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## **New Online Health Promotion Courses Provide Education in Tobacco Counseling Strategies for All Child Health Professionals**

HANOVER, N.H. — Pediatrics in Practice ([www.pediatricsinpractice.org](http://www.pediatricsinpractice.org)) announces the launch of health promotion online courses on tobacco counseling designed for nurses, pediatricians and other child health professionals. Funded by Pfizer Inc. through an unrestricted medical education grant, this new tobacco-counseling course is comprised of three modules that support health professionals in conveying smoking prevention messages to early adolescent females (8-11 yrs. old) and their families.

Drawing upon the earlier successes of Pediatrics in Practice, this Web site, based at Children's Hospital at Dartmouth (CHaD) and Dartmouth Medical School, provides a complete series of health promotion online courses. All courses presented at Pediatrics in Practice have been created to advance the ideal health-promotion core competencies for the effective practice and treatment of children and their families.

"Despite a national decline in smoking rates, young girls are exposed to intense social and media pressures to smoke," said Dr. Henry (Hank) Bernstein, professor of pediatrics at Dartmouth Medical School, who led the team that developed the new program. "Our online courses support the health professional in applying concrete strategies to open and maintain the conversation with young girls and their families around smoking prevention and cessation."

The complete Pediatrics in Practice tobacco counseling program offers high quality content through interactive features. Three important patient-provider concepts are included:

- Promoting Health Among Adolescent Girls
- Communicating Prevention and Cessation Messages
- Partnership Building for Effective Counseling

"We know that young girls (and boys) perceive their doctors as credible and want to talk about these issues with them. As health care providers we have to capitalize on these critical opportunities so that we can reduce smoking related diseases and illness among girls and women in the future," he says.

In addition, health professionals can enhance their patient education messages by encouraging young girls to visit the award-winning *No Smoking Room* ([www.nosmokingroom.org](http://www.nosmokingroom.org)). This companion web-based health intervention site empowers young girls to say "no" to smoking. The site was honored by the Health and Science Communications Association (HeSCA) at the 2009 Media Festival.



“We also provide health professionals with patient education door hangers that encourage young girls and their families to visit the *No Smoking Room* in order to educate themselves about this serious public health issue,” says Bernstein.

Pediatrics in Practice makes continuing education (CEU) and continuing medical education (CME) credits available through Dartmouth-Hitchcock Medical Center (DHMC). The online courses were designed by BioMedical Media ([www.biomedicalmedia.com](http://www.biomedicalmedia.com)), which specializes in the design and production of medical media programs.

For more information, or for a laminated copy of a *No Smoking Room* door hanger, please contact Henry Bernstein at [henry.bernstein@hitchcock.org](mailto:henry.bernstein@hitchcock.org)

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