

# THE CAMPAIGN...



Smoking is the leading preventable cause of death in the United States. In Massachusetts alone, tobacco kills 11,000 persons each year, costs the state 1.5 billion dollars annually in health care and lost wages from premature death and disability from smoking related diseases, and is more than the number of deaths due to AIDS, drug abuse, motor vehicle accidents, homicide, suicide and alcohol deaths combined. Pharmacists, being the most accessible health care professionals, have a tremendous opportunity to decrease the morbidity and mortality associated with tobacco use.

Massachusetts Pharmacists can participate in the Tobacco-Free Pharmacy Campaign by achieving five different levels of awareness. Pharmacists and pharmacies reaching each level will be recognized in the Massachusetts Pharmacy Journal.

**Level 1: Provide tobacco cessation support, counseling, information and referrals to patients.**

- Encourage and assist patients in their effort to discontinue the use of tobacco products.
- Provide patients with appropriate information and literature on the hazards of tobacco use and how to successfully abandon their habit.
- Provide patients with necessary tobacco cessation counseling and referrals.

**Level 2: Decrease the open availability of tobacco and tobacco-related products.**

- Assure tobacco and tobacco-related products are available only by request.
- Require proper identification from customers wishing to purchase tobacco products.

**Level 3: Remove tobacco product advertising from the pharmacy.**

- Remove all aspects of tobacco and tobacco-related product advertising from their pharmacy.

**Level 4: Designate the pharmacy as a tobacco-free zone.**

- Prohibit the use of tobacco in the pharmacy.

**Level 5: Become a *Tobacco-Free Pharmacy*.**

- Discontinue the sale of all tobacco and tobacco-related products.

The Massachusetts Pharmacists Association, working cooperatively with the Massachusetts Department of Public Health, will publicly recognize Tobacco-Free Pharmacies. In addition, pharmacies who succeed in becoming "tobacco-free" will be provided with a Tobacco-Free public relations kit to aid in promoting this accomplishment to their patients and local communities.

This state-level campaign is designed to decrease the availability of tobacco products in pharmacies and to encourage pharmacists to provide tobacco cessation counseling and support to their patients. Through this program, pharmacists can help to decrease the risk of cancer, heart disease, stroke, and chronic lung disease in the citizens of Massachusetts. Please join us! For more information contact the MASSACHUSETTS PHARMACISTS ASSOCIATION, 5 Lexington Street, Suite 5, Waltham, MA, 02154, (617) 736-0101.