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### L.A. County Launches Anti-Smoking Campaign

*(CBS) LOS ANGELES* The Los Angeles County health department Wednesday launched a campaign to help 200,000 smokers quit, reducing the \$4.3 billion it spends annually on smoking-related illnesses.

One in seven adults countywide, or 14.6 percent of the population, smokes.

To reduce that number, health officials, doctors, dentists and pharmacists met at the California Endowment for a day and developed a plan to help 200,000 smokers quit over the next two or three years.

California has the country's second-lowest smoking rate among adults, at 14 percent. Nationwide, 20.9 percent of

Among Los Angeles County blacks, smoking rates were significantly higher, with 26.9 percent of men and 22.9 pe

Officials don't know why more blacks smoke than whites or Latinos, but suggest that economics and advertising n rates.

"Certain brands are advertised more in certain communities. Menthol cigarettes are advertised much more in Afric  
Dr. Steven Schroeder of U.C. San Francisco said.

According to the Los Angeles County Health Survey, 81 percent of smokers want to quit.

But many smokers, especially teenagers, do not realize how addictive the habit could be, Fielding said.

Some Southland cities have implemented ordinances to reduce smoking in public places.

The Santa Monica City Council has considered an ordinance that would ban smoking on the Third Street Promenade restaurants. The ordinance would include farmers markets as well.

In March, Calabasas adopted the nation's strictest smoking ban, which prohibits smoking outdoors in all public places.

For more information on kicking the habit, smokers were asked to call (800) NO-BUTTS or visit [www.LAQuits.com](http://www.LAQuits.com)

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