

SCLC National Center of Excellence for Tobacco-Free Recovery Communiqué

UCSF Smoking Cessation
Leadership Center

National Center of Excellence for
Tobacco-Free Recovery

Communiqué I August 2021



Rhode Island Hosts Inaugural Leadership Academy Summit



Over 40 participants representing tobacco control, behavioral health, public health, cancer control, primary providers, non-profit organizations, and other services from across Rhode Island, gathered at a virtual

summit to find solutions to reduce the prevalence of tobacco use among adults with behavioral health disorders in their state.

The summit took place on July 14 and 15 and was planned and sponsored by:

- Rhode Island Department of Health (RIDOH)
- Department of Behavioral Healthcare, Developmental Disabilities & Hospitals (RI BHDDH),
- Executive Office of Health and Human Services (RI EOHHS)
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- US Centers for Disease Control and Prevention (CDC)
- National Behavioral Health Network for Tobacco and Cancer Control (NBHN)
- Smoking Cessation Leadership Center (SCLC)/University of California, San Francisco (UCSF) as SAMHSA's National Center of Excellence for Tobacco Free-Recovery (CTFR)

During the event, partners created a draft action plan which included strategies to significantly increase tobacco cessation, increase tobacco use preventions and interventions, address barriers and known equity issues, and ultimately reduce the smoking prevalence among the behavioral health population. The work will be accomplished by four strategy workgroups: Data, Education, Policy, and Systems Change, Equity & Access.

One highlight was a brief presentation and Q&A opportunity with two peers. These individuals shared details of their journeys to quit smoking and testified to the effectiveness of a behavioral health treatment organization that provides tobacco cessation education and services as well as a peer-support group.

In his closing remarks, James Rajotte, Chief Strategy Officer of EOHHS, emphasized the important work that participants started during the summit: "It is our job, as a community, to ensure there are options for cessation without barriers, health communications messages delivered by trusted community members, and community-inspired policy changes on the local level to create a quit-supportive environment for affected Rhode Islanders."

The next state to join the Leadership Academy is Louisiana, who will host its inaugural summit virtually on

SCLC Welcomes New Director Dr. Nancy Rigotti in January 2022



We are excited to announce that effective January 1, 2022, Dr. Nancy Rigotti, currently Professor of Medicine at Harvard Medical School and founding director of the Massachusetts General Hospital's Tobacco Research and Treatment Center, will become the new SCLC director. Dr. Rigotti is one of the world's leading experts in smoking cessation, and brings extensive experience and credibility to this role.

This January will mark the 19th year that SCLC has been in existence. During that time there has been substantial progress in reducing smoking prevalence in the United States, with resulting declines in death and disability from tobacco use. SCLC has been proud to have played a role in that progress. Yet there is much still to do. About half a million people die annually from tobacco-induced illnesses in the United States alone, and 34 million Americans still smoke. Under Dr. Rigotti's leadership, SCLC will continue to work toward making tobacco use obsolete and thereby improving the health of the public.

[Read more](#)

Partner Highlights

- **National Association of Social Workers (NASW)** has been promoting SCLC's I COVID QUIT campaign on social media resulting in more than **28,400 combined impressions**. Digital images and videos can be found at [ICOIDQUIT.org](https://www.icovidquit.org) and are **FREE** for your use!
- Save the date! **American Society of Addiction Medicine (ASAM)**, also a partner in the ICOVIDQUIT promotion, will host several events during National Addiction Treatment Week, **October 18-24**.
- The National Council for Behavioral Health has changed their name to **The National Council for Mental Wellbeing**. [Read the 2020 Annual Report](#)



Learning Opportunities



Upcoming SCLC Webinar:

"Leveraging Quitlines for Tobacco Cessation: Real-World Implementation"
Free CME/CEUs Available

Tuesday, August 24, 2021, 02:00pm to 03:15pm EDT (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=1483299&tp_key=e30165bd70&sti=communique

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



New Webinar Bundle: Collection C

Need CMEs? For FREE?! SCLC is pleased to announce a new webinar bundle. "Collection C" includes eleven (11) webinars from 2020 for a total of 11 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

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 Department of Health and Human Services (HHS) and Health Resources and Services Administration (HRSA) [announced](#) the availability of \$103 million in American Rescue Plan funding to reduce burnout and support the mental health of the health workforce. Three funding opportunities are now accepting applications and will be open until **August 30, 2021**.
- [Sign Up for SAMHSA's Email Updates about Grant Funding Announcements](#)

Resources

- [Access](#) ICOVIDQuit materials including digital ads and toolkit at COVIDQuit.org
- [Read](#) Dr. Schroeder's latest Director's Corner
- [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

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