



Press Release

The Smoking Cessation Leadership Center (SCLC) at the University of California San Francisco (UCSF) today announced a new medical education initiative in partnership with Pfizer. Pfizer's Medical Education Group (MEG) and the SCLC will be collaborating on a smoking cessation professional education grants program which will award organizations working to improve the competence and performance of healthcare providers and the healthcare systems in which they work, in helping patients stop smoking.

The purpose of the grant funding will be to increase the number of patients who stop smoking by improving the frequency and effectiveness of smoking cessation intervention, including treatment, counseling and support, by healthcare providers.

Cigarette smoking is the leading cause of preventable death in the United States, accounting for approximately 1 of every 5 deaths in the United States each year. It is estimated that 19.3% of all adults (aged 18 years or older) in the United States smoke cigarettes.^[1] Tobacco use may lead to nicotine dependence and serious health problems. Smoking cessation can significantly reduce the risk of suffering from smoking-related illnesses. Effective treatments and helpful resources exist for tobacco dependence which often requires repeated interventions^[2].

A joint Request for Proposals (RFP) will be issued in early July to hospitals, healthcare systems, medical societies and associations, who will be able to apply for grant support for their programs. The SCLC is taking the lead on the grant review and decision making process, ultimately deciding which grant applications will receive funding, and Pfizer will provide grants to the successful applicants.

The SCLC was founded in 2003 with the aim of increasing smoking cessation rates and increasing the number of health professionals who help smokers quit. It is led by Steven A. Schroeder, MD, Distinguished Professor of Health and Health Care at UCSF and funded by the Robert Wood Johnson Foundation and the American Legacy Foundation. For this initiative, the SCLC is volunteering its assistance and is not receiving any financial remuneration from Pfizer. To assure its independence, the SCLC has a policy of not accepting any funding from the pharmaceutical industry.

To learn more about the SCLC at UCSF, please visit the website:

<http://smokingcessationleadership.ucsf.edu>

For further information about Pfizer MEG, please visit the website:

http://www.pfizer.com/responsibility/grants_contributions/medical_education_grants.jsp

References:

[1] “Adult Cigarette Smoking in the United States: Current Estimates.” [CDC.gov](http://www.cdc.gov). 14 March 2012. Center for Disease Control and Prevention. 6 June 2012

[2] “Smoking Cessation” [CDC.gov](http://www.cdc.gov). 14 November 2011. Center for Disease Control and Prevention. 6 June 2012

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