

Welcome to the SFPH ECHO



- You will be muted with your video turned off when you join the call. Use the buttons in the black menu bar to unmute your line and turn on your video.
- Type the name and email address of all attendees joining with you in the Chat window.
- Slides, forms, and additional materials referenced today will be available on the SFPH Partner Hub.
- This call will be recorded.
- Remember, avoid PHI/PII on this SFPH ECHO session.
- Questions about Zoom during the call? Just chat with Rich Killewald.



Housekeeping

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Public Housing:

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SMOKERS
QUIT**

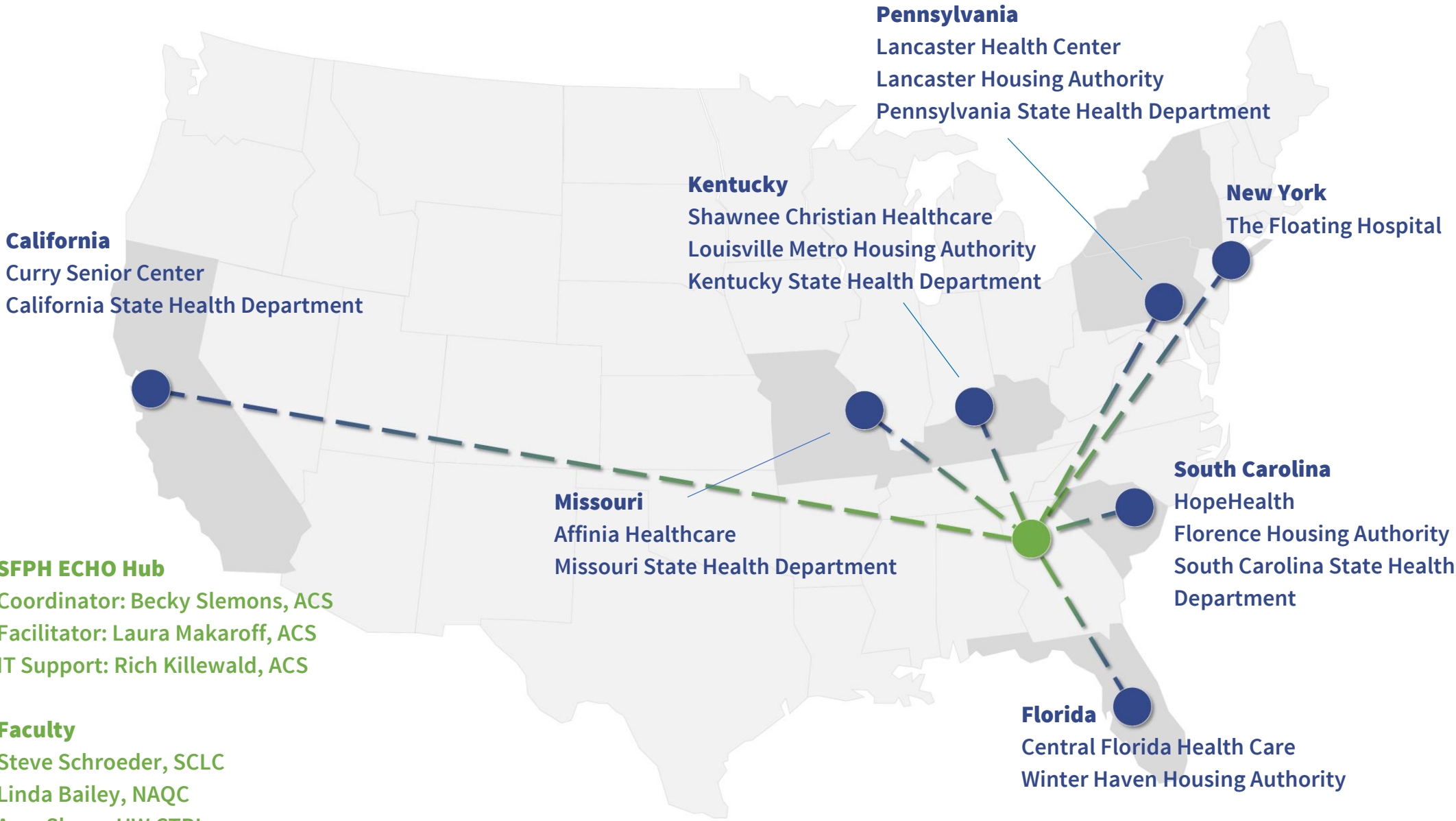
- Please **turn on video**
- Please **mute your line** if you're not talking
- You'll be asked to do a **brief survey** after this session; please return it within 48 hours – even if you're not asking for CE credits
- Please **enter your name** and the names of everyone in the room with you in the chat box.
- **Great American Smokeout resources** on the way!
- Roll call!





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SFPH ECHO Hub

Coordinator: Becky Slemons, ACS

Facilitator: Laura Makaroff, ACS

IT Support: Rich Killewald, ACS

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Quitline service providers: Optum and National Jewish

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:

Amy D. Skora, BS, Frank Vitale, MA, Steven A. Schroeder, MD, Linda Bailey, JD, Laura A. Makaroff, DO, Rebecca Slemons, MNPO, Rich Killewald, MNM



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Agenda

Intros and housekeeping	10 min.
Didactic presentation	10 min.
Didactic Q&A	5 min.
Case presentation and discussion	20 min.
CAP Progress Update (CA)	10 min.
Wrap up	5 min.





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Didactic Presentation: Tobacco Cessation Champions, by Amy Skora

At the end of this live session, you will be able to:

1. Identify who would make a good office champions for smoking cessation activities.
2. Describe the role of office champions.
3. Describe how office champions can make change in a healthcare or other setting.



UW-CTRI

UNIVERSITY OF WISCONSIN

**Center for Tobacco
Research & Intervention**

Tobacco Cessation Champions

Amy Skora, BS

University of Wisconsin, School of Medicine and Public Health

Center for Tobacco Research and Intervention

October 15, 2019

Tobacco Cessation Systems Change

- Goal: Implement changes that are sustainable and become standard practice
- Culture trumps strategy
- Champions are a lever for change and help maintain the changes made

Where To Start?

- What is the goal?
 - Identify your objective
 - Determine what has to change
- Change agents
 - Who can make this change happen?
 - Who do you know?
 - Think about existing groups, networks, associations

Identifying and Fostering Champions

- Identify tobacco cessation champion(s) within sites/systems/organizations/programs
- Champions:
 - Influence sites/systems to adopt tobacco cessation as priority issue
 - Lead/assist change and monitor practices and policies
 - Advocate tobacco treatment as ongoing standard of care

Think Broadly

Champions can be:

- Clinical/Medical
 - Nurses, Physicians, Medical Assistants, Social Workers, Care Managers
- Service/Program Coordination
 - Case Workers, Service Coordinators, Licensed Counselors
- Leadership/Management/Administration
 - Clinical Manager, Quality Improvement, Program Manager, Division Director, Project Director, Property Manager/Agency, Care Management Coordinator
- Former tobacco users
 - Residents, Patients, Community members

What Can Champions Do?

- Help identify problem/goal and strategies to address problem/obtain goal
- Share objective with others invested in solving the problem/meeting the goal
- Identify system changes necessary to attain objective
- Lead the charge!
- Form partnerships; deepen relationships
- Create and disseminate tools to address barriers
- Evaluate and share results
- Ongoing communication

Examples

- Health System – Ambulatory Setting
- State Medicaid Program
- Independent non-profit cooperative (health plan and healthcare)
- Hospital

- American Academy of Family Physicians (AAFP) Office Champions Project



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Case Presentation and Discussion

Central Florida Health Care

Collaborative Action Plan Progress Update

California

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Wrap-up

- Next ECHO session October 29
 - Didactic topic: Smoke-free Policies, by Cassie Ray, ACS CAN
 - Case presentation: California Smokers' Helpline (follow up)
 - CAP update: To Florida (last time!)
- Take a moment now to click on the ECHO survey link in the chat box. It will also come to you in the session follow-up email. PLEASE take 3 min. to complete it – even if you don't need CE credits.
- Don't forget to request CEs if you want them!

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Wrap-up : CE

- FREE CMEs/CEUs of up to 1.0 credit are available for a limited time, for those who attend this LIVE session.
- To clarify: you **MUST** request the CE credits after **each** ECHO session; they will be awarded after the last ECHO session
 - If you need it earlier, the CME office could award it on a case-by-case basis
- Please email Jennifer Matekuare at jennifer.matekuare@ucsf.edu for instructions to claim credit

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CME/CEU Statement

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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.

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Course meets the qualifications for 1.0 hour of continuing education credit for **LMFTs, LCSWs, LPCCs, and/or LEPs** as required by the California Board of Behavioral Sciences.