



**CONFERENCES & MEETINGS**

**Grand Rounds**  
**Thursday, Mar. 18, 2004, 7:30 AM**  
**Clinic Auditorium**

**Nicholas J. Talley, M.D.**

Division of Gastroenterology and Hepatology  
Mayo Clinic  
Rochester, MN

**Obesity and GI Disease: Chewing the Fat**

**FROM DIVISIONS**

- **Patricia Rivera, M.D.**, Assistant Professor, Pulmonary and Critical Care Medicine, was nominated for the AAMC Humanism in Medicine Award.
- **Ryan Mattison, M.D.**, PGY2 Resident, has been elected to the ACP National Resident's Committee. This Committee is charged with integrating resident policies into the College.

**ANNOUNCEMENTS**

- **Thanks to all** - the Department received a gold award certificate in appreciation of contributions to the 2003 State Employees Combined Campaign and for reaching our 100% goal.
- Excellence in Teaching Seminar Series. **Documenting Success: Developing Your Teaching Portfolio**. March 16th, 4-6pm, 321 MacNider. Register: phone 39369 or go to: [www.med.unc.edu/oed/eit/register1.htm](http://www.med.unc.edu/oed/eit/register1.htm)

**FROM THE CHAIR'S OFFICE**

According to the Centers for Disease Control (CDC), tobacco use remains the leading preventable cause of death in the United States, causing more than 440,000 deaths each year and resulting in an annual cost of more than \$75 billion in direct medical costs. Moreover, in the State of North Carolina, tobacco use is also the number one cause of preventable deaths. Every six seconds someone dies from tobacco use and one in every six deaths is tobacco related. 90% of all tobacco users begin by age 18 and 60% begin by the age of 14.

This has been a hot-button issue in North Carolina for decades, given the role tobacco farming played in the development of our State's economy. It wasn't long ago that major discussions ensued over the idea of taking cigarette vending machines out of the hospital, and then in making the hospital smoke-free. The sad truth is that there is an overwhelming body of

evidence that cigarette smoking is deadly. For all these reasons and more, the **Division of Pulmonary Diseases and Critical Care Medicine** has begun a comprehensive **Smoking Cessation Program** to help the people of North Carolina combat this killer. For our patients, our friends, and loved ones who smoke, we can play an active role in helping them quit.

*The Surgeon General has asked every healthcare provider to incorporate the "5A's" regarding smoking in their practice:*

- Ask every patient at each encounter if they use tobacco products
- Advise people to quit using tobacco products
- Assess the individual's readiness to quit
- Assist the person in developing a quit plan
- Arrange for follow-up

The Smoking Cessation Program, which includes a large variety of services (see below), is open to all:

- **Out-patient consultation** (Appointments: 966-7933);
- **In-patient consultation** (Page Jeanie Mascarella, RN, MSN: 216-3025);
- **Support groups** (3rd Wednesday of the month, 7pm, next meeting March 17, UNC Lung Center, 3rd floor ACC);
- **Online** (<http://www.quitnownc.org>);
- **Toll-free phone support** (1-877-44U-QUIT);
- **Healthcare provider education** ([krumnach@med.unc.edu](mailto:krumnach@med.unc.edu)).

As we go about our daily business here at UNC, please do your best to help get the word out.

Questions or submissions, contact [Rosemary\\_Simpson@med.unc.edu](mailto:Rosemary_Simpson@med.unc.edu)