
Smoking Cessation
Leadership Center



University of California
San Francisco

I COVID QUIT: Real people; Real Stories; New Campaign

Andy Burness, MBA, President, Burness

Les Pappas, MPA, President & Creative Director, Better World Advertising

Nicole Gyan, MA, Project Manager/Social Media Specialist, Better World Advertising

Catherine Saucedo, Deputy Director, Smoking Cessation Leadership Center, UCSF

March 31, 2021

Moderator

Catherine Saucedo

Deputy Director

Smoking Cessation Leadership Center
University of California, San Francisco

A National Center of Excellence for Tobacco-
Free Recovery

Catherine.Saucedo@ucsf.edu



Disclosures

This UCSF CME activity was planned and developed to uphold academic standards to ensure balance, independence, objectivity, and scientific rigor; adhere to requirements to protect health information under the Health Insurance Portability and Accountability Act of 1996 (HIPAA); and include a mechanism to inform learners when unapproved or unlabeled uses of therapeutic products or agents are discussed or referenced.

The following faculty speakers, moderators, and planning committee members have disclosed they have no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation(s) or commercial support for this continuing medical education activity:

Anita Browning, Andy Burness, MBA, Christine Cheng, Brian Clark, Nicole Gyan, MA, Jennifer Matekuare, Ma Krisanta Pamatmat, MPH, Les Pappas, MPA, Jessica Safier, MA, Catherine Saucedo, Steven A. Schroeder, MD, and Aria Yow, MA.

Thank you to our funders



Housekeeping

- We are using the webinar platform, **GlobalMeet**
- All participants will be in **listen only mode** and **the audio will be streaming via your computers.**
- Please **make sure your computer speakers are on** and adjust the volume accordingly.
- If you do not have speakers, please click on the link, **'Listen by Phone'** listed on the left side of your screen, for the dial-in number.
- **This webinar is being recorded** and will be available on SCLC's website, along with a PDF of the slide presentation.
- Use the **'ASK A QUESTION' box** to send questions at any time to the presenter.

CME/CEU Statements

Accreditations:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of *1.25 AMA PRA Category 1 Credit™*. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

Advance Practice Registered Nurses and Registered Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts *AMA PRA Category 1 Credit™* issued by organizations accredited by the ACCME.

Physician Assistants: The National Commission on Certification of Physician Assistants (NCCPA) states that the *AMA PRA Category 1 Credit™* are acceptable for continuing medical education requirements for recertification.

California Pharmacists: The California Board of Pharmacy accepts as continuing professional education those courses that meet the standard of relevance to pharmacy practice and have been approved for *AMA PRA category 1 Credit™*. If you are a pharmacist in another state, you should check with your state board for approval of this credit.

California Psychologists: The California Board of Psychology recognizes and accepts for continuing education credit courses that are provided by entities approved by the Accreditation Council for Continuing Medical Education (ACCME). *AMA PRA Category 1 Credit™* is acceptable to meeting the CE requirements for the California Board of Psychology. Providers in other states should check with their state boards for acceptance of CME credit.

California Behavioral Science Professionals: University of California, San Francisco School of Medicine (UCSF) is approved by the California Association of Marriage and Family Therapists to sponsor continuing education for behavioral health providers. UCSF maintains responsibility for this program/course and its content.

Course meets the qualifications for 1.25 hours of continuing education credit for **LMFTs, LCSWs, LPCCs, and/or LEPs** as required by the California Board of Behavioral Sciences. Provider # 64239.

Respiratory Therapists: This program has been approved for a maximum of 1.25 contact hours Continuing Respiratory Care Education (CRCE) credit by the American Association for Respiratory Care, 9425 N. MacArthur Blvd. Suite 100 Irving TX 75063, Course # 185054000.

California Addiction Counselors: The UCSF Office of Continuing Medical Education is accredited by the **California Consortium of Addiction Professional and Programs (CCAPP)** to provide continuing education credit for California Addiction Counselors. UCSF designates this live, virtual activity, for a maximum of 1.25 CCAPP credits. Addiction counselors should claim only the credit commensurate with the extent of their participation in the activity. Provider number: 7-20-322-0722.



- **Free CME/CEUs** will be available for all eligible California providers, who joined this live activity thanks to the support of the California Tobacco Control Program (CTCP)
- For our California residents, SCLC offers regional trainings, online education opportunities, and technical assistance for behavioral health agencies, providers, and the clients they serve throughout the state of California.
- For technical assistance please contact (877) 509-3786 or Jessica.Safier@ucsf.edu.
- Visit CABHWI.ucsf.edu for more information

Today's Presenter

Andy Burness, MBA

President
Burness



Today's Presenter

Les Pappas, MPA

President & Creative Director
Better World Advertising



Today's Presenter

Nicole Gyan, MA

Project Manager/
Social Media Specialist
Better World Advertising



Smoking Cessation
Leadership Center



University of California
San Francisco

I COVID QUIT: Real people; Real Stories; New Campaign

Catherine Saucedo, Deputy Director, Smoking Cessation Leadership Center, UCSF

Les Pappas, MPA, President & Creative Director, Better World Advertising

Nicole Gyan, MA, Project Manager/Social Media Specialist, Better World Advertising

Andy Burness, MBA, President, Burness

March 31, 2021

What is **behavioral health**?

- Includes **mental health** diagnoses like **anxiety and depression**
- Also refers to **substance use disorder**, such as addiction to **alcohol, opioids or other drugs**
- Behavioral health also includes **both mental health and substance use**, encompassing a **continuum** of prevention, intervention, treatment and recovery support services

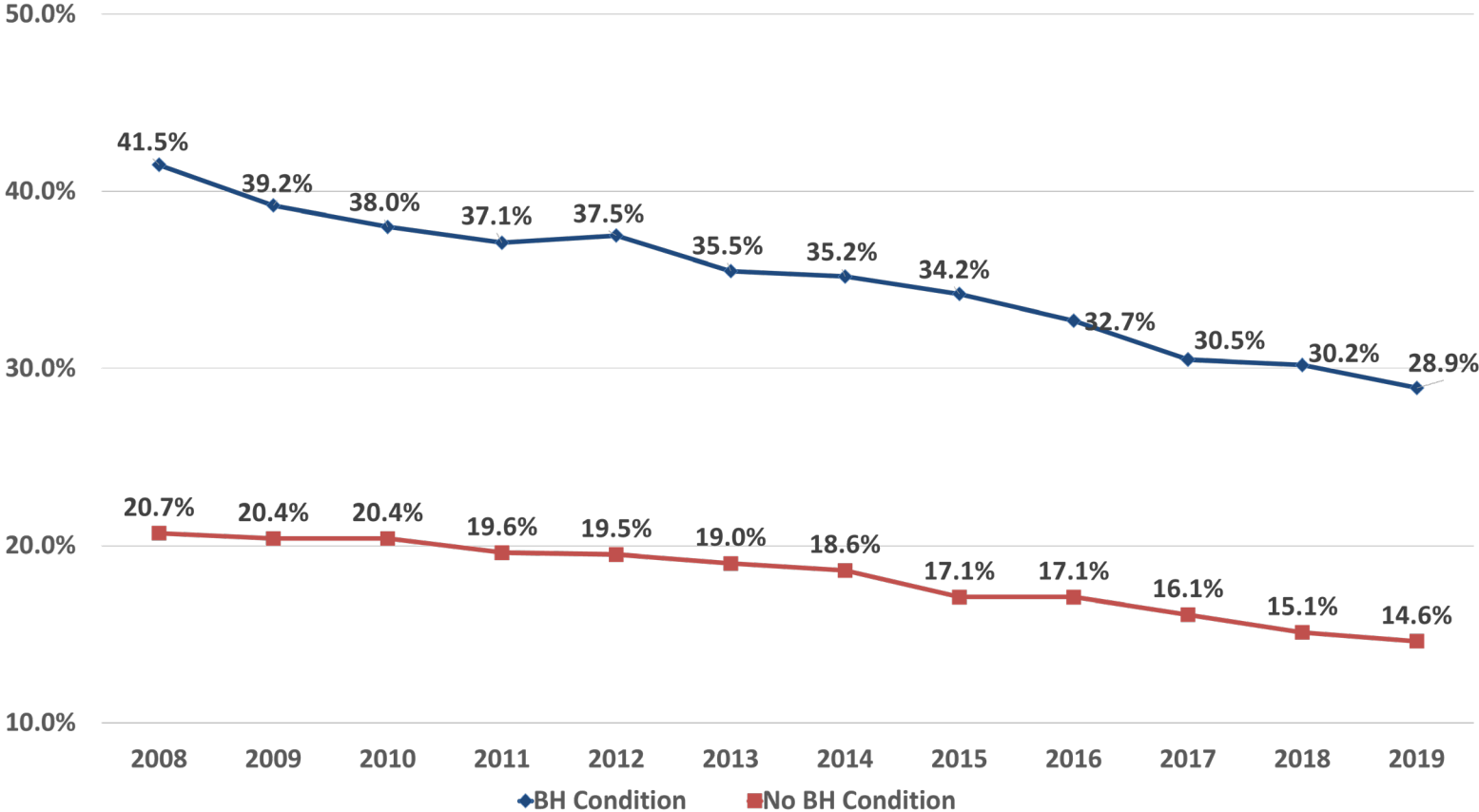


Tobacco's Deadly Toll

- Since 1964, cigarettes killed more than **20 million Americans**, including **2.5 million nonsmokers** exposed to secondhand smoke, and more than **100,000 babies**
- **540,000 deaths** per year (42,000 from secondhand smoke), and nearly 29% of all cancer deaths
- 16 million adults live with a smoking-related disease (60% with COPD)
- >7 million deaths world wide each year
- Costs U.S. nearly **\$170 billion** in health care expenditures for adults and **\$156 billion** in lost productivity (including \$5.6 billion from secondhand smoke exposure), for **total economic impact of more than \$300 billion per year**



Current Smoking Among Adults (age > 18) With Past Year Behavioral Health (BH) Condition: NSDUH, 2008-2019



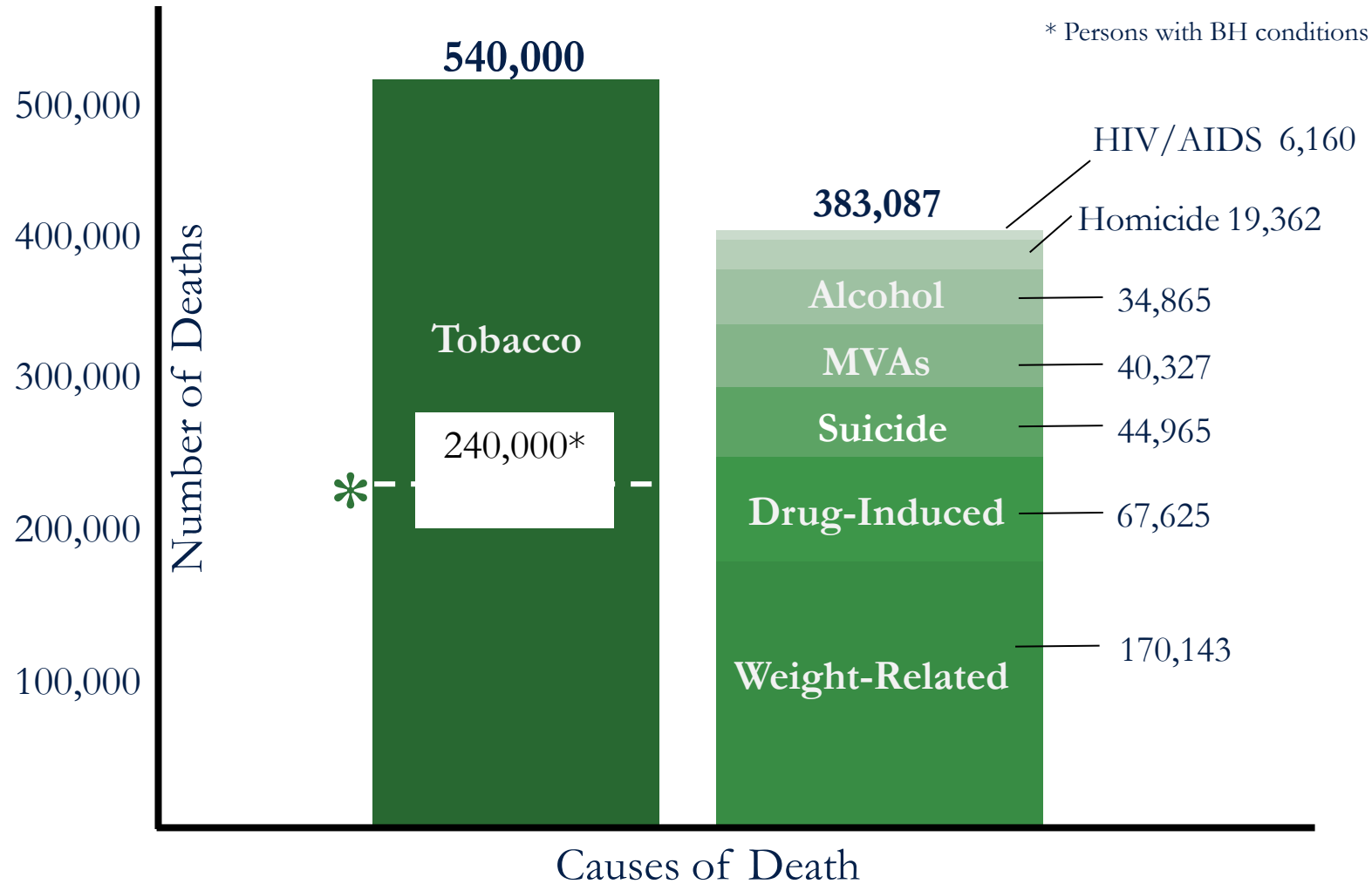
Adults with mental health or substance use disorders represent **25%** of the population, but account for **40%** of all cigarettes smoked by U.S. adults

Smoking and Behavioral Health: **The Data**

- **1 in 4 Persons** in the U.S. has a mental illness and/or substance abuse disorder (54 mill have 1 or more of these two conditions)
- BH populations consume **40%** of *all* cigarettes sold in the US – smoke more daily and down to filter. **2-3 x higher** smoking prevalence than general population
- **53-91%** of people in addiction treatment settings use tobacco
- Tobacco use causes **more deaths** than the alcohol or drug use bringing clients to treatment: death rates among tobacco users nearly **1.5 times** the rate of death from other addiction-related causes
- **Consequence:** This population dies up to 10 years earlier than general pop - estimated **240,000 annual deaths**



Behavioral Causes of Death in US

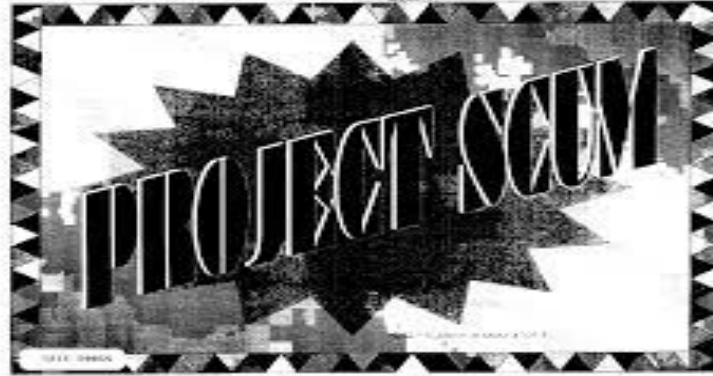


U.S. Department of Health and Human Services. *The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014. Mokdad et al. *JAMA* 2004; 291:1238-1245. Mokdad et al. *JAMA*. 2005; 293:293

Tobias, D.K., Hu, F.B., (2018). The association between BMI and mortality: implications for obesity prevention. *The Lancet*. : 916-917. Xu, J., Murphy, S.L., Kochanek, K.D., Bastian, B., Arias, E. (2018). Deaths: Final Data for 2016. *National Vital Statistics Reports*. 67(5). United States Department of Health and Human Services. Hyattsville, MD: National Center for Health Statistics. Source: https://www.cdc.gov/nchs/data/nvsr/nvsr67/nvsr67_05.pdf

Special thanks to Behavioral Health & Wellness Program for providing this figure.

WHY



- Nicotine is a highly addictive drug
- Industry funded research perpetuating myths
- Target marketing
- Exposure to various trauma (child/adult)
- Delays in accessing care as well as less access to quality care
- Stigma and provider bias –
 - *What's wrong with you? vs What's happened to you?*

IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS YOUR DISPOSITION

How's your disposition today?

EVER FEEL MEAN AS A MULE? It's only human, when stubborn annoyance hinders you. But, remember this psychological fact: pleasure helps your disposition. Every day pleasure, the smoking for instance, are important. So if you're a smoker, smoke for the most pleasure. That means smoke Camels!

For more pure pleasure — have a Camel

Today more people smoke Camels than any other cigarette because Camels give them more pure pleasure! So — choose your cigarette for pleasure. Pleasure helps your disposition. And you need only to try Camels to agree: no other cigarette is so rich-tasting, yet so mild as Camel!

No other cigarette is so rich-tasting, yet so mild!

Schizophrenic.

Other low tars are pretty one-dimensional. Dull. But the New Merit is a whole other story: big new taste with lower tar. And that's exciting. In fact, the New Merit has as much taste as cigarettes with up to 57% more tar. Big taste, lower tar: all in one. For New Merit, having two sides is just normal behavior.

The New Merit. We've got flavor down to a science.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Source: <http://industrydocuments.library.ucsf.edu/tobacco/docs/txgl0019>

SMOKING HAS BECOME A SOCIAL JUSTICE ISSUE

Current Cigarette Smoking Among U.S. Adults, 2018



Race/Ethnicity

22.6% American Indian/
Alaska Native
15% White



Education Level

36% GED
3.7% Graduate degree



Annual Household Income

21.3% <\$35,000
7.3% ≥\$100,000



Health Insurance Coverage

23.9% Uninsured 10.5% Private
23.9% Medicaid 9.4% Medicare



Disability/Limitation

19.2% Yes
13.1% No



Sexual Orientation

20.6% Lesbian/Gay/Bisexual
13.5% Heterosexual

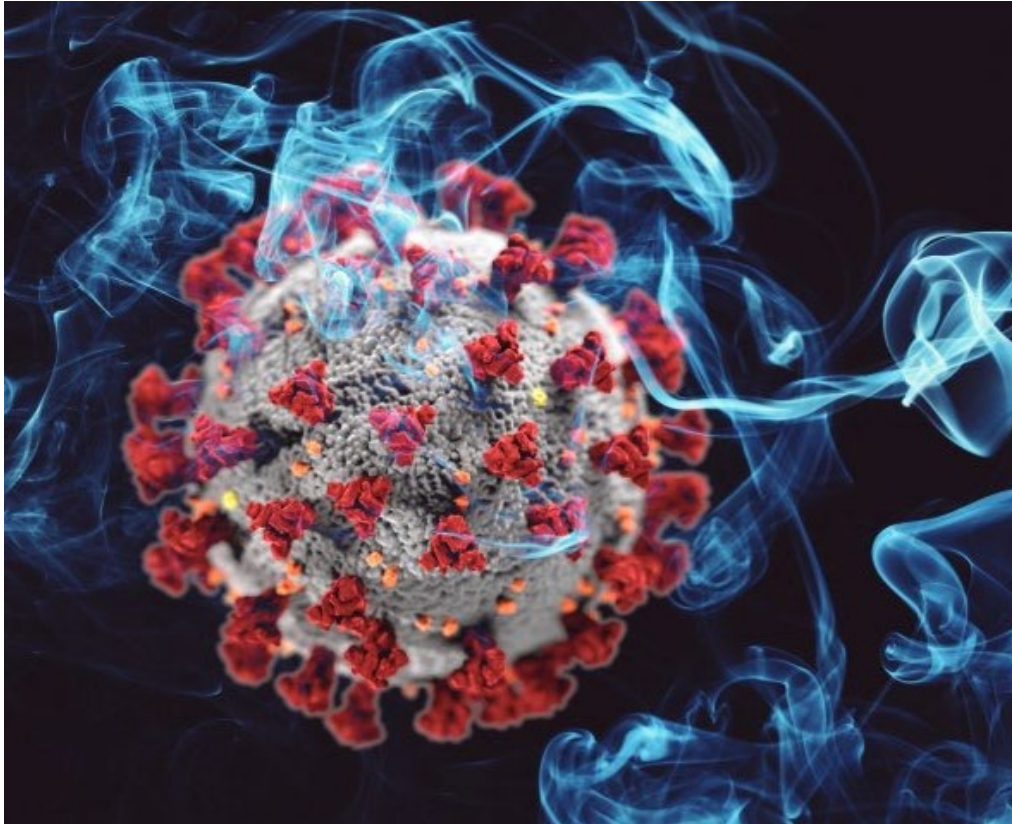


Serious Psychological Distress

31.6% Yes
13.0% No

Source: Creamer MC et al. Tobacco Product Use and Cessation Indicators Among Adults – United States, 2018. MMWR 2019;68:1013-1019.

COVID-19 Hits Vulnerable Populations



- Those with behavioral health conditions are also more likely to contract COVID-19
- Cigarette smoking compromises the immune system and is associated with increased risk for pulmonary infections
- Cigarette smoking increases the severity of illness among COVID-19 patients.
- Those who smoke and contract the virus are more likely to:
 - **go to the ICU**
 - **be put on respirators**
 - **die**

▪ *Healthier Smokefree lives for people with Mental and Substance Use Disorders*



- National Partnership convened in 2016 by SCLC and American Cancer Society
- Representatives of various medical specialties as well as governmental and philanthropic organizations
- **Goal** is to reduce smoking prevalence in the behavioral health population to **20% by 2022**
- Already made significant progress going from **30.5% to 28.9%**

How?

- National Partnership approaches care, access to care and education of providers...
- Smoking cessation during addiction treatment is associated w/ a 25% increase likelihood of long-term abstinence from alcohol and illicit drugs.
- Cessation can have the equivalent affect as anti-depressants; helps w/ depression, anxiety, stress, mood
- But how best to approach messaging to this audience?
- Must be
 - **Empathetic**
 - **Fact-based**
 - **Encouraging**
 - **Emphasize resilience**



UCSF

University of California
San Francisco

I COVID QUIT

Public Health Awareness Campaign

UCSF Smoking Cessation Leadership Center (SCLC)

March 31, 2021



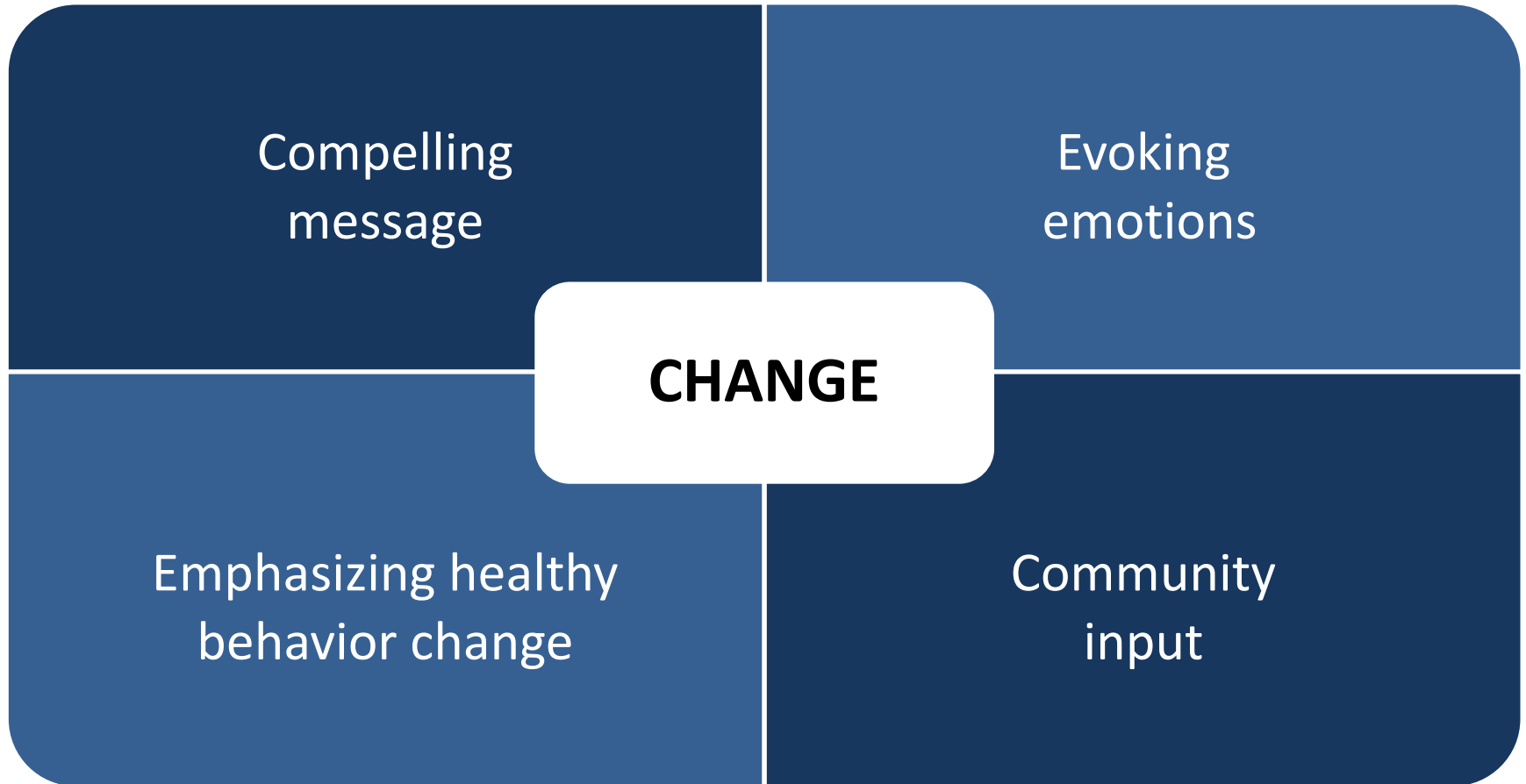
BETTER WORLD ADVERTISING

MEET BWA

Our Team



Using *Social Marketing* to Create Change



PROCESS

1

Formative Research



Understanding the Landscape

Environmental scan



Creative brief



2

Defining Our Audience



Priority Population

Tobacco smokers
living with behavioral health conditions,
with a focus on communities of Color
and lower socioeconomic groups.

3

Concept Development



Creative Considerations

Intended audience

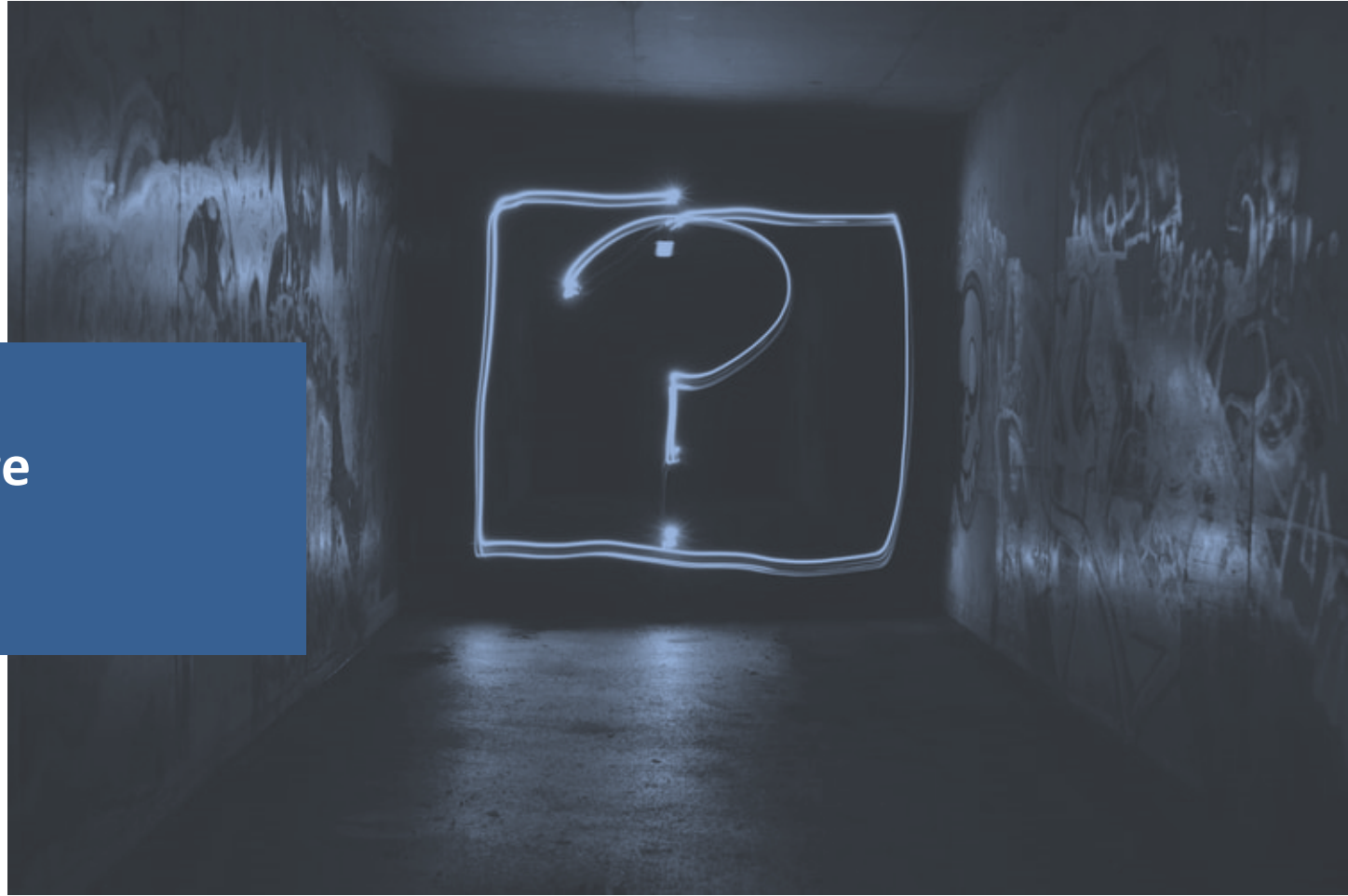
Message

Language & Tone

Media (photos/video)

4

Message Testing



Methods

Focus groups
(CA, PA, SC)



Online survey
(national)



5

Creative Production



Components of Production

- Recruiting spokesmodels
- Assembly of production crew
- Photo/video shoot
- Editing & formatting

THE REVEAL...

I COVID QUIT

*Since I quit smoking my depression and
anxiety have improved*

—Katie, ex-smoker

CALL 1-800-QUIT-NOW

Share your story #ICOVIDQuit [ICOVIDQuit.org](https://www.ICOVIDQuit.org)

I COVID QUIT

*I stopped smoking and I feel much better
physically and mentally*

—Hassi, ex-smoker

CALL 1-800-QUIT-NOW

Share your story #ICOVIDQuit ICOVIDQuit.org

I COVID QUIT

*My lungs are healing - I'm breathing easier,
I have more energy and I'm happier*

—Rodrigo, ex-smoker

CALL 1-800-QUIT-NOW

Share your story #ICOVIDQuit ICOVIDQuit.org

I COVID QUIT

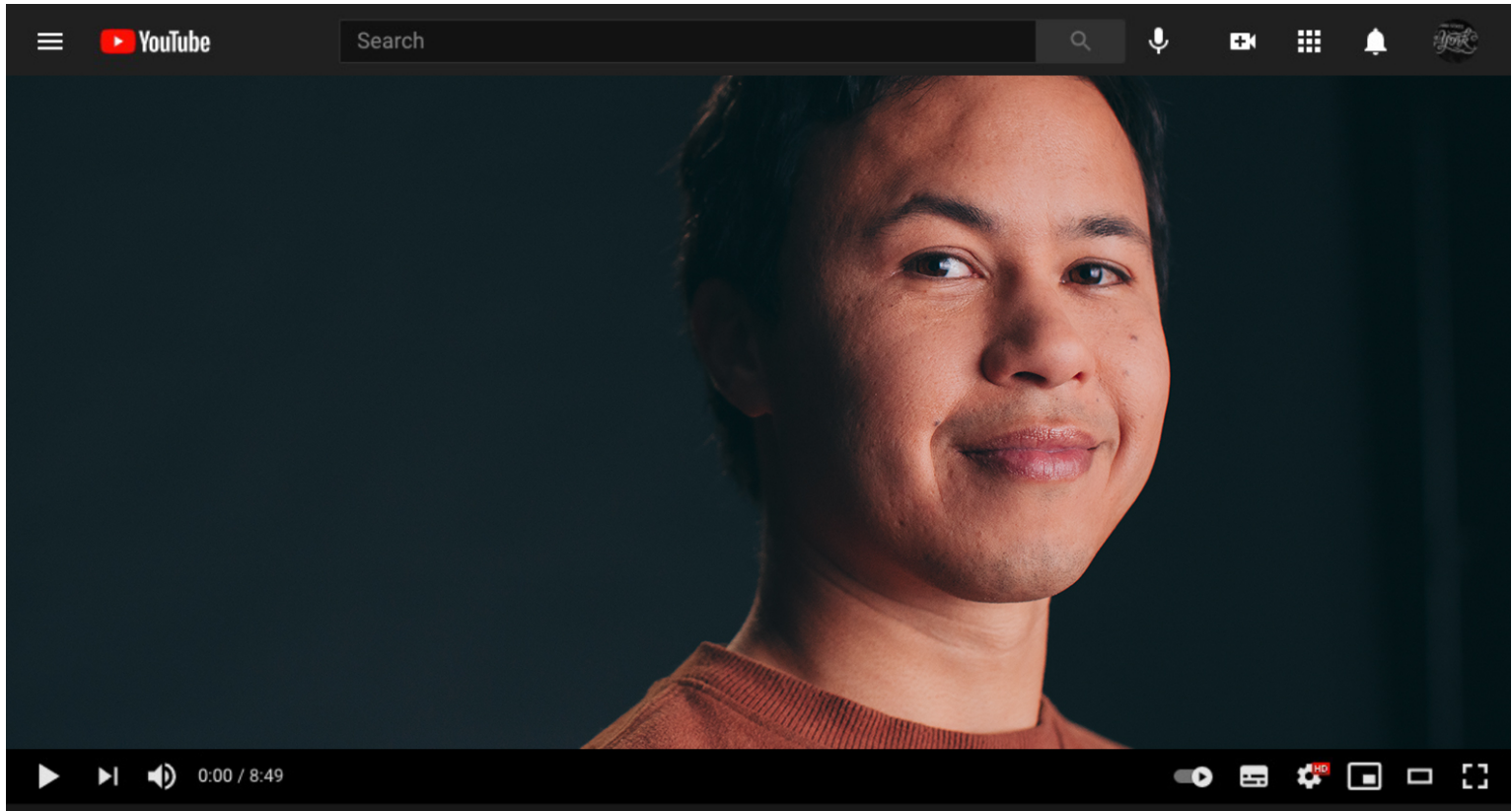
*I have more self-esteem now that tobacco
isn't controlling me*

—Patanisha, ex-smoker

CALL 1-800-QUIT-NOW

Share your story #ICOVIDQuit ICOVIDQuit.org

#ICOVIDQUIT (video)



6

Social Media Toolkit



Social Media Toolkit



Uses of Social Media Toolkit

ENABLES social sharing

ENSURES cohesive message

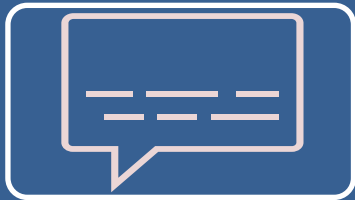
ELEVATES website traffic/no. of calls to help line

Contents of Toolkit



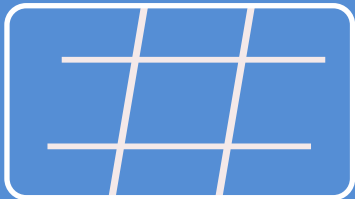
Images:

Campaign ads & branded images
Facebook, Instagram, Twitter, LinkedIn



Suggested Captions:

Informative
Conversational



Hashtags:

Primary e.g., #ICoVIDQuit
Secondary e.g., #QuitSmoking

How You Can Help

REVIEW toolkit

DOWNLOAD materials

SHARE everywhere

Communications Strategy and Implementation for ICOVIDQUIT

Andy Burness
March 31, 2021

burness

Role of Burness

- Communications advisors to Smoking Cessation Leadership Center (SCLC) and the National Partnership
- Work to bring the messaging to life
- Produce collateral materials
- Provide strategic and tactical support

Telling the story of SCLC and the National Partnership

- A series of webinars
- A national media briefing(s)
- A series of op-eds
- A host of social media tactics to engage and potentially influence audiences

National Media Briefing March 12, 2021

- "How and Why COVID-19 is Reversing Smoking Cessation Gains"
- Supported by the Robert Wood Johnson Foundation, in partnership with the North American Quitline Consortium (NAQC).
- The briefing centered around a NAQC report on the decline in smoking cessation quitline calls over the last year.

Media Advisory

HOW AND WHY COVID-19 IS REVERSING SMOKING CESSATION GAINS

New report will document that fewer smokers want to stop; national data from quitlines reveal steep decline in calls; pandemic is reversing previous gains among people with depression, anxiety, substance abuse and other mental health disorders

Even though COVID-19—a respiratory infection—killed more people than any other infectious disease in 2020, cigarette smokers have continued to smoke despite the known risk of respiratory disease and the many other health threats that smoking brings. Smoking is the number one preventable cause of death in the US, with [480,000 people dying from tobacco-related illness every year](#). The pandemic has hit so hard that a decades-long decline in cigarette sales completely stopped last year. People with mental health and substance abuse disorders are especially at risk.

A new report to be released on March 12, from the North American Quitline Consortium, confirms a drastic decline in requests for stop-smoking services. The group compiled data from 53 state and territorial quitlines in the U.S., including the 50 states, DC, Puerto Rico and Guam.

During the briefing, speakers will address the following:

- The overall picture of stop-smoking services, and how they are adapting to the COVID-19 pandemic.
- Strategies for reducing smoking for people suffering from depression, anxiety, substance abuse, and other mental health disorders, all exacerbated by COVID-19
- The complex link between cigarette consumption and mental health services.

Panelists will include:

- **Linda Bailey**, North American Quitline Consortium
- **Katie Rodgers**, former smoker who has struggled with quitting
- **Anne DiGiulio**, National Director, Lung Policy, American Lung Association
- **Brian Hurley, M.D.**, President, American Society of Addiction Medicine
- **Ken Duckworth, M.D.**, Chief Medical Officer, NAMI
- **Catherine Saucedo**, Deputy Director, Smoking Cessation Leadership Center
- **Matt Pierce**, Program Officer, Robert Wood Johnson Foundation (moderator)

WHEN: March 12, 8AM PST/11AM EST time (Eastern and Pacific)

WHERE: Via password-protected Zoom

RSVP: Media are welcome to RSVP at [this link](#) or to contact Gabby O'Brien at gobrien@burness.com.

NOTE: Media are welcome to quote directly from the webcast. If you cannot tune in live, an archived link to the presentation can be provided after the webcast upon request.

###

burness

Press Release



NEW REPORT: COVID-19 CURTAILS CALLS TO SMOKING QUITLINES NATIONWIDE

As pandemic raged in 2020 and research found links between smoking and severe COVID-19 illness, the only thing that stopped cold turkey was the decline in cigarette sales

PHOENIX (March 12, 2021)—The COVID-19 pandemic has been a boon to Big Tobacco, with requests for cessation services down 27% according to a new data paper from the North American Quitline Consortium (NAQC). The decrease in requests for stop-smoking support correlates with the slight increase in cigarette consumption reported by US Treasury Department, a marked change from years of steady decline.

According to the data paper from the North American Quitline Consortium, just over 525,000 calls were made to state quitlines through 1-800-QUIT-NOW, a 27% decrease from 2019 numbers and the lowest level seen since 2007. The drop in calls to state quitlines mirrored the timeline of the pandemic, with a 6% decrease in the first quarter of 2020, followed by decreases of 39%, 30%, and 21% in quarters two, three and four respectively, compared to 2019. In 2019, just under one third of callers were Medicaid enrollees and nearly half reported a behavioral health condition such as depression or addiction.

Results from the Briefing & Report

- 17 top-tier reporters on the call
- 29 pieces of media coverage
- Coverage highlights include Washington Post, USA Today, Fast Company, and HealthDay
- 129 features in local TV and broadcast programs

Media Coverage Headline Highlights



HEALTH

Cigarette sales increased during pandemic as fewer smokers sought help quitting

Ken Alltucker USA TODAY

FAST COMPANY

Yet another damaging health effect of COVID: Cigarettes are making a comeback

Amid the COVID-19 pandemic, fewer smokers are looking to quit, according to data released Friday by the University of California, San Francisco.

The Washington Post

Wellness

Fewer smokers seem to be trying to quit during pandemic, report finds

The logo for HealthDay, featuring the word "Health" in blue and "Day" in a lighter blue, with a yellow sunburst graphic behind the letter "D".

HealthDay

March 16, 2021

Smoking Makes a Comeback in the Pandemic

burness

Engaging Partners Through Social Media

- Last week, the North American Quitline Consortium (NAQC) released a report detailing the steep decline in quitline calls related to smoking during the last year with #COVID19. The pandemic is reversing smoking cessation gains. People with depression, anxiety, substance abuse and other mental health disorders are most at risk. Learn more from the NAQC report here: https://cdn.ymaws.com/www.naquitline.org/resource/resmgr/reports-naqc/report_impact_of_covid-19_p.pdf
- Our work was recently featured in the Washington Post alongside the latest North American Quitline Consortium (NAQC) report about the steep decline in quitline calls over the last year. #COVID19 has deeply affected those with depression, anxiety, substance abuse and other mental health disorders, and made smoking that much harder to quit. https://www.washingtonpost.com/lifestyle/wellness/smoking-help-quit-cigarettes-covid/2021/03/12/333936ee-82c2-11eb-ac37-4383f7709abe_story.html
- Did you know that cigarette sales actually increased during #COVID19? A new report by our partner, North American Quitline Consortium (NAQC), shows that the number of people seeking help to quit smoking decreased by a whopping 27%. The stress caused by the pandemic has had countless negative consequences on public health, and reversed smoking cessation gains in the U.S. Learn more in this USA Today piece: <https://www.usatoday.com/story/news/health/2021/03/12/cigarette-sales-increase-and-fewer-sought-help-to-quit-smoking-amid-covid-19-anxiety-and-isolation/4664323001/>

Q&A

- Submit questions via the **'Ask a Question' box**



CME/CEU Statements

Accreditations:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of *1.25 AMA PRA Category 1 Credit™*. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

Advance Practice Registered Nurses and Registered Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts *AMA PRA Category 1 Credit™* issued by organizations accredited by the ACCME.

Physician Assistants: The National Commission on Certification of Physician Assistants (NCCPA) states that the *AMA PRA Category 1 Credit™* are acceptable for continuing medical education requirements for recertification.

California Pharmacists: The California Board of Pharmacy accepts as continuing professional education those courses that meet the standard of relevance to pharmacy practice and have been approved for *AMA PRA category 1 Credit™*. If you are a pharmacist in another state, you should check with your state board for approval of this credit.

California Psychologists: The California Board of Psychology recognizes and accepts for continuing education credit courses that are provided by entities approved by the Accreditation Council for Continuing Medical Education (ACCME). *AMA PRA Category 1 Credit™* is acceptable to meeting the CE requirements for the California Board of Psychology. Providers in other states should check with their state boards for acceptance of CME credit.

California Behavioral Science Professionals: University of California, San Francisco School of Medicine (UCSF) is approved by the California Association of Marriage and Family Therapists to sponsor continuing education for behavioral health providers. UCSF maintains responsibility for this program/course and its content.

Course meets the qualifications for 1.25 hours of continuing education credit for **LMFTs, LCSWs, LPCCs, and/or LEPs** as required by the California Board of Behavioral Sciences. Provider # 64239.

Respiratory Therapists: This program has been approved for a maximum of 1.25 contact hours Continuing Respiratory Care Education (CRCE) credit by the American Association for Respiratory Care, 9425 N. MacArthur Blvd. Suite 100 Irving TX 75063, Course # 185054000.

California Addiction Counselors: The UCSF Office of Continuing Medical Education is accredited by the **California Consortium of Addiction Professional and Programs (CCAPP)** to provide continuing education credit for California Addiction Counselors. UCSF designates this live, virtual activity, for a maximum of 1.25 CCAPP credits. Addiction counselors should claim only the credit commensurate with the extent of their participation in the activity. Provider number: 7-20-322-0722.

Free 1-800 QUIT NOW cards

Take Control

1-800-QUIT-NOW

Call. It's free. It works.

1-800-784-8669

For details on your state services, go to: <http://map.naquitline.org>



✓ Refer your clients to cessation services



- **Free CME/CEUs** will be available for all eligible California providers, who joined this live activity thanks to the support of the California Tobacco Control Program (CTCP)
- For our California residents, SCLC offers regional trainings, online education opportunities, and technical assistance for behavioral health agencies, providers, and the clients they serve throughout the state of California.
- For technical assistance please contact (877) 509-3786 or Jessica.Safier@ucsf.edu.
- Visit CABHWI.ucsf.edu for more information

Post Webinar Information

- You will receive the following in our post webinar email:
 - Webinar recording
 - PDF of the presentation slides
 - Instructions on how to claim FREE CME/CEUs
 - Information on certificates of attendance
 - Other resources as needed
- All of this information will be posted to our website!

Save the Date!

SCLC's next live webinar, on “**Recovery-Oriented Tobacco Interventions in Addiction Services**”, with Tony Klein, MPA, NCACII, Consultant and Clinical Trainer, Tobacco Recovery and Wellness Initiative

- **Friday, April 30, 2021, 1-2 pm EDT**
- Registration is open on our website!



Contact us for technical assistance

- Visit us online at smokingcessationleadership.ucsf.edu
- Call us toll-free at **877-509-3786**
- Copy and paste the post webinar survey link:
https://ucsf.co1.qualtrics.com/jfe/form/SV_1FgU2x59ZIMAUVU into your browser to complete the evaluation

UCSF Smoking Cessation
Leadership Center

National Center of Excellence for
Tobacco-Free Recovery

UCSF

University of California
San Francisco