

# UCSF Smoking Cessation Leadership Center

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## **Pfizer IGLC**

Since 2012, SCLC and Pfizer IGLC (Independent Grants for Learning and Change) collaborated to award over \$6.5 million in grants focused on smoking cessation to 54 organizations nationwide. A group of expert reviewers and SCLC volunteered assistance to this grants program and received no financial remuneration from Pfizer. Grant funding for the 54 awardees is provided entirely by Pfizer.

### **2015 grantees**

Alaska Native Tribal Health Consortium

*Increasing capacity to treat tobacco use and dependence in the Alaska Tribal Health System*

The goal of this project is to create an online tobacco treatment specialist training program that increases the accessibility and ease for healthcare providers and professionals to be trained on how to help individuals quit tobacco.

Albert Einstein College of Medicine

*Enhancing systems-level tobacco interventions in substance abuse treatment programs*

The goals of this proposed project are to increase identification of tobacco use in SATP patients, to provide evidence-based smoking cessation treatment to all SATP patients who smoke, and to improve cessation rates among smokers with co-occurring substance use disorders.

American Association for Respiratory Care

*Clinician Training on Tobacco Dependence for Respiratory Therapists*

The overall goal of this project is to increase the proficiency of respiratory therapists in the 5A's (and AAR) model and in pharmacotherapy recommendations by utilizing modules specifically designed for the target population.

Association of Substance Abuse Programs of Texas

### *Texas Recovery-Oriented Tobacco Cessation Integration Project*

The overall goal is to improve the health and wellness of the disparately affected population of adults and young people who are diagnosed with a substance use disorder and are receiving services in a Department of State Health Services (DSHS)-funded outpatient, pregnant-post-partum intervention (PPI), Oxford House, or Recovery Oriented Systems of Care (ROSC) substance abuse treatment and recovery programs.

NAMI Minnesota

### *Reducing Smoking Among People with Mental Illnesses*

The overall goal is to reduce the rate of tobacco use among individuals living with mental illnesses. Our primary objectives are to 1) Increase awareness and engagement among mental health providers on the importance of smoking cessation; 2) Increase awareness of the benefits and cessation tools among people living with mental illnesses and their families, 3) Institute smoking cessation supports such as facilitating weekly wellness and smoking cessation groups; and 4) Track cessation attempts, reductions and cessation longer than three months

National Council for Behavioral Health

### *Wellness and Recovery Learning Community: Reducing Tobacco Use among Adults with Substance Use Disorders*

In alignment with the Healthy People 2020 Tobacco Use goal, the overall goal of the Wellness & Recovery Learning Community (WRLC) is to reduce tobacco-related illness, disability and death in adults with substance use disorders in the state of Florida.

The National Council for Behavioral Health (National Council) will lead the design, implementation, and ongoing support of the WRLC, in partnership with the University of Colorado Department of Psychiatry, Behavioral Health and Wellness Program (BHWP).

New York University

### *Linking low SES and racial/ethnic minority populations to evidence-based cessation treatment through health system changes*

The goal of the proposed project is to implement OTQ (Opt-to-Quit) in two Federally Qualified Health Centers (FQHCs) that serve low socioeconomic status (SES) and racial/ethnic minority populations in NYC to ensure disparate populations are receiving evidence-based smoking cessation treatment.

North American Quitline Consortium

*Enhancing eReferral Capacity: A Strategy for Increasing Cessation among Priority Populations and Encouraging Health System Change*

The overall goal of the project is to deliver effective quitline services to more smokers, especially those in priority populations, by establishing a national capacity to implement eReferral systems between state quitlines and healthcare organizations.

Oldham County Ministerial Association DBA Hope Health Clinic

*Smoking Cessation Initiative ?One Step at A Time?*

The overall goal of the HHC's smoking cessation initiative is to increase the number of individuals successfully quitting smoking through systems change. This systems change will occur at the environmental level through the development and implementation of a systematic method of identifying and referring adult smokers to local community resources while simultaneously increasing availability of local cessation services.

Purdue University

*Expanding the role of respiratory therapists in tobacco cessation*

This project aims to fill a recently-identified gap in the tobacco cessation training of respiratory care students by equipping faculty from 442 respiratory care degree programs with the necessary knowledge and skills for teaching respiratory care students to assist patients with quitting smoking.

Rutgers, The State University of New Jersey

*Implementation of Enhanced Tobacco Use Measures and Intensive Training in New York*

The focus of this Pfizer Independent Grant for Learning and Change is to develop and implement a new comprehensive measure for tobacco use and cessation attempts within NYS OMH facilities.

Society for Public Health Education

*Reducing Smoking during Pregnancy: Mobilizing Capacity and Training of Health Professionals*

This project aims to close this health disparities gap (low-income pregnant smokers) by training healthcare providers working in federally qualified health centers to implement an award-winning, evidence-based smoking cessation program as part of routine prenatal care.

The General Hospital Corporation DBA Massachusetts General Hospital

*A Proactive Population Health Strategy to Offer Tobacco Dependence Treatment to Smokers in a Primary Care Practice Network*

This project will implement and evaluate a novel population health strategy to increase the delivery of tobacco dependence treatment to smokers who receive health care in adult primary practices affiliated with Massachusetts General Hospital, a member of Partners HealthCare System, Eastern Massachusetts' largest integrated health-care delivery system.

UCSF Benioff Children's Hospital Oakland

*Creation and implementation of an EHR quit smoking tool in safety net clinics*

This project will build, implement, evaluate and disseminate a Computerized Physician Order Entry (CPOE) tool for the NextGen electronic health record system that will enable providers to more readily identify smokers and systematize the treatment and referral of smokers to California Smoker's Helpline.

University of Washington

*Integrating tobacco cessation interventions in the routine of care of a rehabilitation hospital serving a rural population in Washington State*

The primary goal is to implement a tobacco cessation program to ensure that smokers admitted to St. Luke's Rehabilitation Institute (SLRI) receive evidence-based tobacco cessation interventions during their hospitalization and after discharge.

## **AJPM Article**

An Industry/Academia Collaborative to Support Smoking-Cessation Grants <sup>[1]</sup>

### **Grantee Resources:**

- **NEW:** Global Bridges and SCLC Capacity-Building Projects Worldwide <sup>[2]</sup>
- Facebook CONNECT page <sup>[3]</sup>
- Forum call recording <sup>[4]</sup>
- Forum call slides <sup>[5]</sup>

### ***Resources mentioned from the forum call***

- Alaska Native Tribal Health Consortium recommends Moodle <sup>[6]</sup> ? a software for building online training modules
- North American Quitline Consortium (NAQC) website <sup>[7]</sup>
  - Guide for Implementing eReferral Using Certified EHRs <sup>[8]</sup> (2015) - This guide is a

resource for quitlines and other organizations that offer cessation services that would like to establish referral systems with healthcare via electronic health record (EHR) systems. It provides recommended standards for implementing eReferral in a straightforward and efficient way.

- eReferral Webinar Training Series <sup>[9]</sup> (2015/2016) - Sponsored by a grant from Pfizer IGLC in collaboration with SCLC, this series of five webinars provide training on the new Guide. Audio recordings of the webinars that were hosted in September, October, November and December are available online. The final training webinar will be hosted in June 2016.
  - State Case Studies & Resources <sup>[10]</sup> - NAQC has made available ten case studies that describe the progress made by five states, their service providers, health care institutions and EHR vendors.
  - State profiles <sup>[11]</sup> of quitline services offered and other information
  - IT consultant for e-Referral - contact your SCLC project advisor for contact information
  - Hope Health Clinic in KY:
    - Received a grant from CVS to get NRT; working with national partners to get needed resources
    - Working with local partners: school system, cancer programs, parks departments, etc.
    - Use the CO Monitors to motivate their clients and hold them accountable; CPT Codes by state for Breath Carbon Monoxide Test <sup>[12]</sup>
  - Massachusetts General Hospital is working with TelASK's IVR (Interactive Voice Recognition) and Quit Manager <sup>[13]</sup> software to follow up with patients post-discharge, phone, email and text outreach
  - Rx for Change <sup>[14]</sup>: smoking cessation curriculum; different curricula tailored to specific health professions, i.e. Psychiatry, Respiratory Care, Ask Advise Refer, and more
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## 2012 Grantees

### Category 1

Grants for existing smoking cessation training initiatives. Eligible organizations applied if they have a prior or ongoing project that addresses healthcare provider needs as it relates to improving clinical practice so that it leads to increased smoking cessation quit rates. Projects had a proven track record of success with their educational methods and approach. Documentation was provided that the initiative has achieved success in the past and how additional funding can expand or improve the effort.

Category 1 grant recipients:

AAFP-American Academy of Family Physicians

American College of Emergency Physicians

Columbia University

Foundation for Healthsmart Consumers  
Georgetown University Medical Center  
Glendale Adventist Medical Center  
Institute for Health and Recovery, Inc.  
Mayo Clinic  
Purdue University  
San Jose City College  
St. Francis Medical Center of Lynwood Foundation  
UCLA-University of California Los Angeles  
University of Colorado, Denver  
University of Kentucky Research Foundation  
University of Maryland Baltimore County  
Woodhull Medical and Mental Health Center  
World Heart Federation

## **Category 2**

Grants to individual hospitals or hospital networks for education and quality improvement programs that include implementation of and goals around the achievement of updated Joint Commission smoking cessation performance measures, [http://www.jointcommission.org/core\\_measure\\_sets.aspx](http://www.jointcommission.org/core_measure_sets.aspx) <sup>[15]</sup>.

Category 2 grant recipients:

Aultman Hospital  
Berkshire Medical Center  
Hunterdon Medical Center Foundation  
Medical University of South Carolina  
Memorial Foundation

Multicare Health Foundation  
Providence Health & Services  
St. Tammany Hospital Foundation  
University of Washington School of Medicine  
UPMC

### **Category 3**

Grants in support of state-wide tobacco use reduction projects that include a healthcare provider training component related to smoking cessation. Special emphasis given to states that address high-risk populations with co-morbid conditions, such as smokers with mental health issues and/or substance abuse disorders.

Category 3 grant recipients:

Alliance for the Prevention and Treatment of Nicotine Addiction Corporation  
American Lung Association in Nevada  
Association of Substance Abuse Programs of Texas  
California Chapter 1, American Academy of Pediatrics  
CWRU-Case Western Reserve University  
Mental Health America of Licking County  
Sloan Kettering Institute for Cancer Research  
University of Arizona  
University of Colorado, Denver  
University of Maryland Baltimore County  
University of Medicine and Dentistry of New Jersey  
University of North Carolina at Chapel Hill

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### **Beyond the 5 A's: Implementing Smoking Cessation in Your Practice**

On November 13-15, 2013, The National Jewish Health and North American Quitline Consortium in collaboration with the Smoking Cessation Leadership Center hosted an educational conference, ***Beyond the 5 A's: Improving Cessation Interventions through Strengthened Training*** translated recent advances in both evidence and practice into action.

With over 160 attendees, the conference reflected a growing body of evidence and practice related to designing, delivering, and monitoring tobacco cessation training to healthcare professionals and the importance of translating this growth in information and expertise into improved practice.

To translate lessons learned by conference-goers for a broader audience, an online Continuing Medical Education (CME) activity that highlights critical content and discussion topics from the three day conference was produced. The CME is designated by National Jewish Health for a maximum of 1 AMA PRA Category 1 Credit? and 1.0 Nursing Contact Hours.

Did you miss the conference but want to know more about what was covered?  
Are you looking for a CME to offer your network of healthcare providers that offers practical considerations for improving cessation practice within healthcare settings? [Click here \[16\]](#) for more information.

For more information about IGLC, visit [www.pfizer.com/independentgrants](http://www.pfizer.com/independentgrants) [17]

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## Partnerships & Collaborations

CA Behavioral Health & Wellness Initiative

Smoke-free Public Housing: Helping Smokers Quit

National Behavioral Health Network

The National Partnership on Behavioral Health and Tobacco Use

UC Quits

Pfizer IGLC

SAMHSA

## Behavioral Health

Curricula & Online Training

Fact Sheets & Reports

Presentations

Publications

Toolkits

## Vulnerable Populations

Education Level

Homeless

Low Socioeconomic Status

LGBT

Race/Ethnicity

## Resources

Campaigns & Initiatives

Curricula & Online Training

Fact Sheets & Reports

Infographics

Publications

Presentations

Toolkits

1-800-QUIT-NOW cards

Asian Smokers' Quitline

Videos

## Webinars

Summer Webinar Series - Free CMEs  
Tobacco Cessation Education: A Training Program for Faculty  
Webinar Archive

## Ways to Quit

Medications  
Online Resources  
Social Support  
Treatment Options  
Quitline

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**Source URL:** <https://smokingcessationleadership.ucsf.edu/partnerships/pfizer-iglc>

### Links

- [1] [http://www.ajpmonline.org/article/S0749-3797\(16\)30445-7/](http://www.ajpmonline.org/article/S0749-3797(16)30445-7/)
- [2] <http://smokingcessationleadership.ucsf.edu/sites/smokingcessationleadership.ucsf.edu/files/gb-sclc-poster-booklet.pdf>
- [3] <https://www.facebook.com/groups/GB.SCLC.CONNECT/>
- [4] <http://cc.readytalk.com/play?id=e2jz2i>
- [5] <http://smokingcessationleadership.ucsf.edu/sites/smokingcessationleadership.ucsf.edu/files/pfizer-2015-forum-call-slides-120915.pdf>
- [6] <http://moodle.org/>
- [7] <http://www.naquitline.org/>
- [8] <http://c.ymcdn.com/sites/www.naquitline.org/resource/resmgr/eRef/eReferraltechnicalguide2015f.pdf>
- [9] <https://naquitline.site-ym.com/?page=EEC>
- [10] <https://naquitline.site-ym.com/default.asp?page=EQR>
- [11] <http://map.naquitline.org/>
- [12] <http://www.covita.net/pdfs/Smokerlyzer%20CPT%20-%20CO%20Test.pdf>
- [13] <http://telask.com/services/quit-manager/>
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