Catherine Saucedo is the deputy director at the University of California San Francisco, Smoking Cessation Leadership Center (SCLC) where she assures the strategic goals and plans of the Center are met. The SCLC works with professional societies, federal and state organizations, and advocacy groups to both increase the number of smokers who attempt to quit and increase the probability of a successful quit. As such, Ms. Saucedo works to ensure that SCLC is at the forefront of tobacco control and prevention messaging and strategies. A specialist in results-based accountability, a data-driven decision-making process designed to help communities and organizations move from talk to action, Saucedo has helped create over 80 national, state and county cross-sector partnerships focused on driving tobacco use prevalence down. She has helped launch the “Ask, Advise, Refer (to a quitline)” and its variant, AAC, as an alternative for busy clinicians. She developed the blue card for promoting 1 - 800-QUIT NOW (over 5 million now in circulation), broadened the range of clinicians involved in smoking cessation, and helped to focus more attention on the lethal combination of smoking and behavioral health conditions. Saucedo’s extensive background in tobacco control and prevention includes 20 years of professional nonprofit and for-profit experience in social marketing, fundraising and development.