



BHST – May 13, 2021 Presenter Biographies

Smoking Cessation Leadership Center
University of California San Francisco



Steven A. Schroeder, MD
Director

Dr. Schroeder is Distinguished Professor of Health and Health Care, Division of General Internal Medicine, Department of Medicine, UCSF, where he also heads the Smoking Cessation Leadership Center. The Center, funded by the Robert Wood Johnson Foundation and the Truth Initiative, works with leaders of more than 80 American health professional organizations and health care institutions to increase the cessation rate for smokers. It has expanded the types of clinician groups that support cessation, developed an alternative cessation message (*Ask, Advise, Refer*), created new ways to market toll-free telephone quit lines, and engaged the mental

health and addictions treatment community for the first time. The Center's current work is focused especially on how to reduce the huge health burden from smoking that falls upon those with mental illnesses and/or substance abuse disorders. SCLC works collaboratively with SAMHSA, HRSA, the CDC, and multiple health professional groups to provide technical assistance to help strengthen smoking cessation capabilities. The Center has also facilitated summit meetings involving 18 states that conduct tobacco cessation summits enabling states to achieve targeted reductions in smoking rates among behavioral health populations. In 2018, it was designated by SAMHSA as the National Center for Excellence in Tobacco-Free Recovery.

Between 1990 and 2002, Dr. Schroeder was President and CEO of the Robert Wood Johnson Foundation. During that time the Foundation made grant expenditures of almost \$4 billion in pursuit of its mission of improving the health and health care of all Americans. It developed new programs in substance abuse prevention and treatment, care at the end of life, and health insurance expansion for children, among others. Dr. Schroeder graduated with honors from Stanford University and Harvard Medical School, and trained in internal medicine at the Harvard Medical Service of Boston City Hospital and in epidemiology as an EIS Officer of the CDC. He held faculty appointments at Harvard, George Washington, and UCSF. At both George Washington and UCSF he was founding medical director of a university-sponsored HMO, and at UCSF he founded its division of general internal medicine. He is a director of the Marin Community Foundation, and Mathematica Policy Research, former member of the editorial board of the *New England Journal of Medicine* (19 years) and former chair of the Health Care Services Board of the Institute of Medicine as well as a member of the IOM Council (now National Academy of Medicine). He chaired the American Legacy Foundation (now

Truth Initiative), was an Overseer of Harvard, President, the Harvard Medical Alumni Association, and director of the James Irvine Foundation. In 2014, he was named a public member of the Congressionally-mandated federal Interagency Committee on Smoking and Health. He has won numerous awards, including six honorary doctoral degrees and the Gustav O. Leinhard Award from the National Academy of Medicine. He and his wife Sally live in Tiburon, CA. They have two physician sons and four grandchildren.

Smoking Cessation Leadership Center
University of California San Francisco



Catherine Saucedo
Deputy Director

Catherine Saucedo is the deputy director for the Smoking Cessation Leadership Center (SCLC) at the University of California, San Francisco (UCSF). The SCLC aims to increase smoking cessation rates and increase the number of health professionals who help smokers quit. As deputy director, Saucedo works to assure the strategic goals and plans of the center are met. She is responsible for the center's short- and long-term strategic planning; ensuring that SCLC is at the forefront of tobacco control and prevention messaging and strategies. As the deputy director, she creates optimal systems, which cover a wide spectrum of areas, including public relations and marketing for the center; grantee management and partner collaborations. A specialist in results-based accountability, a data-driven decision-making process designed to help communities and organizations move from talk to action, Saucedo has helped create a multitude of national, state and county cross-sector partnerships focused on driving tobacco use prevalence down.

Catherine's extensive background in tobacco control and prevention includes 20 years of professional nonprofit and for-profit experience in marketing, social marketing and development, as well as service as co-chair of a consortium of organizations that coordinated efforts to build public awareness of the 50th anniversary Surgeon General's report on smoking and health and participation on the North American Quitline Consortium Advisory Council. A graduate of L'Institut d'Aix-en-Provence, France, and California State University, Northridge, Catherine earned her Bachelor of Arts degree in French language and culture with a minor in art history.



Sarah Cotton Rajski
Facilitator

Sarah Cotton Rajski is a qualified Results-Based Facilitation Practitioner and Coach and has been a member of the RBF Network Board since 2015. She is an independent consultant with a focus on meeting facilitation, training and coaching groups to use Results-Based Facilitation skills and strategies to improve conditions of well-being for children, youth and families.

Previous roles include Senior Manager at Building Changes focused on capacity building and grant making in King County, Co-Faculty for Results Count™ Program with the Santa Clara and Santa Cruz Juvenile and Adult Courts (a project of the Annie E. Casey Foundation), Coach/Facilitator for the Pierce County Leadership in Action Program (2014-2015) and the Pierce County Juvenile Court Results-Based Leadership Program (2015). Sarah is also a Meyers Briggs Type Indicator (MBTI) certified practitioner.

California Department of Public Health
Office of Problem Gambling



Ruben M. Robles, MS
Health Education and Training Coordinator

Ruben Robles is the lead Health Education and Training Program Coordinator for the Office of Problem Gambling (OPG), Center for Healthy Communities, California Department of Public Health. Ruben is certified bilingual Spanish. He has worked for the State of California for over 20 years in public safety, child abuse prevention, nutrition and now problem gambling. Ruben is a

promoter of education in the community and collaboration at the state level.

California Department of Public Health
Nutrition Education and Obesity Prevention Branch



Michael Beccarelli
Training Coordinator

Michael Beccarelli is a training coordinator at the California Department of Public Health, Nutrition Education and Obesity Prevention Branch. Michael develops and implements statewide in-person trainings, webinars, and regional events that support nutrition education and obesity prevention policy, systems, and environmental change strategies. Michael has a Master of Public Health from UC Davis.

California Smokers' Helpline



Gary J. Tedeschi, PhD
Clinical Director

Dr. Tedeschi is a licensed psychologist (#PSY 14241) at the University of California-San Diego School of Medicine, Moores Cancer Center. He has worked there since 1994 as the Clinical Director of the California Smokers' Helpline and the Center for Tobacco Cessation. At the Helpline he is responsible for clinical supervision, counseling protocol development, counselor training, and continuing education. At the Center he provides technical assistance and training for medical and behavioral health professionals on tobacco cessation interventions. Dr. Tedeschi also has years of previous clinical experience providing psychotherapy for individuals, couples and groups in settings including community mental health, psychiatric in-patient, and university counseling centers. Dr. Tedeschi holds a Ph.D. in counseling psychology from the University of Missouri, Kansas City; an M.A. in counseling psychology from Boston College; and a B.A. in psychology from Kutztown University of Pennsylvania.

Breakout Session A

Frank Vitale

National Director of the Pharmacy Partnership for Tobacco Cessation,
Clinical Assistant Professor at Purdue's College of Pharmacy

Frank has worked in the smoking cessation field since 1987 designing cessation programs, educating over 20,000 health professionals in how to help patients stop tobacco use, and counseling nearly 10,000 patients to quit. He received a B.A. in Liberal Arts from St. Vincent College in 1974 and a Master's Degree in Psychology from Duquesne University in 1988. He entered the field as a Health Educator, then as Clinic Coordinator for the Lung Health Study, researching the differential effects of smoking cessation and an inhaled medication (Atrovent) on the prevention of COPD in identified high risk individuals. Frank followed this by becoming Project Director of Lung Health Study II.

Subsequently he created a six-hour CE program, the International Smoking Cessation Specialist Program, designed to teach pharmacists how to do smoking cessation counseling, writing the patient support booklets that accompany this training as well as all auxiliary materials. This program has been presented throughout the U.S., Puerto Rico, Spain and the United Kingdom. In addition, he contributed content material for the RX for Change curriculum. From 2007- 2012 Frank continued to provide cessation counseling training to pharmacists through various project with the CS2Day program. Recently he designed a cessation training program and intervention protocol for psychologist in Beijing, China as well as for the HY VEE grocery chain in eight Midwestern states.

Breakout Session B

Jason M. Satterfield, PhD

Academy Endowed Chair for Innovation in Teaching,
Professor of Clinical Medicine, Division of General Internal Medicine, UCSF



Dr. Satterfield received his Bachelor of Science in brain sciences from MIT and his Ph.D. in clinical psychology from the University of Pennsylvania. Dr. Satterfield's current interests include the integration of behavioral science in medical education, dissemination and implementation of evidence-based behavioral practices in primary care, and emerging mobile health technologies for behavioral health with a particular focus on smoking and substance use disorders. His current projects include training and implementation of medication-assisted treatment for opioid use disorders, the development and administration of the National Center for Tobacco Free Recovery, screening and brief interventions for substance misuse and tobacco, and the integration

of social and behavioral sciences in medical, nursing, and social work curricula.