



Nicotine-Free News

Alameda County Provider Network for Tobacco Dependence Treatment and Cessation

Alameda County Cessation
Provider Training and
Support Network
Newsletter

Spring 2009
Issue 30

Tobacco Cessation Provider Peer Support - Roundtable Discussions By Judy Gerard



One of the best ways for tobacco cessation providers in Alameda County to get information and professional support is to attend a Cessation Roundtable Discussion. The Roundtable evolved about four years ago out of the Alameda County Tobacco Control Cessation Committee. Providers said they wanted a forum to discuss important issues related to providing tobacco cessation services to high-risk, underserved populations. We listened. Every six months, a diverse group of committed cessation providers meets for 2 hours to learn from their peers and to support each other. The Roundtable is now a very popular event; even attracting providers from San Francisco. There's always a great discussion and the group serves as an on-going resource.

Topics of discussion include: outreach strategies, evidence-based best practices and how to get nicotine patches and other cessation medications covered through Medi-Cal, Medicare and CMSP (County Medical Services

Program). Other topics include clinical systems changes to offer better tobacco interventions and how to better promote cessation services. Relapse prevention is always a popular topic and everyone shares techniques that have worked for their clients.

There's always a 20min. "Special Topic" presentation that engages the group and provides information on techniques and/or specific aspects of providing effective cessation services. Past special topics have included: systems changes, a new Quit Kit, alternative therapies such as acupuncture and hypnotherapy, and relapse prevention. After the special presentation the discussion is opened up to other topics and lively, informative discussions follow. A resource table provides an excellent way for participants to exchange handouts and relevant materials they can take back to their programs and clients.

The next Cessation Roundtable Discussion will be May 7. The Special Topic will be: Strength-Based Cessation Strategies: Focusing on Client Strengths for Success. The meeting will be held at the American Lung Association 4th floor conference room at 1900 Powell Street in Emeryville from 1:30 - 3:30pm. Anyone providing tobacco cessation services is welcome. Contact Judy Gerard to attend.
(Continued on Page 4)

Cessation Counseling—Focus on Your Clients Strengths

By Judy Gerard

When your client tells you he/she is ready to quit smoking, one way to help them build additional motivation and self confidence is to focus on their strengths. Every client has made a change in his/her life or has accomplished something difficult that seemed overwhelming at the time, yet they were successful. Get to know your clients and ask them what they have done in the past where they've felt a sense of accomplishment and success. Maybe your client successfully went through the process of quitting alcohol and drugs, lost

weight, changed their eating habits, established an exercise program, or persevered to find a job or a new place to live. Maybe they've just done some simpler things such as: showing up on time for meetings and appointments, training themselves to take their medications, floss their teeth every night, or stop chewing their fingernails.

These are all changes that required your clients to focus on their goal, make changes in their behaviors, choose alternative activities, talk back to their impulsive inner

voice, and take steps each day to meet their goals. When you counsel your clients as they attempt to quit smoking, remind them of those prior accomplishments. Praise them for sticking with their plan and following through with what they needed to do to be successful. Ask them to tell you about how they did what they did, and use this information to help them see they can use similar, tools, processes and activities to quit smoking too.

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**Upcoming Training Registration
Form for Providers
See flyer on
Pages 7 for details!**



THE DOCTOR'S PAGE:

Motivating patients to quit smoking- Going beyond advice to quit

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

Ask questions, listen and affirm strengths to help patients quit smoking. These skills are fundamental to motivational interviewing and can help you to help your patients become motivated and be successful in quitting tobacco. Evidence-based treatment is a combination of medication and counseling. People who smoke may never get to this point if they don't receive empathic support and encouragement to get ready to quit. Being supportive in simple ways that don't take very much time can help your patients/clients to begin to contemplate quitting. Help them recognize their strengths and their successes, so they internalize them in ways that build their confidence in being able to quit.

Asking questions to help patients consider quitting

The first question that can be important in a health or behavioral health setting is "Would it be ok if we talk about your smoking?" This communicates respect for the patient and sets a positive tone. When the patient says, "yes" which they generally do, you can follow-up with an open ended question, "Tell me a bit about your tobacco use, any quit attempts, how has it affected your health and your finances?" or "Tell me about how your smoking has affected your relationships with others?" Then LISTEN to what the patient says. This may give you a great opening. Anything the patient says that suggests a concern can be explored to build motivation to quit such as statement like: "I wish I could stop;" "Smoking is ruining my health;" "If I weren't so stressed, I would stop." Just reflecting a statement like this by paraphrasing what the patient said is easy and often draws people out. You might say, "You'd like to stop;" "Your health is really getting worse;" "If you weren't incredibly stressed you would definitely stop." You can also ask for elaboration, "What is it that makes you want to stop?" "Tell me more about how it's ruining your health." "Tell me more about why you would stop if

you weren't so stressed." These approaches can give you more information and get the patient thinking about their smoking more than just advising them to quit.

Simple ways to build patient's strengths to help patients undertake a quit attempt

One of the physicians at UC Berkeley student health tells students worried about whether they can successfully quit, "You did what it takes to get into CAL, you can do what it takes to quit smoking cigarettes." Affirmations like this can help patients to recognize their accomplishments and build willingness to tackle quitting smoking. You can apply this formula to any accomplishment or strength you know the patient has already demonstrated - getting to appointments on time, or getting a job, trying to be a good parent, thoughtfully considering the answer to a question. When we affirm patients for these behaviors we are helping the patient to recognize strong points they often ignore and building the self-confidence essential to think about a quit attempt. Look for ways to recognize your patient's strengths and communicate your belief in your patient's ability and nurture their belief in themselves. Ongoing continued support from health care providers who never give up on them because they have only been able to quit for a few weeks or a few hours or a few days is an important ingredient in helping patients to quit successfully.

An example of building patient's strengths. Take the situation of a mom who really cares about her young children. This is one of her strengths. You can tell by the way that she brings them in for medical care. She keeps her appointments on time and asks insightful questions about their medical problems. She might still have a blind spot when it comes to her smoking. We may be able to reach this mother by saying something like, "You really go all

out to bring your children in for care and show enormous love for them." This statement communicates a strength that exists. Perhaps this mom also goes to great lengths to protect her children from second hand smoke, never smoking in the house or car and wearing a smoking jacket. One of the things you might ask this mom is "How does your smoking fit with your picture of how you want yourself to be as a mother?" It is not a judgmental question and it can logically follow from the previous statement encouraging her to look at how her behavior fits with her values. You might hear something like, "I work really hard to protect my children from second hand smoke, but in my heart I know that I should really quit smoking and I have tried several times and never lasted longer than a day." You could respond to this by again acknowledging her concern for her children, reflecting what she said and what you see and asking a provocative open ended question that encourages her to visualize a future quit attempt. "You've struggled in the past to quit smoking, you've tried several times even though it was very difficult. If you decided to try again, what kinds of things do you think could help?"

A very different way to acknowledge a persons ability is to talk about the fact that every person who smokes has been doing something really, really hard. It is not easy to bow to the commands of an inanimate object and yet every dependent person who smokes has many activities during the day dictated by a cigarette. The ability to figure out how to do this, even though it often involves doing things that don't fit with a person's basic values, reflects a certain strength. Encouraging people to use these incredible strengths to turn the situation around, and apply them to quitting smoking, can build self-efficacy.



THE DOCTOR'S PAGE:

Continued from previous page By Cathy McDonald, MD, MPH, ATOD NETWORK Project Director

Help patients understand the process of change, affirm even short-term success and encourage another quit attempt

When people change they often step into the change, do it for a while and then go back to where they were before. We all do this – think about your last New Year's resolution. One thing that helps people to change on a permanent basis is to keep trying. It can be looked at from the perspective of success/strength like this. If a patient quit smoking for two weeks and then went back to smoking, the patient had a major success in quitting for two weeks. It is important to find out how your patient did that. What did he do each day that helped him to not smoke each cigarette that he normally smokes? What actions did he do differently- lying in bed an extra 5 minutes, taking a 5 minute walk after breakfast, listening to his favorite CD instead of smoking while driving to work, taking fresh air breaks or power naps or reading a book during breaks at work, taking a quick shower when he gets home from work while his children watch TV, listening to his favorite music while fixing dinner and asking his spouse to help with clean-up after dinner. Asking about this helps the patient to recognize all the things he did differently to not smoke for that two-week period.

We need to explain that this is practice for the time when he will stay quit for good. This process helps to reframe what the patient might think of as failure, to accept their new activities as incredible success. To be successful in going through the back and forth process of change, we need to encourage patients to keep what is working and add something to address the factors that led to that first puff. If the first puff was after a difficult meeting with his boss when someone offered him a cigarette unexpectedly, we need to help him explore how he has been dealing with difficult feelings. Help him see how he has been dealing with these situations by smoking. Then support the patient in developing a plan to

use different tools the next time he is surprised when vulnerable. If he has no ideas, offer a menu of several options that help other people with these types of situations. Ask your client which of these might work for him, or if he has some other ideas. Armed with the realization of all of his success, along with a new plan for dealing with difficult feelings, he may be ready to quit again. We can remind him that most things worth doing take practice and we often are not successful the first time. It is also important to let the patient know that it takes the average person several quit attempts to be successful and that with enough of the right kind most people can be successful quitting smoking.

At any moment in time although 70% of people who smoke want to quit, only 10-15% will be in the ready/action stage. When we use motivational techniques like open-ended questions, affirmations, reflections we get our patients thinking and talking about their smoking in a safe, non-judgmental environment. They will feel respected and supported which can help them to move toward a quit plan. When they are at this point, or receptive to talking about quitting it is important to explain, offer and encourage medication and encourage them to get the support of a tobacco counselor, a quit group like the free groups in Berkeley or the California Smokers Helpline 1-800-no-butts.

Resources for more information about Motivational Interviewing .

Miller, W.R., Rollnick, S. (2002). What Motivates People to Change? *Motivational Interviewing, Preparing people to change addictive behavior, 2nd ed.*

Rollnick, S., Miller, W.R., Butler, C. (2008) *Motivational Interviewing in Health Care Helping Patients Change Behavior*, Guilford Press.

www.motivationalinterview.org. Millers website with references, resources and list of trainers.

SAMHSA TIP Series #35. Enhancing Motivation for Change in Substance Abuse Treatment. call 1-800-729-6686 to order.

Consider attending one of our Motivational Interviewing trainings or contact Judy Gerard, ATOD Project Manager, 510-653-5040 ext 349 to schedule a training at your agency.

Need help with your patients?

Dr. Cathy McDonald provides free technical assistance on tobacco dependence treatment and cessation techniques to physicians and other medical staff.

Call her at: 510-653-5040 X 315.





Tobacco Cessation Provider Peer Support - Roundtable Discussions (Continued from Pg. 1)

Schedule conflicts sometimes prevent some providers from attending the Roundtable, so we can bring the Roundtable to providers. In December 2008, we held a Roundtable discussion at Highland Hospital. Diana Thamrin, Sr. Pharmacist and Dr. Judith Wofsy, Adult Medicine Clinic, hosted the roundtable and the group was able to focus on tobacco cessation issues that were particularly relevant to Highland. We are open to bringing the Roundtable to other specific sites and/or geographic areas of the county. If you would like to host a Cessation Roundtable, contact Judy Gerard, at 510-653-5040, x349, or email atodnetjudy@aol.com

Cesation Counseling—Focus on Your Clients Strengths (Continued from Page 1)

This strategy also helps impart a vision of hope and success to the client. Instead of focusing all your attention on the often overwhelming life circumstances our clients experience on a day to day basis, help them get in touch with times when they were able to stretch beyond those daily problems and reach a goal or succeed in small things. Even getting through each day can be viewed as successful. Give praise for each cigarette the client has eliminated each day as they cut down. Focus on particular strengths clients are already demonstrating and successfully using. Praise them for each day they choose not to smoke as they enter the circle of becoming a non-smoker. See the Doctor Page (2), for Dr. Cathy McDonald's excellent article that fleshes out more of this strength-based process, using Motivational Interviewing techniques



How Welcoming and Supportive is Your Agency in Encouraging People to Quit Smoking?

- By Judy Gerard

This may seem like a peculiar question since we in the healthcare sector are so used to providing appropriate, sensitive care and services to people in need, and regularly recognize and diagnose conditions that need treatment. But we may surprise ourselves when we examine this issue further and discover the often mixed messages we give about addressing tobacco-use as a serious addiction and lethal health hazard.

Let's look at the mixed messages your agency might be giving. Do you routinely ask your clients about their tobacco use when filling out intake forms? If not, what message might the client receive from this omission? He may think that his smoking isn't a concern to you and/or that it doesn't affect the services your are providing. This may reinforce his denial and give him implicit permission to continue smoking. OR, he may really want to quit smoking, and if you don't ask, you've missed an important opportunity to help. Do you have quit-smoking posters up on the walls along with the diabetes, heart disease and HIV/Hepatitis C health messages? Do you find ways to connect the client's tobacco-use with abuse of other drugs, or to mental illness symptoms? Do you talk with tobacco-using clients about

how they feel about their tobacco-use and if they've considered quitting? Do you offer tobacco education and cessation counseling along with chronic disease management, such as: diabetes, metabolic disorder, and other substance abuse and mental health issues? Do you offer tobacco cessation medication support to help clients quit? Do ALL your clients know that your program offers tobacco dependence treatment and cessation counseling services? Do you let them know that whenever they are ready to quit smoking, you are there to help and support them 100%.

If you are coming up short on 'yes' answers, you might consider looking at ways your program can implement more 'user-friendly' messages to convey your concern about tobacco-use, and that your agency will work with clients to help them quit smoking. The most important messages to impart to clients are. 1). You're concerned about their tobacco-use; 2) that you want to help them to quit smoking when they're ready to quit; 3) and give them hope and encouragement that they CAN quit with the right kind of support.

Remember, if we don't ask about tobacco-use, we won't know. If we don't know, we can't treat. If we don't treat tobacco dependence, we are omitting an important health care intervention that will save lives, improve the quality of life for many, and that will give hope to our clients that they can recover their health and wellbeing by quitting smoking. **For technical assistance and staff training contact Judy Gerard at: 510-653-5040 x349.**



A Great Cessation Resource for your Clients: Tell Your Clients About the California Smokers' Helpline 1—800—NO—BUTTS

The California Smokers' Helpline is a great cessation resource that staff at healthcare facilities and substance abuse and mental health providers should encourage their clients to use. It's simple to use and it's FREE. Smokers can call the 1-800-NO-BUTTS Helpline to set up regular appointments for free phone counseling. The Smokers' Helpline offers counseling in many foreign languages and has special lines for pregnant women and teens. The Smokers' Helpline is an excellent way for out-patient clients to get additional cessation counseling support at home to supplement cessation services provided through their treatment program. And the Helpline is an especially great resource for discharging clients who will need continued support after they leave the hospital or treatment program. Please take the time to help your clients set up their counseling sessions BEFORE they are discharged. **View the California Smokers' Helpline on the web at: californiasmokershelpline.org**



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



Tobacco and Cancer

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/docroot/PED/ped_10_3.asp?sitearea=PED

UCSF Stop Smoking

University of California San Francisco is seeking participants in their free Internet smoking cessation program study. www.stopsmoking.ucsf.edu

4-Week Online Program

Catherine Salvesson's 4-week online smoking cessation program is developed by a Registered Nurse. Information and access is available from WebMD. <http://boards.webmd.com/webx?14@@.59ac9102>

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

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

Smoking Control Program

Interactive online smoking control program using seminars and workbooks. Based on reducing use before quitting. Services are NOT free. www.smokingcontrolsystems.com

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 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.

LOCAL CESSATION SUPPORT

American Lung Association of the East Bay Cessation Resource Helpline

This is a helpline and message center to request a copy of the Alameda County Cessation Resource Directory, or local cessation referrals. Many cessation services listed in the Resource Directory are free. Call: 510-893-5474 x375.

Kaiser Permanente

Kaiser's Health Education Department has a free smoking cessation support line. It also offers a 10-minute cessation support tape in English and Spanish that callers can listen to. Call: 1-800-33-ASK-ME (332-7563) and press #ext. 237 to listen to the support tape.

CA Smokers Helpline and Website

Call: 1-800-NO-BUTTS (662-8887) or go online.

The CA Smokers Helpline now has on-line cessation support and you can download directories of local cessation services. www.californiasmokershelpline.org

Check out these Tobacco Cessation resources today!!

ALAMEDA COUNTY TOBACCO CESSATION RESOURCE DIRECTORY

The American Lung Association of the Greater Bay Area has recently updated the Alameda County Cessation Resource Directory.

To receive a copy call Susan Miranda at 510-893-5474 x314.

The American Lung Association also has a local cessation helpline to refer callers to local cessation classes and services. call: 510-893-5474 x375.





ATTUD – the Association for the Treatment of Tobacco-Use and Dependence is an organization dedicated to the promotion of increased access to evidence-based tobacco treatment for the tobacco-user. ATTUD, among other services has an excellent Listserv where members can access information from respected tobacco experts, ask questions and receive answers, and learn how others are approaching tobacco dependence treatment issues. This is an excellent source of information for any tobacco-cessation counselor or treatment provider. Membership is \$75 per year that among other privileges offers access to the listserv, an e-newsletter, conference opportunities and much more. You can check out their website at: www.attud.org.

**Alameda County Tobacco-Free Website -
A Great Resource**

The Alameda County Tobacco Control Coalition has a great website where you can find information about tobacco control issues in Alameda County. Click on topics such as: quit smoking, laws and enforcement, policy and advocacy, grants, news and events, and ways to learn about the Alameda County Tobacco Coalition. Under Quit Smoking you'll find the Alameda County Cessation Directory and also copies of our recent newsletters that you can download and print. You will also be able to download tobacco-related health education flyers, such as: The Benefits of Quitting, Heart Attack and Tobacco, COPD and Tobacco, Diabetes and Tobacco, Surgery and Tobacco, and Asthma, to print and distribute to your clients. Check it out at the following web address:

tobaccofreealamedacounty.org.

Advocacy and Policy

If you have questions about tobacco control policies, or need help solving tobacco control issues, such as smoke drifting into your apartment in multi-unit buildings, here are a few places you can turn to.

Technical Assistance Legal Center - TALC provides assistance to California cities and counties developing local laws to restrict tobacco advertising and youth access to tobacco products. They also provide assistance and information about smoke-free housing ordinances. On-line at www.talc.phil.org

County and State Tobacco Policy Issues contact: Serena Chen at the American Lung Assoc. of California: phone: 510-893-8475 or email SChen@alac.org.

For local tobacco control problems contact: Alameda County Tobacco Control Program at: 510-628-STOP (7867)

For information or to join the Alameda County Tobacco Control Coalition, contact: Susan Miranda at the American Lung Assoc. phone: 510-893-8475, email smiranda@alac.org, or check the website: tobaccofreealamedacounty.org.

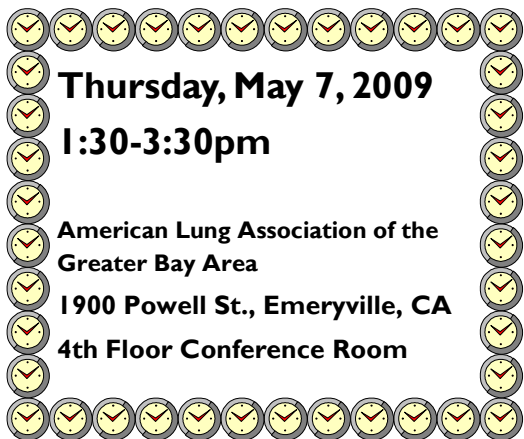
For information on Tobacco Coalition Community Grant Funding Opportunities targeted toward community-based tobacco prevention/education projects contact: Mosun Onipede at the American Lung Assoc. phone: 510-893-8475 or email monipede@alac.org.

Carbon Monoxide (CO) monitoring



Carbon Monoxide (CO) monitoring has been found to be an effective tool for motivating tobacco-users to quit smoking. Carbon monoxide is a deadly poisonous gas and a by-product of cigarette smoking that builds up in the smoker's blood stream and robs the body of adequate oxygen for healthy functioning. Ask your client to blow into the CO monitor and it will measure the current level of CO in the body. High levels of CO provides an opportunity to discuss quitting smoking with your client. You can purchase a small hand-held CO monitor through Bedfont Scientific, USA in Medford, NJ Phone: 609-654-5561 or on-line at www.bedfontusa.com. Other companies also produce carbon monoxide monitors

CESSATION PROVIDER ROUNDTABLE DISCUSSION



Thursday, May 7, 2009

1:30-3:30pm

**American Lung Association of the
Greater Bay Area**

1900 Powell St., Emeryville, CA

4th Floor Conference Room

The Roundtable Discussion will include:

- Time to talk about issues that are important to YOU
- **Special Topic Discussion: Strength-Based Cessation Strategies: Focusing on Client Strengths for Success—Dr. Cathy McDonald and Judy Gerard will lead the discussion**
- Information and Resource Sharing: Bring your brochures and educational materials for the Resource Table
- Meet and Learn from your Peers

This is a special session of the Alameda County Tobacco Control Program, Cessation Task Force Committee.

Light refreshments will be served.

Space is limited. Please RSVP by May 5, 2009

Call or email Judy Gerard, Cessation Task Force Facilitator at 510-653-5040 ext 349

atodnetjudy@aol.com





BRIEF TOBACCO CESSATION INTERVENTIONS

This is a skill building workshop on how to perform one-on-one tobacco cessation interventions.

Trainers:

Cathy McDonald, M.D., MPH, ATOD Project Director

Description:

Participants will learn the basics of Tobacco 101 and how to apply one-on-one cessation counseling techniques to motivate and support tobacco cessation among high-risk populations.

Who Should Attend:

Clinical Staff of substance abuse, mental health and primary care providers, Health Educators, Community Cessation Facilitators, Case Managers, Home Health Care Workers, Nurses, Physicians and other healthcare providers.

Learning Objectives:

- At the end of the training, participants will be able to:
- Understand the health risks associated with tobacco use.
- Feel comfortable discussing tobacco cessation with clients/patients.
- Help clients develop a quit plan over the course of a 15-20 minute one-on-one counseling session.

Thursday, May 14, 2009

8:30 a.m. - 12:30 p.m.

Training is **FREE** of charge.

Behavioral Health Care Services
 2000 Embarcadero Cove, Suite 400
 Oakland, CA 94606
 Alameda Room—4th Floor

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

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 in Oakland, CA.

CEU Credits: This course meets the qualifications for 3.5 hours of continuing education credit for MFTs and/or LCSWs 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-04-0610. Certificates of Attendance can be issued for counselors registered with a State Certifying organization.

REGISTRATION FORM

Please fax registration to Aaliyah Madyun at 510-653-6475 or Email the following information to madyuna@sutterhealth.org

IMPORTANT: Registration deadline is May 12, 2009. Please register early.

NAME: _____ AGENCY: _____

MAILING ADDRESS: _____


EMAIL: _____

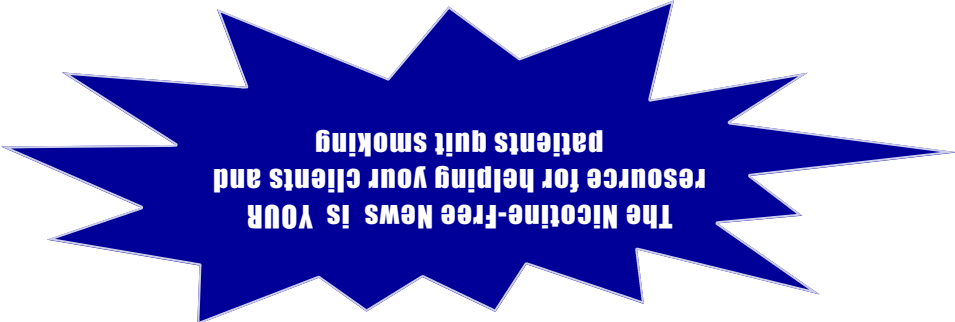
DAY PHONE: _____ FAX: _____


DISCIPLINE: _____ LICENSE #: _____

Because of budgetary constraints in Alameda County, we will be unable to provide food. Please bring your own snacks and beverages.

Here's your Spring 2009 Issue of the:
NICOTINE-FREE NEWS


 Nicotine-Free Newsletter is published by the Alameda County ATOD NETWORK with funds received from the Alameda County Health Care Services Agency, Public Health Department Tobacco Master Settlement Funds through the Alameda County Tobacco Control Coalition.
 Alameda County Cessation Provider Training and Support Network Newsletter.



	<p>Project Director: <i>Cathy McDonald, MD, MPH</i></p> <p>Project Manager: <i>Judy Gerard</i></p> <p>Project Assistant: <i>Aaliyah Madyun</i></p>
<p>Alameda County Provider Network for Tobacco Dependence Treatment and</p>	<p>Thunder Road Adolescent Treatment Center 390 - 40th Street Oakland, California 94609. (510) 653-5040 phone (510) 653-6475 fax</p>

ATOD NETWORK UPCOMING TOBACCO TRAININGS

May. 14, 2009 - Brief Tobacco Cessation Interventions

- ◆ Held at the Behavioral Health Care Services headquarters at 2000 Embarcadero, Oakland, CA
- ◆ 8:30 am to 12:30 pm

May. 7, 2009 - Cessation Provider Roundtable Discussion

- ◆ Held at American Lung Association, 1900 Powell Street, Emeryville, CA
- ◆ 1:30 to 3:30 pm

For more information on these trainings, see flyers enclosed in this newsletter or contact Judy Gerard.

****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.

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. Call (510) 893-5474 ext 375 to receive a copy. OR download from the Tobacco Free Alameda county website. tobaccofreealamedacounty.org.

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