

## AAP Call to Action and Resources for CDC "Talk With Your Doctor" Campaign

As you may have seen last year and again in the past month, the Centers for Disease Control and Prevention (CDC) sponsors a national media campaign titled '*Tips From Former Smokers*.' This campaign raises awareness about the negative health effects caused by smoking, encourages smokers to quit, and encourages nonsmokers to protect themselves and their families from exposure to secondhand smoke.

New to the 2013 *Tips* campaign is the inclusion of "**Talk With Your Doctor**" week, May 27- June 2. This week will be dedicated to empowering patients to discuss quitting with their physicians, and will encourage physicians and other health care providers to use the campaign as a way to discuss cessation in the practice setting. *Tips* campaign TV ads running during this week will feature a tagline that reads "You Can Quit. **Talk With Your Doctor** for Help."

The Academy, along with the American Medical Association, American Academy of Family Physicians, American College of Physicians, and the American Congress of Obstetricians and Gynecologists, has partnered with CDC on the "Talk With Your Doctor" initiative, calling for our members to **ask the right questions about tobacco and secondhand smoke** when seeing patients and their parents.

AAP President Thomas K. McInerney, MD, FAAP, participated in the launch of "Talk With Your Doctor" week this morning along with U.S. Surgeon General Regina Benjamin, CDC Director Thomas Frieden, and *Tips* campaign ad participants. Dr. McInerney called on all pediatricians to ask and advise all parents to protect children and other nonsmokers from secondhand tobacco smoke.

The AAP Richmond Center has [resources on its Web site](#) for health care providers specific to helping pediatricians respond to the "Talk With Your Doctor" initiative, including office posters, fact sheets, cessation resources, payment and coding information, and a looped video to play in waiting rooms.

The AAP and CDC will host a Twitter chat on Wednesday, May 29 from 12-1 pm ET. Featured tweeters will include Lucy England, MD, MSPH; Jonathan Winickoff, MD, FAAP; and a participant from the *Tips* campaign. The Twitter chat will cover how physicians can work with patients and

families to have conversations about cessation. We will be asking for tweets about what patients and physicians have found helpful in having these discussions and moving toward quitting or reducing exposure to secondhand smoke. The hashtag for this chat will be **#TWYDoc**, and you can follow the conversation regardless of whether you have a Twitter account by using the [TweetChat website](#).

For questions about the "Talk With Your Doctor" campaign, the Twitter chat, or other tobacco and secondhand smoke resources, please contact Gina Steiner, AAP Director of Public Information, at [gsteiner@aap.org](mailto:gsteiner@aap.org).