

**UCSF** Smoking Cessation  
Leadership Center



## CABHWI Communiqué | April 2021

### Announcements

#### Treatment Centers Plan to Go Tobacco-Free to Help Residents Quit Tobacco

Representatives from Cohort 4 of the California Behavioral Health and Wellness Initiative, **Chabad of California, Los Angeles Centers for Alcohol and Drug Abuse (LA CADA), Progress House, Inc. Camino and Garden Valley, La Familia and Yolo Community Care Continuum** attended a virtual kickoff event on Thursday, March 11. Participants worked with members of SCLC to identify strengths, weaknesses, opportunities and threats within their respective programs. Additional breakout sessions allowed attendees to take initial steps in developing an action plan and timeline for taking their facilities tobacco-free and incorporating cessation into their programs. This community of practice will work together to attain goals and share best practices. SCLC will provide customized technical support to each organization in the CABHWI, through June 30<sup>th</sup>, 2022.

Questions about the [CABHWI](#) Tobacco-Free for Recovery project? Call 1-877-509-3786 or e-mail [Jessica.Safier@ucsf.edu](mailto:Jessica.Safier@ucsf.edu)

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### Attend Our Behavioral Health Statewide Training!

Thursday, May 13 from 8:30am to 1pm

Hosted by the

[Smoking Cessation Leadership Center](#)

This virtual event is designed to provide assistance to staff of California state and County Mental Health, and Alcohol and Drug Departments, behavioral health facility administrators and providers, CTCP-funded projects, and local tobacco control coalitions on the special cessation needs and opportunities among persons with mental illness and/or substance abuse disorders.

Specifically, you will learn how to:

- Advance tobacco-free policies within the behavioral health community
- Encourage systems-change within the area of tobacco cessation
- Further train providers to successfully incorporate motivational interviewing techniques into tobacco assessments
- Explain how to effectively optimize nicotine replacement therapy and pharmacological supports

Need certification units?

**3 hours of FREE credit** can be earned, for participants who join the **LIVE** training, on **Thursday, May 13, 2021**.

Register by **April 15, 2021** at

[https://ucsf.co1.qualtrics.com/jfe/form/SV\\_7OqzeQrWRw6mOJT](https://ucsf.co1.qualtrics.com/jfe/form/SV_7OqzeQrWRw6mOJT)

[Subscribe to our listserv](#) to learn about this and other upcoming trainings and opportunities.

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## "I COVID Quit" Campaign Now on Social Media

SCLC's new social media campaign funded by Robert Wood Johnson Foundation has launched! The campaign showcases real people, **not actors**, and their **unscripted, true stories**. The messages specifically address individuals with behavioral health conditions and advises them to quit smoking to reduce their risk of serious complications from COVID-19...and for the benefit of their overall wellness. Find the **FREE** downloadable ads and videos as well as a toolkit for using them on your social media channels here: [icovidquit.org](http://icovidquit.org)

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**Upcoming SCLC Webinar:  
Recovery-Oriented Tobacco Interventions in Addiction Services**

## Free CME/CEUs Available for California Providers

Friday, April 30, 2021, 10am - 11am PST (60 minutes)

We are honored to have the following speaker presenting on this important topic:

- **Tony Klein, MPA, NCACII**

### Webinar Objectives:

- Apply strategies to tailor evidence-based tobacco dependence practice guidelines to a behavioral health population.
- Assemble participant capacity to discuss the topic within a narrative of drug and alcohol recovery.
- Analyze a tobacco behavioral counseling model that ensures matching the intervention to client stage-readiness.

**REGISTER HERE:** [https://globalmeetwebinar.webcasts.com/starthere.jsp?ei=1449286&tp\\_key=f697ca8bab&sti=ca](https://globalmeetwebinar.webcasts.com/starthere.jsp?ei=1449286&tp_key=f697ca8bab&sti=ca)

One hour of FREE credit can be earned, for participants who join the **LIVE** session, on **Friday, April 30, 2021**. You will receive instructions on how to claim credit via the post webinar email.

### **BONUS!** ACCREDITATION FOR CALIFORNIA ADDICTION COUNSELORS

The UCSF office of continuing medical education is accredited by the California Consortium of Addiction Programs and Professionals (CCAPP), to provide continuing education credit for California addiction counselors. UCSF designates this live, virtual activity, for a maximum of 1.0 CCAPP credit. Addiction counselors should claim only the credit commensurate with the extent of their participation in the activity. Provider number: 7-20-322-0722.

Register Here



Earn up to **18.0 credits of FREE CME/CEU!**

### Webinar Bundle Promotion

SCLC is offering accredited webinar bundles for FREE. Use code **CADPH23**.

Topics include veterans and tobacco, cessation efforts in public housing and community health centers, systems change for tobacco cessation, vaping and eCigarettes in the behavioral health population, FDA regulations in tobacco products and non-daily smokers, update on cessation from the OSH, CDC, cessation for the Medicaid population, opioids and tobacco use, tobacco-free behavioral health settings, smoke-free public housing project, nicotine cessation across disciplines, improving cessation efforts by using data, race & structural racism in tobacco, using quitlines to reduce disparities among tobacco on American Indian, Alaska Native, and Asian populations, and the health effects of nicotine.

Online learning at your own pace:

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## California Smokers' Helpline is Rebranding

Introducing Kick It California, taking the place of California Smokers' Helpline 1-800 NoButts. The rebrand will launch in September of 2021. Kick It California will have a new logo, a new website, new phone numbers, and new social media accounts, replacing California Smokers' Helpline. Stay tuned for more communication about the new brand over next few months. Learn more and register for the May webinar below:

Visit the website

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## Resources

- [CABHWI Toolkit: Tobacco-free Toolkit for Behavioral Health Agencies](#)

For additional resources, visit <https://CABHWI.ucsf.edu>

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