- 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

11:30 am

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

# THANK YOU TO OUR GENEROUS SPONSORS



- Vaping and Chew: Reducing E-Cigarette
  Use Among Teens At-Risk for Chew
  Tobacco Use Jeff Jordan
  Magnolia Room
- 9:10 am 10:05 am Breakout Sessions
  - 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
- Summit Adjourns for 2018



# S

## TUESDAY | OCTOBER 16TH

7:00 am – 5:00 pm	Conference Registration Open Grand Nave Foyer
7:00 am – 8:15 am	<b>Energizing Breakfast Buffet</b> Grand Nave Foyer/ Magnolia Roon
7:30 am – 8:15 am	Posters and Exhibits Open

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

#### Magnolia Room

Gardenia 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

## 9TH NATIONAL SUMMIT ON SMOKELESS TOBACCO PREVENTION

# **CONFERENCE PROGRAM**

SACRAMENTO, CALIFORNIA | OCTOBER 16-18, 2018

	<ul> <li>The Truth about Smokeless Tobacco Industry Retail Practices – Maham Akbar</li> </ul>
	<ul> <li>Smokeless Tobacco &amp; Oklahoma's Retail Environment: The Untold Story – Chantel Hartman</li> </ul>
	• #BeTheFirst: Partnerships to Help
	Deliver the First Tobacco-Free
	<b>Generation</b> – 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
	<ul> <li>Awards Sponsor – American Dental Association</li> </ul>
12:30 pm – 1:00 pm	<b>Posters (with Authors) &amp;</b> <b>Exhibits Open</b> Gardenia Room
1:00 pm – 2:00 pm	<b>General Session</b> 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	<b>Training</b> [3-hours] Hendricks Room
	<ul> <li>Understanding Unique Tobacco Policy Nuances in Rural Communities – Pat McKone</li> </ul>
2:15 pm – 3:15 pm	Breakout Sessions
	• Stanford Tobacco Prevention Toolkit – Richard Ceballos, Stephen Smuin Kamilos Room
	<ul> <li>Adult Influence on Youth Smokeless</li> <li>Tobacco Use</li> <li>Baker Room</li> </ul>

- Tobacco is Changing: Wisconsin's New Campaign to Educate Parents on the Dangers of Candy-Flavored OTP's – Spencer Straub
- Addressing Flavored Smokeless Tobacco in California: Lessons Learned from a Statewide Campaign – Sarah Hellesen
- Adult Non-compliance with Tobacco-free Schools: A Risk Factor for Youth Smokeless Tobacco Use – Robert McMillen
- Do You Have a Brochure for Youth and Vaping?: A Guide on Tobacco and ENDS Counter Marketing for Youth – Brooklyn Schacht

Bataglieri Room

- The Racketeering Verdict and Court-Ordered Corrections of Tobacco Industry Lies: Opportunities to Advance Tobacco Control – Dennis Henigan, Doug Matheny, Sjonna Paulson Tofanelli Room
- Getting "Down and Dirty" to Tackle Dip: A Multi- State Collaborative to Address Chewing Tobacco Among Rural Teens – Nicole McAdory Magnolia Room

3:30 pm – 4:15 pm **Breakout Sessions** 

- 'Heat Not Burn' Tobacco Products
   Claims, Reality & Marketing Strategies
   Magnolia Room
- Light and Mild Redux: Heated Tobacco Products' Reduced Exposure Claims are Likely to be Misunderstood as Reduced Risk Claims – Lucy Popova
- > Marketing of Heat-Not-Burn Tobacco Products overseas – Kim Minji
- Targeted Approaches & Strategies to Address Tobacco Disparities through Partnerships Batagilari Poom

Batagileri Room

- Putting Tobacco Out to Pasture: Developing a Targeted Approach for Tobacco Control in Florida's Rural Counties – Georgia Sheridan
- It Takes a Coalition to Change Tobacco Policy in Louisiana – Judith Sylvester
- Smokeless Tobacco Use among Young Rural Men: Challenges & Strategies to Prevent and Decrease Use Tofanelli Room
- > Behind "The Real Cost" Dallas Thompson, Sharon Carothers

- Smokeless Tobacco Use Among Rural California High School Baseball Athletes: Research to Inform Tobacco Regulation

   Benjamin Chaffee
- 4:30 pm 5:30 pm General Session: Engaging Youth in Education and Policy Change Initiatives Magnolia Room
  - Olivia Banach, Youth Ambassador
  - Madison Sites, Youth Ambassador
- 5:30 pm Summit Recesses for the Day

### WEDNESDAY, OCTOBER 17TH

- 6:45 am 7:15 am Walk with Friends Lobby 7:00 am – 8:30 am **Energizing Breakfast Buffet** Grand Nave Foyer/Magnolia Room 7:30 am – 8:30 am **Posters and Exhibits Open** Gardenia Room 8:30 am - 9:45 am **General Session: Building Relationships** with Vulnerable Populations to Improve Health Magnolia Room Narinder Dhaliwal, Project Director, Education Training Research (ETR) · Gary Hayward, General Manager, Redding Rancheria Whitney Garney, Assistant Professor, Health and Kinesiology, Texas A&M 8:30 am - 4:15 pm Youth Advocacy Training **REGISTERED YOUTH ADVOCATES ONLY** Tofanelli Room 10:00 am – 11:00 am Breakout Sessions Facilitating Behavior Change Using the Mayo Clinic Wellness Coaching Model -Therese Shumaker Kamilos Room Betel Quid and Smokeless Tobacco and South Asian Tobacco Prevalence Baker Room > Characterizing Smokeless Tobacco Use Among South Asians in the United States – Juan Edguiban
  - Betel Quid and Smokeless Tobacco: Regulatory Options for Addressing a Toxic Combo – Hudson Kingston
  - Smokeless Tobacco at the FDA Dennis Henigan Magnolia Room

- Tobacco 21 in Rural Minnesota Jason McCoy, Amy Reinke Bataglieri Room
- 11:00 am 11:30 am **Posters (with Authors) & Exhibits Open** *Gardenia Room*
- 11:30 am 12:40 pm Lunch & Award Presentations
  - Lunch Sponsor Fors Marsh Group
- 12:50 pm 1:50 pm **Two Concurrent Sessions:**

A: Best Practices in Health Behavior Campaigns Bataglieri Room

- Jeff Jordan, President and Executive Director, Rescue, The Behavior Change Agency
- Michael Murray, Supervisory Health Communications Specialist, Food and Drug Administration
- Nathaniel Taylor, Health Economist, RTI International, Center for Health Policy Science and Tobacco Research
- B: The Latest on E-Cigarettes Magnolia Room
- Adam Leventhal, Professor of Preventive Medicine and Psychology, University of Southern CA
- Divya Ramamurthi, Research Associate, Stanford Research into the Impact of Tobacco Advertising
- Gem Benoza, Director, Division of Public Health and Education, Food and Drug Administration
- 2:00 pm 3:00 pm Breakout Sessions

-OR-

- Predictors of Tobacco Use Among Young Adult Tobacco Users – Perceptions, Susceptibility and Social Media Kamilos Room
- Social Media Use as a Prospective Predictor of Smokeless Tobacco Use Experimentation – Matthew Farrelly
- Do Curiosity and Susceptibility Predict Future Smokeless Tobacco Use Among Rural Boys? – Matthew Farrelly
- Perceptions and Drivers of Smokeless Tobacco Use Among Young Adult Poly- Tobacco Users – Emily Keamy-Minor
- Tobacco Industry Tactics and Counter-Messaging Strategies – Ann Boonn Hendricks Room

	CATCH My Breath Youth E Cigarette     Prevention Programs – Marcella Bianco     Bataglieri Room
	<ul> <li>State Quitlines and Smokeless Tobacco Cessation: Factors Associated with Improved Outcomes Baker Room</li> </ul>
	<ul> <li>Oklahoma Tobacco Helpline: Persona Development and Campaign Execution – Sjonna Paulson</li> </ul>
	<ul> <li>Quit Rates Among Smokeless</li> <li>Tobacco Users Calling a State Quitline</li> <li>– Shirley James</li> </ul>
	<ul> <li>Offering Choices Engages More Smokeless Tobacco Users in a Quitline – Raymond Boyle</li> </ul>
	<ul> <li>Using Innovative Digital Marketing Strategies to Change Online Behavior Among Rural Youth – Todd Sussman Magnolia Room</li> </ul>
3:15 pm – 4:15 pm	Breakout Sessions
	<ul> <li>How to Reach and Engage a Rural Boys Audience: A Case Study from FDA's "The Real Cost" Smokeless Tobacco Prevention Campaign – Gem Benoza; Shaola Abagat Kamilos Room</li> </ul>
	<ul> <li>Using Digital, Social and Experiential Marketing to Address Smokeless Tobacco Use Among High-Risk Country Teens – Nicole McAdory Magnolia Room</li> </ul>
	<ul> <li>Restricting the Sale of Menthol Tobacco in Saint Paul and Minneapolis, Minnesota – Kristen Ackert Bataglieri Room</li> </ul>
	Tobacco Cessation: NDQuits Media Campaign, Integrating Cessation in Drug Treatment Programs and PA Free Quitline Smokeless, Combustible and Dual Users Hendricks Room
	NDQuits is for Quitting all Tobacco Product Not Just Cigarettes! – Kara Hickel
	<ul> <li>Comparing Smokeless Tobacco Users and Combustible Tobacco Users Contacting the PA Free Quitline – Livia Greenbacker</li> </ul>
	<ul> <li>Tobacco Cessation in Drug Treatment Group Programs – Katie Call</li> </ul>

#### **Exhibits Close**