

# BEST OF THE WEST

Educating, Training, and Collaborating on Tobacco Control



COALITION FOR TOBACCO-FREE ARIZONA  
THIRD ANNUAL CONFERENCE

**AN INVITATION TO ATTEND**

Thursday, September 8 and Friday, September 9, 2005  
Four Points Sheraton / Phoenix, Arizona

Invitation design courtesy of E.B. Lane Advertising and Public Relations. Special thanks to our primary sponsor Tobacco Education Prevention Program, ADHS.

- > The Coalition for Tobacco-Free Arizona (CTFA) invites you to attend our third annual conference entitled “Best of the West: Educating, Training and Collaborating on Tobacco Control.”
- > During this two-day event, attend informative programs to enhance your knowledge and skills in the area of tobacco control. Our conference will feature national and local researchers and presenters discussing timely topics of interest within the Western region tobacco control community.

# AN INVITATION TO KNOWLEDGE

## CTFA. Tobacco Control for Today and Tomorrow

Created 13 years ago, CTFA, a volunteer 501(c)(3) organization, is the only statewide coalition specifically designed to meet the professional development needs of the tobacco control community in Arizona. It is a membership organization comprised of individuals, families, and organizations dedicated to the reduction of tobacco-related death and disease.

### Topics of Discussion

(Visit [www.tobaccofreeaz.org](http://www.tobaccofreeaz.org) for a full conference program.)

- Helping Young Smokers Quit: Identifying Best Practices for Tobacco Cessation
- Healthy Families and Communities
- Integrating Tobacco Control Into Other Health Promotions Programs
- Overcoming Generational Poverty in Public Health
- Trends in Quitlines
- Strategies to Engage the Healthcare System in Tobacco Control
- Traditional Native American Tobacco Stories as Prevention Tools
- Secondhand Smoke Panel: Updates from the States
- Science of Secondhand Smoke

### A Prestigious List of Speakers is Planned

- Malcolm Ahlo, *Urban Fuel, Nevada Department of Health*
- Linda Bailey, *North American Quitline Consortium*
- Donna M. Beegle, *Communication Across Barriers*
- Karen DeLeeuw, *Colorado Department of Public Health*
- Elisebeth Fildes, *University of Reno, Tobacco Users Helpline*
- Cheryl Healton, *American Legacy Foundation*
- Nina Jones, *Voices of Ruth*
- Brick Lancaster, *Centers for Disease Control and Prevention, Office on Smoking and Health*
- Buffy Martin, *American Cancer Society, Nevada*
- Beverly May, *Campaign for Tobacco-Free Kids*
- John Oberly, *Tucson Indian Center*
- Bill Pfiefer, *Arizona, American Lung Association*
- Connie Revell, *Smoking Cessation Leadership Center, University of California*
- Richard Sargent, *Montana Tobacco Advisory Board*
- Chris Sherwin, *Colorado Tobacco Education & Prevention Alliance*
- Amy Sporer, *Institute for Health Research and Policy, University of Illinois*
- Sher Todd, *Tobacco Free Babies Project, HealthSmart*

## Conference Goals

- To develop knowledge and skills of tobacco control professionals and advocates in Arizona and neighboring states
- To provide a venue to bring together professionals and community members to partner in tobacco control efforts in Arizona and neighboring states
- To learn the latest research on tobacco control
- To offer opportunities for Western-based programs to highlight and present today's most promising approaches in tobacco control
- To provide an update on the status of tobacco control in the West

## Second Annual Conference Schedule At-A-Glance

- Day One – Thursday, September 8, 2005
  - 8:00 a.m. - 12:00 p.m. Pre-Conference Training
  - 12:00 p.m. Registration
  - 1:00 p.m. Opening Plenary
  - 2:15 p.m. Breakout Sessions
  - 4:00 p.m. Closing Plenary
  - 5:30 p.m. Evening Reception at the Four Points Sheraton
- Day Two – Friday, September 9, 2005
  - 7:00 a.m. Regional Roundtable Breakfast
  - 8:30 a.m. Opening Plenary
  - 9:45 a.m. Breakout Sessions
  - 11:15 a.m. Breakout Sessions
  - 12:45 p.m. Luncheon Presentation & Closing Ceremony
  - 3:00 p.m. Conference Concludes

## How

Attendees can RSVP by August 18, 2005 (for the lowest rates) by sending this completed form with payment to CTFA at 5320 N. 16th Street, Suite 102, Phoenix, AZ 85016 or via fax at 602.274.3631. For questions, please contact Brenda Bryan, CTFA Coordinator at 602.234.0826 or [bbryan@azafp.org](mailto:bbryan@azafp.org).

Please register early, as space is limited. If after registration you cannot attend, you must submit your cancellation request in writing prior to August 2, 2005 for a full refund (less a \$7 administration fee). No refunds will be made after August 25, 2005.

## Where

Four Points Sheraton, 10220 N. Metro Parkway East, Phoenix, AZ 85051

## Lodging Information

Located in the business area of north Phoenix, the Four Points by Sheraton Phoenix Metrocenter features 284 guest rooms, a full-service restaurant and lounge, a fitness center and an attractive courtyard with an Olympic-sized swimming pool and whirlpool. The hotel is adjacent to one of the largest shopping malls in Arizona and many nearby restaurants within walking distance. Discounted room rates are available for \$69/night (plus tax) for conference attendees. Reservations can be made directly by calling 1-888-625-5144 and asking for the "Coalition for Tobacco-Free Arizona" room rate. CTFA has arranged a discounted rate with Super Shuttle for conference attendees from Sky Harbor International Airport. Guests can be picked up outside of baggage claim by the van access sidewalk. Visit [www.tobaccofreeaz.org](http://www.tobaccofreeaz.org) (CTFA's web site) to download the Super Shuttle coupon.

## Complimentary Evening Reception

Come and join your fellow conference attendees for a relaxing evening on Thursday, September 8, 2005 from 5:30 - 7 p.m. at the beautiful Four Points Sheraton. Unwind the first day of the conference by enjoying hors d'oeuvres in a casual environment, while networking.

## Exhibitor Showcase Information

Organizations interested in supporting tobacco control professionals' quest for a tobacco-free region will be featured throughout the conference.

For more information, please visit [www.tobaccofreeaz.org](http://www.tobaccofreeaz.org) or call 602.234.0826

This conference  
is sponsored by:



E. B. LANE

# REGISTRATION FORM

3rd ANNUAL CTFA CONFERENCE  
SEPTEMBER 8 - 9, 2005  
FOUR POINTS SHERATON  
PHOENIX, AZ

Name of Attendee \_\_\_\_\_

Job Title \_\_\_\_\_

Organization \_\_\_\_\_

Local Project (if applicable) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Form of Payment  Check  Visa  M/C

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Do you plan to attend the complimentary evening reception?

Yes  No

Conference Registration Rates\* (Check rate box that applies to you.)

	Early bird (by Aug. 4, 2005) Best rates	Aug. 4 – Sept. 7, 2005	On-site
2005/06 CTFA member	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70
Non-member	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85	<input type="checkbox"/> \$95

Join or renew your membership now and SAVE even more

Individual membership & registration fee	<input type="checkbox"/> \$80 (\$5 savings)	<input type="checkbox"/> \$90 (\$5 savings)	<input type="checkbox"/> \$100 (\$5 savings)
Family membership & registration fee	<input type="checkbox"/> \$95 (\$5 savings)	<input type="checkbox"/> \$105 (\$5 savings)	<input type="checkbox"/> \$115 (\$5 savings)

\*Registration cost includes lunch.

Pre-conference training**	<input type="checkbox"/> \$45 Non-AZ Participant	<input type="checkbox"/> No charge AZ Participant	Advance registration required
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\*\*Space is limited to the first 30 registrants. See the following page for pre-conference training details.

Registration confirmations will be sent to all registered attendees who register prior to August 25, 2005.

CTFA is in the process of applying for CMEs and CEUs for CHES (Category II) and Respiratory Therapists. Visit CTFA's web site at [www.tobaccofreeaz.org](http://www.tobaccofreeaz.org) for an update on the CME/CEU process.

Please send this completed form with payment to CTFA at 5320 N. 16th Street, Suite 102, Phoenix, AZ 85016 or via fax at 602.274.3631 by August 4, 2005 for the lowest rate. For questions, please contact Brenda Bryan, CTFA Coordinator at 602.234.0826 or [bbryan@azafp.org](mailto:bbryan@azafp.org).

## Program Description: Arizona Tobacco Intervention Skills Certification Program

Pre-Conference Training: BASIC TOBACCO INTERVENTION SKILLS. This knowledge- and skills-based four-hour program is open to anyone interested in helping individuals to abstain from tobacco use. Based on the U.S. Public Health Service Guideline: Treating Tobacco Use & Dependence, those certified in Basic Tobacco Intervention Skills are taught to deliver brief evidence-based interventions appropriate to the client's readiness to quit.

### Accreditation

The Basic Tobacco Intervention Skills continuing education program has been approved for a maximum of 4.0 contact hours of CME or CEU by the accrediting agencies for the following professionals:

Chiropractors  
Counselors  
Dental Hygienists  
Dentists  
Denturists  
Dietetic Technicians  
Dietitians  
Marriage and Family Therapists  
Nurses  
Nurse Practitioners  
Ophthalmic Medical Personnel  
Physical Therapists  
Physicians  
Physician Assistants  
Respiratory Therapists  
Social Workers  
Substance Abuse Counselors  
Teachers

### Cost

\$45 for OUT-OF-STATE participants  
(covers cost of materials; \$50 registration fee waived)

Free for AZ participants

### Workshop Date & Time

September 8, 2005  
8:00 a.m. - 12:00 p.m.

### Certification Workshop-specific Questions & Referral:

Zenén Salazar, MPH  
Health Educator, Sr.  
HealthCare Partnership  
The University of Arizona  
2030 East Speedway Boulevard, Suite 120  
Tucson, AZ 85719  
(p) 520.318.7253 x117  
(f) 520.318.7032  
(pgr) 520.218.1715  
zenen@u.arizona.edu