

TO UPLIFT CHRIST AND MAKE HIM KNOWN



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A new stop-smoking booklet, *Tobacco: You Can Be Free*, has been developed by Loma Linda University and Pacific Press® now available

Nampa, Idaho (November 15, 2004) — Churches and hospitals alike are using the new stop-smoking booklet (*TOBACCO: YOU CAN BE FREE*, 2004) developed by Pacific Press® in consultation with the Loma Linda University School of Medicine and School of Public Health in Loma Linda, California, to promote smoking cessation as part of American Cancer Society's 26th annual Great American Smokeout (November 18). Over 25,000 booklets have been distributed so far.

The American Cancer Society (ACS) holds the Great American Smokeout® each November to help smokers give up cigarettes for one day, in the hope they will quit for good. The event challenges people to stop using tobacco and raises awareness of effective ways to quit for good.

Tobacco: You Can Be Free is a 16-page, full-color booklet that combines the latest clinical research with a detailed plan for successful recovery from nicotine addiction. Dr. Linda Hyder Ferry, M.P.H., Associate Professor of Family Medicine and Preventive Medicine at Loma Linda University, was the primary consultant for the booklet. Ferry has 25 years of treating tobacco and other addictions to her credit. Her pivotal research led to the approval in 1997 of bupropion, the first FDA-approved, non-nicotine, pharmacological treatment for tobacco dependence. Dr. Mickey Ask, an addiction specialist, and Dr. Douglas Plata, M.P.H, and Dr. Joon Rhee, M.P.H., specialists in preventive medicine, also contributed to the booklet's development.

Tobacco: You Can Be Free provides a strategy that really works for people who feel defeated by tobacco addiction, says Dale Galusha, vice president of ministries and sales at Pacific Press®. "It is perfect for use in stop-smoking programs, and is inexpensive enough to give away in mass quantities at public events. And of course, every Adventist medical professional should make it available to their patients," says Galusha.

Tobacco: You Can Be Free is available at your local Adventist Book Center®. To purchase a copy, call (800) 765-6955 or go to www.AdventistBookCenter.com. The booklet retails for \$.99 each. Quantity pricing is available.

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