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NCI Smokefree Recognized at 2018 WITSA Global ICT Excellence Awards
Smoking Cessation Digital Program Noted as an Innovative eHealth Solution

Arlington, V.A. (Feb. 20, 2017)- The National Cancer Institute's (NCI) [Smokefree Initiative](#) was recognized at the 2018 WITSA Global Information and Communications Technology (ICT) Excellence Awards on Monday in Hyderabad, India.

NCI Smokefree, which offers a unique set of digital tools and mobile app to help smokers quit smoking, received an honorable mention for the Innovative eHealth Solutions Award, which recognizes successful efforts that use information technology as a tool to promote health.

“The NCI Smokefree.gov Initiative and our ICF Team are honored to have won recognition of our collaborative efforts in developing and implementing mobile health behavioral intervention programs,” said Dr. Erik Augustson, Lead of NCI's Smokefree.gov Initiative. “These proven treatment programs reach millions of smokers every year, helping them quit smoking.”

[ICF](#), which is contracted to work for NCI, created the creative digital campaign that helps smokers quit their habit via the aid of a mobile app and web site.

The Awards recognize organizations that have demonstrated exceptional achievement in using information technology to benefit societies, governments, individuals, organizations and the private sector. IT experts from around the world who span nearly 80 countries made award nominations across eight categories. [As the American representative](#) to the World Information Technology and Services Alliance (WITSA), the Professional Services Council (PSC) nominated organizations from the United States that demonstrated effectiveness of the use of IT.

“PSC is pleased that NCI Smokefree, with the incredible support of our member company ICF, created a platform that is not only recognized on a global scale, but is making a direct impact in people's everyday lives to improve health outcomes,” said Kevin Cummins, PSC Vice President of Technology.

Descriptions of all 2018 award winners are available [here](#).

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About PSC: PSC is the voice of the government technology and professional services industry. PSC's more than 400 member companies represent small, medium and large businesses that provide federal agencies with services of all kinds, including information technology, engineering, logistics, facilities management, operations and maintenance, consulting, international development, scientific, social, environmental services, and more. Together, the trade association's members employ hundreds of thousands of Americans in all 50 states. Follow PSC on Twitter [@PSCSpeaks](#). To learn more, visit www.pscouncil.org.

About WITSA: The World Information Technology and Services Alliance (WITSA) is the leading recognized international voice of the global ICT industry, whose members from over 80 countries and economies represent more than 90 percent of the world ICT market. WITSA is dedicated to advocating policies that advance industry growth and development; facilitating international trade and investment in ICT products and services; strengthening WITSA's national industry associations; and providing members with a broad network of professional contacts.

WITSA members are leaders in a globally interconnected marketplace. Because the challenges facing the ICT industry are undisputedly global in nature, WITSA members work together to achieve a shared vision on important issues of common interest. WITSA makes it possible for its members — ranging from Mongolia and Argentina to Kenya and the United States — to identify common issues and priorities, exchange valuable information, and present a united position on industry issues. For more information on WITSA, please visit www.witsa.org