

Enhance your knowledge to help your patients

As health care professionals, we are aware that tobacco use is the leading risk factor for chronic disease, disability and death. This program is designed to help health care professionals develop the skills needed to provide evidence-based tobacco cessation counseling.

Based on the Clinical Practice Guidelines for Tobacco Use and Dependence, the program will:

- Provide training in basic cessation counseling
- Familiarize health care professionals with the indications, uses and side effects of the current nicotine-replacement products and those in development
- Provide an understanding of the complexities of tobacco-use behavior including identification of individual stages of quitting
- Teach basic behavioral and cognitive coping techniques
- Discuss interventions for individuals who slip or relapse

UnitedHealth Services

Center for
Community
Health

33-57 Harrison Street
Johnson City, NY 13790

Address Service Requested

UHS/LSPS/08/07/5C

International Smoking Cessation Counselor Certificate Program

*Smoking Cessation: Practical Skills
for Healthcare Professionals*

Tuesday, October 2, 2007

8:15am Registration

9:00am - 4:00pm

**Chenango Memorial Hospital
179 North Broad Street
Norwich, New York 13815**

or

Wednesday, October 3, 2007

8:15am Registration

9:00am - 4:00pm

**Ramada Ithaca Executive
Conference Center
2310 N. Triphammer Road
Ithaca, New York 14850**

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ACT

Helping Smokers to
Become Ex-Smokers

UnitedHealth Services

Center for
Community
Health

**serving Broome, Chenango, Cortland,
Tioga and Tompkins Counties**

About the presenter



Frank Vitale, MA, is a certified tobacco addiction specialist through the National Association of Drug and Alcohol Counselors.

He received a B.A. in

Liberal Arts from St. Vincent College in 1974 and a Master's Degree in Psychology from Duquesne University in 1988. He has instructed physicians and other health professionals regarding tobacco cessation at the University of Pittsburgh, Hershey Medical Center, Jefferson Medical College, and the University of California. He represented the University of Pittsburgh in the National Heart, Lung and Blood Institute's longitudinal study of the effectiveness of tobacco cessation efforts. He has designed tobacco education modules for dentists in Pennsylvania and training materials for physicians and pharmacists working with oncology patients at the M.D. Anderson Center in Texas. Mr. Vitale is currently the National director of the Pharmacy Partnership for Tobacco Cessation, a project developed under the auspices of The Smoking Cessation Leadership Center of the Robert Wood Johnson Foundation and ASHP. The partnership is dedicated to creating and disseminating tools and training to help pharmacists become involved in cessation counseling with all patients who use tobacco.

Sponsored by TEAM-ACT

TEAM-ACT is a coalition of human service and health-related organizations from Broome, Chenango, Cortland, Tioga, and Tompkins counties. The team's mission includes helping tobacco users to quit and supporting and implementing the USDHHS Clinical Practice Guidelines for Tobacco Cessation in health care settings. The lead agency is United Health Services Hospitals which has been designated as one of 19 tobacco cessation centers around the state.

Traveling Directions

To Chenango Memorial Hospital:

Follow NY 12 North from Binghamton, approximately 45 miles, to Norwich. The hospital is on North Broad Street (N.Broad St. is NY 12 as it passes through the city).

To the Ramada Ithaca Executive Conference Center:

From East - Take NYS Thruway West I-90 to Exit 34a. Follow Interstate 481 S to I-81 S to Exit 12. Turn left onto Us Route 281 S to Route 13 S to Ithaca. Exit at Triphammer Rd. Turn right onto Triphammer Rd.

From North - Us Route 81 S To Exit 12. Turn left onto Us Route 281 S to Route 13 S to Ithaca. Exit at Triphammer Rd. Turn right at Triphammer Rd. Hotel is located .25 mile on the left.

From South - Us Route 81 N to Exit 8. Follow Route 79 W into Ithaca. Turn right onto Route 13 N. Exit at Triphammer Rd. Make a left onto Triphammer Rd. Hotel is located .25 mile on the left.

From West - Take NYS Thruway I-90 to Exit 41. Take Route 318 E to Route 89 S into Ithaca to Route 13 N. Exit at Triphammer Rd. Turn left onto Triphammer Rd. Hotel is located .25 mile on the left.

Registration

This program is FREE to all participants; however, you MUST REGISTER. Registration is required by **September 21, 2007**. You may register by phone 607.763.5092, fax 607.763.5067, or mail to:

**United Health Services
Stay Healthy Center
33-55 Harrison Street
Johnson City, New York 13790**

*Check here if attending this program**

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**ONLY CHECK ONE PROGRAM*

PLEASE PRINT

Name

Title

Organization

Address

City, State, Zip

Daytime Phone

E-mail