
Smoking Cessation
Leadership Center



University of California
San Francisco

Systems Change: Increasing Treatment for Tobacco Dependence in Behavioral Health

Brenna VanFrank, MD, MSPH

September 16, 2020

Moderator

Catherine Saucedo

Deputy Director

Smoking Cessation Leadership Center
University of California, San Francisco

A National Center of Excellence for Tobacco-
Free Recovery

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Disclosures

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Christine Cheng, Brian Clark, Jennifer Matekuare, Ma Krisanta Pamatmat, MPH, Jessica Safier, MA, Catherine Saucedo, Steven A. Schroeder, MD, Brenna VanFrank, MD, MSPH, and Aria Yow, MA.

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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.

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- **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.
- Visit CABHWI.ucsf.edu for more information



CDC Tips Campaign 2020 and COVID-19

- New wave of media ads and a referral to **1 800 QUIT NOW**
- Smoking doubles the risk of developing respiratory infections
- Smoking doubles the risk of getting sicker from COVID-19
- Tobacco cessation services and resources are more important than ever
- COVID 19 fact sheets for smokers and providers:

<https://smokingcessationleadership.ucsf.edu/resources/factsheets>

Today's Presenter

Brenna VanFrank, MD, MSPH
Sr. Medical Officer

Office on Smoking and Health,
Centers for Disease Control and
Prevention



Q&A

- Submit questions via the **‘Ask a Question’ box**



Free 1-800 QUIT NOW cards

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

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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!

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Save the Date!

SCLC's next live webinar, "*Integrating Tobacco Treatment within the Stanford Cancer Center: An NCI Moonshot Initiative*", with Jodi Prochaska, PhD, Stanford University

- **Wednesday, October 7, 2020, 2 – 3 pm EDT**
- Registration will open soon!



Contact us for technical assistance

- Visit us online at smokingcessationleadership.ucsf.edu
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