

# Helping Smokers Quit in California: A Fact Sheet for Nurses

*As the largest group of healthcare professionals, nurses can help many smokers quit. If each of California's over 435,000 nurses were to assist four smokers per year to quit, we could reach 1.7+ million, 45%, of the 3,850,200 smokers in the state!*

## Facts & Issues

### Tobacco use is the #1 cause of preventable death and disease.

- ❖ **Adult Smoking Prevalence**<sup>1</sup> 14.3%, 2<sup>nd</sup> lowest in the U.S. (U.S. median = 19.8%) in 2007.  
*California is within reach of the U.S. Healthy People 2010 objective to reduce smoking rates to 12%.*
- **Gender Differences**<sup>1</sup> 10.6% of women, 18.1% of men.
- **Ethnic and Racial Differences**<sup>2</sup> 15.4% of Whites, 15% of African Americans 25.2% of American Indians, 14.3% Hispanics, 12.4% Asian/Pacific Islander.
- **Young Adult Smoking**<sup>1</sup> 18.6% of 18 to 24 year olds.
- **Adolescent smoking**<sup>3</sup> 15.4% (U.S. average 20.0%).
- **Prenatal smoking**<sup>4</sup> 9%, lowest in the U.S.
- ❖ **Tobacco-related deaths**<sup>5</sup> 37,800+ (US total/year: 437,902).
- ❖ **Tobacco-related health care costs**<sup>6</sup> \$9.1+ billion per year.
- ❖ **Smoke-Free laws**<sup>7</sup> Over 95% of Californians protected from secondhand smoke in workplaces, public places, restaurants and bars.
- ❖ **Cigarette taxes**<sup>6</sup> 87¢ per pack in 2007.
  - Ranked #30 in U.S. (U.S. median, \$1.18 per pack).
- ❖ **Tobacco industry spending**<sup>6</sup> \$843.8+ million in marketing tobacco products per year.
  - California is the single-largest domestic market for cigarette sales.

## Resources

- ❖ **California Smokers' Quitline** – [www.californiasmokershelpline.org](http://www.californiasmokershelpline.org)  
*Referral to the California Telephone Quitline -- 1-800-NO-BUTTS.*
  - Smokers receiving telephone counseling are more likely to make a serious attempt to quit than those who rely on self-help materials. Success rates for quitting double.
  - **Referral to a toll-free quitline is simple and easily integrated into routine patient care.**
  - Quitline hours: Mon – Fri 7am-9pm, Sat 9am-1pm; Voicemail available 24 hours a day
- ❖ **California Tobacco Control Program (CTCP)** -  
<http://www.cdph.ca.gov/programs/Tobacco/Pages/default.aspx>
  - **TobaccoFreeCA** - <http://www.tobaccofreeca.com/>
- ❖ **Tobacco Free Nurses** - [www.tobaccofreenurses.org](http://www.tobaccofreenurses.org)
  - Provides nurses with information and resources to help patients with smoking cessation.

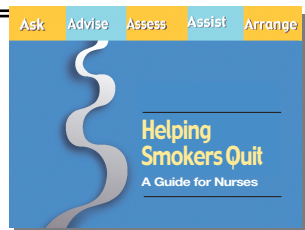
## Where can you get more information?

**HELPING SMOKERS QUIT PROJECT** - UCLA School of Nursing

Factor Building R4-637, Box 956918 Los Angeles, California 90095-6918

Phone: 310-825-9802 | Fax: 310-794-7482 | [www.tobaccofreenurses.org](http://www.tobaccofreenurses.org)

**Supported by:** The Centers for Disease Control and Prevention Grant #1-R18/DP001149-02



**Sources:** 1. Behavioral Risk Factor Surveillance System (BRFSS), 2007; 2. BRFSS, 2005 and 2006; 3. The California Tobacco Survey, (2006); 4. California Department of Health Services (CDHHS), (2003); 5. CDC, Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC), (2001); 6. Campaign for Tobacco Free Kids, (2008); 7. CDHHS, Tobacco Control Section, California Adult Tobacco Survey (1993–2004)

Created July 2008