

Alaska Tobacco Control Alliance

# Fourth Annual Tobacco Summit

Challenger Learning Center - Kenai, Alaska

*Nursing CEUs available!*

## Wednesday, April 21

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6:00 pm: Paving the Way Awards Reception

## Thursday, April 22

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7:00 am: Fun Run/Walk (2.5K or 5K)

8:00 am: Continental Breakfast

8:30 - 9:00 am: Welcome and Opening

9:00 am: Why Are We Here? The Science

- Dr. Stanton Glantz, Director, Center for Tobacco Control Research and Education  
University of California, San Francisco

10:00 - 11:30: Breakout Sessions (participants choose one)

- Alaska: The State of Tobacco
- Empowering Your Coalition to Lobby - Alaska Style (Pete Fredriksen & CB Pearson)
- Using Science at a Local Level (Dr. Glantz)

11:45 - 12:45 pm: Lunch Keynote: From Paper to Power

- CB Pearson, M+R Trainer & Public Interest Advocate

1:00 - 3:15 pm: Alaska Community Table Topics (participants choose two)

- Bump, Set, Spike: Making Your Point in an Argument
- Alaska Campaigns
- Making it Real in Rural Alaska: Take Home Tactics
- Guerilla Marketing: The Ghost Town Project
- Tobacco Treatment in the Alaska Tribal Health System
- Enforcement and the FDA
- Free & Clear - The Alaska Tobacco Quit Line
- Statewide Media Campaign
- Smokefree Multi-Unit Housing

3:30 - 4:30 pm: Keynote Panel: Statewide Campaigns & Messaging:  
Messaging at the Local Level and Lessons Learned

6:00 pm: Salmon Bake (\$5.00 cash or check at the door)



## Friday, April 23

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7:30 am: Continental Breakfast

8:00 am: Welcome from Local Leadership

8:10 - 9:35 am: Beyond Death & Data: Humanizing Tobacco Control

- Makani Themba-Nixon, Executive Director, The Praxis Project

9:40 - 11:10 am: Breakout Sessions (participants choose one)

- Alaska-specific Evaluation
- Empowering Your Coalition to Lobby - Alaska Style (Pete Fredriksen & CB Pearson)
- Using Science at a Local Level (Dr. Glantz)

11:15 - 12:15 pm: Lunch Keynote: The Power of Our Youth

- Alaska Youth and Nicole Sutton, Project Director, REAL Hawaii

12:30 - 2:00 pm: Breakout Sessions (participants choose one)

- Coalition Clinic: Unpacking your Coalition Baggage and Repacking for Success (Makani Themba-Nixon)
- Evaluation - Data on other states' Smokefree Air Policies
- Free & Clear - The Alaska Tobacco Quit Line
- Youth Session (Nicole Sutton)

2:15 - 3:15 pm: Where We've Been & Where We're Going:

Smoking, Smokeless, & the Social Environment

- Dr. Stanton Glantz, Director, Center for Tobacco Control Research and Education  
University of California, San Francisco

3:15 - 3:45 pm: Get it Done!

- CB Pearson and ATCA Co-Chairs

3:45 pm: Closing Circle

For more information about ATCA and to register...

[www.alaskatca.org](http://www.alaskatca.org)