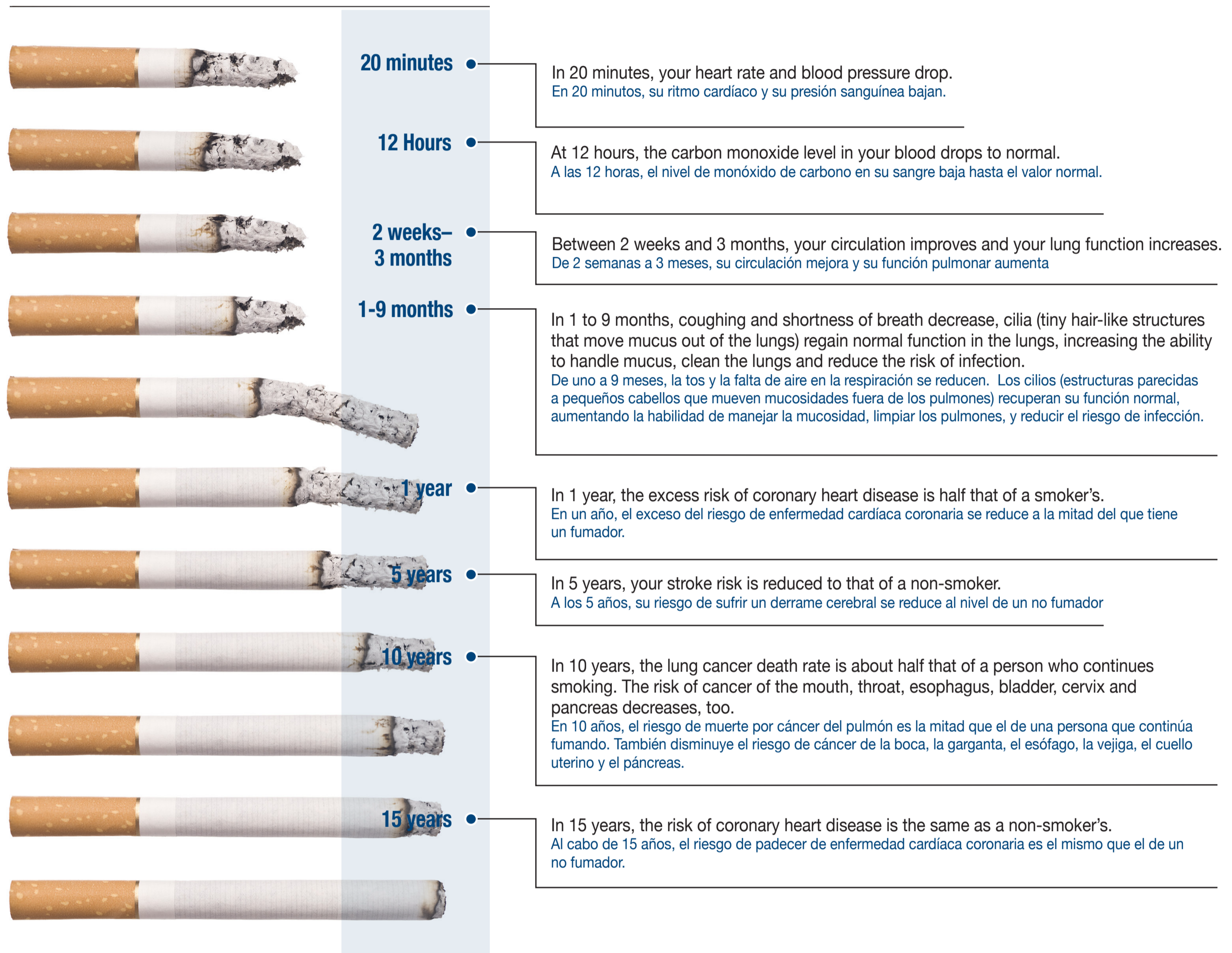


Don't Let Your Life Go Up In Smoke

No deje que su vida se vaya como humo

According to the American Cancer Society when you quit smoking:
De acuerdo con la Sociedad Americana del Cáncer cuando usted deja de fumar:



If you use tobacco and want to quit, call 1-866-YES-QUIT. Si usted usa tabaco y quiere dejar de hacerlo, llame a 1-866-YES-QUIT

Go to Texas Cancer Information to find:

- Smoking cessation programs **Programas para dejar de fumar**
- Smoke-free states, cities, hotels and hospitals **Hospitales libres de humo de tabaco**
- Links to reliable Web sites about tobacco use **Enlaces para sitios Web confiables sobre el uso del tabaco**

www.texascancer.info

Dear Colleague,

Some alarming facts: a person dies every 10 seconds from tobacco-related causes in this country; and every year 56,900 Texas youth under age 18 become new smokers. With an estimated \$853 million spent in Texas each year on marketing efforts by the tobacco industry, I need your help - speak to your patients about the risks and harmful effects of tobacco use. The annual health care cost directly caused by smoking in this state is an estimated \$4.55 billion. The portion covered by the state Medicaid program is \$1.26 billion. I believe we have a moral imperative to provide our patients with useful information about the benefits of tobacco cessation and direct them to resources they can use to assist them with their cessation efforts.

The award-winning Texas Cancer Information (TCI) Web site at www.texasancer.info is one of those helpful resources. TCI provides a single-point source for specific and relevant information on cancer and local cancer resources to Texas health professionals including those caring for the underserved. TCI's goal is to reduce the human and economic impact of cancer by connecting Texas health professionals and the public with a centralized, accurate and readily accessible source for detailed, Texas-specific cancer information. TCI works to assist physicians, nurses, physician assistants, social workers and patient navigators by helping patients make informed health decisions.

Tobacco-related information on the TCI Web site includes:

- Over 60 smoking cessation programs in the Community Cancer Resources database
- Over 280 hospitals with smoking cessation programs
- Over 360 smoke-free hospitals
- Over 60 links to reviewed Web sites regarding Tobacco Use
- Over 30 links about smoke-free states, cities and hotels

In addition to the online resources TCI has to offer, we have included this educational poster on the benefits of tobacco cessation. Please tear it out and use the patient education side to share helpful information in your office or other venues.

Thank you for committing to increase awareness on this important topic.

Sincerely,

Lewis E. Foxhall M.D.

For more free posters or
Texas Cancer Information brochures:

(713) 792-2277

E-mail: info@texasancer.info

www.texasancer.info/poster

For tobacco related continuing medical education
materials and opportunities, contact:

Texas Medical Association's

Physician Oncology Education Program

512-370-1671

E-mail: poep@texmed.org

www.poep.org

Find information about quitting tobacco use at the
American Cancer Society

1-866-YES QUIT

www.cancer.org

512-370-1671

Office of Tobacco Prevention & Control

<http://www.dshs.state.tx.us/tobacco>

