

Day 1 – Tuesday, October 27, 2015

- 8:30am **Registration/Networking/Continental Breakfast**
- 9:15am **Welcome and Open Address**
Karla Sneegas, MPH, Chief, Program Services Branch Office on Smoking and Health,
Centers for Disease Control and Prevention
- 9:45am **Tobacco Prevention and Control in Arizona – Where we’ve been and how we got there**
Bill Pfeifer, President and CEO, American Lung Association of the Southwest
- 10:15am **Tobacco Control Today**
Cliff Douglas, Vice President, Tobacco Control, American Cancer Society, Inc.
- 11:00am **Break**
- 11:15am **The True Cost of Tobacco**
Moderated Session – Linda Bailey, JD, MHS, President and CEO, North American Quitline Consortium
- Cost to Arizonans**
Wayne Tormala, Chief, Bureau of Tobacco and Chronic Disease, Arizona Department of Health Services
- Exploring New Opportunities to Support Tobacco Control: AHCCCS CARE**
Monica Coury, Assistant Director Office of Intergovernmental Relations, Arizona Health Care Cost Containment System
- Moderated Q&A**
- 12:30pm **Buffet Lunch and Networking**
- 1:00pm **Youth Prevention**
Moderated Session – Cliff Douglas, Vice President, Tobacco Control, American Cancer Society, Inc.; *Presentation by Wayne Tormala, “ADHS Marketing: A Walk Through Prevention Marketing History”*
- Marketing Tobacco Products to Youth and Young Adults**
Gustavo Torrez, Associate Director of Youth Activism, Campaign for Tobacco Free Kids
- Tobacco Retailer Regulation**
Allison Myers, Counter Tools, University of North Carolina
Erika Mansur, JD, Arizona Office of Attorney General, Counterstrike Program
- E-Cigarettes & Other Tobacco Products**
Michael Freiberg, JD, Tobacco Control Legal Consortium

Age Restrictions: Tobacco 21

Beverly May, Regional Advocacy Director Western States, Project Manager Age 21 Issues Campaign for Tobacco Free Kids (CTFK)

Moderated Q&A

2:45pm **Break**

3:00pm **Best Practices – Cessation Services**

Moderated Session - Courtney Ward, MPA, Chief, Office of Tobacco Prevention and Cessation Services, Bureau of Tobacco and Chronic Disease, Arizona Department of Health Services; *Presentation by Wayne Tormala “ADHS Marketing: A Walk Through Cessation Marketing History”*

CDC TIPS Campaign

Karla Sneegas, MPH, Chief, Program Services Branch Office on Smoking and Health, Centers for Disease Control and Prevention

Quitlines

Linda Bailey, JD, MHS, President and CEO, North American Quitline Consortium

ASHLine

Cyndi Thomson, Ph.D, Director, Arizona Smokers’ Helpline

Moderated Q&A

4:30pm **Closing**

Day 2 – Wednesday, October 28, 2015

8:30am **Registration/Networking/Continental Breakfast**

9:00am **Day Two Welcome**

Cara Christ, MD, Director, Arizona Department of Health Services

9:15am **Survey – Where are we going?**

9:30am **Evidence Based Strategies for Tobacco Control**

Moderated Session – Brian Hummell, American Cancer Society Cancer Action Network

Hitting the Jackpot! Clean Air for all to Share

Chris Sherwin, Director, State and Local Tobacco Policy, American Heart Association

Taxes – Pricing, Products and Evasion, oh my!

Michael Freiberg, JD, Tobacco Control Legal Consortium

Second Hand Smoke (SHS) – Here, There, Get it Out of Everywhere!

Tom Simplot, JD, President and CEO, Arizona Multi-Housing Association

Moderated Q&A

- 10:45am **Roundtable Discussions: Priority Areas for Collective Engagement**
Moderated Session – Ken Walker, Director, Program Development Services, Pima Prevention Partnership
1. Insurers and Employers: Example - Advocating all health insurers and employers provide employees with access to best-practice tobacco use cessation services
 2. Cessation Services: Example - Improving retailer compliance with sales to minors laws
 3. Prevention Services: Examples: E-Cigarettes and Raising the minimum age to purchase tobacco products to 21 years old
 4. Taxes – Example: Reducing consumption by raising taxes on tobacco products
 5. Secondhand Smoke: Example - Reducing exposure to second hand smoke (e.g. multi-unit housing, cars with minors, public places, etc.)
- 11:45am **Summary of Event and Next Steps**
- 12:00pm **Closing**