

SCLC CABHWI Communiqué: The Latest on Tobacco Control, Behavioral Health, and Collaboration Efforts

UCSF Smoking Cessation Leadership Center



CABHWI Communiqué | July 2021

Feature

Going Tobacco-Free: Wisdom from LA CADA's Arlene Vasquez



Los Angeles Centers for Alcohol and Drug Abuse has 12 locations in LA County. And they're planning to make them ALL tobacco free!

It's a big undertaking, to say the least, and has been complicated still further by the COVID-19 pandemic. But the administration as well as the staff are committed to making it happen, because they believe in fulfilling their motto and offering a "path to recovery and healthy living."

Arlene Vasquez, Director of Programs, was kind enough to take time out of her day to talk to me about the organization's decision and how it's going.

SCLC: Tell me where this journey to tobacco-free started with LA CADA.

Arlene: Improving a person's overall health is the goal of our programs, so it makes sense to teach the facts around tobacco because tobacco is harmful to your health. We don't want to simulate life in an institution with the vending machines full of unhealthy snacks and cigarettes, for example, making unhealthy options feel like "treats." Because we're not an institution and our patients aren't prisoners; they're patients with autonomy. We are empowering them to make their own choices from a position where we can educate them about the benefits of healthy choices. We want to maximize that opportunity during the time they're with us. When we realized how much this goal encompasses, our CEO and Director of Development encouraged us to start by submitting an application for Allen House to join the CABHWI Community of Practice to receive funding and support.

SCLC: That's great! Now, why not just pat yourselves on the back? Alice House is doing the grant work now and you plan to continue even after their grant ends. Why continue?

Arlene: We have so many different facilities that address individuals at different points in their recovery. It doesn't do anyone much good if our residential program is tobacco-free and then an individual transitions to outpatient and they're tempted to smoke again. We really want to set them up for success by offering consistency throughout the continuum of care we provide.

SCLC: What have been the biggest challenges?

Arlene: Actually, we had a significant challenge with staff buy-in initially. There's this prevalent myth—among staff and patients—that smoking calms. But then, when we started teaching the facts and made other options available that really **do** relieve tension, like gardening, for example, we ended up with a lot of champions on staff. And it goes all the way down to the language. Now, it's it's a "self-care break," not a "smoke-break." Accurate naming with affirming language has been really important.

And, of course, with COVID, there have been a lot of staffing challenges with people having to miss work due to exposure or quarantining. But we've moved some individuals to different positions. We have definitely seen the benefits of being aware, well-informed and adaptable!

SCLC: What has worked well or given you the greatest satisfaction?

Arlene: We've done a lot that is working. First, we incorporated a tobacco-use screening into our intake procedures. Education around medication-assisted treatment and NRTs has been very helpful. And some of the new "substitutes" for smoking, like the garden, have really created bonding opportunities for folks, including staff. Now, no one can leave the group and go out for a smoke, so instead, two or three people go on a walk together.

SCLC: Thanks so much for sharing LA CADA's story, Arlene!

Arlene: I hope others can benefit!

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

Announcements

Introducing the New CABHWI Site!

California Behavioral Health & Wellness Initiative



ABOUT THE PROJECT:

In California, the smoking rate is 11%, however, the smoking rate among those with poor mental health is 19.4%, almost double the rate of the general population.

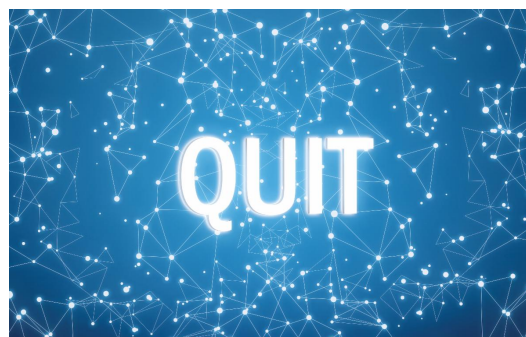
The California Behavioral Health and Wellness Initiative (CABHWI, pronounced "cabby") will help create equal access to cessation services for all smokers in the state, specifically those with a behavioral health condition (mental health diagnosis or substance use disorder).

Things are looking a little different on our website! We've updated the look and reorganized the same helpful content, including Events, News and Resources to help take your facilities tobacco-free. [Check it out!](#)



"I COVID Quit" Campaign Asset Now in Spanish

Rodrigo's digital I COVID Quit ad is now available in Spanish! This digital image is also running as a paid Facebook ad in five states. Find this and all of the **FREE** downloadable ads and videos as well as a toolkit for using them on your social media channels here: icovidquit.org



Upcoming SCLC Webinar:

"Leveraging Quitlines for Tobacco Cessation: Real-World Implementation"

Free CME/CEUs Available for California Providers

Tuesday, August 24, 2021

11am PST (75 minutes)

We are honored to have the following speakers presenting on this important and timely topic:

- **Michael Fiore, MD, MPH, MBA**, University of Wisconsin Hilldale Professor of Medicine, Director, Center for Tobacco Research and Intervention (UW-CTRI), University of Wisconsin School of Medicine and Public Health
- **Joann Yoon Kang, JD**, Team Lead, Health Systems and Data Visualization, Policy Unit of the Office on Smoking and Health (OSH) at the Centers for Disease Control and Prevention (CDC)
- **Chad Morris, PhD**, Clinical Psychologist and Professor of Psychiatry at the University of Colorado-School of Medicine, and the Director of the Behavioral Health & Wellness Program and Wellness Leadership Institute

Webinar Objectives:

- Identify ways in which Quitlines have evolved since their inception
- Identify how the reach of quitlines can be enhanced through media campaigns that promote quit services
- Examine the processes associated with implementing eReferral to the Quitline in primary care health

settings

- Analyze the impact of quitline eReferral for various subpopulations
- Demonstrate how quitlines are tailoring services to meet the needs of callers with behavioral health conditions
- Analyze initial outcomes for tailored quitline programs

REGISTER HERE: https://globalmeetwebinar.webcasts.com/starthere.jsp?ei=1449286&tp_key=f697ca8bab&sti=ca

One and a quarter hours of FREE credit can be earned, for participants who join the **LIVE** session, on **Tuesday, August 24, 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 11.0 credits of FREE CME/CEU!
Webinar Bundle Promotion

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

Topics include the stigma of smoking, the homeless population and tobacco use, assisting clients to quit smoking, taking campuses tobacco-free, the harms of menthol, and leveraging quitlines to help behavioral health patients quit. For more information and to register for this collection, [click here](#).

Online learning at your own pace:

Webinar Collection Info & Registration

AAP Releases New Guide on Youth Tobacco Cessation for Clinicians

The American Academy of Pediatrics (AAP) is proud to share a new resource: [Youth Tobacco Cessation: Considerations for Clinicians](#).

This brief, practical guide is designed to support pediatric health clinicians in screening patients for tobacco use and providing behavioral and pharmacological support to help youth quit. The resource uses an easy, 3-step model, “[Ask-Counsel-Treat \(ACT\)](#),” to guide clinical interactions around cessation.

Topics Covered:

- Screening for tobacco use, including smoking and vaping
- [Behavioral cessation supports](#), including texting services, quitlines, online resources
- Pharmacological supports, including [Nicotine Replacement Therapy](#)
- [Flowchart](#) for clinical interactions
- Using the [EHR](#) to identify and address tobacco use

This [resource](#) is free! Pediatric health clinicians and health professionals can find these materials at www.aap.org/cessation.

New! Kick It California, Formerly Known As California Smokers' Helpline

Kick It California is 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. Check out the [recorded webinars and brand toolkit](#) to learn more

Resources

- **Access:** [Breakout Room Presentations from May's BHST](#)
- **Promote:** [I COVID QUIT Social Media Campaign](#)
- **Prepare:** [Kick It CA rebrand](#)

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

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

Smoking Cessation
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