



Greater Rochester Area Tobacco Cessation Center

Serving **Monroe, Wayne, Ontario, Livingston,** and **Seneca** counties of NY

What is GRATCC?

We are one of 19 Tobacco Cessation Centers in New York State funded by the Department of Health to provide training and technical assistance to all healthcare practitioners and hospitals.

GRATCC uses evidence-based resources and programs to assist providers in the design and implementation of office-based systems that identify and effectively treat tobacco dependence, according to the US Department of Health and Human Services Clinical Practice Guidelines.

Why we're needed:

- 25,000 people die every year in New York State from smoking-related illnesses
- 70% of smokers want to quit; most of them see a healthcare provider annually
- Patients report a greater satisfaction when they have been asked about tobacco use or provided advice when they see a healthcare provider

What we can do for your office:

On-site training for providers and office staff in tobacco use screening and brief interventions based on Public Health Service guidelines. A CME accredited 1-hour training will focus on systems-based change for brief tobacco dependence interventions using the 5A model.

Access and referrals to local and state tobacco cessation services including the GRATCC Intensive Tobacco Treatment Program and the New York State Smokers' Quitline.

Ongoing monthly support office visits and calls. An Office Services Coordinator will work directly with your staff to develop a custom-tailored system to treat tobacco dependency in a time-efficient and cost-effective manner. Your office will receive 12 months of free service, including delivered materials and resources, data collection and reporting assistance, and further educational opportunities.

Advanced education in nicotine dependence counseling and pharmacotherapy for those practices that choose to further their training.

Guidance in development and implementation of health system policies on tobacco dependence treatment, ensuring that every patient is screened and every tobacco-user is provided with brief counseling and treatment as needed.

Practice implementation and evaluation data. GRATCC can provide your practice with feedback on screening and counseling procedures and will share the data collected over the course of the partnership.

In addition to our office-based services, GRATCC also funds an intensive treatment program in Rochester, NY for patients who opt for a deeper intervention, including 1-on-1 counseling, medical consultation, and follow-up visits. These services are available to patients intending to quit smoking within 30-days regardless of insurance status and require *no co-pay*.

For more information or to set up a free training:

(585) 758-7815

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