1-800-NO-BUTTS — CA Smoker’s Helpline Staff to Present at December 11th Workshop—Learn How the Helpline Can Help Your Tobacco Intervention Efforts

By Judy Gerard, ATOD Network Project Manager

We are very pleased to announce that we will be hosting senior staff from the CA Smokers’ Helpline, at a training workshop at Alameda County Behavioral Health Care headquarters on December 11, 2013. (See the newsletter flyer insert for registration instructions). With implementation of the Affordable Care Act coming up in January 2014, that expects more emphasis on tobacco treatment, this workshop will be a great opportunity for staff from behavioral heath and primary care agencies to learn first hand how the Smokers’ Helpline can augment and improve tobacco treatment options for clients and patients in these systems.

The CA Smokers’ Helpline was the first such helpline in the country. Since it was established in 1992, the Helpline has provided tobacco educational materials and cessation counseling services to over 600,000 callers. The Helpline is supported by funding from Prop 99 and Prop 10 tobacco taxes, and by CDC and CMS funds. Over the years the Helpline has promoted their services through unforgettable, often shocking, TV ads and print campaigns that encouraged smokers to call for help. Their trained and highly skilled counselors can assess and sensitively counsel people with substance use, mental health conditions, and life-threatening chronic diseases. The Helpline also collects and analyzes data as they continually ‘tweak’ the program and look for ways to improve their services, and outreach efforts. Currently they are utilizing electronic technology to broaden ways to make it easier for smokers to access their services through clinical interventions at community clinics and large health care centers. Helpline staff frequently present their research information to healthcare and public health providers at state and national seminars and webinars.

At the Dec. 11 workshop, veteran Helpline staff, Program Director Chris Anderson, and Gary Tedeschi, PhD, Clinical Director, CA Smokers’ Helpline Moores Cancer Center, will present some of the Helpline’s newest innovations and current data analysis, including case studies of successful interventions. You will learn how to connect to an online referral system to initiate Helpline counseling services for your clients, and hear about a pilot project allowing eReferral directly from electronic medical records. And how your Medi-Cal clients can receive FREE nicotine patches when they sign up for Helpline counseling services. Open discussion time will allow for you to share your experiences referring clients, ask questions and interact with the Helpline presenters. Breakout sessions will offer an opportunity for you and your colleagues to discuss ways that your agency can integrate and implement more Helpline referrals into your healthcare delivery systems. We encourage you to attend in small teams (2-3 per agency), and register early. There is limited space. Alameda County providers, let’s give an enthusiastic welcome to our Helpline guests. For more information please contact Judy Gerard at atodnetjudy@aol.com. See you on December 11.

Our Top 3 Favorite Tobacco Cessation Smartphone Apps

By Rosalyn Moya, MPH

SmartPhone apps are fun tools that providers can use to help their clients and patients quit smoking. Inside is a list of my top 3 favorite applications with a small background on each one and step by step directions on how to use it, once the app is downloaded. We recommend that these apps be used as tools alongside research-based cessation interventions, such as counseling and pharmacotherapy, and not as a replacement.

(Continued on Page 6)
DR. PAGE—FDA SOLICITING COMMENTS REGARDING BANNING MENTHOL IN CIGARETTES—LET YOUR VOICE BE HEARD NOW

By Cathy McDonald, MD, MPH, FAAP, ATOD NETWORK Project Director

FDA has issued a scientific report on the impact of Menthol on Public Health, and is currently taking public comments through November 22, 2013 as they develop their considerations to ban menthol in cigarettes.

When Congress passed the Family Smoking Prevention and Tobacco Control Act in 2009, all ‘flavorings,’ were banned, (sugary, fruit and candy flavors), because these flavors make tobacco products more appealing, especially to kids. Menthol was excluded from the limit on flavorings at that time, but the FDA Center for Tobacco Products was given the authority to ban Menthol if it is “appropriate for the Public Health.” More than two years ago the FDA’s own Tobacco Products Scientific Advisory Committee (TPSAC), released a detailed referenced report: “Menthol Cigarettes and Public Health: Review of the Public Health.” More than two years ago, the FDA issued a scientific report on the impact of Menthol on Public Health, and is currently taking public comments through November 22, 2013 as they develop their considerations to ban menthol in cigarettes.

Menthol in cigarettes is likely associated with altered physiological responses to tobacco smoke.

Menthol in cigarettes is likely associated with increased initiation and progression to regular cigarette smoking.

Menthol in smoking is likely associated with increased dependence.

Menthol is likely associated with reduced success in quitting especially among African American menthol smokers.

Menthol cigarettes pose a public health risk greater than what is seen with non-menthol cigarettes.

Currently there are dockets open for input on the Citizen Petition and the FDA report, and the issue in general. Banning menthol in cigarettes is estimated to result in saving 600,000 deaths from tobacco related disease by 2050 — 200,000 of these would be in African Americans. The tobacco industry is garnering responses to keep the status quo. So we in health care and public health programs, must speak up to counter their influence and support public health.

Here are some key facts about this issue:

- Menthol cigarettes share of the market increased from 33.9% in 2008 to 37.5% in 2011 (SAMSHA).
- Menthol cigarette smoking is greatest among youth, with high levels among African American and Latino populations, with increased rates among those with low income and women compared to men (TPSAC 2009).
- Youth who had started in the past year smoked MENTHOL at 73.9% for African Americans; 42.9% Hispanics, and 39.9% for Caucasians between 2004 and 2008. All of these are well above the market share of 33.9% at that time.

Adolescents who smoke cigarettes are more sensitive to nicotine than adults and experience unique consequences due to the fact that the prefrontal cortex has not fully developed. Early exposure to nicotine in adolescence may interfere with brain maturation and have long-term effects on cognition, mental health and personality (Goriounova and Mansvelder, 2013). Additionally tobacco dependence is associated with the development of many mental and behavioral problems in adolescents including depression, agoraphobia, panic disorder, addiction to other substances, antisocial personality disorder and academic problems (Brown et al. 1996; Brook et al. 1998; Johnson et al., 2000 McGee et al. 2000; Ellickson et al. 2001).

Many of our patients have co-occurring mental health conditions. Those with severe psychological distress have an elevated prevalence of menthol use (Hickman et al., 2012). A menthol ban would be likely to help this group to successfully quit tobacco and likely improve their mental health.

Menthol increases the harm of smoking because people think it is healthier (Wackowski et al. 2011). Menthol cigarettes have been found to be more addictive than non-menthol and harder to quit (FDA, 2013), and menthol contributes to smoking initiation, which makes it easier for the uninitiated to tolerate smoking (FDA, 2013). The tobacco industry targets minorities and youth with advertising (Henriksen et al. 2012; Iglesias-Rios et al. 2013; Dauphinee et al. 2012). The most popular product for youth is menthol crush (Series, 2012).

Adults who smoke menthol are less likely to make a quit attempt and when they do have higher rates of relapse. (Foulds et al. 2010)

When researchers asked current smokers how they might respond to a ban on menthol, 35% said they would stop smoking (O’Connor et al. 2012). In a different poll to find out what adults thought about the ban, 56% supported it, and 76% of African Americans supported a ban. Among current smokers 28% supported a ban on menthol and 53% of African American smokers supported a ban on menthol. The results showed that the American Public favors a ban on menthol including the population that smokes the most menthol. (Winickoff, 2011).
To comment on FDA Regulation of Menthol for the public health follow directions below:

Comments are due by November 22nd.
1) Go to publichealthlawcenter.org
2) Select FDA tobacco action center tab and click on it.
3) Click on Press the FDA to take action on Menthol.

You will be able to click on the FDA's scientific report on Menthol.
Then you can click on submit comments to submit your comments on this new docket.

You may also want to submit your comments to the FDA under the opportunities for action. Below is taken from the website to show you where to go. It is best to submit your comments at both sites because it is not clear how the FDA will deal with these two comment areas.

1) Citizen Petitions
2) The Tobacco Control Legal Consortium and eighteen other leading public health organizations filed a Citizen Petition urging the FDA to protect America's health by prohibiting menthol as a characterizing flavor in cigarettes, View the petition and submit your supporting comment.

The focus of the report is that menthol contributes to youth initiation and that it is hard to quit. Please submit comments indicating why a ban on menthol would support clients in your practice to quit smoking. That it is a good idea for the FDA to eliminate menthol from cigarettes because you work with many people who have behavioral health problems and smoke menthol, and that they have a lot of trouble quitting. OR if you smoke menthol and it would help you to quit if it was no longer available. OR anything else along these lines. All comments will be helpful.
This is your chance to let your voice be heard.

Medi-Cal Members:
Want to Stop Smoking?
Get a FREE $20 gift Card and FREE nicotine patches
When you call the California Smoker's Helpline.
1-800-NO-BUTTS

Here's How:
♦ Have your Medi-Cal ID ready.
♦ Call 1-800-NO-BUTTS
♦ Ask for the $20 gift card*
♦ Talk to a friendly person to create a free “stop smoking” plan.
(fax referred clients are also eligible)

CESSATION PROVIDER ROUNDTABLE DISCUSSION

The Roundtable Discussion will include:
• Special Topic: HOW TO ADDRESS E-CIG USE WITH CLIENTS
• Meet and Learn from your Peer
• Time to talk about issues that are important to YOU
• Information and Resource Sharing
• Get CEU credits for RNs, MFTs, LCSWs, CAADAC.

This is a special workshop of the Alameda County Behavioral Health Care Services.
Space is limited. Please RSVP by Nov 19, 2013
Call Judy Gerard, Cessation Task Force Facilitator at 510-653-5040 ext 349
or email Judy at atodnetjudy@aol.com.

From California Smoker's Helpline flyer
CA SMOKERS’ HELPLINE: NEW SERVICES TO SUPPORT CLIENTS WHO WANT TO QUIT SMOKING

Learn how the CA Smokers’ Helpline has expanded referral options and is providing successful tobacco cessation counseling services to callers with special mental health and medical conditions.

Trainers... Cathy McDonald, MD, MPH - ATOD Project Director
Guests Presenters: Gary Tedeschi, PhD - Clinical Director, CA Smokers’ Helpline Moores Cancer Center
Chris Anderson - Program Director, CA Smokers’ Helpline

Description: Helpline Staff will discuss how the Helpline is assisting people with substance-use, mental health and medical conditions to quit smoking and present several cases. They will share NEW ways you can refer your clients to receive Helpline counseling and how Medi-Cal clients working with a helpline counselor can receive FREE nicotine patches from the Helpline. There will also be informal discussions among provider participants about their experiences referring clients to the Helpline and ways that provider agencies can integrate Helpline referral into their system of care.

Who Should Attend: Clinical staff of substance abuse, mental health and primary care providers. Health educators, Case Managers and Social Workers, Cessation Facilitators and any other healthcare provider staff.

Training Objectives:
• Learn about CA Smokers’ Helpline services and experiences serving those with substance-use, mental health and medical conditions.
• Learn 2 ways to refer clients to the CA Smokers’ Helpline, and how Medi-Cal clients can get free nicotine patches.
• Learn 2-3 strategies providers can use to integrate Helpline Referral into their system of care.

Wed., Dec. 11, 2013
8:30 a.m. - 12:30 p.m.
FREE training. FREE Parking
Behavioral Health Care Services
2000 Embarcadero, 4th Floor
Oakland, CA 94606
In the Gail Steele Room

For more information, please call Judy Gerard at 510-653-5040 x 349.
Please register using the form below.

**** Training is primarily for BHCS funded and Alameda County health care providers. As space permits, staff from non-BHCS-funded programs may register.
This training is sponsored by Alameda County Behavioral Health Care Services (BHCS) in contract with the Alameda County Provider Network for Tobacco Dependence Treatment and Cessation, located at Thunder Road Adolescent Treatment Center in Oakland, CA.
CEU Credits: Each course meets the qualifications for 3.5 hours of continuing education credit for MFTs, LCSWs, LPCs as required by the California Board of Behavioral Sciences, Provider Approval Number PCE 307, the California Board of Registered Nurses, BRN Provider Number 12040, and California Association of Alcoholism and Drug Abuse Counselors (CAADAC), Provider Number 4C-04-0614.
Certificates of Attendance issued for counselors registered with a State Certifying organization. All participants receive a Certificate of Completion.

REGISTRATION FORM:
Please fax or email registration to: Rosalyn Moya at 510-653-6475 or moyar@sutterhealth.org.
IMPORTANT: Registration deadline is Dec. 5, 2013. Please bring your own snacks and beverages.

NAME: ______________________________________ EMAIL: ___________________________
AGENCY: ______________________________________
MAILING ADDRESS: ______________________________________
DAY PHONE: ___________________________ FAX: ___________________________
DISCIPLINE: ___________________________ LICENSE #: ___________________________
As we know, one of the most effective ways we learn, is through observing and talking with our peers; those who share similar interests, concerns and goals. These connections often provide us with the support and inspiration we need to move forward in our learning process and personal growth. This is what’s happening with tobacco education and support to quit smoking at PEERS, (Peers Envisioning and Engaging in Recovery Services), located at 333 Hegenberger Rd. in Oakland. PEERS is an organization that offers support and recovery programs for Alameda County consumers who face mental illness challenges. What better way to learn, than to listen to stories of how others who are similarly challenged, are successfully recovering, learning to manage their lives, finding work and engaging in social networks. This applies to learning how to quit tobacco as well. Getting peer-to-peer support offers a big bonus.

People challenged with mental illness and substance-use conditions, often smoke at much higher rates than the general population; (60-80% of people with these conditions smoke cigarettes; compared to 12% of the general adult population in CA, for example). This high rate of tobacco use contributes to higher chronic disease and mortality rates among this population. In 2006, SAMHSA reported current research showed that people who have mental illness and/or substance use diagnosis, die 25 years earlier (on average), than the general population. It is estimated that about 40% of this mortality rate is attributable to deaths due to highly preventable, tobacco-related diseases; the #1 cause of death in this population is from tobacco-use. Tobacco addiction not only contributes to health and recovery problems, but also adds to stigma, discrimination and isolation in social, work, family life and housing. PEERS is trying to close this gap.

About 4 years ago, PEERS, embarked on a campaign to ‘get the word out’ about this disparity. The PEERS Tobacco Harm Reduction Program provides peer-led tobacco education presentations at mental health provider agencies and consumer venues around the County. The program is designed to educate mental health consumers on the facts about tobacco-use in general - health effects and mortality rates - and specific facts and statistics related to tobacco-use among mental health and substance-use populations. Trained presenters guide their audiences through a PowerPoint presentation that invites and engages consumers to discuss and learn about tobacco-use and treatment. The trainers often talk about their own issues with tobacco-use, quit attempts and struggles to successfully quit, and stay quit. Over the years, hundreds of consumers have attended these presentations. They’ve given the presenters high marks on the post presentation evaluations, and indicated that the presentation and discussion had given them much to think about. Many have asked where they can go to receive support to cut down and quit smoking.

Now, PEERS is launching the Tobacco Recovery Program; a tobacco cessation support group program, led by peer consumers, many of whom are WRAP facilitators, who were also trained to lead the Tobacco Recovery groups. They utilize a curriculum developed by Chad Morris, PhD, at the University of Colorado School of Behavioral Medicine, who is an expert in treating tobacco-use with mental health consumers. The 6-session, tobacco cessation support group program, was designed to provide a welcoming, non-judgmental, open-ended, yet structured environment. The groups allow peers to support peers to explore their tobacco-use and consider moving toward trying to quit smoking, regardless of their phase of the Stages of Change.

A small group of mostly PEERS WRAP facilitators, were trained in late May. During the summer, the new facilitators tested the curriculum and their skills through a series of supervised sessions at a couple of sites. Results showed that the more sessions participants attended, the more likely they reported some movement toward making changes in their attitudes and behavior regarding tobacco-use. While these groups aren’t actual quit groups, they do serve as stepping stones toward cessation. Some participants will go on to quit; seeking additional support and medication, (nicotine patches, gum etc). Currently, the Tobacco Recovery Program is being offered at Cronin House in Hayward, as an extension of Cronin’s substance-use treatment. Program Director, Sarah Ashbrook, says that any former Cronin House client is welcome to join the groups. The Tobacco Recovery Program is a ‘work in progress.’ Over the next few months, PEERS wants to establish a regular group at their own site on Hegenberger Rd, and find additional sites as well.

PEERS WRAP Coordinator, Lala Doost is coordinating these efforts and is the point person for both tobacco programs. To schedule a Tobacco Harm Reduction presentation at your site, or to inquire about the Tobacco Recovery Program, please contact Lala Doost at PEERS. Her phone is 510-832-7337 x210, Email: ldoost@peersnet.org.

ATOD Network staff, Dr. Cathy McDonald and Judy Gerard, provide training and technical assistance support to both programs, including facilitating progress meetings and compiling evaluation reports.
Our Top 3 Favorite Tobacco Cessation SmartPhone Apps
By Rosalyn Moya, MPH  (Continued from Page 1)

1) App name: Smoking Time Machine
   User friendly: 🌟🌟🌟🌟🌟
   Cost: $ 0.99

   What the app does: It uses a current picture and transforms the picture to show the user's future face in 10 and 20 years, if they smoked or did not smoke. Smoker or not, try it, it's fun in a scary way.
   How to use the app: The user chooses current age. The user takes a picture of himself through his smartphone and follow the easy directions to position the photo for the app. Select age (10yrs or 20 yrs) and smoking status (smoker or non-smoker). play with the selections to see different results and shake the smartphone to see the transformations between the original picture and the selected result.

2) App name: SmokeCount
   User Friendly: 🌟🌟🌟🌟🌟
   Cost: $0.00 FREE

   What the app does: The app will record each smoking session and present it by times, days and months. It lets users know the last time the user smoked and the amount of time that lapsed since the last cigarette. Once the cost of cigarettes and amount of tar are inputted in the app, it will also track the money that the user burned away and the amount of tar that's been smoked (your clients may need your help determining the amount of tar in one of their cigarettes). Clients can set a maximum amount of cigarettes that they are allowed and it will count down until they reach their maximum.
   How to use the app: A sheep welcomes the user with a match on the screen. Each time the user smokes, the user should go to the app and click on the match to let the app know that the user just smoked. And that's it! Everything else is computed automatically.

3) App name: San Francisco Stop Smoking
   User Friendly: 🌟🌟🌟🌟🌟
   Cost: $7.99

   What the app does: UCSF’s app is clinically proven. It has helpful tools for tracking cigarettes, moods, activities and progress. Tracking progress will compare the amount of cigarettes smoked, mood and activities by day. The tools are easy to use. However, some materials, such as the “Stop Smoking Guide” are high literacy, but has comprehensive information from a reputable source.

   How to use the app: from “home” tap on “track cigarettes” and follow the prompts to select the number of cigarettes smoked, mood, and activities.

We recommend that these apps be used as tools alongside research-based cessation interventions, such as counseling and pharmacotherapy, and not as a replacement.
**Online Cessation Classes Just a Click Away**

For people who can’t get to cessation classes or don’t like groups, but want to quit smoking, there are numerous online cessation programs to help. Most of these listed below are free, but require registration. We suggest you copy this list and hand it out to your staff and clients.

**Stop Smoking Center**
Features of this site include a customized quit program, an online support group, promotions of a toll-free helpline, interactive assessment tools, quitting tips, access to "quitting buddies," motivational emails and help for friends or family members who are smokers. Visitors can use the site free of charge. [www.stopsmokingcenter.net](http://www.stopsmokingcenter.net)

**WebMD**
This site has a lot of tobacco cessation information, online video and other resources. Search tobacco cessation on their website: [www.webMD.com](http://www.webMD.com)

**Quitnet.com**
Free on-line cessation program. Learn from their science-based tobacco cessation resources. Get quitting tips and advice from expert counselors. Get support from the QuitNet community. Create your own quit tobacco plan. Get help when you need it and have fun! Available in Spanish. [www.quitnet.com](http://www.quitnet.com). There is a paid version but you don’t have to use it.

**The Gay American Smoke Out**
Created by UCSF to coincide with the American Cancer Society’s “Great American Smoke Out,” the Gay American Smoke Out is an opportunity for Lesbian, Gay, Bisexual and Transgender (LGBT) individuals to receive culturally relevant cessation support to quit smoking. [www.gaysmokeout.net](http://www.gaysmokeout.net)

**American Cancer Society**
Provides information to help kick the habit by providing facts to double the chances of quitting, connecting smokers to smoke-free communities, and more. [http://www.cancer.org](http://www.cancer.org)

**UCSF Stop Smoking**
University of California San Francisco is seeking participants in their free Internet smoking cessation program study. [www.stopsmoking.ucsf.edu](http://www.stopsmoking.ucsf.edu)

**Freedom From Smoking**
American Lung Association’s popular Freedom From Smoking cessation program is available online. A free program offered through 7 module sessions. [www.lungusa.org](http://www.lungusa.org) and search “Freedom from Smoking”

**Become An Ex**
Become an Ex is a great multi-ethnic resource for anyone looking for help. It utilizes proven methods to teach smokers how to quit and stay quit. Ex guides smokers through a personalized plan to meet their needs and help them re-learn their lives without cigarettes. Check it out at the following address: [becomeanex.org](http://becomeanex.org).

**Smokefree TXT**
Smokefree TXT is a mobile text messaging service designed for adults and young adults who are trying to quit smoking. The program was created to provide 24/7 encouragement, advice, and tips to help smokers quit smoking and stay quit. [http://smokefree.gov/smokefreetxt](http://smokefree.gov/smokefreetxt)

A wonderful way to get support!
ATOD NETWORK UPCOMING TOBACCO TRAININGS

Nov. 20, 2013 - Tobacco Cessation Roundtable
♦ Held at the Behavioral Health Care Services headquarters at 2000 Embarcadero, Oakland, CA
♦ 9:00 am to 12:00 pm

Dec. 11, 2013 - CA Smokers’ Helpline: New Services to Support Clients Who want to Quit Smoking
♦ Held at the Behavioral Health Care Services headquarters at 2000 Embarcadero, Oakland, CA
♦ 8:30 am to 3:30 pm

Email: moyar@sutterhealth.org for training flyers

**ON-SITE STAFF TRAININGS AVAILABLE**
Alameda County AOD, Mental Health, and Primary Care Providers can schedule an on-site staff tobacco training at your agency by calling Judy Gerard at (510) 653-5040 X 349.

For the latest information on tobacco treatment and resources, go to www.acbhcs.org click on the Tobacco Tab.

Free Cessation Services

• California Smoker’s Helpline
For one-on-one cessation counseling call 1-800-NO-BUTTS

• Free cessation classes:
  • East & West Oakland Health Center - Joyce Riley, 510-835-9610
  • Berkeley Tobacco Prevention Program - Quit Smoking Classes. For more information and/or class schedule, call 510-981-5330 or email quitnow@ci.berkeley.ca.us.
  • Check other free cessation classes listed in the Alameda County Cessation Resource Directory. Available at: www.tobaccofreealameda.org or www.ACBHCS.org website under “TobaccoTreatment/References/and Resources”

The Nicotine-Free News is available by email.
Contact moyar@sutterhealth.org