

**For Immediate Release  
April 5, 2010**

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**Partnership for Prevention Awards Virginia an ACTION State Grant to  
Increase Access to Tobacco Cessation Treatments**

Partnership for Prevention congratulates Prevention Connections on being awarded one of six ACTION State Grants for the implementation of innovative strategies to increase access to tobacco cessation treatments. Funds are to be used primarily for the development of state alliances/summit meetings and the creation of strategic plans. Prevention Connections received \$27,500 from the grant.

Virginia's project will place emphasis on the behavioral health/substance abuse population, which has a smoking rate 2-4 times higher than the general population. Mental health systems and professionals will be convened to advance cessation, including homeless health centers, community service boards, rural health facilities, and residential mental health centers. These safety net providers seldom include tobacco cessation in their treatment plans. "This grant will aid facilities in Virginia to become smoke-free and it will help their clients lead healthier lives," said R. Neal Graham, chairman of Prevention Connections' Board of Directors.

With funding from the Pfizer Foundation, Partnership hopes to dramatically increase access to and use of proven tobacco cessation treatments through this grant program. The focus of the ACTION state grants is system and policy change in tobacco cessation, rather than the delivery of programs or direct services. "While the one-time provision of services would help some people quit tobacco, in the long run this will not guarantee that change is institutionalized," said Rob Gould, President & CEO of Partnership. "We hope the grants will help states take steps toward permanent change in coverage, access, and utilization."

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*Prevention Connections is the nonprofit, 501c3 sister organization of the Virginia Foundation for Healthy Youth and supports efforts to reduce tobacco use and childhood obesity. For more information, visit [www.preventionconnections.org](http://www.preventionconnections.org) or contact Marge White at (804) 225-3637.*

*Partnership for Prevention is a membership-based, nonprofit organization advancing policies and practices to prevent disease and improve the health of all Americans. Partnership seeks to increase investment in preventing disease and promoting health and to make prevention a national priority. For more information, visit [www.prevent.org](http://www.prevent.org).*

*For more information about ACTION, visit [www.actiontoquit.org](http://www.actiontoquit.org).*

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## **Partnership for Prevention Awards Six ACTION State Grants to Increase Access to Tobacco Cessation Treatments**

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Partnership congratulates the following six grantees and looks forward to working with them on their projects over the course of the year:

- Colorado - Cessation Coverage and Treatment for Colorado’s Uninsured
- Florida - Using Social Media at a State Tobacco Cessation Summit to Create an Action Plan
- Nevada - Reaching Disparate Populations with Tobacco Cessation Treatment to Increase Cessation Access for All Nevadans
- New England - Duplicating the Massachusetts Medicaid Comprehensive Cessation Benefit throughout New England
- New York - Securing Cessation Coverage as a Core Benefit in NYS Health Plans
- Virginia - Establishing Tobacco Cessation Treatment in Mental Health/Substance Abuse Programs

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