



# PENNSYLVANIA ACADEMY OF FAMILY PHYSICIANS

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## **Pennsylvanians: Kick the Habit for Good!**

### **Great American Smokeout: Nov. 15, 2012**

*(HARRISBURG, PA.)* The American Cancer Society's 37<sup>th</sup> annual Great American Smokeout takes place Nov. 15. The Pennsylvania Academy of Family Physicians (PAFP) is committed to helping Pennsylvanians who smoke quit for good. More than one in five Pennsylvanians smokes cigarettes – most of them habitual smokers who light up every day. Fortunately, almost two of every three smokers in Pennsylvania say they've seriously considered quitting in the next six months – and the Great American Smokeout is the perfect day to learn how to quit.

The Pennsylvania Academy of Family Physicians has several programs and initiatives geared toward preventing and decreasing tobacco use, including live and online education for physicians on how to help patients quit; the [PA IPIP Smoking Cessation Challenge](#) to help physicians improve quality measures relating to smoking cessation; and the [Tar Wars](#) program and poster contest for elementary school students.

Of course, the PAFP's greatest asset in the battle against smoking is its nearly 5,000 physician members all across the state. Pennsylvanians who plan to quit smoking should team up with their family physician. Smokers are much more likely to succeed in quitting if they collaborate with their family doctor to identify what will work best for them personally, including cessation aids, referral to evidence-based cessation programs, and all-important ongoing support. If you would like to speak with a family physician in your area about smoking cessation during the Great American Smokeout, please contact Bryan D. Peach, Manager of Media and Public Relations, at (717) 635-7580 or at [bpeach@pafp.com](mailto:bpeach@pafp.com).

The Pennsylvania Academy of Family Physicians and its Foundation supports its members (including nearly 80 percent of Pennsylvania family physicians) through advocacy and education to ensure a patient-centered medical home for every Pennsylvanian. The Academy and its Foundation are the leading influential resource among family physicians and physicians in training in Pennsylvania; the primary voice on health care issues with state legislative and administrative branches of government, media and professional health organizations; and the leader on health care issues in the community.

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