit smoking. We train providers to systematically **ASK** about SHS exposure in every patient, how to **ASSIST** parents

by providing nicotine replacement therapy (NRT) and **CONNECT** them to the California Smokers’ Helpline.

First 5 California is supporting the dissemination of CEASE California to train pediatric providers across CA, specifically targeting counties with high SHS exposure among children ages 0-5. Given the disproportionate impact of SHS on children living in poverty, we are focusing our outreach to clinics serving a large number of Medi-Cal patients.

PILOTING A WEB BASED CEASE TRAINING IN SAN BERNADINO & RIVERSIDE COUNTIES

Funded by the American Academy of Pediatrics, we developed an innovative, interactive online CEASE training. We are conducting a study with this new web based training module to evaluate it in comparison to our traditional in person training. Sites who agree to be trained will be randomly assigned to either the web-based training or the in-person training group, and outcomes of both groups will be compared.

THE TRAINING

Both the web-based and the-in person trainings are FREE and include:

- Lunch for your providers and staff
- A 1 hour training for all clinic staff/providers

As an added benefit to participating pediatricians, CEASE California will pay for enrollment in the EQIPP module on tobacco control to receive MOC Part 4 Credit (a \$199 value).

WE NEED YOUR HELP!

We are seeking clinics in San Bernardino and Riverside Counties to participate in the CEASE training. If you are interested, please contact:

Dr. Jyothi Marbin at jyothi.marbin@gmail.com

DID YOU KNOW...

- 40,000 children & adults and 400 infants die each year from secondhand smoke related illnesses (CDC)
- Los Angeles, San Diego, San Bernardino, Riverside, and Orange Counties have the highest number of children ages 0-5 exposed to SHS in CA^a
- 60% of children living below the poverty level are exposed to SHS^b

^a Data from 2010 US Census, County & Statewide Archive on Tobacco Statistics.

^b Quinto KB et al “Environmental tobacco exposure in children aged 3-19years with and without asthma in the US 1999-2010” NCHS Data Brief 2013 Aug (126):1-8