Good morning Dr. Maldonado:

MSSNY has been asked to join as a partner with the American Cancer Society and the American Cancer Society Cancer Action Network in a new anti-smoking campaign for called the **2016 New York is Kicking Butts Quit Smoking Campaign**. This campaign is currently centered on NY City, but ACS does hope that in coming years it will be a statewide campaign. In New York City smoking continues to be the No.1 cause of preventable death.

The 2016 New York is Kicking Butts Quit Smoking Campaign is a week-long **May 31-June 6** joint partnership among health care, non-and for-profit businesses, advocacy and community organizations and patient communities to raise awareness of the resources and organizations available within New York City and New York State to help smokers quit. The partnership will lead the largest ever NYC quit smoking week, where all smokers in New York City will be encouraged to quit smoking with aid from qualified health care professionals (HCP) and learn about tools and support available to assist them during this week and beyond.

As a partner, MSSNY will be asked to inform physicians about the tools and resources available to help New Yorkers quit smoking and to discuss with patients quitting smoking.

This partnership is consistent with MSSNY position on tobacco and is similar to other coalitions that we have joined in the past. Please let me know if you would like MSSNY to participate in this event/coalition.

Thanks,
Pat

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