



## National Partnership on Behavioral Health and Tobacco Use Holds Virtual Reconvening

On April 9, 2021, the Smoking Cessation Leadership Center (SCLC) at the University of California, San Francisco (UCSF) held a virtual reconvening strategic planning summit via Zoom.

The goal was to assess progress made by the National Partnership on Behavioral Health and Tobacco Use in reducing smoking among adults with mental health and/or substance use conditions, and to update and refine strategies to lower the national smoking prevalence in this population.

The summit participants included representatives from the National Partnership on Behavioral Health and Tobacco Use including organizations from non-profit, federal, advocacy and corporate sectors. (see Appendix A). New partners at this year's summit were the **American Society of Addiction Medicine**, **Association of State and Territorial Health Officials**, and **National Association of Community Health Centers**.

After opening remarks from **Dr. Steve Schroeder**, Director, SCLC, and **Dr. Don Schwartz**, Senior Vice President, Program, Robert Wood Johnson Foundation, participants heard **Catherine Saucedo**, Deputy Director, SCLC review the partnership's progress to date.

Then, **Cliff Douglas**, Director of the Tobacco Research Network at the University of Michigan School of Public Health, provided background on **four new priority areas** on which the Partnership will focus its future efforts. The priority areas are:

- 1) **Tobacco-free BH Facilities, Screening and Treatment**
- 2) **Increase intervention knowledge / availability**
- 3) **Telehealth and**
- 4) **Billing and Coding.**

Attendees participated in breakout sessions and heard presentations about SCLC's new social media campaign I COVID Quit.

In the final breakout session, partners brainstormed objectives for each of the four priority areas, shared these with the larger group and suggested the contributions that the partnership could make to helping achieve these goals.

To learn more about the Partnership and its work, visit [bh4tobaccofree.org](http://bh4tobaccofree.org)





## SCLC Launches I COVID QUIT Social Media Campaign

Looking for something new and different to say about COVID-19? Try an encouraging tone and post an [ICoVIDQuit](#) message on your social media account!

Funded by the Robert Wood Johnson Foundation, SCLC worked with Better World Advertising to develop a series of digital ads and videos of real individuals telling their unscripted stories of quitting smoking during the pandemic.

The digital images and videos can be found at [ICoVIDQUIT.org](#) and are **FREE** for your use!

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## Louisiana and Rhode Island Become Leadership Academy States!

**Congratulations to Rhode Island** as next-in-line to hold a virtual SAMHSA Leadership Academy/State Summit. Both Rhode Island and Louisiana (Louisiana's summit was postponed from 2020 due to the COVID-19 pandemic) submitted impressive applications in a competitive process. We are confident they will do wonderful, committed work on behalf of tobacco-free recovery for individuals in the behavioral health community. We trust that LA and RI, with support from the SCLC, will serve as successful models for bridging behavioral health and public health.

**Want to learn more about State Leadership Academy for Tobacco-Free Recovery?**  
Contact [Christine.Cheng2@ucsf.edu](mailto:Christine.Cheng2@ucsf.edu) for information.

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## Learning Opportunities



Webinar: **Improving tobacco cessation with adult inpatient psychiatric clients**  
Date: **Wednesday, May 19<sup>th</sup> 2-3pm ET**

Speakers:

- Lucille Schacht, PhD, CPHQ, NRI Senior Director Performance and Quality Improvement
- Missy Rand, LPC, CSAC NRI Clinical Quality Educator
- Glorimar Ortiz, PhD, NRI Principal Biostatistician

**Webinar Objectives:**

- Examine the basic framework of the tobacco use and treatment measures developed by The Joint Commission and used by CMS.
- Demonstrate two current perceived needs and organizational barriers for tobacco use treatment and referral after inpatient discharge.
- Apply two clinical actions that may impact the offering of tobacco use treatment and the referral after inpatient discharge.
- Examine two effective system change interventions
- Analyze two recommendations to extend momentum for referral for treatment post psychiatric hospitalization.

Register Here



**New Webinar Bundle:**

Need CMEs? For FREE?! SCLC is pleased to announce a new webinar bundle. "Collection C" includes seven (7) webinars from 2020 for a total of 7.5 CE credits. 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.

Please use the discount code **SAMHSA23**, unless you are a California provider, use CADPH23, to waive the \$65 fee.

Read more and register

**Virtual CTTS Training:**

Since COVID-19 changed the way we work, many Certified Tobacco Treatment Specialist (CTTS) trainings are going virtual and they are now much more affordable. Visit the [Accredited Programs page](#) of the [Council for Tobacco Treatment Training Programs](#) site to find virtual trainings noted in red when scrolling down to individual program descriptions.

**FREE Quit Cards Available**

Want to make it easier for your organization to help smokers quit? SCLC has developed a plastic "Quit Card" the size of a credit card to help promote the national quitline—and we are now offering them for

free!

Eighty-five percent of groups who purchased it found that the card helped streamline their organization's ability to provide tobacco cessation assistance to patients, and 80% said it has increased the number of patients in their organization who receive advice on quitting.

Health professionals, counselors, and peers have distributed more than 4 million QUIT NOW cards.



Order Free Quit Now Cards

## Funding Opportunities

The United States Department of Agriculture (USDA) [recently announced](#) a Distance Learning and Telemedicine grant program to help rural communities utilize telecommunications for education or health care purposes. Eligible applicants can receive up to \$1 million and include state and local governmental entities, federally recognized tribes, non-profits, for-profit businesses, and consortia of eligible entities.

[Read more and apply by JUNE 4, 2021](#)

## Resources

- [Access](#) ICOVIDQuit materials including digital ads and toolkit at [COVIDQuit.org](http://COVIDQuit.org)
- [Read the NAQC report](#) presented at the national press briefing on March 12 and [read the subsequent media coverage](#)
- [Join](#) our listserv to connect with your peers and learn about upcoming opportunities
- [Visit TobaccoFreeRecovery.org](http://VisitTobaccoFreeRecovery.org) for more resources, including materials created by Leadership Academy States

Smoking Cessation  
Leadership Center



University of California  
San Francisco

