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Smoking Cessation  
Leadership Center



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University of California  
San Francisco

# Unboxing IQOS: History, risk perceptions, and clinical implications

Pamela Ling, MD, MPH

Minji Kim, PhD

February 10, 2021

# Moderator

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A National Center of Excellence for Tobacco-  
Free Recovery

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# Thank you to our funders



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- For technical assistance please contact (877) 509-3786 or [Jessica.Safier@ucsf.edu](mailto:Jessica.Safier@ucsf.edu).
- Visit [CABHWI.ucsf.edu](http://CABHWI.ucsf.edu) for more information

# Today's Presenter

## **Pamela Ling, MD, MPH**

Professor of Medicine in the Division of  
General Internal Medicine and

Director of the Center for Tobacco Control  
Research and Education

University of California, San Francisco





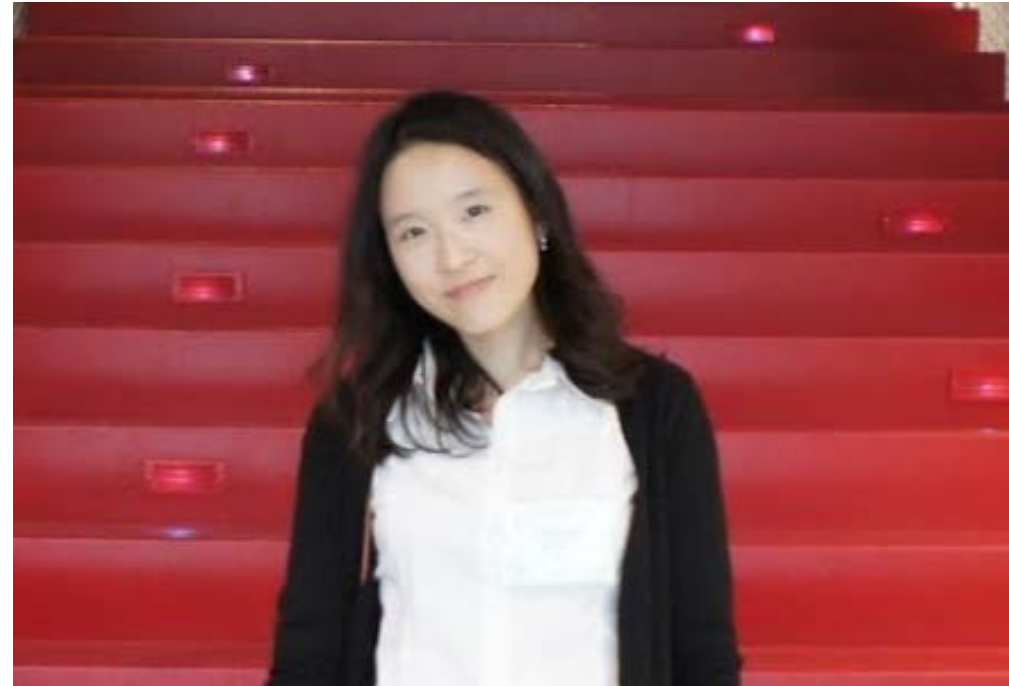
# Today's Presenter

**Minji Kim, PhD**

Postdoctoral Fellow

Center for Tobacco Control, Research and  
Education

University of California, San Francisco



# Unboxing IQOS: History, risk perceptions, and clinical implications

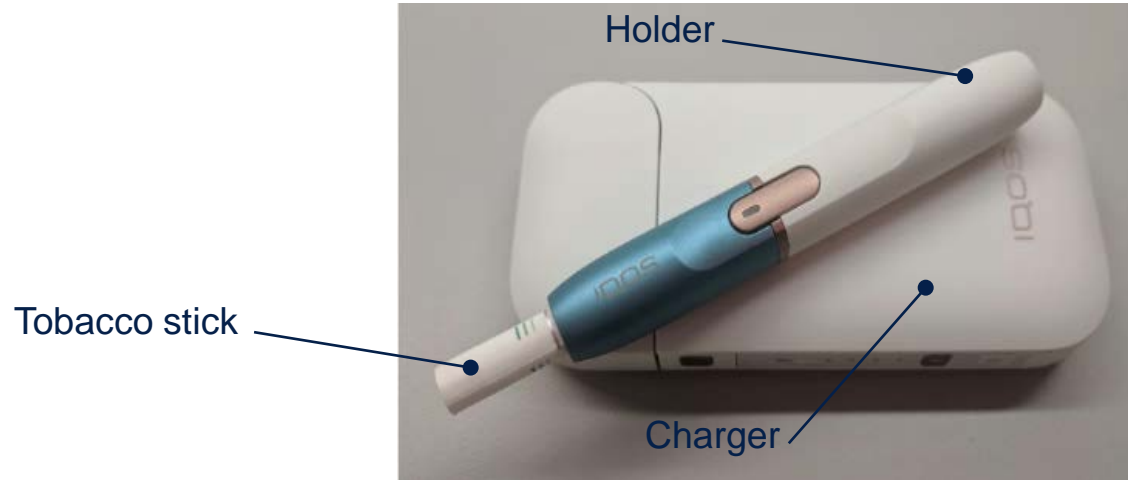
Minji Kim, PhD  
Pamela Ling, MD, MPH

SCLC  
02/10/2020

# What is IQOS?

“Heated Tobacco Products” or “Heat-not-burn” by Philip Morris/Altria

- Heating blade heats tobacco stick (branded Marlboro HeatSticks in US/Japan or HEETS in other markets) up to 350°C (=662°F)
- Generates nicotine-containing “aerosols”
- IQOS leads global heated tobacco product market



# Using IQOS



# Other heated tobacco products (1)



KT&G - lil

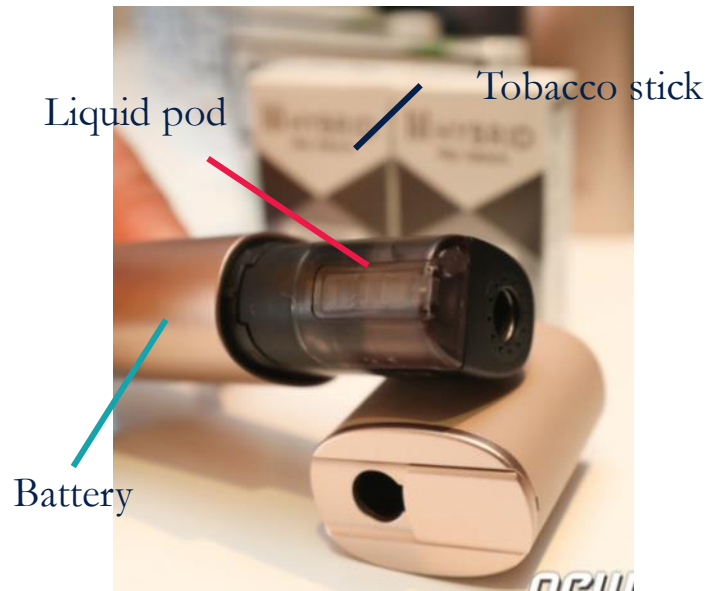
BAT - glo



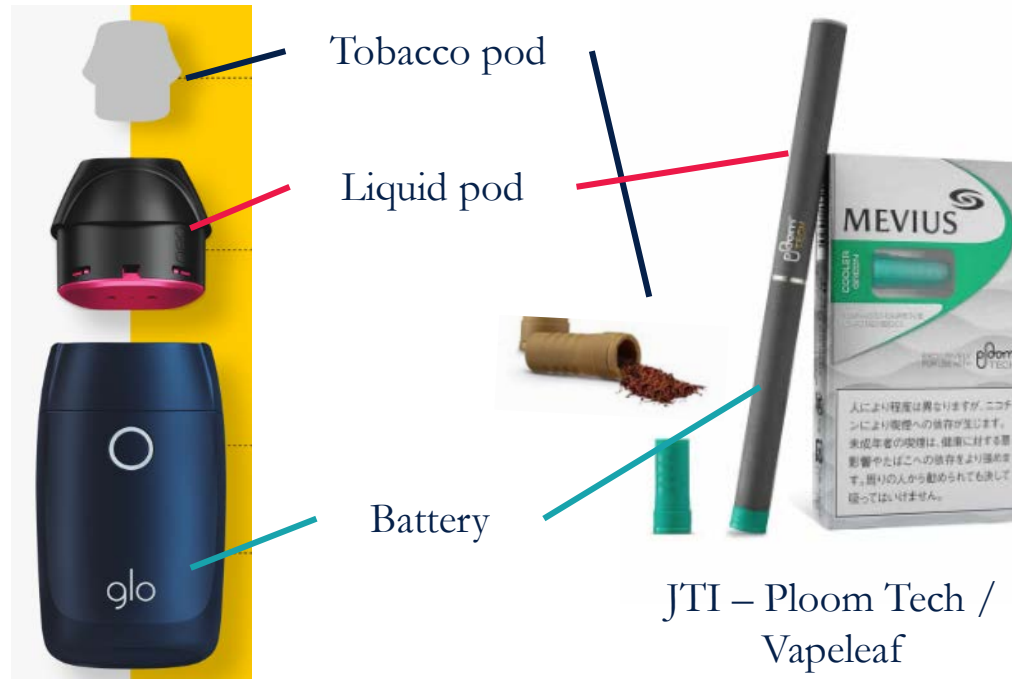
China Tobacco - MOK

# Other heated tobacco products (2)

“Hybrid” type – tobacco pod/stick and no-nicotine liquid pods



KT&G – lil Hybrid

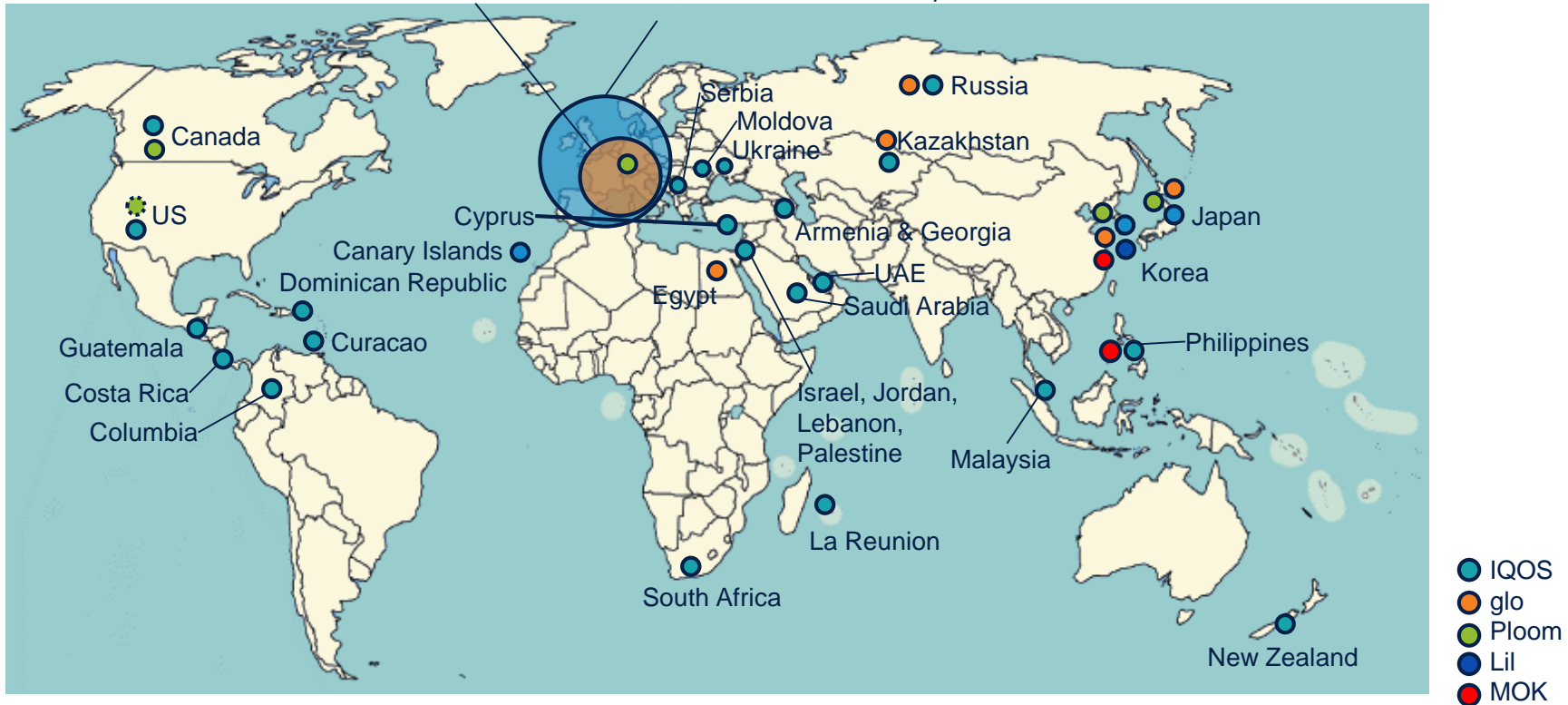


BAT – Glo Sens

# Where are they available now?

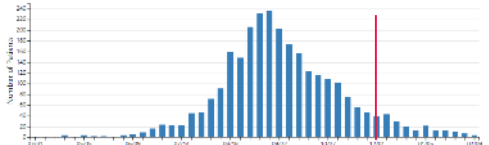
Glo in Europe: Azerbaijan, Croatia, Czech, Germany, Greece, Italy, North Cyprus, Poland, Romania, Serbia, Spain, Ukraine

IQOS in Europe: Albania, Andorra, Belarus, Bosnia, Bulgaria, Croatia, Czech Republic, Denmark, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Monaco, Montenegro, Netherlands, North Macedonia, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Switzerland, UK



# IQOS in the US

Summer 2019~  
EVALI outbreak



<b>Nov. 2016</b> PMI submitted MRTP application to the FDA	<b>March 2017</b> PMI submitted PMTA to the FDA	<b>April 2019</b> PMTA authorized	<b>Oct. 2019</b> IQOS launched in Atlanta, GA	<b>July 2020</b> MRTP for “reduced exposure” claim authorized
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HEALTH AND SCIENCE

AVAILABLE EV

- The IQOS system heats tobacco bu
- This significantly reduces the prod harmful chemicals.
- Scientific studies have shown that conventional cigarettes to the IQOS body's exposure to harmful and po

LIVE TV

A new, non-vaping, non-smoking way to get nicotine has come to America

By Jordan Valinsky, [CNN Business](#)

Updated 10:51 AM ET, Fri October 4, 2019

7 Image source: CDC; CNBC, CNN; PMI 2020 Second quarter results; IQOS MRTP application (brochure)



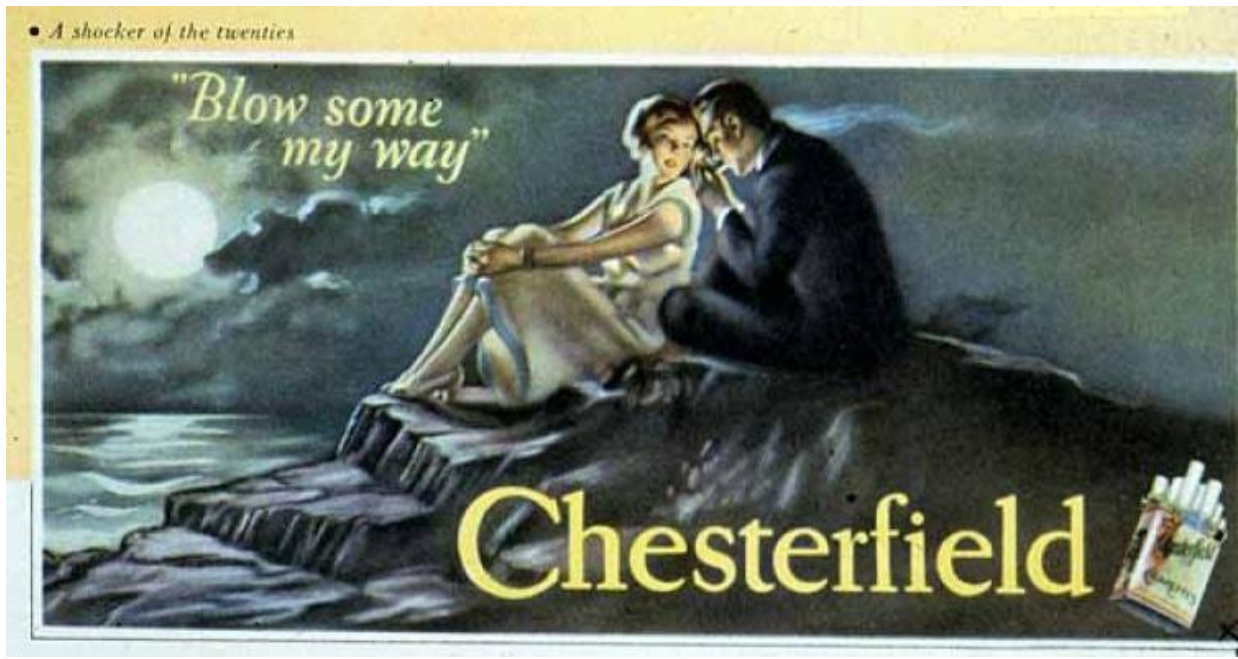
# Origins of IQOS

- “Socially acceptable” cigarettes failed for decades
- Credible health claims and support from scientific community are crucial for sales

## Relevant Papers:

Ling and Glantz, Tobacco industry research on socially acceptable cigarette. Tob Control 2005;14 e3.  
<https://tobaccocontrol.bmj.com/content/14/5/e3.full>

Anderson and Ling, “And they told two friends and so on...” RJ Reynolds viral marketing of Eclipse and its potential to mislead the public. Tob Control 2008 Aug;17(4):222-9.



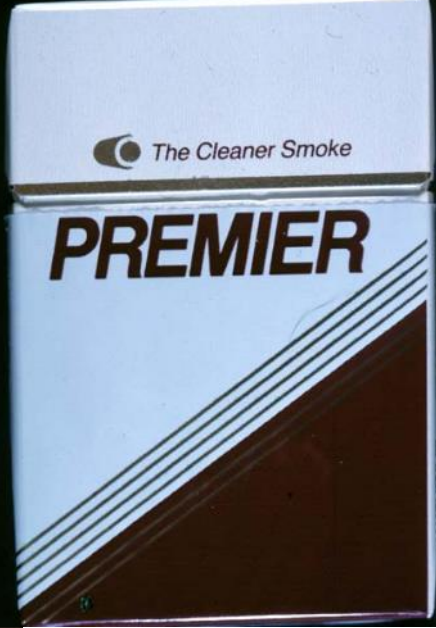
1926:

"Blow some my way"

2000:

"Superslim Capri means less smoke for those around you"





Less Lung Cancer, Emphysema, And May Complicat

# Socially acceptable product attempts

Product	Benefit	Status
Project CC (RJR)	Less sidestream	Weak market potential
Premier (RJR)	“smokeless”	Failed in test market 1989
Passport (Rothmans)	Less sidestream	Withdrawn 1984
Vantage Excel (RJR)	Low sidestream	Discontinued 1990
Favor (Advanced)	“smokeless”	Discontinued 1986
Chelsea (RJR)	Sidestream aroma	Discontinued 1990
Horizon (RJR)		Discontinued 1992
Merit LS (PM)	Less sidestream	? Never launched
Virginia Slims Superslims (PM)	70% less sidestream smoke	Stopped selling “less smoke” benefit 1990s
Eclipse, Revo (RJR)	Less smoke, safer	Discontinued 2015
Accord (PM)	Reduced smoke device	Discontinued 2006

# Why These Products Failed

- Attractive concept, but impossible reality
- 100% sidestream reduction necessary
- The products taste bad
- Smokers unwilling to sacrifice much for nonsmokers

Some believed non-smokers would find any amount of smoke bothersome and would not recognize an effort to reduce passive smoke. . . "How would people know I'm smoking a low smoke cigarette? They'd just see a lit cigarette."

"This won't help anybody. If you light the cigarette whether it produces less smoke or not, people will still tell you to put it out. Non-smokers couldn't care less."

-5-

Reactions to the Low Smoke Concept

- Smokers responded favorably to the idea of a low smoke cigarette. Keep in mind that this sample was probably somewhat more sensitive about problems associated with their smoking than the general smoking population.
- The main advantage of a low smoke cigarette is its non-offensiveness to non-smokers. Most respondents thought in terms of the non-smokers close to them--spouses, family members, and co-workers--rather than non-smoking "strangers". Yet, some people acknowledged their concern for the latter, particularly given what they saw as ever-increasing pressure on smokers by the non-smoking public. Some people saw the low smoke cigarette as a step towards making smoking more socially acceptable.
- Consumers often described a low smoke cigarette as a good "compromise". Respondents were concerned about the effect their smoke had on others, but they had no desire to quit. A cigarette with less smoke was seen as a remedy.
- As an added benefit, some smokers thought Merit LS might lessen the odor of smoke in one's clothes, house, car, etc.
- On the down side, there was clear concern about the flavor of a low smoke cigarette. Most people thought that reducing sidestream smoke must inevitably have some effect on flavor--whether it be reducing inhaled smoke, or (less often) through a treatment of the paper and/or the tobacco. The "low smoke", when added to the clear low tar perceptions people had of Merit resulted in fairly weak taste expectations for some. Still, most people were interested in trying Merit LS to find out about its flavor.
- There were other concerns about the extent to which a low smoke cigarette would in fact alleviate problems between smokers and non-smokers. Many thought Merit LS would still be offensive to non-smokers to some degree. Some believed non-smokers would find any amount of smoke bothersome and would not recognize an effort to reduce passive smoke. . . "How would people know I'm smoking a low smoke cigarette? They'd just see a lit cigarette."
- Respondents' introduction to Merit LS did not lessen their incoming impressions of Merit. Some thought this new low smoke product showed a commendable concern for the non-smoking public on the part of the cigarette company.

"Merit LS" vs. "Ambassador"

- It is clear that for respondents the name "Merit" carries with it certain expectations and impressions that then become attached to the low smoke product. Impressions of Merit LS are thus dependent on whether smokers' incoming ideas about Merit parent are positive or negative.

2023086924

Criticisms overwhelmed the voices of approval in every group. Several strands are apparent here. First there

**frequent mention of strangeness.**

...and they were perhaps waiting for something odd.

**"like sucking a coin",**  
silver in your mouth", etc. Much of this taste seemed to collect in the mouth and linger there after the cigarette was finished. Hence the "after-taste".

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. Louis Suwana

DATE: September 28, 1987

FROM: S. Alter

SUBJECT: ART Marketing Strategy

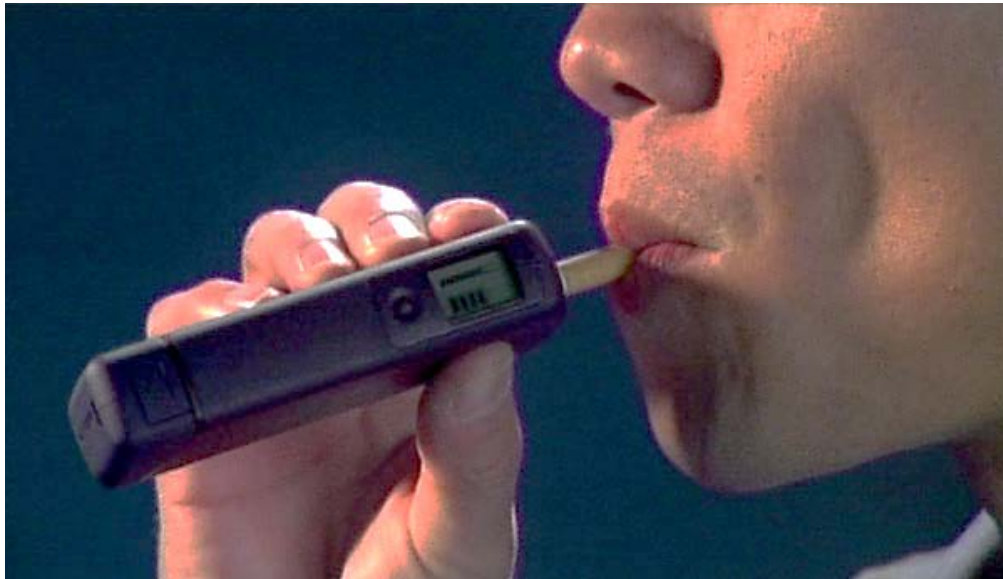
So a lot of hoopla over a remarkable new discovery touted to have no smoke and no tar, and which in fact tastes bad, will only reconfirm what everybody already knows about 'cleaner' cigarettes -- there ain't no such thing that's worth a damn to smoke.

Philip Morris, 1987 after RJR announced smokeless cigarette



# Accord (1999-2008)

- Short, ultra low-tar cigarette in battery-powered lighter
- Claimed 83 percent fewer toxins
- Little consumer acceptance



Accord



IQOS

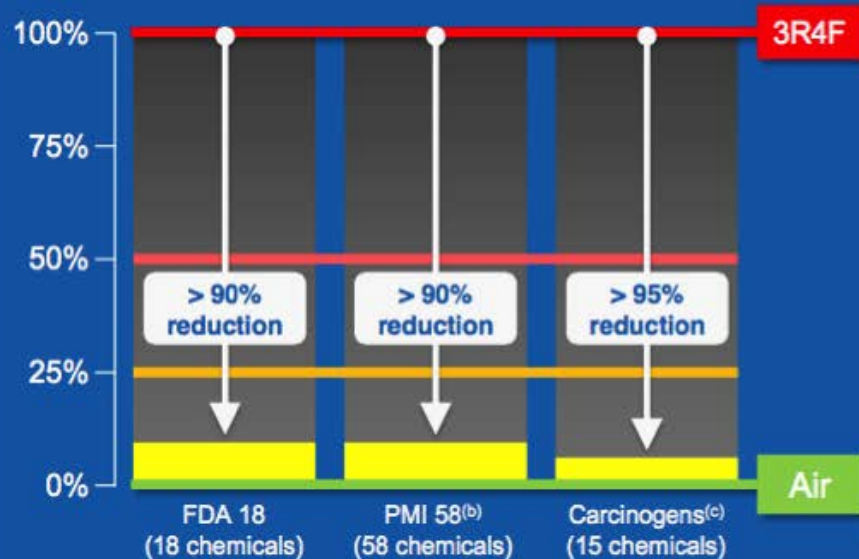


PHILIP MORRIS  
INTERNATIONAL

# *iQOS*: Reduced Formation Leads to Reduced Toxicity *in vitro*

## Reduced Formation

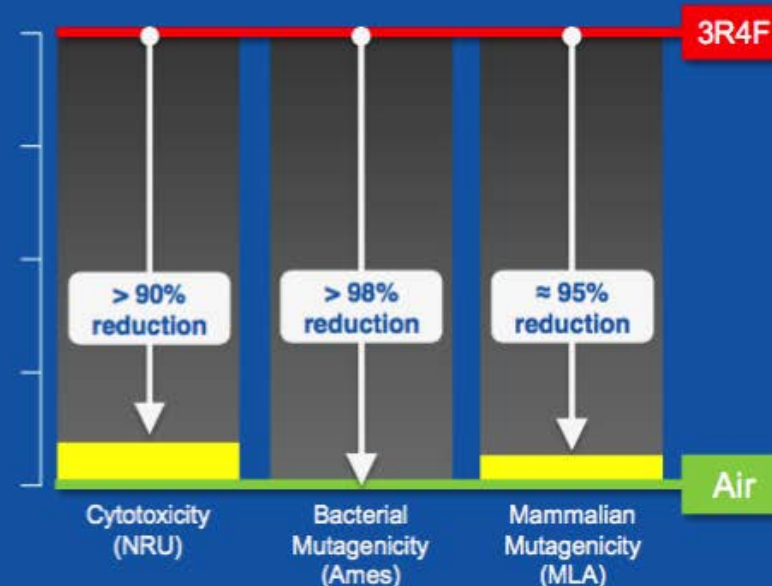
Average reductions in formation of HPHCs for *iQOS* compared to levels measured in smoke from the 3R4F reference cigarette<sup>(a)</sup>



... Leads to ...

## Reduced Toxicity

Average reductions in toxicity compared to levels measured for the 3R4F reference cigarette



(a) Aerosol collection with Intense Health Canada's Smoking Regime: 55 mL puff volume, 2-second puff duration, 30-second interval puff. Comparison on a per-stick basis. Reduction calculations exclude Nicotine, Glycerin and Total Particulate Matter

(b) The PMI 58 list includes the FDA 18 and (c) the 15 carcinogens of the IARC Group 1

Note: Reduced-Risk Products ("RRPs") is the term the company uses to refer to products with the potential to reduce individual risk and population harm in comparison to smoking cigarettes.

These data alone do not represent a claim of reduced exposure or risk

Source: PMI Research & Development

**Table 3: Comparison of Accord and IQOS HPHC Yields on a Per Cigarette Basis Based on Data from PM's Scientific Data Summary and PMI's MRTP Application**

Compound	IQOS (abs. value)	Accord (abs. value)	3R4F (abs. value)	2R4F (abs. value)	IQOS (% of 3R4F)	Accord (% of 2R4F)	Ratio IQOS/Accord (abs. values)
1,3-Butadiene (µg)	0.207	2.2	89.2	36.7	0.23%	5.99%	0.09
4-Aminobiphenyl (ng)	7.8	0.113	3.21	1.24	243.0%	9.1%	69.0
Acetaldehyde (µg)	192	114	1602	670	12.0%	17.0%	1.68
Acetamide (µg)	2.96	0.592	13	4.72	22.8%	12.5%	5.00
Acrolein (µg)	8.32	16.2	158	61	5.3%	26.6%	0.51
Acrylonitrile (µg)	0.145	0.415	21.2	15.1	0.68%	2.75%	0.35
Benz[a]anthracene (ng)	2.65	< 0.13	28.4	10.8	9.3%	>1.20%	>20.4
Benzene (µg)	0.452	0.413	77.3	53.7	0.58%	0.77%	1.09
Benzo[a]pyrene (ng)	0.736	< 0.13	13.3	7.75	5.5%	>1.68%	>5.66
Carbon Monoxide (mg)	0.347	0.564	29.4	14.3	1.18%	3.94%	0.62
Catechol (µg)	14	4.53	84.1	45.9	16.6%	9.87%	3.09
Formaldehyde (µg)	14.1	7.41	79.4	18.6	17.8%	39.8%	1.90
Isoprene (µg)	6.55	35.4	891	386	0.74%	9.17%	0.19
Lead (ng)	2.23	< 0.676	31.2	12	7.15%	>5.63%	>3.30
Nicotine (mg)	1.29	0.21	1.74	0.934	74.1%	22.5%	6.14
Nitrogen Oxides (µg)	14.2	28.6	538	298	2.64%	9.60%	0.50
NNK (ng)	7.8	< 12	244.7	150	3.19%	>8.00%	>0.65

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# Accord compared to IQOS

- Appears to be a precursor product
- PM claimed this product was NOT safer
- Now PM claims IQOS is safer
- Aerosol chemistry not consistently lower in toxicants
- The product hasn't changed, the regulatory environment has

# Critical for IQOS success in US

- Credible health claims
- Support from scientific community
- Limited competition from e-cigarettes
- Cheaper, easier and cooler

The image shows a screenshot of a Twitter post from Philip Morris International. The tweet includes a video of Dr. Serge Maeder, Global Head of Product Research, with the quote: "You don't have to believe us, but believe the science." Below the video, there is a link to a video titled "#Unsmoke Your Mind" with a URL "spr.ly/6013GN5OP". To the right of the tweet is an advertisement for IQOS featuring a large airplane flying over a sunset sky. The text in the advertisement reads "SCIENCE HAS TAUGHT US TO FLY" and "IN SCIENCE WE TRUST".

Philip Morris International   
7,040 Tweets Follow

“You don't have to believe us, but believe the science.”

Dr. Serge Maeder  
Global Head of Product Research

0:04 88 views

Philip Morris International   
7,040 Tweets Follow

#Unsmoke Your Mind  [spr.ly/6013GN5OP](https://spr.ly/6013GN5OP)

SCIENCE HAS TAUGHT US TO FLY

IN SCIENCE WE TRUST



Article

# Unboxed: US Young Adult Tobacco Users' Responses to a New Heated Tobacco Product

Minji Kim <sup>1,†</sup>, Shannon Lea Watkins <sup>2,\*</sup>, Kimberly A. Koester <sup>3</sup>, Jeremiah Mock <sup>4</sup>,  
Hyunjin Cindy Kim <sup>3</sup>, Sarah Olson <sup>3</sup>, Arit Michael Harvanko <sup>1</sup> and Pamela M. Ling <sup>1,3</sup>

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<sup>3</sup> Department of Medicine, University of California, San Francisco, CA 94143, USA; kimberly.koester@ucsf.edu (K.A.K.); Hyunjin.kim2@ucsf.edu (H.C.K.); sarah.rosen@ucsf.edu (S.O.)

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† These authors contributed equally to the work.

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- Funding support: FDA/NHLBI – TCORS (U54HL147127), NCI (R01CA141661)

# Product unboxing videos

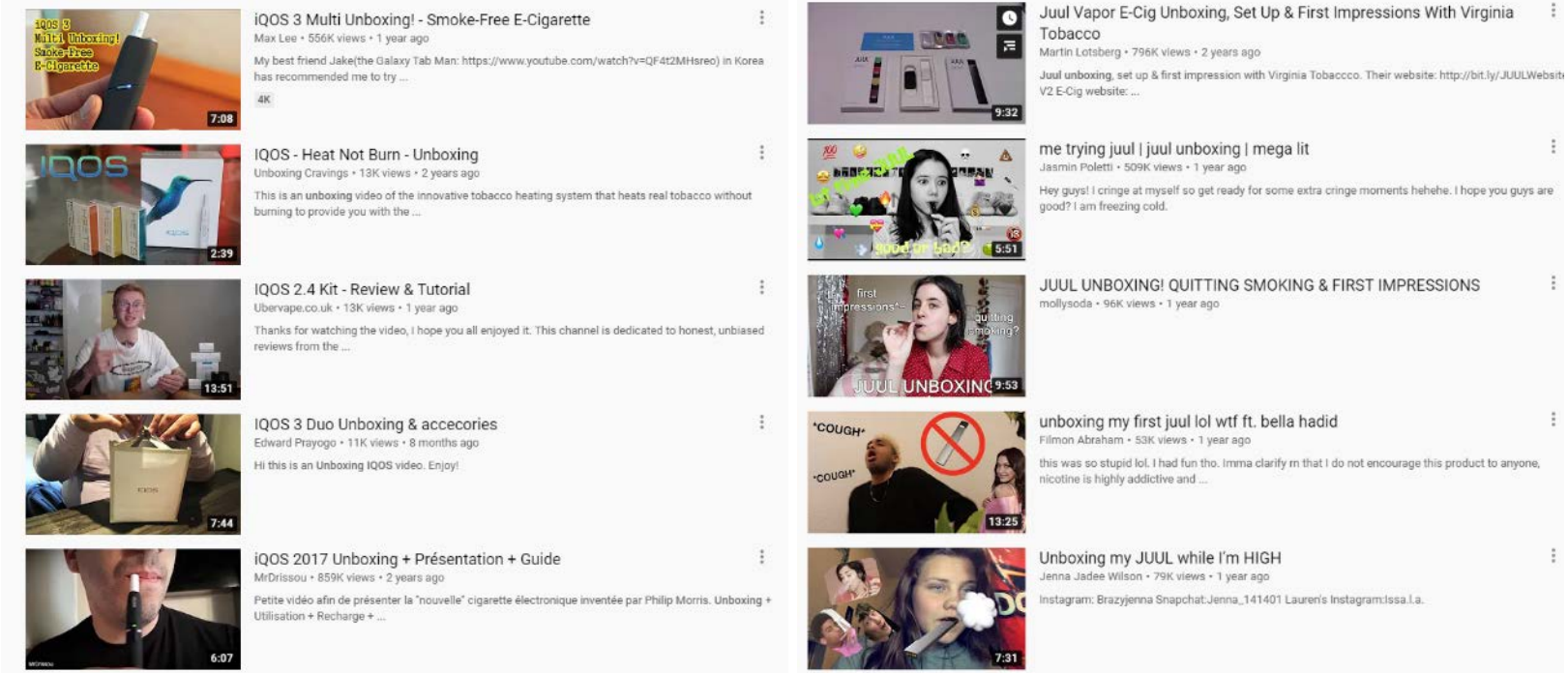
- Popular on social media
- Toys, high-end electronics, beauty products





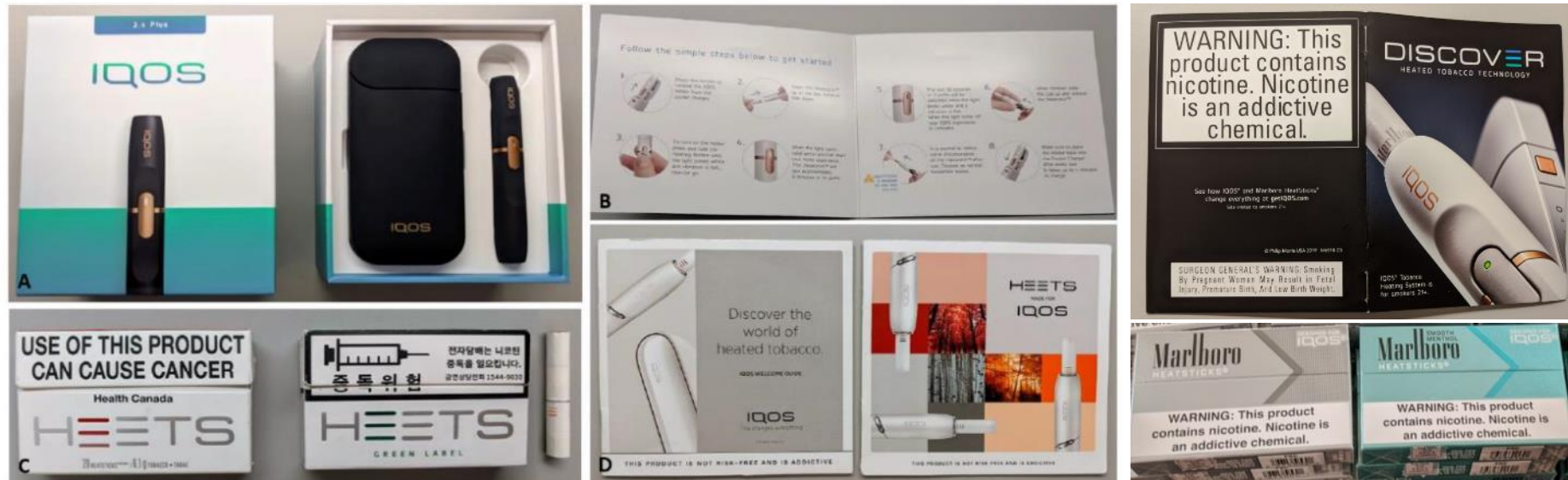
# Product unboxing videos

- Popular on social media
- Toys, high-end electronics, beauty products
- But also tobacco:



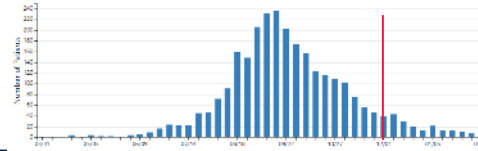
# Narrated unboxing interview

- Part of ongoing longitudinal qualitative interview with adult poly-tobacco users (2017-2020)
- 10-15 minutes unboxing while “thinking aloud”
- Thorough debrief: Lack of evidence on IQOS’ health effects
- Devices and tobacco sticks acquired from Canada, Korea, and US



# Narrated unboxing interview

Summer 2019~  
EVALI outbreak



**Nov. 2016**  
PMI submitted  
MRTP application  
to the FDA

**March 2017**  
PMI submitted  
PMTA application  
to the FDA

**April 2019**  
PMTA  
authorized

**Oct. 2019**  
IQOS launched  
in Atlanta, GA

**July 2020**  
MRTP for “reduced exposure”  
claim authorized

**Aug – Dec 2019**

## Data collection

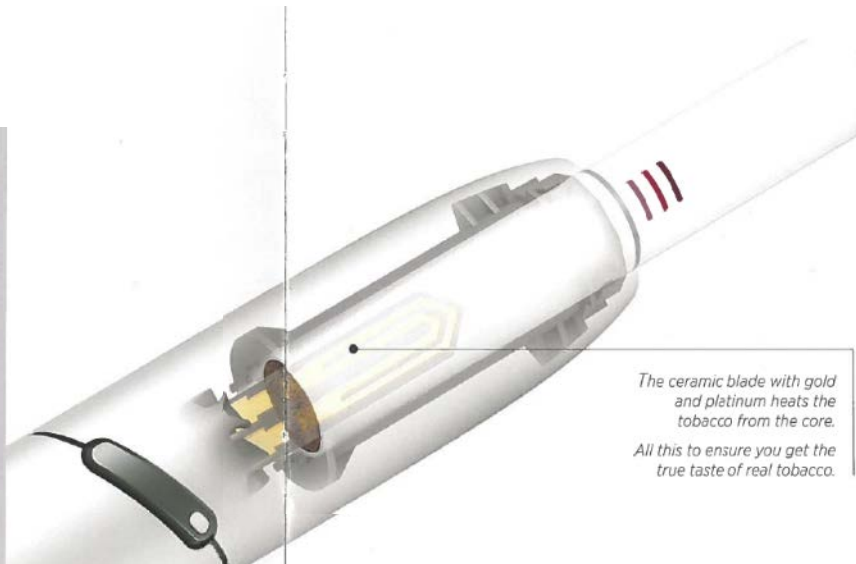
- 33 young adults  
(mean age = 25.9, SD = 3.5)
  - 8 Female, 25 Male
  - 10 Latinx, 9 Asian, 9 White, 5 Other
- 17 cig/e-cig dual users, 6 cig only, 8 e-cig only,  
2 neither

# Combining novel electronic device and familiar tobacco leaf



“The packaging is beautiful. It feels like I am opening up a new phone or – Oh my God, if you guys didn't tell me this was a tobacco product, I would not know. It seems so sleek and elegant. This is so cool. It's so fancy.”

(Female, 30, White, cigarettes)



“I would describe it, like a PAX for tobacco. Because it's actual leaf. It's not an oil or a tincture or a gooey vape fluid.”

(Female, 24, Multi-racial, cigarettes)

# Assumptions about health effects (1): Safer than cigarettes



“I would assume that **not physically burning** something like this would potentially be **more healthy** because a lot of **carcinogens** are only released at certain temperatures.”

(Male, 31, White, e-cigarettes)

Stop burning.  
Enjoy heating.

IQOS has found a revolutionary solution to a burning problem – to heat, rather than burn, tobacco.

IQOS HeatControl™ Technology lets you enjoy the true taste of real tobacco with no fire, no ash and no smoke smell.

IQOS is to be used only with specially designed HEETS heatsticks™.

# Assumptions about health effects (2): Similar to cigarettes



“I feel this would also be kind of worse for your lungs since it's in the form of a cigarette as well.”  
(Female, 21, Asian, e-cigarettes)

# Assumptions about health effects (3): Safer than e-cigarettes

“I thought this was taking the same nicotine liquid that everybody's always used for vapes.

But this is different. ...

A Better Choice  
if this is truly just like processed tobacco leaf, I can easily figure out what's in that, you know?

... I guess I like the idea of it being actual tobacco over this weird gooey liquid that I have no idea what's in it.”

IQOS 3  
Technology that delivers a  
heated tobacco experience  
The IQOS 3 holder is our most  
compact tobacco

(Female, 24, Multi-racial, cigarettes)

## HEAT NOT BURN

By heating tobacco rather than burning it, IQOS creates a tobacco vapour, not smoke.

## REAL TOBACCO

IQOS uses real tobacco so you can enjoy true tobacco taste and satisfaction.

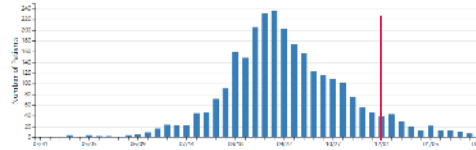
## NO SMOKE

IQOS leaves no smoke smell on you and around you.

Join the almost 6 million adult users worldwide who stopped burning tobacco and started heating it.\*

# Assumptions about health effects (3): Safer than e-cigarettes

Summer 2019~  
EVALI outbreak



**Nov. 2016**  
PMI submitted  
MRTP application  
to the FDA

**March 2017**  
PMI submitted  
PMTA to the FDA

**April 2019**  
PMTA  
authorized

**Oct. 2019**  
IQOS launched  
in Atlanta, GA

**July 2020**  
MRTP for “reduced exposure”  
claim authorized



HEALTH AND SCIENCE

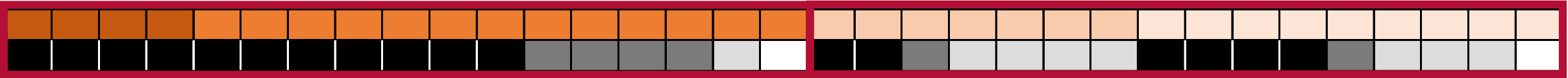
**Altria launches Iqos tobacco device in US, and the timing couldn't be better**

PUBLISHED FRI, OCT 4 2019-12:01 AM EDT UPDATED FRI, OCT 4 2019-3:59 PM EDT





# Current smokers expressed greater interest in IQOS than former smokers



1 participant

No interest  
 Low or moderate interest  
 Interest in trying  
 Interest in buying

Interest level

Quit both cigarettes and e-cigarettes  
 Using e-cigarettes only  
 Smoking cigarettes only  
 Using both cigarettes and e-cigarettes

Current tobacco use

# Mixed reactions on appeal to youth




**Discreet device with high-tech appeal would appeal to young people**

**Pod vapes are simpler, concealable, inexpensive, and less stigmatized**

# Discussion

## ▪ Multiple attributes collectively influence IQOS' appeal

- Luxurious design
  - Novel technology
  - Lack of smoke
  - Perceived reduced harm
- 
- High cost
  - Complexity
- Sensory similarity to cigarettes

# PMI is already at work to reduce entry barrier (1): Reducing complexity

- Smaller, simpler devices available outside the US
- PMTA for IQOS 3 approved in December 2020
- Personalized in-store training and customer support:
  - Q Coach (Korea)
  - IQOS QOACH (Canada)
  - IQOS Expert (US)



new  
IQOS 3

\$ 145



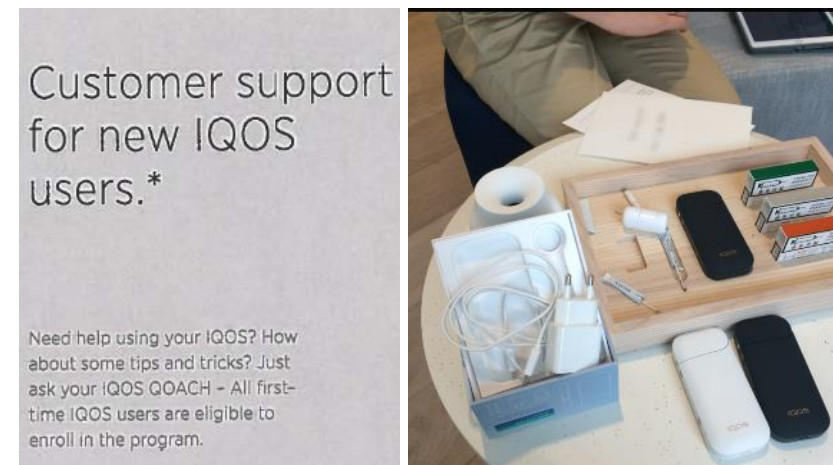
new  
IQOS 3 MULTI

\$ 125



IQOS 2.4 Plus

\$ 110



Customer support  
for new IQOS  
users.\*

Need help using your IQOS? How  
about some tips and tricks? Just  
ask your IQOS QOACH - All first-  
time IQOS users are eligible to  
enroll in the program.

# PMI is already at work to reduce entry barrier (2): Price discounts

- Bundle discount: Starter kit for US\$80 + tax
  - Device + 10 packs of HeatSticks
- Coupons
- IQOS rental/home trial (Canada: CA\$35/30 days, UK: £10/14d)
- Payment installment program: “IQOS On” (Korea)



14,900 KRW/month  
(= 13 USD)  
- IQOS 3 + IQOS 3 multi

12,300 KRW/month  
(= 11.5 USD)  
- IQOS 3 + extra holder

# Our recommendation for policy

- Multi-faceted approach to address IQOS' diverse attributes

Close industry surveillance: Marketing tactics and product innovation		
Product and marketing regulation		
High-tech appeal	Reduced harm perception	Deterrent: High cost
<ul style="list-style-type: none"><li>• Restricting promotion and branding at POS</li><li>• Applying warning labels also on the <i>device</i> packaging</li></ul>	<ul style="list-style-type: none"><li>• Plain packaging and stronger warning labels</li><li>• Education campaigns, e.g., history of tobacco industry's deceptive marketing practices</li></ul>	<ul style="list-style-type: none"><li>• Prohibiting free or low-cost trial and sampling</li><li>• Prohibiting discount coupons and programs</li></ul>
Independent research to quickly identify another new tobacco epidemic		

# Regulating promotion at POS (Reducing high-tech appeal)



Vancouver, BC, Canada (Dec. 2019)

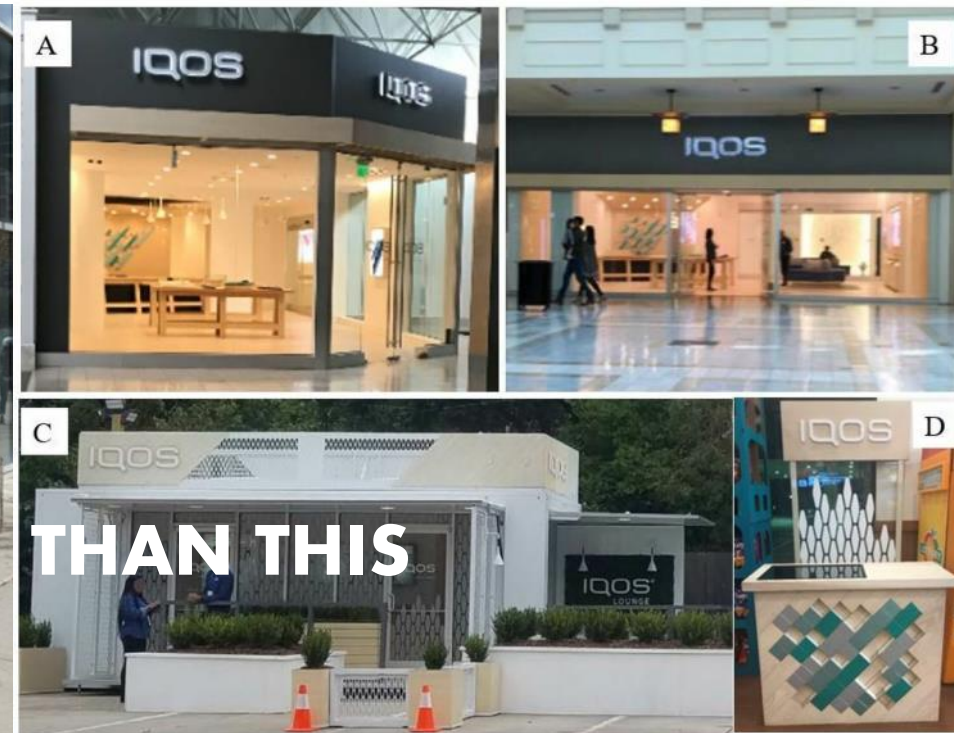


Seoul, Korea (July 2017)

# Regulating storefront branding (Reducing high-tech appeal)



Vancouver, BC, Canada (Apr. 2020)



Atlanta, GA (Oct. 2019)



# Plain packaging + Warning label for Tobacco Sticks

Korea



Canada



US



Japan



vs.

Russia



New Zealand

40 Image source: Left - Money Today Korea; Picture by Minji Kim; <http://offsettingbehaviour.blogspot.com/2018/08/a-picture-of-conflict-of-laws.html>; Right – Churchill et al., 2020; <http://m.buynear.me/9280>; <https://yourheats.com/HEETS-Creations-c48137673>

**OPEN ACCESS**

# Vascular endothelial function is impaired by aerosol from a single IQOS HeatStick to the same extent as by cigarette smoke

Pooneh Nabavizadeh,<sup>1</sup> Jiangtao Liu,<sup>1</sup> Christopher M Havel,<sup>2</sup> Sharina Ibrahim,<sup>3</sup>  
Ronak Derakhshandeh,<sup>1</sup> Peyton Jacob III,<sup>2,4</sup> Matthew L Springer<sup>1,3,4</sup>

“IQOS use does not necessarily avoid the adverse cardiovascular effects of smoking cigarettes.”

# Latest health related studies of heated tobacco products

- HTP generates main and sidestream emissions of harmful chemicals
- HTP aerosols negatively affect cardiovascular function
- HTP exposure cause pulmonary inflammation similar to cigarette smoke
- Prenatal HTP exposure affects sexual maturation and testicular function
- HTP use predicts future smoking, and is not associated with smoking cessation

## Relevant studies:

- Bhat TA, Kalathil SG, Leigh N, et al. Acute Effects of Heated Tobacco Product (IQOS) Aerosol-Inhalation on Lung Tissue Damage and Inflammatory Changes in the Lungs. *Nicotine Tob Res.* 2020.
- Fried ND, Gardner JD. Heat-Not-Burn Tobacco Products: An Emerging Threat to Cardiovascular Health. *American Journal of Physiology-Heart and Circulatory Physiology.* 2020;319(6):H1234-H1239.
- Yoshida S, Ichinose T, Shibamoto T. Effects of Fetal Exposure to Heat-Not-Burn Tobacco on Testicular Function in Male Offspring. *Biol Pharm Bull.* 2020;43(11):1687-1692.
- Lee CM, Kim C-Y, Lee K, Kim S. Are Heated Tobacco Product Users Less Likely to Quit Than Cigarette Smokers? Findings from Think (Tobacco and Health in Korea) Study. *Int J Environ Res Public Health.* 2020;17(22):8622.
- Luk TT, Weng X, Wu YS, et al. Association of Heated Tobacco Product Use with Smoking Cessation in Chinese Cigarette Smokers in Hong Kong: A Prospective Study. *Tob Control.* 2020;tobaccocontrol-2020-055857.
- Matsuyama Y, Tabuchi T. Heated Tobacco Product Use and Combustible Cigarette Smoking Relapse/Initiation among Former/Never Smokers in Japan: The JASTIS 2019 Study with 1-Year Follow-Up. *Tob Control.* 2021;tobaccocontrol-2020-056168.

# Clinical Implications

- Include heated tobacco products in screening questionnaire
- Educate patients that Reduced Exposure is not Reduced Risk
- Cardiovascular risk may not be reduced
- Interest in product switching is a cessation opportunity
- Encourage complete switching over Dual Use
- Wean to approved therapy as soon as possible

# Q&A

- Submit questions via the **'Ask a Question' box**



# CME/CEU Statements

## **Accreditations:**

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of *1.0 AMA PRA Category 1 Credit™*. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

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Take Control

**1-800-QUIT-NOW**

Call. It's free. It works.

1-800-784-8669

For details on your state services, go to: <http://map.naquitline.org>



✓ Refer your clients to cessation services



- **Free CME/CEUs** will be available for all eligible California providers, who joined this live activity thanks to the support of the California Tobacco Control Program (CTCP)
- For our California residents, SCLC offers regional trainings, online education opportunities, and technical assistance for behavioral health agencies, providers, and the clients they serve throughout the state of California.
- For technical assistance please contact (877) 509-3786 or [Jessica.Safier@ucsf.edu](mailto:Jessica.Safier@ucsf.edu).
- Visit [CABHWI.ucsf.edu](http://CABHWI.ucsf.edu) for more information



# Post Webinar Information

- You will receive the following in our post webinar email:
  - Webinar recording
  - PDF of the presentation slides
  - Instructions on how to claim FREE CME/CEUs
  - Information on certificates of attendance
  - Other resources as needed
- All of this information will be posted to our website!

# Save the Date!

SCLC's next live webinar will be on **Digital Cessation** with Michael Amato, PhD, from Truth Initiative

- **Tuesday, March 23, 2021, 1-2 pm EST**
- Registration will open soon!



# Contact us for technical assistance

- Visit us online at [smokingcessationleadership.ucsf.edu](https://smokingcessationleadership.ucsf.edu)
- Call us toll-free at **877-509-3786**
- Copy and paste the post webinar survey link:  
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