



CEASE—CONTINUING EDUCATION AIMED AT SMOKING ELIMINATION

Overview

CEASE is a multiorganizational education initiative designed to provide physicians and healthcare professionals with effective and clinically relevant strategies targeted to increase the smoking *quit* rates for patients followed in multiple practice settings. Since smoking is the single most important preventable cause of death in the United States, the **CEASE** program provides practical evidence to increase cessation rates and halt the progression of smoking. Effective smoking cessation can minimize sequela of smoking with respiratory diseases, COPD, smoking-related malignancies, coronary artery disease, stroke, low birth-weight babies, hip fractures, and peptic ulcer disease.

CEASE integrates current science with a thorough assessment of physician/healthcare professional needs into innovative and traditional educational formats. These formats include a wide landscape of educational offerings, from conferences at local and national levels to Web-based, print, CD-ROM, and interactive cases to television formats and hand-held tools. Performance improvement projects focus learning on improving individual and system practices.

CEASE builds on the “Lessons Learned” from the dissemination of the 2000 Public Health Service Tobacco guidelines. Updated 2008 guidelines will form the foundation for key messages and measured outcomes that ultimately lead to an overall decrease in smoking rates in the United States. Each physician and healthcare professional is encouraged to participate in multiple **CEASE** educational programs to reinforce learning. The project utilizes Moore’s evaluation scale to assess outcomes from knowledge acquisition to population health.

Partners

Nine partners, working in cooperation with myriad organizations, are collaborating on this multiyear initiative to develop an unprecedented and comprehensive approach to intervene and decrease the smoking rates in the United States. The partners include

- California Academy of Family Physicians
- CME Enterprise
- Healthcare Performance Consulting
- Interstate Postgraduate Medical Association
- Iowa Foundation for Medical Care
- Physicians’ Institute for Excellence in Medicine
- Purdue University School of Pharmacy and Pharmaceutical Sciences
- University of Virginia School of Medicine
- University of Wisconsin School of Medicine and Public Health

If you would like additional information regarding the **CEASE** initiative, please e-mail: info@ceasesmoking2day.com.

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