

TRAC

TOBACCO: RECOVERY ACROSS THE CONTINUUM

*Training*  
**Video**



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**CASE WESTERN RESERVE  
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This art is sized 4-3/4"w X 4-3/4"h to fit any standard jewel case.



## TOBACCO: RECOVERY ACROSS THE CONTINUUM

### ABOUT US

TRAC is a stage-based motivational service mode designed specifically to help people diagnosed with severe mental illness and/or substance use disorders reduce and eventually eliminate the use of tobacco products. TRAC integrates tobacco treatment with existing behavioral healthcare approaches.

TRAC equips service providers with strategies to connect with people in all “stages of change,” including those who are either unaware of or ambivalent about the benefits of reducing and eliminating tobacco use as well as those ready to reduce and become tobacco-free.

### CORE PRINCIPLES

There are 10 core principles to the TRAC model that facilitate the organizational change and clinical change that support consumers during their tobacco-recovery journeys:

1. Organization-wide effort
2. Integrated approach
3. Ongoing assessment
4. Stage-based approach
5. Motivational interventions
6. Group and individual services
7. Strong interdisciplinary communications
8. Involving natural supports
9. Psychopharmacological interventions
10. Implementation (program) outcomes & intervention (consumer) outcomes

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