



CaCTC Communiqué | May 2023

Features

The ***NEW*** California Center for Tobacco Cessation (CaCTC) is Open for Business! How can we help you? Take our survey

The new California Center for Tobacco Cessation (CaCTC) is now housed at UCSF's Smoking Cessation Leadership Center (SCLC)! In this capacity, we will continue to provide training and technical assistance in support of the tobacco endgame movement.

We will aim to engage and build the capacity of organizations, clinicians, community stakeholders, and CTCP-funded projects to advocate for and put into effect tobacco-use assessments and cessation services within their communities and systems.

In launching this new effort, we would like to better understand how individuals use our services, so we have designed a short survey. This survey is an effort to learn what types of trainings, materials, and technical assistance would be most helpful to you and your organization to assist people to quit tobacco.

Whether you represent a Tobacco Control Local Lead Agency, an SUD treatment center, a health-focused non-profit, or other group, we would be grateful to get your input. Results from the survey will be used to help us design our webinars, choose relevant topics for trainings, and create fact sheets and infographics and other resources that meet the needs of the community.

[This brief survey](#) should take approximately 5-10 minutes to complete and is open to those who have previously utilized our services, as well as those who have not. Your answers are confidential. Please complete the survey by end of business Tuesday, May 23, 2023 and receive access to free CME/CEU as a thank you!



[Take the survey](#)

Interested in connecting with us or learning more? Contact Jessica Safier at Jessica.Safier@ucsf.edu and visit the project webpage at <https://smokingcessationleadership.ucsf.edu/campaigns/california-center-tobacco-cessation>

SCLC Celebrates 20 Years of Changing Lives and Minds



Twenty years ago this year, the Smoking Cessation Leadership Center, SCLC, started out to increase the number of quit attempts made by individuals who smoke by increasing the types of healthcare personnel who make interventions.

Now, looking back on what's been accomplished in public health and tobacco control during the last two decades, we wanted to highlight 20 champions who have helped us in our efforts. Either they collaborated with us to make some meaningful change, taught us something we didn't know or spoke up about the positive effect SCLC has had on their lives as individuals or in their organizations.

Visit our [anniversary page](#) to read these stories and keep checking back--new profiles are added each month!

News

World No Tobacco Day 2023: May 31

The theme of this year's World No Tobacco Day (WNTD) theme is "We need food, not tobacco."

Growing tobacco contributes to food insecurity around the world by participating in deforestation and depleting soil fertility so that land used for growing tobacco is then less suitable to grow other crops.

The 2023 WNTD campaign urges governments and policy-makers to create favorable economic conditions to support tobacco farmers to shift to growing food crops that would provide them and their families with a better life.

The [event site on the World Health Organization website](#) features compelling videos of farmers like the one pictured here giving their testimonials about switching from growing tobacco to food. There are also other shareable resources for you and your organization on the site to help you spread the word about World No Tobacco Day at the end of the month.



CA Tobacco Facts and Figures 2022

This annual report, prepared by the California Department of Health, California Tobacco Control Program presents the most recently available data on tobacco use behavior, attitudes, and local tobacco control policies in the state.

The report highlights the progress made toward eliminating tobacco-related disparities since the implementation of Proposition 56 began in July 2017. Proposition 56 added a \$2.00 tax per cigarette pack and a proportional increase to other tobacco products beginning in April 2017. Proposition 56 additionally requires that at least 15 percent of these tax funds appropriated to CTCPC be designated for accelerating and monitoring declines in tobacco-

related disparities.

Access the
report

Announcements



***NEW* Recorded Webinar Collection: Collection E with 12.25 FREE CE Credits**

The UCSF Smoking Cessation Leadership Center is pleased to offer this special collection of select past webinars. This Collection includes eleven (11) webinars presented throughout 2022 at a special price for a limited time. Topics include treating effective partnerships to treat tobacco addiction, tobacco use in the LGBTQ+ community, environmental health and advocacy, tobacco use among race and ethnic populations, pharmacists' prescribing, advancing equitable tobacco outcomes, and novel tobacco products, including e-cigarettes. Use code CADPH23 to waive the registration fee.

Read more and
register

Upcoming Events



Special Webinar Exclusively for California Providers: “Introducing the CA Center for Tobacco Cessation”

When? Wednesday, June 7, 2023, at 11:00 am PDT (30 minutes).

We are honored to have **Catherine Bonniot**, Deputy Director, Smoking Cessation Leadership Center, University of California San Francisco presenting on this webinar.

Webinar Objectives:

- Get a first look/introduction to the new California Center for Tobacco Cessation (CaCTC).
- Understand our breadth of offerings including Tobacco Treatment Specialist Trainings, 1-1 technical assistance, nationally renowned webinars, and “Ask the Expert” sessions.
- Learn about new initiatives such as development of a scorecard to measure the 26 Medi-Cal Managed Care Plans in California based upon on the strength of their policies and practices related to the provision and promotion of comprehensive tobacco cessation services.

Register Here

Become a Tobacco Treatment Specialist On Us!

The California Center for Tobacco Cessation (CaCTC) and the University of Massachusetts Chan Medical School have collaborated to treat you to a FREE virtual Tobacco Treatment Specialist training, a \$1300 value.

Email Jessica Safier at Jessica.Safier@ucsf.edu for more details!



SCLC Resources

- Check out ALL of our webinars to earn CEUs at your own pace in our [Webinar Archive](#)
 - Did you know we have toolkits, infographics, online curriculum and more?! Find what you need under [Resources](#) on our website
 - [CABHWI Toolkit: Tobacco-free Toolkit for Behavioral Health Agencies](#)
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Other Tobacco Resources at UCSF

- The [Center for Tobacco Control Research and Education](#) (CTCRE) is also a World Health Organization Collaborating Centre on Tobacco Control. We carry out our work through rigorous and relevant research that reaches policymakers and the public.
 - The [UCSF Fontana Tobacco Treatment Center](#) offers classes as well as individual consultations with health care professionals trained in treating tobacco addiction. We help tobacco users – including smokers, vapers and smokeless tobacco users – maximize their chances of quitting for good.
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UCSF Smoking Cessation
Leadership Center

National Center of Excellence for
Tobacco-Free Recovery

