



SOCIETY FOR PUBLIC HEALTH EDUCATION

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SOPHE Receives CPPW Funding for Strengthening Tobacco Prevention and Control Efforts

Washington, DC – The Society for Public Health Education (SOPHE) is pleased to be one of ten national organizations selected to provide technical assistance for the U.S. Department of Health and Human Services (DHHS) Communities Putting Prevention to Work (CPPW) initiative. Funded by the American Recovery & Reinvestment Act 2009, CPPW supports intensive community approaches to chronic disease prevention and control. SOPHE will work with CPPW-funded states and communities to reduce smoking prevalence and teen smoking initiation, and decrease exposure to second-hand smoke.

“SOPHE is proud to be selected for this competitive funding initiative to provide leadership and expertise in health education and health promotion,” states Diane Allensworth, PhD, SOPHE President. “We have an unprecedented opportunity to put decades of tobacco science and policy to work in improving the health of this nation and future generations.”

Each year, an estimated 443,000 people die prematurely from smoking or exposure to secondhand smoke, and another 8.6 million have a serious illness caused by smoking. To turn the tide on this deadly epidemic, SOPHE will provide resources, expertise, and technical assistance to CPPW-funded territories and urban/rural communities across the 10 DHHS regions. Evidence-based strategies will be used to increase tobacco prevention messages in local media, to modify organizational and community policies related to tobacco access, and provide social support and services for tobacco users to quit.

A team of some 50 SOPHE members with diverse expertise will be available to meet the technical assistance needs of CPPW-tobacco funded communities. Special training will be provided to professionals to reach under-served communities and audiences, such as pregnant women smokers whose behavior has numerous adverse consequences for both mother and baby. Pregnant women with deliveries paid by Medicaid are more than twice as likely to smoke as privately insured women; two-thirds of the estimated \$366 million in 1996 neonatal expenses were attributable to Medicaid Programs alone.

“We must be bold in our prevention efforts and use every health education tool in our arsenal,” underscores M. Elaine Auld, MPH, CHES, SOPHE’s Chief Executive Officer. “With 60 years of history and experience, SOPHE stands ready to help health care organizations, schools, communities, and worksites reverse the devastating health and economic consequences of smoking and put us on the road to the healthiest nation.”

To view the related DHHS press release, see <http://dhhs.gov/news/press/2010pres/07/20100707b.html>.

Founded in 1950, the Society for Public Health Education’s mission is to provide global leadership to the profession of health education and health promotion and to promote the health of society through advances in health education theory and research, excellence in professional preparation and practice, advocacy for public policies conducive to health, and the achievement of health equity for all. For more information, see www.sophe.org.

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