

Dear Colleagues,

The [Smoking Cessation Leadership Center](#) (SCLC) and [Community Anti-Drug Coalitions of America](#) (CADCA) are pleased to invite you to a **free** webinar, “**Craving Change: Implementing Tobacco Free Policies in Behavioral Health**,” on **August 21, 2013 at 2:30pm Eastern Time** (90 minutes).

We are honored to have the following experts presenting on this topic:

- **Alicia D. Smith, MPH**, Project Manager, Tobacco Prevention Programs, CADCA
- **Mohini Venkatesh, MPH**, Senior Director, Public Policy, National Council for Behavioral Health
- **Sherry McCabe**, Project Manager, King County Mental Health, Chemical Abuse and Dependency Services Division
- **Paul Zemann**, Health Educator, Public Health – Seattle & King County, Chronic Disease and Injury Prevention Division
- **Jim Vollendroff, MPA, NCAC II**, Assistant Division Director/Drug & Alcohol Coordinator, King County Mental Health, Chemical Abuse and Dependency Services Division
- **Sara Gotheridge, MD**, Chief Medical Officer, Trilogy Behavioral Healthcare, Inc.
- **Mary Colleran, MSW**, Chief Operations Officer, Trilogy Behavioral Healthcare, Inc.

There will be a special introduction by **Steven A. Schroeder, MD**, SCLC Director, to frame the discussion and SCLC Deputy Director, **Catherine Saucedo**, will moderate the webinar.

Webinar objectives:

- Provide an overview of tobacco use among behavioral health populations and the case for tobacco cessation
- Compare and contrast two examples of policy implementation strategies from King County, Washington and Trilogy Behavioral Healthcare, Illinois
- Identify available resources to help behavioral health consumers quit tobacco

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Accreditation:

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 and allied health professionals.

UCSF designates this live activity for a maximum of **1.5 AMA PRA Category 1 Credits™**. Participants who join the **LIVE** session, on **August 21, 2013**, are eligible to earn up to 1.5 CME/CEU credits for a fee of \$25* per certificate. Physicians and allied health professionals should only claim credit commensurate with the extent of their participation in the webinar activity. Nurses, pharmacists, social workers, and other allied health professionals may also claim CE credits.

****Through September 30, 2013, you are eligible to receive FREE CME/CEU credit thanks to the support of SAMHSA. First come, first serve. Please contact Jennifer Matekuare at jmatekuare@medicine.ucsf.edu, after the webinar, to obtain credit.***

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 jmatekuare@medicine.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.

Thank you,

Jennifer Matekuare

Operations Manager

Smoking Cessation Leadership Center

University of California, at San Francisco

jmatekuare@medicine.ucsf.edu

415.502.8880 Office

<http://smokingcessationleadership.ucsf.edu>