



National Tobacco Control Conference 2014

December 2–3, 2014

Agenda

Tuesday, December 2, 2014

- 7:30am – 8:30am** **Breakfast** *International Ballroom East*
- 8:30am – 9:15am** **Welcome and Introductions** *International Ballroom Center*
- **Molly Daniels**, Deputy President, American Cancer Society Cancer Action Network
 - **Chris Sherwin**, Director, State and Local Tobacco Policy Initiatives, American Heart Association
 - **Susan Liss**, Executive Director, Campaign for Tobacco-Free Kids
- 9:15am – 9:30am** **Transition to Workshops**
- 9:30am – 11:00am** **“The Big Three”** – attendees will attend one of the following workshops on the big three proven tobacco policy goals (tax, smoke-free, and program funding)
1. Working on smoke-free policy in a state with no decent statewide smoke-free law (and no hope?)
 - **Jennifer Cofer**, Vice President of Public Policy and Health Promotion for the American Lung Association of the Southeast
 - **Cathy Callaway**, Associate Director, American Cancer Society Cancer Action Network
 2. Aiming for a tobacco tax increase in states with rates below the national average of \$1.54/pack
 - **Stasha Rhodes**, Government Relations Director for Louisiana, American Heart Association
 - **Shelly Kiser**, Director of Advocacy, American Lung Association of the Midland States
 - **Ann Boonn**, Director of Research, Campaign for Tobacco-Free Kids
 3. Increasing tobacco program funding when it's been at low levels for years (level funding does not equal good funding!)
 - **Pete Fisher**, Vice President, State Issues, Campaign for Tobacco-Free Kids
 - **Meg Riordan**, Vice President, Research, Campaign for Tobacco-Free Kids

4. Outside the box local policy campaigns to build momentum for the Big Three Policies
 - **Cheryl Sbarra**, JD, Senior Staff Attorney, Massachusetts Association of Health Boards
 - **Carter Steger**, Senior Director, State and Local Campaigns, American Cancer Society Cancer Action Network

11:00am – 11:15am Transition back to ballroom

11:15am – 11:45am Structured networking activity *International Ballroom Center*

11:45am – 12:30pm The Changing Landscape of Tobacco: What's the same and what's different?

Acting Surgeon General **Rear Admiral Boris Lushniak**, MD, MPH

Introduction by **Susan Liss**, Executive Director, Campaign for Tobacco-Free Kids

12:30pm – 1:30pm Networking Lunch *International Ballroom Center*

1:30pm – 1:45pm Transition to workshop rooms

1:45pm – 3:15pm Skill-building workshops I. Participants will attend one of the following:

1. Message Development for Tough Audiences
 - **Andrew Minton**, Principal, Byers, Minton and Associates
 - **Ashli Watts**, Director, Public Affairs, Kentucky Chamber of Commerce
 - **Glen Bolger**, Partner & Co-Founder, Public Opinion Strategies
2. Turning Data into Action
 - **Gustavo Torrez**, Director of Youth Advocacy, Campaign for Tobacco-Free Kids
 - **Legacy**
3. Researching Pathways of Influence to Key Decision-Makers
 - **Amy Shope Manzi**, Grassroots Consultant, American Heart Association
 - **Katherine Bryant**, Government Relations Director of Mississippi, American Heart Association
4. Tobacco Coalition-Building and Maintenance
 - **Lori Fresina**, Senior Vice President, M+R
 - **Kimberly Hughes**, Mississippi Government Relations Director, ACS CAN

3:15pm – 3:30pm Transition to workshops

3:30pm – 5:00pm Skill-building workshops II - Participants will attend one of the following:

1. Message Development for Tough Audiences
 - **Andrew Minton**, Principal, Byers, Minton and Associates
 - **Ashli Watts**, Director, Public Affairs, Kentucky Chamber of Commerce
 - **Glen Bolger**, Partner & Co-Founder, Public Opinion Strategies

2. Turning Data into Action
 - **Gustavo Torrez**, Director of Youth Advocacy, Campaign for Tobacco-Free Kids
 - **Legacy**
3. Researching Pathways of Influence to Key Decision-Makers
 - **Amy Shope Manzi**, Grassroots Consultant, American Heart Association
 - **Katherine Bryant**, Government Relations Director of Mississippi, American Heart Association
4. Tobacco Coalition-Building and Maintenance
 - **Lori Fresina**, Senior Vice President, M+R
 - **Kimberly Hughes**, Mississippi Government Relations Director, ACS CAN

5:30pm – 7:30pm **Reception** *International Ballroom East*

Dinner on your own

Wednesday, December 3, 2014

7:45am **Breakfast served (plated)** *International Ballroom Center*

8:00am – 9:30am **Plenary Panel Discussion:** *International Ballroom Center*

Everything you wanted to know about E-Cigarettes but were afraid to ask
 Facilitator: **Carter Steger**, Director, State and Local Campaigns, American Cancer Society Cancer Action Network

8:00am . 9:00am Panelists

- **Michael Thun**, MD, Former Vice President, American Cancer Society Surveillance and Epidemiology Research Program
- **Aruni Bhatnager**, MD, Professor of Medicine, University of Louisville
- **Rachel Grana**, PhD, MPH, Program Director, Tobacco Control Research Branch, Behavioral Research Program, National Cancer Institute

9:00am . 9:15am ACS CAN, **Cathy Callaway**, AHA, **Chris Sherwin** and CTFK, **Denny Henigan**, Director, Legal and Policy Analysis, will present a brief overview of their organizations policy positions on E-cigarettes

9:15am . 9:30am Q&A for all panelists

9:30am – 9:45am **Transition to Roundtable Rooms** *Assigned*

9:45am – 10:30am **Roundtable Discussion –** Participants will attend one of the following

1. Cessation policy update (Facilitators: **Jennifer Singleterry**, Director, National Health Policy, American Lung Association and TBD)

2. Fighting for appropriations (Facilitators: **Beverly May**, Director, Western Region and Ohio & **Kevin O’Flaherty**, Director, Northeastern Region, Campaign for Tobacco-Free Kids)
3. Considering legal issues when drafting policy (Facilitators: **Maureen O’Brien**, Staff Attorney and **Mike Freiberg**, Staff Attorney, Public Health Law Center)

10:30am – 10:45am Transition back to Ballroom

10:45am – 12:00pm Keynote: *International Ballroom Center*

A facilitated “truth-telling” panel discussion

Facilitator: **Thomas Carr**, Director, National Policy, American Lung Association

10:45am . 11:45am Panelists:

- **Bechara Choucair**, MD, Health Commissioner, City of Chicago
- **Tim Storey**, Director, Leaders Services and Legislative Training, National Conference of State Legislatures

11:45am . 12:00pm Q&A

12:00pm – 12:30pm Break to grab lunch *International Ballroom East*

12:30pm – 1:00pm Youth Advocates Present a Call to Action *International Ballroom Center*

A team of youth tobacco advocates will share their honest, candid thoughts about the current state of tobacco control, what we’re currently doing well and not so well, where we need to head in the future, and what they are looking to the adult tobacco control community to do to ensure a healthier future for their generation.

- **Jack Anderson** . Youth Advocate & ACS CAN Volunteer
- **Magi Linscott** . 2014 National Youth Advocate of the Year, Campaign for Tobacco-Free Kids
- **Kaila Narum** . Youth Advocate & ACS CAN Volunteer
- **Devan Ogburn** . 2014 East Region Youth Advocate of the Year, Campaign for Tobacco-Free Kids

1:00pm – 1:15pm Wrap up and Close *International Ballroom Center*