

4:30 pm – 5:30 pm **General Session: Spotlight on Flavors: Products, Marketing, Policy Solutions**
Magnolia Room

- Shyanika Rose, *Director, Schroeder Institute, Truth Initiative*
- Hudson Kingston, *Staff Attorney, Public Health Law Center, Tobacco Legal Consortium*
- Annie Tegen, *Regional Advocacy Director, Western Region, Campaign for Tobacco-Free Kids*

5:30 pm **Summit Recesses for the Day**

THURSDAY, OCTOBER 18TH

6:45 am – 7:15 am **Walk with Friends**
Lobby

7:30 am – 8:00 am **Coffee & Tea Available**
Grand Nave Foyer

8:00 am – 9:00 am **Breakout Sessions**

- **The Tobacco Tour** – Greg Bilby, Ronnie Trentham
Kamilos Room
- **Local Tobacco21 Laws: Lessons Learned from Massachusetts et al** – Ken Farbstein
Hendricks Room
- **Lethal Lure Campaign- Limiting Access to Menthol and other Flavored Tobacco Products in Duluth, MN** - Pat McKone
Baker Room
- **Combating Preemption in Small-Town Colorado to Lead the Way Statewide** – Jodi Radke
Bataglieri Room
- **Engaging Youth in the Advancement of Health Equity** – Olivia Banach, Spencer Straub
Tofanelli Room

9:10 am – 10:05 am **Breakout Sessions**

- **Vaping and Chew: Reducing E-Cigarette Use Among Teens At-Risk for Chew Tobacco Use** – Jeff Jordan
Magnolia Room
- **FDA's The REAL Cost: Smokeless Campaign: Developing Authentic Smokeless Tobacco Prevention Messages** – Atanaska Kineva, Matthew Walker
Kamilos Room
- **E Cigarettes and Youth: Prevention, Partnership Perils, Programs, and Policies**
Magnolia Room
 - Profile of Wyoming Teen ENDS Users and Smoking Initiation – Laran Despain
 - New Products, Same Tactics: Industry Strategies to Addict Youth – Kimberlee Homer Vagadori, Luke Witkowski
- **Moist Snuff Tobacco (MST): Targeted Marketing Tactics and Implications**
Tofanelli Room
 - MST Tobacco Brand Websites: Strategies and Implications – Jane Lewis
 - Selling Snus and Smokeless Tobacco to Women, People of Color, and LGBTQ+ Communities – Sara Chen-Small

10:15 am – 11:30 am **Closing General Session: The Ikidowin Youth Theater Ensemble Performance & Summit Wrap-Up**
Magnolia Room

- Just this Once performed by The Ikidowin Youth Theater Ensemble
- Youth Discussion Panel
- Debra Oto-Kent, Founder and Executive Director, Health Education Council

11:30 am **Summit Adjourns for 2018**

See you in 2020 for the 10th National Summit on Smokeless Tobacco Prevention!

THANK YOU TO OUR GENEROUS SPONSORS



CONFERENCE PROGRAM

SACRAMENTO, CALIFORNIA | OCTOBER 16-18, 2018

TUESDAY | OCTOBER 16TH

7:00 am – 5:00 pm **Conference Registration Open**
Grand Nave Foyer

7:00 am – 8:15 am **Energizing Breakfast Buffet**
Grand Nave Foyer/ Magnolia Room

7:30 am – 8:15 am **Posters and Exhibits Open**
Gardenia Room

8:30 am – 10:00 am **Opening General Session Collaborate and Win!**
Magnolia Room

- April Roeseler – *Branch Chief, CA Tobacco Control Program, CA Department of Public Health*
- Kimberlee Homer Vagadori – *Project Director, California Youth Advocacy Network*
- Jennifer Cofer – *Director, End Tobacco Program, Cancer Prevention and Control Platform, University of Texas MD Anderson Cancer Center*

10:30 am – 11:30 am **Breakout Sessions**

- **Youth Empowerment and Racial Equity for Effective Policy Change** – Cedra Goodrum, Mari Lynch , John Kelly Douglas, Gabrielle Friske
Kamilos Room
- **We Call Her Nicotiana** – Diana Bigby, Ricky Wolfname, Kati Antonich
Hendricks Room
- **Tobacco 21: Taking Action to Prevent Youth Tobacco** – Virginia Chadwick, Stan Cowan
Baker Room
- **Understanding Travis, FDA's Target Audience Persona for “The Real Cost” Smokeless Tobacco Prevention Campaign** – Ben Michaels
Bataglieri Room
- **Smokeless Tobacco Retail Policy, Practices and Opportunity for Change**
Tofanelli Room
 - Retail Tobacco Marketing in Rural Versus Non-rural Counties: Availability, Discounts and Prices of Chewing Tobacco, Snus and ENDS – Nina Schleicher

- The Truth about Smokeless Tobacco Industry Retail Practices – Maham Akbar
- Smokeless Tobacco & Oklahoma’s Retail Environment: The Untold Story – Chantel Hartman

• **#BeTheFirst: Partnerships to Help Deliver the First Tobacco-Free Generation** – Marcella Bianco, Adrienne Lazaro, Stephen Smuin, Leslie Ferreira, Nina Schleicher
Magnolia Room

11:30 am – 12:30 pm **Lunch & Award Presentations**
Grand Nave Foyer

- **Lunch Sponsor – Rescue – The Behavior Change Agency**
- **Awards Sponsor – American Dental Association**

12:30 pm – 1:00 pm **Posters (with Authors) & Exhibits Open**
Gardenia Room

1:00 pm – 2:00 pm **General Session**
Magnolia Room

Where We’ve Been, Where We Are, And Getting to Where We Want to Go

- Brian King – *Deputy Director for Research Translation, Office on Smoking and Health, Centers for Disease Control and Prevention*
- Minal Petal – *Schroeder Institute, Truth Initiative*

2:15 pm – 5:15 pm **Training [3-hours]**
Hendricks Room

- **Understanding Unique Tobacco Policy Nuances in Rural Communities** – Pat McKone

2:15 pm – 3:15 pm **Breakout Sessions**

- **Stanford Tobacco Prevention Toolkit** – Richard Ceballos, Stephen Smuin
Kamilos Room
- **Adult Influence on Youth Smokeless Tobacco Use**
Baker Room

