



Rx for Change

The Newsletter for *Proud to be Tobacco Free* Campaign Members

Volume 2

PHARMACY SPOTLIGHT!



Mr. Frank Kamian with his Tobacco Free Certificate of Commendation

Kamian's Pharmacy in Aptos, California is one of the original members of the *Proud to be Tobacco Free* Campaign. As an independent tobacco free pharmacy who offers its clients cessation counseling and various resources to help folks quit smoking, Kamian's Pharmacy felt that there was an inherent contradiction in selling both tobacco products and medicines used to treat the effects of tobacco use. In 2001, Monterey and Santa Cruz County Medical Societies along with Prescription for Change presented Kamian's Pharmacy with a Certificate of Commendation to honor Mr. Kamian, the pharmacy's owner, for his commitment as a pro-health leader in his community and the entire pharmacy industry. Mr. Kamian proudly displays his Certificate of Commendation behind his pharmacy counter to remind customers of Kamian's dedication to their health.

An article in the Santa Cruz Sentinel (August 2001) highlighting the efforts of the Monterey and Santa Cruz County medical societies to get tobacco out of local pharmacies and drugstores, noted that a renewed effort was being made because "everybody knows it's not a healthy situation to smoke or use tobacco products." By choosing not to sell tobacco many pharmacies, like Kamian's are also working to prevent youth from accessing the product and beginning a life-long addiction to tobacco. Being a tobacco free pharmacy truly impacts everyone in the local community.

Prescription for Change would like to thank Mr. Kamian for voluntarily removing tobacco products from his pharmacy and for setting a wonderful example for other pharmacies and chain drugstores to follow.

THE PROUD TO BE TOBACCO FREE CAMPAIGN

Congratulations! You are one of more than 850 tobacco free pharmacies throughout California that have registered with the *Proud to be Tobacco Free* Campaign. You have taken the first step in creating a healthier, smoke free California and are a leader in the pharmacy industry. This concrete action you have taken is making a difference in preventing young Californians from beginning a habit that may become a life-long addiction to tobacco! As part of an important network of healthcare professionals, you have shown your commitment as a leader in your community.



The *Proud to be Tobacco Free* Campaign is going strong with over 850 independent and chain pharmacies registered throughout California. More and more health care practitioners are using the corresponding prescription pad stickers to educate their patients about the Campaign

and to encourage them to fill their prescriptions at local tobacco free pharmacies and chain drugstores.

Listen for upcoming Public Service Announcements (PSAs) on your local radio station encouraging consumers to request other pharmacies and chain drugstores join the Campaign to stop selling tobacco products.

THANK YOU FOR MAKING THE PROUD TO BE TOBACCO FREE CAMPAIGN A SUCCESS!

CESSATION COUNSELING AVAILABLE FOR YOUR CUSTOMERS

The California Smokers' Helpline is a telephone program that can assist your customers in quitting smoking. Services are free.

When a customer calls, a friendly staff person will offer a choice of services: self-help materials, a referral list of other programs, or one-on-one counseling over the phone. Whether your patient is ready to quit, or just thinking about it, the California Smokers' Helpline is a great



resource available to everyone. Call toll-free 1-800-NO-BUTTS

NATIONAL SUCCESS FOR CESSATION CURRICULUM

Pharmacists are a natural "bridge" between California consumers and the healthcare system, and are in a unique position to help patients quit smoking.

The cessation curriculum guide designed for pharmacy students and already incorporated into the core curriculum of the four California Schools of Pharmacy, now has an opportunity to be distributed to Pharmacy Schools nationwide, and to practicing physicians and pharmacists.

Robin Corelli, Pharm. D., and Karen Hudmon, DrPH, RPh, both with the University of California, San Francisco School of Pharmacy, received two funding awards to expand the existing curriculum guide. The first, from the National Cancer Institute is designed as a "train the trainers" with the goal to teach the curriculum to two faculty members from every School of Pharmacy in the United States so that they may return to instruct their students. The second award from MD Anderson, aims to teach the cessation curriculum to practicing physicians who will then partner with community pharmacists in a pilot study to verify the efficacy of collaborative smoking cessation intervention efforts.

The curriculum, which includes a six-hour lecture segment and a three-hour hands-on workshop component, was developed for use with first- and second-year pharmacy students to better educate them on the importance of tobacco control and their ever-increasing role as primary tobacco prevention and cessation counselors. The curriculum has been implemented in the UCSF school of medicine and the UCLA dental school programs as well as the four California Schools of Pharmacy. For more information on the curriculum, please call Prescription for Change at (415) 882-3326.

FREE RESOURCES FOR YOU AND YOUR CUSTOMERS

The Proud to be Tobacco Free Campaign offers a number of free resources to our members! The Prescription for Change web site offers an overview of the Campaign as well as downloadable fact sheets. In addition, we offer laminated lists of tobacco free pharmacies in each county. If you know of a healthcare practitioner that would benefit from receiving a list in your community, please fax or email us his/her name & mailing address or we can send you the laminated lists to distribute. We also offer a few fun extras like Prescription for Change pill boxes, *Proud to be Tobacco Free Pharmacy* coasters, the "Care if I Smoke?" posters and CA Smokers Helpline Stands that offer gold cards to your smoking customers with the 1-800-NO-BUTTS assistance line.

Redeem your coupon for free goodies by faxing this form with your name, address, phone and email to *Prescription for Change* at (415) 512-0862 or email us your request at glee@cmanet.org.

Name: _____

Address: _____

County: _____

E-Mail: _____

Phone: _____

PRESCRIPTION FOR CHANGE COUPON GOOD FOR ...

CA Smokers' Helpline Starter Kit including:
1 counter stand, 20 cards, and a reorder form
for additional cards or brochures.

FREE FREE FREE FREE

PRESCRIPTION FOR CHANGE COUPON GOOD FOR ...

2 *Proud to be Tobacco Free Pharmacy*
hard-top coasters

FREE FREE FREE FREE

To contact us: call (415) 882-3327 or email: glee@cmanet.org or visit our web site at www.RxforChange.org.