

## **Alameda County Provider Network For Tobacco Dependence Treatment and Cessation**

The Alameda County ATOD Provider Network for Tobacco Dependence Treatment and Cessation has been in existence since 1998 funded initially by Prop 99 tobacco tax funds and later by Tobacco Settlement funds. In 2008 it became two projects that focused on promoting tobacco policies and providing technical assistance for these policies as well as training providers in Mental Health, Substance Abuse and Primary Care to be able to assess and treat tobacco dependence with evidence-based methods. The primary care activities are funded by tobacco settlement funds and the Behavioral Health activities have been funded by Alameda County Behavioral Health Care since 2008.

The project has facilitated the development of tobacco policies in multiple behavioral health care agencies and primary care agencies. The program has supported agencies in implementing the Learning about Healthy Living program for adults with serious mental illness. In addition the program provided training and technical assistance to help Peers to offer consumer led tobacco education to consumers throughout Alameda County. The staff have worked closely with behavioral health care's Co-occurring initiative and consulted on the new Alameda County Behavioral Health Care Provider Tobacco Policies and Consumer Treatment Protocols. This program has contributed to changing the cultural norms and helped shift attitudes and behaviors around addressing tobacco in clinical treatment settings in Alameda County and many other Bay Area and N.CA counties.