



FOR IMMEDIATE RELEASE

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Family Health Centers of San Diego Announces Support for CDC's Televised *Línea de Ayuda* Smoking Cessation Event

SAN DIEGO, Calif., On March 8, 2018, the CDC is broadcasting *Línea de Ayuda* (Helpline), a telethon-style event on San Diego's Telemundo station ONSD between 5:00 and 9:00 p.m. local time. *Línea de Ayuda* will feature four 90-second spots with Angélica Vale, a Mexican-American actress and singer known as "Mexico's Sweetheart." Ms. Vale along with Dr. Ralph Caraballo, CDC Chief Epidemiologist, will cover health topics 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-DÉJELO-YA (or 1-800-QUIT-NOW), for support.

Family Health Centers of San Diego (FHCSO) is promoting the *Línea de Ayuda* television events as a Lead Agency of the *Nuestras Voces* (Our Voices) Network, which works to reduce tobacco use and cancer incidences in Hispanic communities. Activities to support the 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 information provided through the *Línea de Ayuda* campaign gives the tools and encouragement to smokers to make the decision to quit and others not to start. Through the Alliance's *Su Familia* Helpline at 1-866-783-2645, 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.

About Family Health Centers of San Diego

Family Health Centers of San Diego has been an integral part of San Diego County's health care safety net for four decades and is proud to be one of the largest, private, nonprofit networks of community clinics in the nation. FHCSO's mission is to provide affordable, high-quality health care and supportive services to everyone, with a special commitment to uninsured, low-income and medically underserved persons. More information is available at www.fhcsd.org.

About Nuestras Voces Network

Nuestras Voces (Our Voices) is dedicated to empowering Hispanics and organizations who serve them to eliminate tobacco- and cancer-related health disparities. Through collaboration and networking, training and technical assistance and the dissemination of the most up-to-date information on tobacco and cancer control, Nuestras Voces builds healthier communities. For more information, visit www.nuestrasvoces.org.