

2020 Theme

Nicotine Dependence Center and National Summit on Smokeless Tobacco

Aligning Research, Clinical Practice, and Community Interventions

2020 Objectives

1. Identify up-to-date research on prevalence and relative risks of tobacco, e-cigarettes, smokeless tobacco, and other non-combustible tobacco products.
2. Discuss clinical strategies for treating tobacco use disorder within the context of rapidly evolving nicotine delivery products.
3. Describe effective models for community and public health interventions to provide accurate education and address the evolving tobacco epidemic.
4. Focus national attention on smokeless tobacco and emerging products as critical public health issues.
5. Integrate and increase health equity approaches to positively change community norms surrounding tobacco use in vulnerable populations.
6. Build a community of individuals who can share experiences and advocate for communities free from the toll of tobacco, including smokeless tobacco and emerging products.

2020 Tracks

1. Countering Tobacco Marketing

The Tobacco Industry continues to lure new users with both obvious and subtle marketing strategies. For 2020, we are seeking presentations that examine Tobacco Industry advertising strategies, especially related to smokeless tobacco and emerging products as well as efforts to counteract them with youth-driven campaigns; media education strategies; point of sale protections; graphic warning labels.

2. Tobacco Prevention Policies

Evidence-based tobacco control policies and product regulations are powerful tools available to those working to fight tobacco use, especially smokeless tobacco and emerging products. For 2020, we are seeking presentations on organizational, state and federal policy topics such as taxation; tobacco-free policies, including casinos; coupon restrictions; advocacy campaigns; FDA nicotine restriction; point of sale policies; internet sales restrictions.

3. Tobacco Research & Data Trends

The science of smokeless and emerging tobacco products and the drivers of use among various populations continue to accumulate. For 2020, we are seeking presentations on new Smokeless Tobacco research findings and data trends such as health risks; nicotine and nitrosamine levels; national surveillance of emergence of new products and product switching by consumers; youth and special populations trends; use of dual/poly-use nicotine products.

4. Tobacco's Next Move: Emerging Products and Tactics

The tobacco industry is in a period of high product innovation, introducing nicotine pouch products and non-combustible products (i.e., nicotine gels, heat-not-burn products and e-cigarettes using nicotine salts) as well as market expansion, especially outside of the United States. For 2020, we are seeking presentations on health effects of emerging products consumer awareness of new products and their risks; targeting and marketing of emerging products; and industry efforts across the globe.

5. Tobacco Addiction and Cessation

For people addicted to tobacco, quitting can be difficult. For 2020, we are seeking presentations on the science of addiction; research-based cessation strategies; unique addiction/cessation strategies faced by priority populations; role of oral health providers in cessation prompts; new online cessation platforms.

6. Positioning Smokeless Tobacco at the Forefront of Tobacco Prevention Efforts

While new products like e-cigarettes gain momentum, attention and concern about traditional smokeless products may get eclipsed. For 2020, we are seeking Smokeless Tobacco presentations on education strategies for targeted groups like youth, athletes, rural residents, first responders, blue collar workers, homeless people, military members, agriculture workers; innovative partnerships; program funding strategies.