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Director

State of California—Health and Human Services Agency  
California Department of Public Health



EDMUND G. BROWN JR.  
Governor

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Dear Colleague:

The California Department of Public Health (CDPH), California Tobacco Control Program (CTCP) is very pleased to announce the release of *Creating Positive Turbulence: A Tobacco Quit Plan for California*. This Plan is the result of a Cessation Summit convened in May 2009. Local, state, national, and international health care, insurance, media, cessation, researchers, advocates, and community experts spent an intense two days reviewing who continues to smoke in California and strategizing a broad array of policy, insurance, education, training, and outreach strategies to accelerate quitting behavior among California smokers. The Summit stimulated a remarkable level of discussion and a strategic vision for enhancing tobacco cessation efforts in California.

CTCP would like to especially acknowledge the leadership and scientific contributions made by the Center for Tobacco Cessation in both planning the Cessation Summit and preparing this document.

CTCP is also very grateful to all of the Summit participants, who offered their creative ideas and recommendations for encouraging quit attempts and reducing the prevalence of tobacco use. This Plan reflects your recommendations and could not have come to fruition without your commitment to improving the health of all Californians and your willingness to generously share your expertise. Please accept our deepest thanks and appreciation.

Finally, CTCP trusts that this Plan will help guide all tobacco cessation advocates in their efforts to create a sustainable model that is deeply imbedded into the health care, behavioral health, public health, social service, and health care provider training systems in order to promote the health of all Californians.

You may also download a PDF version of the Plan from our website at  
<http://www.cdph.ca.gov/programs/tobacco>.

If you should have any questions, please contact Sarah Planche, M.Ed., Program Consultant, Local Programs and Advocacy Campaigns Unit, CTCP at (916) 449-5490 or via email at [sarah.planche@cdph.ca.gov](mailto:sarah.planche@cdph.ca.gov).

Sincerely,

April Roeseler, M.S.P.H., Chief  
Programs and Media Operations Section  
California Tobacco Control Program