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MEDIA ADVISORY FOR IMMEDIATE RELEASE

Contact: Jim Garcia • 720-274-2941
jgarcia@clinicatepeyac.org

Clínica Tepeyac Announces Support for CDC's Televised *Tips* Línea de Ayuda Smoking Cessation Event

May 18th Telemundo Call-in Program Complements CDC's Tips from Former Smokers) Campaign to Help Hispanics Quit Smoking

Denver, CO -- May 15, 2017 -- Clínica Tepeyac, a Denver community-based health center, has announced support for the Center for Disease Control and Prevention's May 18, 2017 *Línea de Ayuda* (Helpline) program. The show is a telethon-style event on Denver Spanish-language station, KDEN-TV (Channel 25), that is scheduled to air between 5 pm and 9 pm.

Línea de Ayuda will feature four 90-second segments where Dr. Ralph Caraballo, CDC Chief Epidemiologist, will be interviewed about smoking-related illnesses, health benefits from quitting, and accessing free help to quit. Each segment directs callers to the Spanish-language Quitline, 1-855-DEJELO-YA (1-800-QUIT-NOW), for support.

The 2017 Spanish and English-language *Tips* Campaign ads are also airing nationwide on TV and radio through July to bring attention to the risks of smoking. The ads feature former smokers who describe the health consequences they have suffered, motivate others to quit, and promote free cessation support through the Quitlines.

"With tobacco companies estimated to spend \$9.1 billion this year to addict new customers, the CDC's *Línea de Ayuda* and *Tips* Campaign are critical tools to make sure our community knows the real costs of tobacco use, nicotine addiction, and how to get help to quit," said Jim Garcia, CEO and Founder of *Clínica Tepeyac*.

Clínica Tepeyac is promoting the *Línea de Ayuda* television events and the broader *Tips* Campaign as a Lead Agency of the *Nuestras Voces* (Our Voices) Network, which works to reduce tobacco use and cancer incidence in Hispanic communities. Activities to support CDC's efforts include bilingual social media and individual cessation support through the National Alliance for Hispanic Health's (the Alliance) *Su Familia* Helpline.

"The individual stories told in the *Línea de Ayuda* and *Tips* campaigns represent the experiences of the over 16 million Americans suffering from illnesses caused by smoking and give encouragement to smokers to quit and others not to start. We are proud to support these efforts, including through the Alliance's *Su Familia* Helpline (at 1-866-783-2645) where callers can get information in Spanish and English on quitting smoking, talking to a loved one about smoking, or connecting to health services in their communities," emphasized Mr. Garcia.

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About *Clínica Tepeyac*. Founded in 1994, *Clínica Tepeyac* (Tepeyac) is a community-based, Federally Qualified Health Center (FQHC) in Denver, Colorado, with a more than two-decade history of providing culturally responsive health care for low-income, primarily uninsured and Spanish-speaking community members. Tepeyac's mission to provide culturally competent health care and preventive health services for the medically underserved.

About the *Nuestras Voces* Network. *Nuestras Voces* is a national network of over 200 members working for a tobacco-free world and to eliminate disparities in cancer prevention and treatment services. You can be part of this effort being led by the National Alliance for Hispanic Health! Join us at www.nuestrasvoces.org/join.