



# Smoke-free Public Housing: HELPING SMOKERS QUIT

## E-newsletter #4, July 2019

We're now halfway through our pilot program work! We're in 6 locations across the U.S. to support community health centers (CHCs), public housing agencies (PHAs), and state quitlines to better connect public housing residents to smoking cessation services to help them quit smoking for good. At this stage, we're beginning to collect best practices and continuing our work. Contact [Becky Slemons](#) for more information.

### SFPH webinar with early lessons learned scheduled for July 31

Curious what this whole project has been about, and what we've learned? Join the [American Cancer Society, Smoking Cessation Leadership Center at UCSF](#), and the [North American Quitline Consortium](#) for this webinar, "**Smoke-free Public Housing: Early Lessons Learned**," on **Wednesday, July 31, 2019, at 1:00 pm EDT** (60 minutes), to review the first year of our Smoke-free Public Housing: Helping Smokers Quit pilot project. During the webinar, we'll share early lessons learned and emerging best practices, hear from two communities taking part in the program about their experiences and lessons learned, connect you to cessation and partnership resources to support public housing staff and residents, and discuss what's next for the second year of the project. [You can register here.](#)

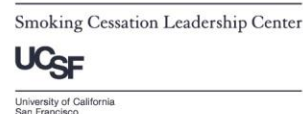
#### Speakers include:

- Laura Makaroff, DO, Interim SVP, Prevention and Early Detection, American Cancer Society, Inc.
- Sharon Cummins, PhD, Project Director, California Smokers' Helpline
- Humberto Piñón, CHES, Health Educator, Curry Senior Center
- Lindsay Nelson, MSW, Director of Development and Grant Programs, Shawnee Christian Healthcare Center
- Heath Rico-Storey, PhD, Compliance Manager, Louisville Metro Housing Authority

#### Webinar Objectives:

1. Identify at least 2 types of organizations locally that can be contacted to help provide smoking cessation services and/or support
2. Discuss 2-3 best practices to help residents of public housing access smoking cessation services and/or support
3. Identify where to refer patients/public housing residents for smoking cessation resources both locally and nationally

One hour of FREE credit can be earned, for participants who join the **LIVE** session. You will receive instructions on how to claim credit via the post webinar email. **Don't need to claim CME/CEUs?** SCLC issues free certificates of attendance for those who want contact hours only. **Please feel free to forward** this announcement to your colleagues. For questions, contact Jennifer Matekuare, SCLC Operations Manager, at [Jennifer.matekuare@ucsf.edu](mailto:Jennifer.matekuare@ucsf.edu) or call toll-free (877) 509-3786. This webinar will be recorded and may be viewed online on the [Smoking Cessation Leadership Center's website](#) after the presentation.

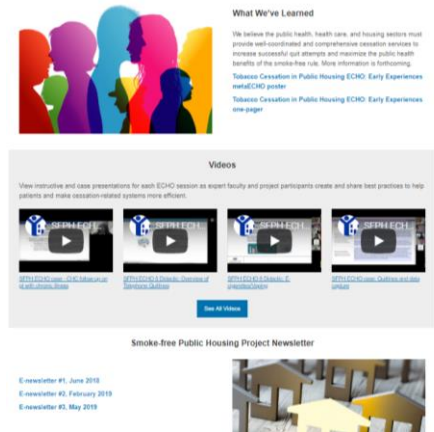


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## Smoke-free Public Housing: Helping Smokers Quit web page redesigned; SFPH ECHO clips now available

Our project webpage at [smokefreePHA.org](http://smokefreePHA.org) has a new design that makes it easier and faster to find the resources you need regarding smoke-free public housing. It also features a link to our [YouTube channel](#), where you'll find clips of instructive presentations and case studies from our biweekly SFPH ECHO sessions.

Along with the ECHO session clips, you can also find printed resources and links to external partner sites doing work in the same space. As we have additional information and resources to share, we'll add them to the page.



## NCTOH-related happenings of interest

### One Year Later: Assessing the Implementation and Lessons Learned from Smoke Free Public Housing Workshop

Are you attending the [National Conference of Tobacco or Health \(NCTOH\)](#) August 27-29? Come a day early and join Live Smoke Free, North American Quitline Consortium, American Cancer Society, National Alliance of Resident Services in Affordable and Assisted Housing (NAR-SAAH), American Lung Association, National Housing Law Project, and Public Health Law Center for this ancillary workshop August 26, 9 a.m.-noon. (Continental breakfast will be provided.) This interactive session will provide a brief overview of HUD's Smoke-Free Rule, highlight national efforts currently underway to support PHA staff and residents with smoke-free implementation and cessation, feature a panel of stakeholders who will share lessons learned and conclude with small group discussion. Attendees will leave being able to:

- Highlight the core components of the HUD Smoke-Free rule
- Explain strategies currently underway to motivate and support PHA staff and residents
- Describe how the rule is progressing from the perspective of stakeholders
- Identify resources to help encourage compliance and support cessation

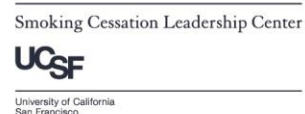
Made possible with a grant from the Robert Wood Johnson Foundation. [Registration is free but required.](#)

## SFPH poster at NCTOH

If you're heading to NCTOH, be sure to stop by our poster session as well (as of now, it's Tuesday afternoon). We're poster 157 and we had so much to say we crossed the character threshold, so we are ***Tob Cessation in Public Housing: Helping Smkrs Quit w/Cross-Sectional Collaboration & Support.***

## Panel on Behavioral Health and Tobacco Use

Join the National Partnership on Behavioral Health and Tobacco Use, a collaboration of ACS and SCLC, for "The Hidden Epidemic: Behavioral Health and Tobacco Use," Thursday, August 29, 9-10:15 a.m. Panelists Cliff Douglas from ACS, Reba Mathern-Jacobson from the American Lung Association, and Robert Vargas of Optum will discuss the epidemic, the challenges and progress made to date, the national partnership, state strategies to address the epidemic, and Optum's quitline service for the behavioral health population.





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## ACS tobacco control efforts get global recognition

Cliff Douglas, JD, ACS vice president for tobacco control and director of the Center for Tobacco Control, received the prestigious Golden Lungs award from Poland's Health Promotion Foundation while in the country attending two public health conferences in June. The award is given to individuals who have made a significant impact on public health and quality of life in Poland. The award (pictured to the right) is a pair of golden lungs with the Polish words "Nie Pale," which means "I don't smoke."

"The award is a testament to the longstanding role that ACS, as a public health leader from the West, has played in supporting this cause in Poland starting before the fall of the Iron Curtain and accelerating thereafter," Douglas said. Smoking prevalence and related mortality and morbidity in Poland have fallen dramatically since the early 1990s, and Polish health and government leaders regard their relationship with ACS as a crucial component in their progress."

Poland was at one time the largest tobacco producer in Europe. As part of the fallout from being part of the Communist Bloc, which did not focus on tobacco control or regulation, by the year 2000 Poland led Europe in tobacco consumption and related deaths.

Poland became a Party to the [WHO Framework Convention on Tobacco Control](#) in 2006 and implemented anti-tobacco efforts, which are finally seeing success. These efforts include the [Great American Smokeout](#), an ACS event for more than 40 years. For a comprehensive look at tobacco control in Poland, [read this study](#).

## News you can use

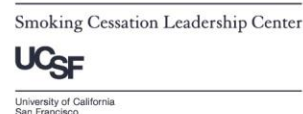
- **Recorded Tobacco 101 Webinars available**

Do you have staff, clients, or others who could use some basic background information about tobacco and its harms, who still smokes, cessation, and current tobacco control efforts? ACS has put together a Tobacco 101 webinar series that features 20-25-minute presentations from ACS experts. Access the webinars here:

- [Tobacco 101: The Tobacco Epidemic](#), by VP of Tobacco Control Cliff Douglas, JD
- [Tobacco 101: Who's Still Smoking](#), by Scientific VP of Economic and Health Policy Research Jeffrey Drope, PhD
- [Tobacco 101: Cessation](#), by Scientific Director of Behavior Research J. Lee Westmaas, PhD
- [Tobacco 101: Tobacco Control](#), by ACS CAN Principal of Prevention Policy Development Katie McMahon, MPH

- **FREE NRT from Quitlines promoted through the *Tips from Former Smokers Campaign***

Patients can receive free NRT from their quitlines as seen in the CDC's TV ads during specified weeks of the [Tips from Former Smokers campaign](#). The NRT promotion is currently scheduled to run the weeks of August 5, September 9, and September 23. The ads will include an offer for help getting free cessation medications from their state quitline if medically appropriate and available by calling 1-800-QUIT-NOW. The ads will run on national English-language cable and network TV on Monday through Thursday, 6 a.m. - 8 p.m.



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- **Want to learn more about quitline services in your state?**

These two resources that can provide you information on your state quitline and quitlines overall!

1. [NAOC Quitline map](#) provides a profile for each state quitline with information on services offered and how to connect with the quitline.
2. [NAOC Annual Survey of State Quitlines](#) PowerPoint presentation will give you valuable information on state quitline budgets, services, utilization, demographics and outcomes.

- **Ever have someone ask you “What does a quitline do?” or “Who uses a quitline?”**

CDC has created videos to illustrate what smokers can expect when calling a quitline and the support they can receive to quit smoking for good. Check them out [here!](#)

- **Don't forget your quit now “blue” cards**

SCLC is offering FREE Quit Now cards to help promote the national quitline service to smokers, family members, and providers. For clinicians, they provide an easy, fast, and effective way to refer smokers to the plethora of resources available to help smokers quit. [Order your FREE Quit Now cards](#) today.



For more information about any of the information here, or the Smoke-free Public Housing: Helping Smokers quit pilot project, contact [Becky Slemons](#).

