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SMOKING CESSATION  
LEADERSHIP CENTER

3333 California Street, Suite 430  
San Francisco, CA 94118

# Catalogue of Tools



NATIONAL PROGRAM OF THE ROBERT WOOD JOHNSON FOUNDATION AND A GRANTEE OF  
THE AMERICAN LEGACY FOUNDATION

# Preface

Clinicians and others who want to intervene with tobacco users have a growing array of tools to help them in their work. These tools, many of which were developed over the last few years, come from a variety of health professional organizations and individuals dedicated to tobacco cessation. Some have humble origins, and some grew out of major grants. Most tools are free for any user, and a few can be purchased at nominal cost. Surely they will help increase cessation rates and improve the intervention record of various health professions. They provide new hope that this powerful and deadly addiction will someday be history.

For detailed information on any of the resources listed in this catalogue, please call our toll free number at 1-877-509-3786 or e-mail at [csaucedo@medicine.ucsf.edu](mailto:csaucedo@medicine.ucsf.edu).

**Smoking Cessation Leadership Center (SCLC)**

# Contents

PREFACE	1
SHORTCUTS TO THE 5 A'S/BRIEF INTERVENTION	3
MODEL FOR IMPLEMENTATION	4
CURRICULA	5
SPEAKERS BUREAUS	8
PROVIDER AND PATIENT RESOURCE	9
MENTAL HEALTH AND SUBSTANCE USE DISORDER (BEHAVIORAL HEALTH) RESOURCES	26

# Shortcuts to the 5 A's/Brief Intervention

## Ask-Advise-Refer

One of the most significant contributions of the Center and its partners is the Ask-Advise-Refer (AAR) protocol, known as “Five A’s in New Ways” in some circles. First introduced by the American Dental Hygienists’ Association during a summit in September 2003, this shortcut version of the Clinical Practice Guideline has spread nationwide and beyond, and is formally included in the revised Guideline issued Spring 2008. AAR urges clinicians to ask all patients whether they smoke, advise smokers to quit, and refer them to a quitline or other resources. While many clinicians who had heard of the Five A’s were unwilling or unable to use the protocol, the Ask-Advise-Refer approach has been met with universal acceptance and enabled thousands more clinicians to become tobacco interventionists.



## Ask and Act ([www.askandact.org](http://www.askandact.org))

The American Academy of Family Physician's (AAFP) tobacco cessation program, "Ask and Act," encourages family physicians and their office staff to work as a team and ASK their patients about tobacco use, then ACT to help them quit. Research evaluated by the AAFP Tobacco Cessation Advisory Committee at the March 2005 Tobacco Cessation Summit indicated that 70 percent of physicians ask their patients about tobacco use, and about 40 percent take action to help those who use tobacco. Three years into the Ask and Act campaign one study out of Delaware shows 98.3% of physicians counseled their patients after implementing Ask and Act.

Through the Ask and Act program, AAFP members and others have access to a variety of resources to help patients quit using tobacco. The materials – some new and some obtained from other sources – are posted online for practices, residencies, family medicine departments, and AAFP constituent chapters to download. They are free to others as well, as are CEU credits offered online. The following resources are available online at [www.askandact.org](http://www.askandact.org):

- quitline cards
- patient education materials
- practice materials
- Continuing Medical Education (CME)
- information on reimbursement for tobacco cessation counseling
- state contact list of Ask and Act Chapter liaisons



# Model for Implementation

## Performance Partnership Model

The Smoking Cessation Leadership Center (SCLC) has used a particular approach to partner with each professional group with which it works. This model, which involves organizing around a single measurable result, is called a Performance Partnership. A results-based accountability facilitator takes each group through a series of steps to determine a baseline, a target, multiple strategies, and an impact measurement plan. The method lets groups focus on results, minimizes turf battling, and allows for myriad low-cost and no-cost strategies. To learn more please contact the SCLC at [csaucedo@medicine.ucsf.edu](mailto:csaucedo@medicine.ucsf.edu).

## Association-Based Partnerships

SCLC has created partnerships with a long list of national health professional associations such as the American Dental Hygienists' Association and the American Society of Anesthesiologists. Other partnerships include pharmacy, nursing, and behavioral health.

## Place-Based Initiatives

The Center, working with several localities, has helped create performance partnerships around smoking cessation. In Los Angeles County, through It's Quitting Time LA!, some 140 partners are working to help 200,000 smokers quit.



## Chicago Second Wind

In Chicago, Chicago Second Wind (C2W) is working to reduce smoking prevalence in the region from 19 to 14 percent by 2010. Partners include the Respiratory Health Association of Metropolitan Chicago, American Lung Association, and the Chicago Department of Public Health. For information on C2W contact [rreyes@medicine.ucsf.edu](mailto:rreyes@medicine.ucsf.edu).

## Washington Quits!

Thirty Washington State leaders started 2008 with a resolution and a plan: Reduce tobacco use in the state by at least 3% a year, from 17% in 2006 to less than 15% by 2010. Leaders aspired to even greater results: 12% by 2012. The Washington Health Foundation and SCLC convened the nation's first workplace-focused summit on tobacco cessation, called Washington Quits! Leaders from management and labor, large, mid-sized and small businesses, health policy, public health, non-profits, and other sectors of the health system concurred that they can make a dent in the single greatest cause of premature death and disability: Smoking. Contact Dawn Robbins at [dawnr@whf.org](mailto:dawnr@whf.org) to learn more.



## Small Business Innovation Research (SBIR) Performance Partnership Website and Toolkit

Working with Sherbrooke Consulting, Inc., the SCLC secured a planning grant from the National Institute for Drug Abuse through the Small Business Innovation Research program to develop tools to help localities create their own cessation partnerships. The materials were developed to help conveners, facilitators and recorders hone needed skills to hold a successful local summit. These materials were first tested during a training workshop in San Diego late in 2007. In Phase I, the SBIR grant worked with California Diabetes Educators and created six new local cessation partnerships in California. The grant is designed to help clinicians deal with unhealthful behaviors beginning with, but not limited to, smoking. The toolkit will be available online in 2009.

# Curricula

## Rx for Change

### ***Rx for Change: Clinician-Assisted Tobacco Cessation Curriculum***

Created by Karen Hudmon, Pharm.D., et al. at the University of California San Francisco School of Pharmacy, is a comprehensive tobacco cessation education tool that provides clinicians of all disciplines and staff with the knowledge and skills necessary to offer comprehensive tobacco cessation counseling to people who use tobacco. It covers information about the epidemiology of tobacco use, pharmacotherapy, and brief behavioral interventions. Rx for Change curricula are available at no cost via the website <http://rxforchange.ucsf.edu/>, and registered users are free to download the curriculum, trigger tapes, handouts, and brief videos.



### ***Rx for Wellness***

The Smoking Cessation Leadership Center worked loosely with Rx for Change faculty to create a curriculum specifically for peer counselors to aid mental health consumers quit smoking for their wellness and recovery. This curriculum, Rx for Wellness, is now available on the mentioned website.

### ***Rx Abridged Curriculum***

Recently, the Rx for Change website has added an exciting new program entitled Ask-Advise-Refer from the abbreviated model that simply instructs clinicians to:

- 1) Ask patients if they smoke
- 2) Advise smokers to quit
- 3) Refer smokers to tobacco cessation resources such as the 1-800 QUIT NOW quitline



The Ask-Advise-Refer program is a three-hour curriculum that has been specifically designed for pharmacy technicians, medical assistants, dental hygienists, and all other ancillary and auxiliary professions interested in becoming cessation interventionists. This Ask-Advise-Refer curriculum has also attracted the American Society of Anesthesiologists, which has tailored a version specific to anesthesiologists

## Continuing Education (CE) Cessation Courses

### **American Academy of Family Physicians**

Our partners from the American Academy of Family Physicians and National Pharmacy Partnership for Tobacco Cessation have created CE classes available online for free. These online CE courses have been effective in reaching and training hospital administrators and staff across the nation, including the military. All courses listed below are available at [www.askandact.org](http://www.askandact.org).

<b><i>Ask and Act initiative Treating Tobacco Dependence</i></b>	Free one-hour online CME course from the Center for Tobacco Research and Intervention, offering five web-based modules.
<b><i>Become a Tobacco Aware Practice: Using an Organizational and Team-based Approach</i></b>	View this webcast to learn how to structure your office to identify tobacco users, and streamline your efforts to help them quit. This webcast is for your entire practice team.
<b><i>How to Provide Tobacco Cessation Treatment to Patients with Mental Illness Podcast</i></b>	View this podcast to find out what treatments are most effective for persons with mental illness' and the effects of tobacco cessation pharmacotherapy on other medications. All are welcome.  The AAFP has also created a new section on the Ask and Act website titled "Smoking and Mental Illness" and added mental health slides to CME presentations.
<b><i>Beyond the Guidelines: Advances in Tobacco Cessation Treatment and Payment</i></b>	View this webcast to learn about evidence-based treatment, effective counseling strategies and reimbursement.
<b><u>AAFP CME Webcasts</u></b>	Free one-hour Webcasts provide information on treatment, payment, counseling, group visits and payment.
<b><u>Ask and Act Podcasts</u></b>	Free 10-15 minute "Ask the Expert" audio podcasts on a variety of timely tobacco cessation topics including the updated U.S. Public Health Service Clinical Practice Guidelines.



## Continuing Education (CE) Cessation Courses

### **American Society of Health-Systems Pharmacists & the National Pharmacy Partnership for Tobacco Cessation**

Tobacco Cessation Counseling: A Protocol for Pharmacists (<http://media.ashp.org/tobacco/>)

Pharmacists and physicians are welcome to take this course and earn free credits.



### **California Association of Diabetes Educators**

Do You cAARd? Curriculum ([www.caldiabetes.org](http://www.caldiabetes.org))

This presentation shows how the Cal Diabetes program was able to implement a statewide smoking cessation initiative with diabetes educators leading the way. It includes facts on smoking and diabetes, as well as detailed information on the California Smokers' Helpline and the Ask-Advise-Refer brief intervention model. For more information contact Tami MacAller at [Tami.Macaller@cdph.ca.gov](mailto:Tami.Macaller@cdph.ca.gov) or visit [www.caldiabetes.org](http://www.caldiabetes.org).

### **Treating Tobacco Use and Dependence** ([www.medscape.com/viewprogram/8840](http://www.medscape.com/viewprogram/8840))

A Free On-Line CME Course for Physicians and Nurses with Michael C. Fiore, MD, MPH, founder and director of the Center for Tobacco Research and Intervention (CTRI), Department of Medicine, University of Wisconsin School of Medicine and Public Health, Madison, Wisconsin. The course first started in November 17, 2004, and was reviewed and renewed on February 29, 2008. This course will valid for credit through March 1, 2009.



# Speakers Bureaus

## Referring Experts

Once SCLC established itself as a credible source of technical assistance, callers and web visitors began inquiring about speakers, presenters, and experts that might participate in their various conferences and events. SCLC has gradually developed a lengthy list of possible presenters, including our own staff, and frequently provided names as well as topics. For inquiries and availability contact the SCLC at [csaucedo@medicine.ucsf.edu](mailto:csaucedo@medicine.ucsf.edu). Examples of SCLC partner speakers bureau are listed below:



### **American Academy of Family Physicians**

The AAFP has provided expert speakers from its original cessation task force since the inception of the initiative. Recently, AAFP has created a chapter liaison system in the states that requires as one of the tasks that liaisons do presentations on cessation at the state level. Visit the AAFP website at [www.askandact.org](http://www.askandact.org) for a full list of state liaisons.

### **American Dental Hygienists' Association (ADHA) Speakers Bureau**

The Smoking Cessation Initiative of the American Dental Hygienists Association has created an official forum of state liaisons to be champions in each state to help in the exchange of ideas and best practice and to provide support in on-going efforts. This presentation provides information, skills, strategies and other tools necessary for effective smoking cessation intervention by registered dental hygienists. This presentation is now available for download on [www.askadviserefer.org](http://www.askadviserefer.org). To contact the ADHA SCI liaison nearest you, visit this website for contact information: [www.askadviserefer.org/sciliason.asp](http://www.askadviserefer.org/sciliason.asp).



### **Pharmacy Partnership Speakers Bureau**

The National Pharmacy Partnership for Tobacco Cessation and Rx for Change has for more than three years provided experts on cessation upon request, usually in pharmacy settings. This speakers bureau has grown considerably and is in high demand. Speakers provide practical advice on referring to quitlines, how to work in specific communities, and other useful tips. For more information contact Frank Vitale at [vitalef@pitt.edu](mailto:vitalef@pitt.edu).

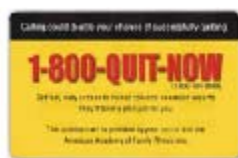
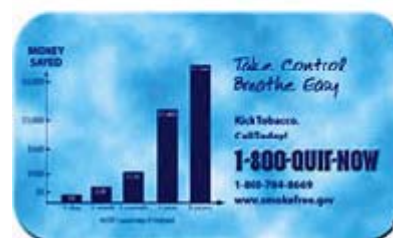
# Provider/Patient Resources

## QUIT NOW Cards

### 1-800 QUIT NOW cards

This small, attractive wallet card, similar in size and feel to a credit card, lists the national quitline number and offers motivational language to call 1-800 QUIT NOW. SCLC deliberately chose not to brand the card, but rather encouraged others to do so. The result is a card that everyone can own: the 1-800 QUIT NOW blue card. This card embodies the Ask-Advise-Refer model, offering a simple, concrete and doable way to help people quit smoking, speaking to both the patient and clinician. 85% of those surveyed said the card helped streamline their ability to assist patients with cessation and 80% said it increased the number of patients advised to quit by their organization. There are now over 3 millions in circulation. To order, visit

<http://smokingcessationleadership.ucsf.edu/1800QuitNowOrder.html>.



### AAFP 1-800 QUIT NOW cards

Based on the success of the SCLC version, the American Academy of Family Physicians (AAFP) created and branded the 1-800 QUIT NOW card. Noting it only takes 30 seconds to refer patients to a toll-free tobacco-

cessation quitline, members have been ordering free plastic quitline cards from its website: [www.aafp.org](http://www.aafp.org) to encourage their patients to call a quitline. Nearly 400,000 have been ordered.

### ASA 1-800 QUIT NOW cards

The American Society of Anesthesiologists (ASA) created its own version of the wallet card for distribution among its members as part of an effort to improve cessation interventions for surgery patients.

In a pilot study, ASA found that percentages of physicians who intervened with smokers using the card increased dramatically, from less than 5 to 56 percent. Visit [www.asahq.org/patientEducation/smoking\\_cessation.htm](http://www.asahq.org/patientEducation/smoking_cessation.htm).



### ADHA 1-800 QUIT NOW cards

The American Dental Hygienists' Association (ADHA) has distributed over 700,000 QUIT NOW cards with generous support from the Wrigley Foundation. Visit [www.askadviserefer.org](http://www.askadviserefer.org) for information on their Smoking Cessation Initiative.

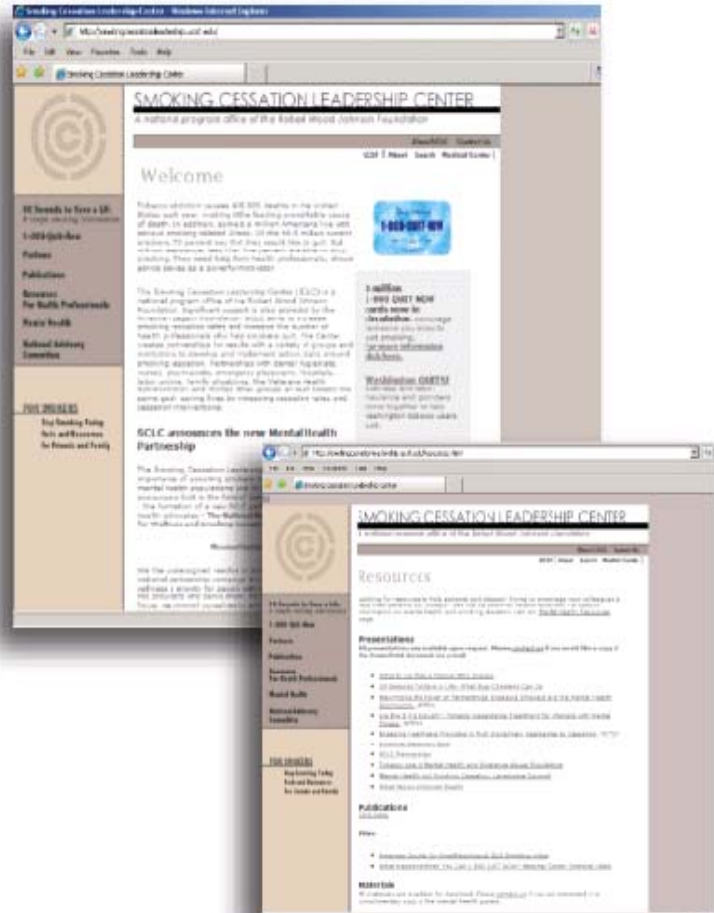
## SCLC Website



With humble beginnings, the SCLC website has grown to become a major hub for cessation resources and information. SCLC staff developed the site themselves and have maintained and expanded it, learning as they go. Traffic increases steadily, doubling each year, and the number of links grows apace.

Many SCLC partners link their own websites to the SCLC site, which continues to receive acclaim as a simple, clear, and easy-to-use tool. In 2007 an important addition to the site was a wealth of information and resources on mental health and cessation.

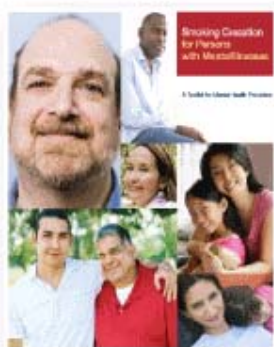
All the resources listed in this catalogue are available on the SCLC website. If you have something to add or would like to set up a link, please contact Catherine Saucedo at [csaucedo@medicine.ucsf.edu](mailto:csaucedo@medicine.ucsf.edu).



## Toolkits

### ***Tobacco-Free Living in Psychiatric Settings Toolkit***

After an initial summit with a group of state mental health commissioners and medical directors organized by SCLC and the National Association of State Mental Health Program Directors, the group set a goal to make 100 percent of state psychiatric facilities smoke free in 3 years. SCLC then supported development of a toolkit, available online as well as in hard copy, to help facilities reach this goal. The toolkit has been widely distributed and is in great demand among those hospitals about to embark on the arduous process of eliminating smoking. Download a complimentary copy from the SCLC web site or visit [www.nasmhpd.org](http://www.nasmhpd.org).



### ***Smoking Cessation for Persons with Mental Illness—A Toolkit for Mental Health Providers***

The State of Colorado has taken the lead in developing effective tobacco cessation interventions for persons with mental illness and in developing research on quitlines for those with serious mental illness. It has trained quitline personnel specifically to help these smokers. The toolkit offers step-by-step instructions for providers to help consumers quit smoking. The new 2009 edition of the [toolkit](#) is available for download on the SCLC website <http://smokingcessationleadership.ucsf.edu/Resources.html>

### ***Make It Your Business Toolkit—<http://www.makeityourbusiness.net/>***

For the last several years, the SCLC has supported the work of a national campaign to persuade businesses to cover and promote smoking cessation benefits. The campaign, building on a successful one in the state of Oregon, includes a useful toolkit available both online and in hard copy to lead businesses through the steps needed to achieve this aim. It includes a how-to guide, posters, flyers and other recruiting materials, the case for coverage of cessation services and pharmaceuticals, and other helpful items for employers and insurers.



### ***Coming soon! Hospital Toolkit***

This toolkit is a concise and practical toolkit to help hospitals develop tobacco-free policies, provide tobacco dependence treatment for employees and patients, and provide leadership in the community. For more information, contact Dawn Robbins at [DawnR@whf.org](mailto:DawnR@whf.org).

## Partner Websites and Resources

Visit any of the hyperlinks provided to view the listing website.

### American Academy of Family Physicians (AAFP) [www.aafp.org](http://www.aafp.org)

The AAFP has enacted the “Ask and Act” Campaign, urging all family physicians to Ask patients if they smoke and take further Action to help them quit. It has created its own quit cards, with 400,000 disseminated nationally, as well as feature numerous CE courses available on their website. This website has a wealth of information.



### American Association for Respiratory Care (AARC) [www.aarc.org](http://www.aarc.org)

In an effort to reduce the number of facilities (currently at 25%) who report that none of their respiratory therapists are involved in tobacco cessation, AARC has created the Tobacco-Free Lifestyle Roundtable wherein RTs can share their work among their peers.

### American Cancer Society [www.cancer.org](http://www.cancer.org)

Visit the site for in-depth smoking cessation information and resources for tobacco users and providers as well as current information on advocacy issues in your community.



## Partner Websites and Resources

### American College of Emergency Physicians (ACEP)

[www.acep.org](http://www.acep.org)

The ACEP is taking on tobacco by implementing Ask-Advise-Refer. A pilot study in 2006 showed this intervention to be efficacious amongst emergency physicians and personnel. ACEP has devoted a section to smoking cessation on its website.



### American Dental Hygienists' Association (ADHA)

[www.askadviserefer.org](http://www.askadviserefer.org)

The ADHA set a target to double the percentage of dental hygienists intervening with their patients who smoke from 25% to 50%, and was first to coin the Ask-Advise-Refer as the basis of its initiative. According to a recent survey, ADHA exceeded that goal by reaching 56%. This website offers a multitude of free resources as well as a list of chapter liaisons.



### American Heart Association

[www.americanheart.org](http://www.americanheart.org)

Visit the site for in-depth smoking cessation information and resources for tobacco users and providers as well as current information on advocacy issues in your community.



## Partner Websites and Resources

### American Lung Association

[www.lungusa.org](http://www.lungusa.org)

Visit the above site for in-depth smoking cessation information and resources for tobacco users and providers as well as current information on advocacy issues in your community.



### American Psychiatric Nurses Association (APNA)

[www.apna.org](http://www.apna.org)

APNA, in partnership with SCLC, convened a summit on Feb. 14-16, 2008 to create an action plan to increase by 5% each year the percentage of psychiatric nurses who do both brief (now at 61%) and intensive interventions (now at 29%). Visit the APNA website for details on this national initiative.

### American Society of Anesthesiologists (ASA)

[www.asahq.org](http://www.asahq.org)

The ASA has adopted the Ask-Advise-Refer model and is currently analyzing the results of a pilot study of AAR in 14 anesthesiology practices across the nation. The preliminary data thus far is very promising. Visit [www.asahq.org/patienteducation/smoking\\_cessation.htm](http://www.asahq.org/patienteducation/smoking_cessation.htm).



## Partner Websites and Resources

### American Society of Health-System Pharmacists (ASHP) [www.ashp.org](http://www.ashp.org)

The National Pharmacy Partnership for Tobacco Cessation, its website housed at ASHP, has developed an array of tools to educate pharmacists to help their patients quit tobacco. Among the tools available are CE courses offering free credits. Visit [www.ashp.org/tobacco](http://www.ashp.org/tobacco) for a list of resources.



### Become an Ex [www.becomeanEx.org](http://www.becomeanEx.org)

The EX Quit Plan is a comprehensive approach, one that comes at tobacco addiction from all sides: the physical, the behavioral, the psychological and the spiritual. The Legacy Foundation created this online program in collaboration with the Mayo Clinic to provide a step by step personalized quit plan which includes a free EX Quit Plan book or a toll-free number which connects to state tobacco quit lines for free cessation information. Visit the website and get started today.

### Bringing Everyone Along (BEA)/TCLN [www.tcln.org](http://www.tcln.org)

The Bringing Everyone Along Resource Guide and Resource Guide Summary, funded by the American Legacy Foundation and developed by our partner Wendy Bjornson from the Tobacco Cessation Leadership Network (TCLN), are available to download from the TCLN website. The Resource Guide is a compilation of the existing evidence base, professional experience and advice, and emerging resources and was developed to assist a diverse array of health professionals to tailor tobacco cessation services to meet the unique needs of tobacco users with mental health or substance use disorders.



## Partner Websites and Resources

### California Dental Hygienists' Association (CDHA) – GOLD RUSH Campaign

[www.cdha.org](http://www.cdha.org)

This initiative's goal is to increase the number of dental hygienists who ask about tobacco use and refer their patients to the California Smokers' Helpline. Campaign partners include the SCLC, the California Smokers' Helpline, the California Dental Hygienists Association, and OraPharma. All Dental Hygienists are encouraged to log in to win via the CDHA website. Hygienists can keep track of how many patients receive a Gold Helpline referral card and be eligible to win prizes. Grand prize for the dental hygienist who refers the most patients will be announced May 31st, 2009. Contact Catherine Saucedo at [csaucedo@medicine.ucsf.edu](mailto:csaucedo@medicine.ucsf.edu) for information on how to implement such a campaign in your state.



### California Diabetes Program

[www.caldiabetes.org](http://www.caldiabetes.org)

The “Do you cAARd?” campaign is a collaborative effort of California Diabetes Educators, the California Diabetes Program and the California Smokers' Helpline. The campaign website includes:

- The “Do you cAARd?” Toolkit for Diabetes Educators and other Health Care Providers.
- An American Association of Diabetes Educators (AADE) accredited continuing education program on diabetes and tobacco cessation.
- Education opportunities offered statewide by the “Do you cAARd?” Task Force

### California Smokers' Helpline (CSH)

[www.californiasmokershelpline.org](http://www.californiasmokershelpline.org)

CSH has been a leader in quitline services and has partnered with all of SCLC's California efforts. Visit their website for resources and information on their outreach efforts.



## Partner Websites and Resources

### Department of Veterans Affairs

[www.publichealth.va.gov](http://www.publichealth.va.gov)

The Veterans Administration partnered with SCLC to launch the “1-800 QUIT NOW Campaign.” One hundred of 150 VA hospitals signed up to take part in this campaign urging providers to Ask-Advise-Refer and disseminate 1-800 QUIT NOW cards. Visit [www.publichealth.va.gov/smoking/](http://www.publichealth.va.gov/smoking/) for VA smoking cessation resources.



### Depression and Bipolar Support Alliance (DBSA)

[www.dbsalliance.org](http://www.dbsalliance.org)

DBSA, a member of the National Mental Health Partnership for Wellness and Smoking Cessation surveyed its membership to determine proper tobacco cessation resources for its consumers. DBSA is also working with SCLC to create a curriculum to educate peer specialists about tobacco cessation, who in turn, will work with consumers to tailor recovery plans.

Via an online survey, consumers were asked about: 1) smoking habits as they relate to mental health 2) attitudes and beliefs about smoking cessation and 3) experiences with smoking cessation. Results from over 1,000 respondents show that 74.6% of current smokers expressed a desire to quit smoking, 64.7% had tried to quit smoking in the last year, 67% were currently planning to quit smoking, 74.5% believed that excellent mental health was necessary to successfully quit smoking, 64.7% of ex-smokers reported that quitting smoking made them feel in control of their lives and improved their mental health.

### “It’s Quitting Time L.A.”

<http://laquits.org>

Los Angeles County Public Health Department partnered with SCLC and 75 plus organizations in its county to decrease smoking prevalence from 14 to 12% by 2010. Visit their website for details on their action plan and a list of partners.



## Partner Websites and Resources

### Joint Commission’s WikiHealthCare™

<http://wikihealthcare.jointcommission.org>

The Joint Commission has established an online tool called WikiHealthCare that allows accredited hospitals and tobacco cessation advocates to share best practices. It has the potential to reach and educate thousands of hospital administrators in the nation.



### Kaiser Permanente of Northern California (KPNC)

<http://members.kaiserpermanente.org>

KPNC leads the nation in having the lowest tobacco prevalence among its population at 9.2%, a 25% drop in three years. KPNC has been successful in promoting its tobacco cessation materials and in tracking patients who need help through its “smoking as a vital sign” record in its EMR.

### Make It Your Business (MIYB)

[www.makeyourbusiness.net](http://www.makeyourbusiness.net)

Make It Your Business: Insure a Tobacco-Free Workforce, joined the Washington Health Foundation’s Healthiest State in the Nation Campaign and broadened its national leadership in workplace-based tobacco cessation, deepened efforts within Washington State, and forged new tools to work with hospitals, psychiatric facilities, and tobacco users.



## Partner Websites and Resources

### **National Association of State Mental Health Program Directors (NASMHPD)**

[www.nasmhpd.org](http://www.nasmhpd.org)

NASMHPD has been a leader in promoting tobacco cessation and smoke-free facilities for mental health consumers. They have recently produced Tobacco Free Living in Psychiatric Facilities: A Best Practices Toolkit Promoting Wellness and Recovery. This toolkit is available for all to use. Visit the NASMHPD or SCLC website to download your copy.



### **National Council of Community Behavioral Healthcare (NCCBH)**

[www.thenationalcouncil.org](http://www.thenationalcouncil.org)

NCCBH was one of the first partners of the National Mental Health Partnership for Wellness and Smoking Cessation to feature smoking cessation in their annual meeting. Their aim is to highlight the issue of smoking cessation to National Council members and initiate outreach with a long-term goal of reducing the number of consumers and practitioners who smoke.

### **North American Quitline Consortium (NAQC)**

[www.naquitline.org](http://www.naquitline.org)

NAQC provides recent news on quitline promotion efforts occurring in quitline communities across the United States and Canada.



## Partner Websites and Resources

### **Project UNIFORM**

[www.projectuniform.org](http://www.projectuniform.org)

Project UNIFORM (Undoing Nicotine Influence From Our Respected Military), funded by the Tobacco Control Program of the California Department of Public Health, is a one-of-a-kind effort where its mission is to create a collaborative bridge between military tobacco cessation programs, military communities and cessation services offered by the state. The Project's goals are to provide culturally appropriate information and training to existing military cessation programs on California military installations; to collaborate with military support networks to promote cessation services; to educate tobacco control professionals to the culture and existing cessation services within the Armed Forces of the United States. E-mail [colleen@projectuniform.org](mailto:colleen@projectuniform.org).



### **Robert Wood Johnson Foundation**

[www.goingsmokefree.org](http://www.goingsmokefree.org)

This website offers detailed information on how to implement smokefree laws. A toolkit includes everything from a timeline to implementation tools.

## Partner Websites and Resources

### Tobacco Free Nurses

[www.tobaccofreenurses.org](http://www.tobaccofreenurses.org)

Tobacco Free Nurses was established to target the 21 different nurse groups involved in the March 2004 summit, wherein they set a goal to have 100% of nurses do the 5As. Their website is equipped with publications, posters, and other resources to help nurses quit smoking as well as help nurses help their patients quit. Most popular is the 5As Pocket Guide, Helping Smokers Quit: A Guide for Nurses, that has inspired physicians and respiratory therapists to create their own version.



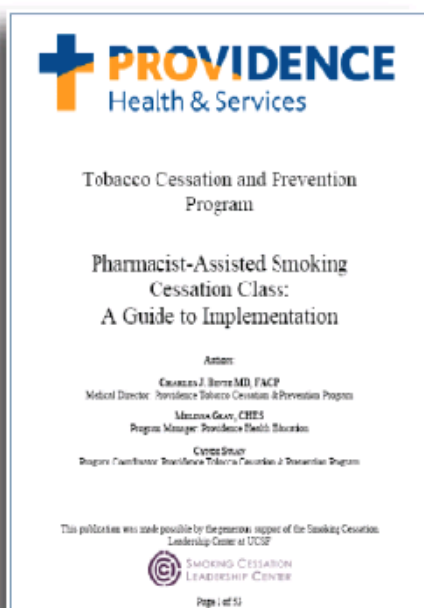
### U.S. Department of Health & Human Services

[www.surgeongeneral.gov](http://www.surgeongeneral.gov)

Treating Tobacco Use and Dependence: 2008 Update includes new, effective clinical treatments for tobacco dependence and the latest information to help people quit smoking.

## Smokers Relapse Protocol

As SCLC partner Kaiser Permanente of Northern California continues to drive down the smoking prevalence of its population, its providers are beginning to ask for new and different tools. One of these is a protocol for helping relapsed smokers quit again. SCLC asked pharmacy partners led by Karen Hudmon and Frank Vitale to develop the evidence-based protocol, focusing on follow-on pharmaceuticals for relapsed smokers. It has been very favorably received and fills an important niche in the clinician toolbox of smoking cessation aids. The tool is available for download at <http://smokingcessationleadership.ucsf.edu>.



## Tobacco Cessation and Prevention Program: Pharmacist-Assisted Class

Charles Bentz and team, based in Providence Health & Services, Oregon, have created a useful implementation guide for a hospital-wide tobacco cessation intervention they have developed using a multidisciplinary team approach with pharmacists as the leading champions. It is a how-to guide at its best, offering useful resources and worksheets to teach hospitals and staff the necessary steps to take to assist employees and communities alike. The guideline is downloadable at <http://smokingcessationleadership.ucsf.edu>.

## Publications

***Below are Contributions to Publications by Steven A. Schroeder, MD, Director, since the inception of the Smoking Cessation Leadership Center (2003):***

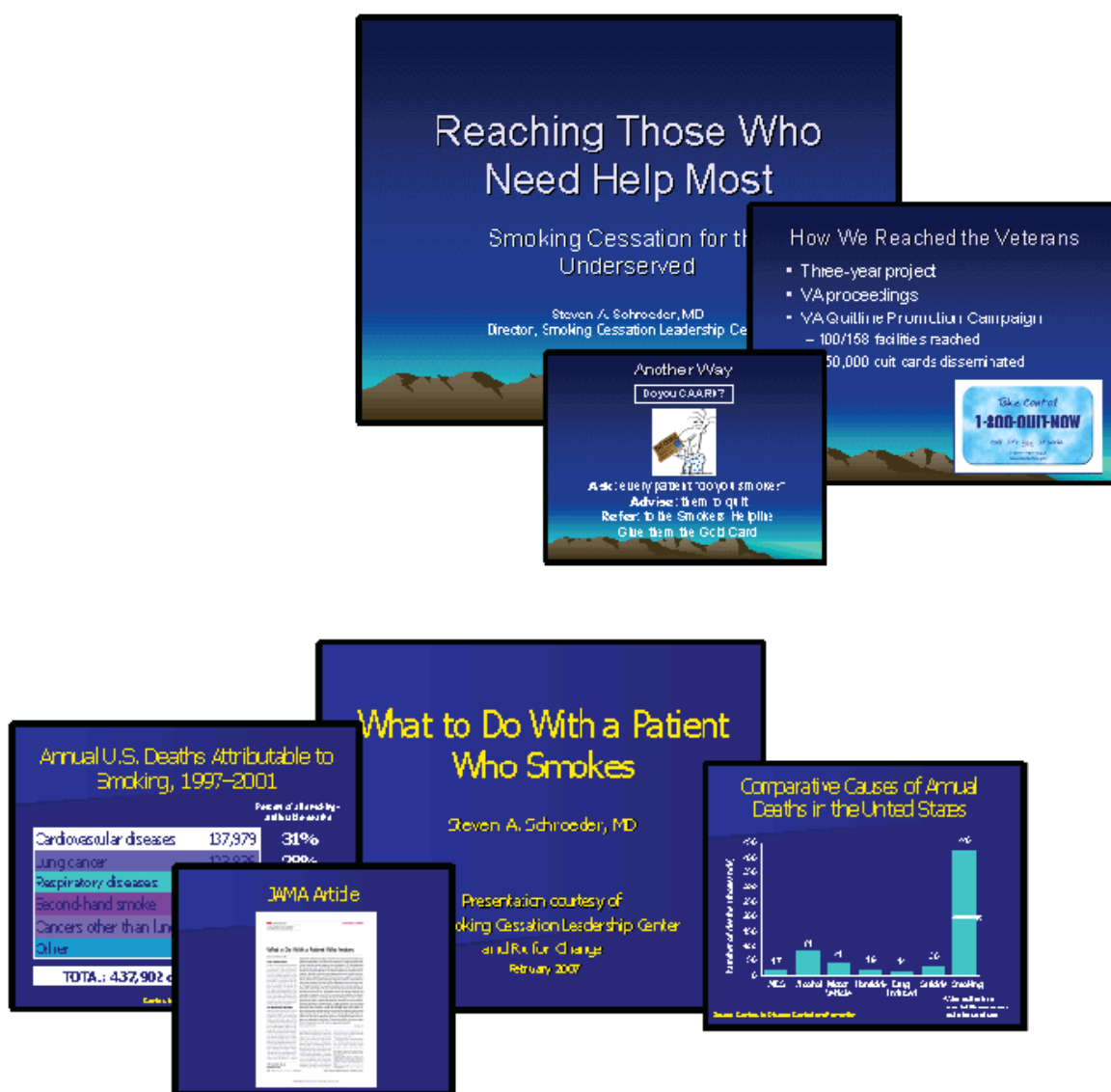
1. Shroeder SA. Mixed News from the Tobacco Wars. Editorial. *New England Journal of Medicine*, 347:1106-09, October 3, 2002.
2. Shroeder SA. Tobacco Control in the Wake of the 1998 Master Settlement Agreement. *New England Journal of Medicine*, 350: 293-301, 2004.
3. Eule B, Sullivan MK, Schroeder SA, Hudmon KS. Merchandising of cigarettes in San Francisco pharmacies: 27 years later. *Tobacco Control*, 13:429-32, 2004.
4. Schroeder SA The tobacco buyout and the FDA. Perspectives, *New England Journal of Medicine*, 351:1377-80, 2004.
5. Schroeder SA. An agenda to combat substance abuse. *Health Affairs*, 24:1005-1013, 2005.
6. Revell C and Schroeder SA. Simplicity matters: Using system-level changes to encourage clinician intervention in helping tobacco users quit. Concluding Commentary. *Nicotine and Tobacco Research*, 7: S67-69, 2005.
7. Schroeder SA. What to do with the patient who smokes? Medical Grand Rounds at UCSF. *Journal of the American Medical Association*, 294:482-87, 2005.
8. Isaacs SL, Schroeder SA, and Simon JA, editors. VA in the Vanguard: Building on Success in Smoking Cessation. Proceedings of a conference held September 21, 2004 in San Francisco, California. Department of Veterans Affairs, United States of America, 2005. Includes Introduction, pages 1-3 by Schroeder and Simon, and Next Steps for the VA, pages 241-246, by Isaacs, Schroeder, Simon, and Elissa Keszler.
9. Williams SC, Morton DJ, Jay KN, Koss RG, Loeb JM, and Schroeder SA. Smoking cessation counseling in U.S. Hospitals: a Comparison of high and low performers *Journal of Clinical Outcomes Management* 12:345-352, 2005.
10. Hudmon KS, Fenlon CM, Corelli RL, Prokhorov AV, Schroeder SA. Tobacco sales in pharmacies: time to quit. *Tobacco Control*, 15:35-38, 2006.
11. Schroeder SA. Tobacco still is oral health enemy number one. Editorial, *Journal of the American Dental Association*, 137:144-148, 2006.
12. Schroeder SA. Should emergency departments help smokers quit? Editorial. *Annals Emergency Medicine*, 48:415-16, 2006.
13. Schroeder SA and Sox HC. Varenicline—a new designer drug to help smokers quit. *Annals of Internal Medicine*, 145:784-85, 2006.

## SCLC PowerPoint Presentations

One of the most popular offerings of SCLC is the numerous PowerPoint presentations on all aspects of cessation available for free on the web site. These have been used by a wide array of clinicians, administrators, government officials and others to teach, persuade, and engage their peers.

Most are delighted to find quality presentations for free. Many partner groups also share PowerPoints. AAFP has a series of articles, presentations, and CME courses on ways for providers to receive appropriate reimbursement for their services as well as information on how to work with Medicare patients who smoke.

All are extremely popular and useful.



## Cessation Videos

### ***Rx for Change – Patient and Provider***

Interested in learning how short interventions can occur? The Rx for Change partners, in collaboration with the National Pharmacy Partnership for Tobacco Cessation, have produced cessation videos that show how successful cessation counseling can be conducted in less than three minutes in a pharmacy, dental or doctor's office. The videos, accessible through the Rx for Change website, provide simple messages and scripts to help health care workers with the language to use with their patients.

### ***American Society of Anesthesiologists (ASA)***

In partnership with Rx for Change, the ASA has created this video which highlights the importance of quitting before surgery and how anesthesiologists can refer patients to a tobacco cessation quitline.



### ***National Cancer Institute 1-800 QUIT NOW Videos***

This series of videos shows what happens when a smoker calls a quitline, former smokers who have called a quitline, and other information about quitlines and the quitting process.

The video is a great teaching tool, to educate the public as well as providers about the issue at hand. Download a copy from the SCLC web site or visit <http://1800quitnow.cancer.gov/>.

### ***Smoke Alarm***

A project conducted by healthcare professionals at Clubhouse of Suffolk, Inc., a private, not-for-profit, psychiatric rehabilitation agency in New York, has found compelling evidence that individuals with mental illness who smoke respond to tailored interventions that address their specific needs. The project, was funded by the New York State Department of Health, Tobacco Control Program.

The Clubhouse Project revealed that even a small reduction in smoking in this population will demonstrate favorable health outcomes as well as a cost-savings to state Medicaid expenditures. The findings were documented in a video, "Smoke Alarm: The Truth about Smoking and Mental Illness."

The video is a great teaching tool, to educate the public as well as providers about the issue at hand. Download a copy from the SCLC web site or visit [www.clubhousesuffolk.org](http://www.clubhousesuffolk.org).



# Mental Health and Substance Use Disorder (Behavioral Health) Resources

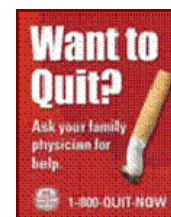
Details of all these resources may be found by visiting the SCLC tobacco and behavioral site at <http://tobaccofree4recovery.ucsf.edu>.

## ***Mental Health Peer Curriculum (see also page 5)***

SCLC staff worked loosely with Rx for Change faculty, Gail Hutchings of the Behavioral Health Policy Collaborative, and numerous behavioral health partners to create a curriculum specifically designed for peer counselors who work with consumers to help promote smoking cessation as an integral part of wellness and recovery. SCLC sees this curriculum as a great tool to help mobilize more mental health consumer interventionists.

## ***AAFP Guideline and New Mental Health Podcast (see also page 6)***

The American Academy of Family Physicians has created a new podcast titled "How to Provide Tobacco Cessation Treatment to Patients with Mental Illness" Find out what treatments are most effective for this population and the effects of tobacco cessation pharmacotherapy on other medications. All are welcome to view the podcast at [www.aafp.org](http://www.aafp.org).



The AAFP has also created a new section on the Ask and Act website titled "Smoking and Mental Illness" and added mental health slides to CME presentations.



## ***Smoking Cessation and Wellness Project (see also page 26)***

A project conducted by healthcare professionals at Clubhouse of Suffolk, Inc., a private, not-for-profit, psychiatric rehabilitation agency in New York, has found compelling evidence that individuals with mental illness who smoke respond to tailored interventions that address their specific needs.

The project, which consisted of 57 Clubhouse members over the duration of one year, was funded by the New York State Department of Health, Tobacco Control Program This project was developed to help the unique needs of this population. For information e-mail Bernadette Cain, program director, at [Bernadette.cain@clubhousesuffolk.org](mailto:Bernadette.cain@clubhousesuffolk.org).

## ***CHOICES—Consumers Helping Others Improve their Condition by Ending Smoking***

This consumer-driven program based out of New Jersey is directed to smokers with mental illness. The goal is to increase the awareness of the importance of addressing tobacco use and to create a strong peer support network. Visit [www.njchoices.org](http://www.njchoices.org) for details.

## ***Tobacco-Free Living in Psychiatric Settings Toolkit (see also page 11)***

After an initial summit with a group of state mental health commissioners and medical directors organized by SCLC and the National Association of State Mental Health Program Directors, the group set a goal to make 100 percent of state psychiatric facilities smoke free in 3 years. SCLC then supported development of a toolkit, available online as well as in hard copy, to help facilities reach this goal. The toolkit has been widely distributed and is in great demand among those hospitals about to embark on the arduous process of eliminating smoke. Download a complimentary copy from the SCLC web site or visit [www.nasmhpd.org](http://www.nasmhpd.org).



**Smoking Cessation for Persons with Mental Illness— A Toolkit for Mental Health Providers (see also page 11)**

The State of Colorado has taken the lead in developing effective tobacco cessation interventions for persons with mental illness and is developing research on quitlines for those with serious mental illness. It has trained quitline personnel specifically to help these smokers. The toolkit offers step-by-step instructions for providers to help consumers quit smoking.

**Bringing Everyone Along (BEA) (see also page 15)**

The Bringing Everyone Along Resource Guide and Resource Guide Summary, funded by the American Legacy Foundation and developed by our partner Wendy Bjornson from the Tobacco Cessation Leadership Network (TCLN), are available to download at [www.tcln.org](http://www.tcln.org). The Resource Guide is a compilation of the existing evidence base, professional experience and advice, and emerging resources and was developed to assist a diverse array of health professionals to tailor tobacco cessation services to meet the unique needs of tobacco users with mental health or substance abuse disorders.

**The National Mental Health Partnership for Wellness and Smoking Cessation Communiqué**

This newsletter was developed to help keep over 30 partners apprised of developments in this fast-growing field. After the first two issues, requests came in to SCLC for inclusion on the mailing list, and circulation continues to grow, indicating the demand for information in this area. Past issues are available for download via the SCLC web site, and additional readers are invited to join the mailing list and offer items for publication. The communiqué is helping make both the partnership and the topic more concrete. Contact [csaucedo@medicine.ucsf.edu](mailto:csaucedo@medicine.ucsf.edu) to be added to the list.



**Behavioral Health Cessation PowerPoint**

Though the mental health initiative is less than two years old, SCLC staff and partners have already presented very widely on the topic of behavioral health and smoking cessation, and demand continues to surge for these presentations as the wellness and behavioral health movement grows. Peruse these presentations to find the ones most suited for your purposes, and feel free to download and use or adapt them.

**30%-35% of Mental Health Providers Smoke**

Primary care physicians	1.2%
Emergency physicians	6.7%
Psychiatrists	20.5%
Psychologists	23.1%
Substance abuse counselors	20.0%
Behavioral health care providers	34.0%
Behavioral health care providers	35.0%

**Rates of smoking are 2-4 times higher among people with psychiatric disorders and substance use disorders.**

**People reporting a mental disorder in the past month consumed approximately 44.3% of all cigarettes smoked in the U.S.**



## SMOKING CESSATION LEADERSHIP CENTER

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San Francisco, CA 94118  
Phone: 415-502-8880

For further resources and questions:

TEL: 1-877-509-3786

E-MAIL: [Hcsaucedo@medicine.ucsf.edu](mailto:Hcsaucedo@medicine.ucsf.edu)

URL: [Hhttp://smokingcessationleadership.ucsf.edu/](http://smokingcessationleadership.ucsf.edu/)