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For Immediate Release

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**New Jersey Public Health and Hispanic Leaders Call for Continued
Tobacco Prevention and Cessation Programs at Event**
GASP Expertise utilized in panel discussion

Summit, NJ— Global Advisors on Smokefree Policy (GASP) joined LATINO Magazine, the National Resource Center for Hispanic Mental Health, the University of Medicine and Dentistry of New Jersey and other public health organizations in hosting an event to raise awareness on smoking cessation in the Hispanic community Wednesday, May 19 at The University of Medicine and Dentistry of New Jersey, in Newark, New Jersey.

Highlights from the event included presentations by Deborah Brown, Acting Chief Executive Officer of the American Lung Association of the Mid-Atlantic and a panel discussion held by William Furmanski, Senior Vice President of the American Legacy Foundation, Karen Blumenfeld, Executive Director of New Jersey Global Advisors on Smokefree Policy (GASP) and Henry Acosta, Executive Director of the National Resource Center for Hispanic Mental Health and Deputy Director of the New Jersey Mental Health Institute.

“Providing a tobacco prevention and cessation outreach to the Hispanic community is key,” said Karen Blumenfeld, Esq., Executive Director of GASP. “With 70% of all smokers wanting to quit, state-funded community programs on tobacco prevention and cessation are culturally-competent, to meet the needs of the Hispanic community.”

According to the Centers for Disease Control, lung cancer is the leading cause of cancer deaths among Hispanics. Deaths from lung cancer are 2.3 times as high for Hispanic men. Equally troubling, an estimated 24.8% of Hispanic males in grades 9 through 12 are current cigarette smokers.

The event discussed ways in which U.S. Hispanic leaders can be more involved and have a stronger impact with smoking cessation in the Hispanic community, as well as ways in which the community can address smoking cessation's imperiled funding in the State of New Jersey. Particularly as tobacco companies have contributed to schools and higher education institutions and supported scholarship programs targeting U.S. Latinos.

To learn more about smoking, how to quit and tobacco control advocacy, please visit www.njgasp.org

About GASP

Since 1974 GASP has been a leader in tobacco control initiatives, especially with emerging trends and issues. GASP provides expert information, guidance, and technical assistance about policy, legislation, and litigation on the sales, marketing and use of tobacco, and consults with colleagues and the public-at-large on smoking-related issues. For 36 years, GASP continues to positively impact millions of lives, and serve as an integral resource to our public health partners, the business community and the public-at-large. Its' Policy and Legal Resource Center's global reach extends from New Jersey, to other states and countries working on tobacco-free initiatives.

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