

# UCSF Smoking Cessation Leadership Center

Communiqué | May 2018



## Recent News

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### Over 10,000 Referrals to the Quitline and Counting

California's "UC Quits" is a health system change initiative with electronic medical records (EMR) modifications for tobacco assessment and treatment. Led by principal investigator, Dr. Elisa Tong, UC Davis established the first bi-directional eReferral with the California Smokers' Helpline (CSH) at UC San Diego.

This EMR modification allowed providers to effortlessly refer their patients to CSH and receive patient updates. UC Quits was designed to empower nurse and physician champions through a learning collaborative approach to scale-up across 5 UC Medical Centers (UC Davis, UC Irvine, UC Los Angeles, UC San Diego, and UC San Francisco). Since its inception in 2012, UC Quits has generated **over 10,000 referrals to the quitline.**

[Read the full article here.](#)

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### Q & A Session with Erik Augustson, PhD, MPH

#### Innovations in Tobacco Cessation Delivery: Digital Platforms

This webinar highlighted the use of digital health solutions to address some of the primary challenges in increasing reach and engagement for cessation services among adults. Dr. Augustson described the strengths and weaknesses of digital health interventions along with identifying multiple evidence-based smoking cessation services. [Read the blog here.](#)

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## Announcements

### Two New Initiatives

#### Smokefree Public Housing: Helping Smokers Quit

Through a Robert Wood Johnson Foundation grant, Smoking Cessation Leadership Center, American Cancer Society, and North American Quitline Consortium are working together to reduce tobacco use by public housing residents. This initiative will help improve access to cessation support and opportunities to contribute to the overall health, well-being, and equity of public housing agency (PHA) communities. This initiative will leverage the new U.S. Department of Housing and Urban Development's (HUD) rule, which requires all public housing agencies (PHAs) to implement a smoke-free policy by July 31, 2018. Website and more details to come.

#### California Behavioral Health and Wellness Initiative

SCLC is excited to announce our new partnership with the California Department of Public Health's California Tobacco Control Program (CTCP) to implement a statewide initiative to lower smoking prevalence among the behavioral health population. We will be working with behavioral health agencies, providers, and the clients they serve throughout the state to provide customized virtual and in-person training, education, and technical assistance. [Subscribe to our list](#) for more information on this initiative and webinar announcements.

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#### The Search is Over. Three States Selected for Leadership Academies

Congratulations to our next three Leadership Academy States: South Carolina, Kansas, and North Carolina! These states will be hosting State Strategy Sessions and bringing together leaders in behavioral health, tobacco control, cancer control, and public health to drive down smoking prevalence. We look forward to working with these states and our partners at [SAMHSA](#) and [NBHN](#). [See all Leadership Academy states here.](#)

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#### World No Tobacco Day

**World No Tobacco Day is on May 31.** This annual observance around the globe highlights the risks of tobacco use to encourage users of tobacco products to quit for good.

In recognition of World No Tobacco Day, join us at 1 p.m. ET for a Twitter Town Hall using the hashtag #WNTD. [Follow us and join the conversation.](#)

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## Tips From Former Smokers

Now in its 7th year, the [#Tips](#) From Former Smokers® campaign continues to motivate **smokers** to **quit** for good. Here's to more **quitters** in 2018. [Click here for campaign details.](#)

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## Resources

- [NEW MMWR Report: Tobacco Cessation Interventions and Smoke-Free Policies in Mental Health and Substance Abuse Treatment Facilities](#)
- [Infographic: Extinguishing the Tobacco Epidemic in California](#)
- [Infographic: Going Smokefree in Public Housing, How Behavioral Health Providers can Help](#)
- [Q & A with Erik Augustson- Innovations in Tobacco Cessation Delivery: Digital Platforms](#)
- [State Tobacco Activities Tracking and Evaluation \(STATE\) System](#)
- [Interactive Maps from the National Center for Health in Public Housing](#)
- [Careers in Tobacco Control](#)
- [Tobacco Free College Campuses](#)

