
Smoking Cessation
Leadership Center



University of California
San Francisco



Dear Colleagues,

Happy New Year! The [Smoking Cessation Leadership Center](#) (SCLC) is excited to be hosting our **75th webinar** with our partners, the [National Behavioral Health Network for Tobacco and Cancer Control](#) (NBHN), and the [Truth Initiative](#)®. We invite you to register for this **One-Hour Power Break** webinar: ***“Business or Exploitation?” Exposure of the tobacco industry’s exploitation of individuals with mental health conditions*** on **Thursday, January 18, 2018, at 1:00pm EST** (60 minutes).

We are honored to have the following speakers presenting on this topic for us:

- **Margaret Jaco Manecke, MSSW**, Project Manager, Practice Improvement, National Council for Behavioral Health
- **Ashley Persie**, Senior Brand Marketing Associate, Truth Initiative®
- **Judith (Jodi) Prochaska, PhD, MPH**, Associate Professor of Medicine, Stanford University

Webinar Objectives:

1. Explain why people with mental health conditions (depression and ADHD, for example) and substance use disorders have been historically targeted by the tobacco industry.
2. State whether adults with mental health conditions and substance use disorders smoke more than adults without those conditions.
3. Describe the morbidity rates of people with mental health conditions and name specific causes of death that can be attributed to tobacco use.
4. Explain the impact of the **truth**® campaign among its target audience.
5. Describe evidence-based approaches for treating tobacco use and tobacco addiction in persons with co-occurring mental illness.
6. Describe how you can leverage the National Behavioral Health Network for Tobacco & Cancer Control’s tools, resources, and network to combat tobacco use & cancer disparities among individuals with mental illnesses and addictions and network members.

REGISTER HERE: <https://cc.readytalk.com/r/eyjfkcfqgogs&eom>

CME/CEUs will be available for participants who join the **LIVE** session, on **January 18, 2018**. You will receive instructions on how to claim credit via the post webinar email.

ACCME 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.

UCSF designates this live activity for a maximum of *1.0 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.

Accreditation for Respiratory Therapists:

Pending approval by AARC.

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:

Margaret Jaco Manecke, MSSW, Ashley Persie, , Christine Cheng, Brian Clark, Jennifer Matekuare, Roxana Said, MPH, Catherine Saucedo, and Steven A. Schroeder, MD

The following faculty speaker has disclosed a financial interest/arrangement or affiliation with a commercial company who has provided products or services relating to their presentation(s) or commercial support for this continuing medical education activity. All conflicts of interest have been resolved in accordance with the ACCME Standards for Commercial Support:

Judith J. Prochaska PhD, MPH –

- **Pfizer – Advisor or Reviewer, Consultant**
- **Carrot – Advisor or Reviewer, Consultant**
- **MD Revolution – Consultant**
- **Plaintiffs Law Firms – Lawsuits against tobacco companies, Consultant**

Don't need to claim CME/CEUs? SCLC issues free certificates of attendance for those who want contact hours only.

Please feel free to forward this announcement to your colleagues. For questions, contact Jennifer Matekuare, SCLC Operations Manager, at Jennifer.matekuare@ucsf.edu 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

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