

Third Annual Tobacco Summit: Got Air?

Note: Agenda as of March 23, 2009. Updates will be announced at the Summit

Tobacco Summit Welcome Reception and Awards Presentation

Wednesday, April 15, 7 – 8:30 PM,
Morris Thompson Cultural and Visitor Center
Everyone is welcome!

Tobacco Summit Thursday, April 16: Wedgewood Resort

8:00 Continental Breakfast

8:30 Welcome from Local Leadership and ATCA

9:00 Keynote

The Economics of Tobacco Taxation The economics of tobacco-free policies will be discussed and how these policies relate to employer benefits of going smoke free, the economic impact of these policies and other community impacts.

Presenter: Frank Chaloupka, PhD, professor for University of Illinois at Chicago in the Department of Economics College of Business Administration, the Division of Health Policy and Administration in the School of Public Health and he serves as Director of the Health Policy Center

9:40 Wellness Break

10:00 – 11:30 Breakout Sessions *(You do not need to stay in one track for the entire summit.)*

Policy Track:

Tobacco 101 will cover the basic dangers of tobacco smoke, including secondhand smoke, with examples of how to eliminate those dangers by advocating for clean indoor air policies, including ordinance policy, voluntary policy and tobacco taxes. Alaska's Tobacco Quit Line cessation services will be included.

Presenters: Anna Sappah and Nick Gonzales, both Tobacco Prevention Policy Specialists, Akeela, Inc.

Working in Tribal Communities Passage of tobacco-free policies in tribal communities is a complex process. The participants will better comprehend strategies and challenges of passing such policies in tribal communities.

Presenter: Patricia Nez Henderson, MD, MPH, University of Colorado Denver, American Indian and Alaska Native Programs

Cessation Track:

Alaskans Quitting Smoking: A population-based picture Statewide comprehensive tobacco control programs like the Alaska Tobacco Prevention and Control Program (TPCP) employ a variety of population-based approaches to assist smokers in cessation. To help inform programmatic efforts, the Alaska TPCP conducted a focused review of existing surveillance data.

Presenter: Kristen Rohde, MA, Senior Research Analyst, State of Oregon has over eight years of experience in research and evaluation work with state-level tobacco control programs. Kristen's areas of interest are youth tobacco prevention and the implementation of smokefree policies.

Cessation in Alaska Representatives of Alaska Native Tribal Health Consortium, The Alaska Tobacco Quit Line, and the Rural Alaska Community Action Program, Inc. will describe the process to implement healthcare systems change to intervene with tobacco users in the clinical setting, and offer an overview of cessation programs and resources available in Alaska.

Presenters: Christine Brubaker, Alaska Native Tribal Health Consortium, Dana Diehl, RuralCAP, Jessica Harvill, State of Alaska Tobacco Prevention & Control Program

11:30 - 1:00 Lunch Keynote

Business as Usual As the tobacco control community gains more and more ground on reducing tobacco use, the tobacco industry continues to evolve and adapt to the world of higher prices and smokefree environments to conduct business as usual. This session will provide an overview of the latest tobacco industry tactics to thwart strong tobacco control policies as well as a summary of their new products and marketing tactics.

Presenter - Cathy Callaway, American Cancer Society Cancer Action Network, Senior Representative, State and Local Campaigns

1:00 – 2:30 Breakout Sessions *(You do not need to stay in one track for the entire summit.)*

Policy Track:

Tobacco 101 will cover the basic dangers of tobacco smoke, including secondhand smoke, with examples of how to eliminate those dangers by advocating for clean indoor air policies, including ordinance policy, voluntary policy and tobacco taxes. Alaska's Tobacco Quit Line cessation services will be included.

Presenters: Anna Sappah and Nick Gonzales, both Tobacco Prevention Policy Specialists, Akeela, Inc.

The Economics of Tobacco Control: Smoke Free Air Policies and Tobacco Taxes

This breakout session will include more in-depth discussion of issues around tobacco taxation in follow up to the keynote presentation.

Presenter: Frank Chaloupka, PhD, professor for University of Illinois at Chicago in the Department of Economics College of Business Administration, the Division of Health Policy and Administration in the School of Public Health and he serves as Director of the Health Policy Center

Cessation Track:

Youth Cessation This session will include a description of effective strategies as well as challenges in cessation among youth.

Presenter: Patricia Nez Henderson, MD, MPH, University of Colorado Denver, American Indian and Alaska Native Programs

Partnering and Supporting the Alaska Tobacco Quit Line will include a description of the Alaska Quit Line services as well as an important update on the services.

Presenters: Ms. Noll, the Senior Client Services Manager (CSM) for 4 quitlines, serves as the primary advocate and support contact for the client. She coordinates all aspects of the contract and monitors all activity closely to meet or exceed deliverables, including scripting, referral methods, priority populations, reporting, launch date, billing, and Quit Guide materials.

2:30 – 2:45 Wellness Break

2:45 - 4:30 Keynote

Panel Presentation: Working with Priority Populations Panelists representing disparate populations will discuss strategies and resources in Alaska in helping you connect with your underserved populations. There will be time for questions from the audience.

Moderator: Lisa Houston, Break Free Alliance

Panelists confirmed to date: Lisa Kerfoot, MPH, Program Manager, CDC/OSH National Native Commercial Tobacco Abuse Prevention Network, Dr. Scout, Director of National Lesbian, Gay, Bisexual and Transgender Tobacco Control Network Gabriel Garcia, PhD, MA, MPH, Assistant Professor, Department of Health Sciences, Master of Public Health Program, University of Alaska Anchorage; and Wilbur Brown, Disparities Coordinator for State of Alaska Tobacco Prevention and Control Program

Friday, April 17 Agenda, Wedgewood Resort

8:00 Continental breakfast

8:30 Welcome

9:00 Keynote:

Indian Country Commercial Tobacco-Free Policy: The Navajo Nation Experience Through the Navajo Nation Commercial-Free Act 2008 experience, the participants will better comprehend strategies and challenges of passing such policy on tribal lands.

Presenter: Patricia Nez Henderson, MD, MPH, University of Colorado Denver, American Indian and Alaska Native Programs

9:40 Wellness Break

10:00 – 11:30 Breakout sessions (*You do not need to stay in one track for the entire summit.*)

Policy Track:

Regional Data: How to use it and where to get it Receive an update on tobacco related data from the Behavioral Risk Factors Student Survey (BRFSS), Youth Risk Behavior Survey (YRBS), and Pregnancy Risk Assessment Monitoring System (PRAMS).

Presenter: Erin Peterson, MPH, Data and Evaluation Manager for State of Alaska Tobacco Prevention and Control Program

The Economics of Tobacco Control: Smoke Free Air Policies and Tobacco Taxes

This breakout session will include more in-depth discussion of issues around tobacco taxation in follow up to the keynote presentation.

Presenter: Frank Chaloupka, PhD, professor for University of Illinois at Chicago in the Department of Economics College of Business Administration, the Division of Health Policy and Administration in the School of Public Health and he serves as Director of the Health Policy Center

Cessation Track:

Youth Cessation This session will include a description of effective strategies as well as challenges in cessation among youth.

Presenter: Patricia Nez Henderson, MD, MPH, University of Colorado Denver, American Indian and Alaska Native Programs

Smokeless Tobacco (SLT) Use in Alaska This presentation examines the historical trends in combinations of smokeless, and smoked, tobacco products and the impact of tobacco taxes on those use patterns. Of particular interest is prevalence of SLT use before and after the taxes, and the prevalence of SLT use among current and former smokers.

Presenter: Barbara A. Pizacani, PhD, MPH, Epidemiologist, State of Oregon has over ten years experience in research and evaluation work with state-level tobacco control programs in three states. A primary focus of her work throughout her career has been on improving health in populations that bear a disproportionate burden of disease. She has a doctorate in epidemiology and a clinical background in nursing.

11:30 - 12:30 Lunch Presentation

Stories for Change: Digital Storytelling in Health Promotion and Disease Prevention

Gain a background of digital storytelling, and see the diversity of topics and subjects used by ANTHC in creating digital storytelling. This creative format can be used in a variety of ways from advocacy to community outreach.

Presenter: Gary Ferguson, ND, Director of Wellness and Prevention Alaska Native Tribal Health Consortium

12:30 – 2:00 Breakout sessions (*You do not need to stay in one track for the entire summit.*)

Coalitions: Which Shoe Fits You? Choose between the formal coalition group or informal network model to learn more about how to build or strengthen a group. Learn key components necessary to make the group's efforts run smoothly.

Presenter for formal coalitions: Cathy Callaway, American Cancer Society Cancer Action Network, Senior Representative, State and Local Campaigns

Presenter for informal coalitions: Marti Pausback, Tobacco Prevention Specialist, Akeela, Inc., and Wilbur Brown, Disparities Coordinator for State of Alaska Tobacco Prevention and Control Program

Break 2:00-2:15

2:15- 3:45 Facilitated Panel Discussion: *Pulling It All Together* Through a presentation of case studies of policy initiatives at the local and state level, the panelists will highlight common successful elements of tobacco control policy change campaigns. Participants will have the opportunity to ask questions of the panelists.

Moderator: Cathy Callaway, American Cancer Society Cancer Action Network, Senior Representative, State and Local Campaigns

Panelists: Jennifer Adzima, American Cancer Society Cancer Action Network; Alexandria Hicks, State of Alaska Tobacco and Prevention Office; Marti Pausback, Tobacco Prevention Specialist, Akeela, Inc.; and Eric Myers, Chair, Keep Anchorage Workplaces Smokefree.

3:45 Closing Circle