

Moderator: Arline Pryor, Maricopa County Tobacco Use and Prevention Program

- 3:45pm **Break and Exhibit Hall Open**
Refreshments served in exhibit hall/lobby
- 4:00pm **Closing Plenary**
What's Behind Those Philip Morris Commercials? The Common Knowledge Defense
Lissy Friedman, JD, Tobacco Control Resource Center, Northeastern University School of Law and Anna White, Essential Action/Licensed to Kill
Introduced by Deb Montgomery, Colorado Department of Health Services
Sponsored by Colorado Department of Health Services
Ballroom
- 5:00pm **Closing Remarks**
Meryl Salit, RRT, MBA, CTFA Chair
- 5:30-7:00pm **Reception**
Entertainment, CTFA Smoke-free Workplace, Champions and Organizational Awards, Networking, Erica Velasco, CTFA Membership Services Committee Chair; Arizona Smokefree Campaign, Bill Pfeifer, American Lung Association
Sponsored by American Cancer Society, American Heart Association & American Lung Association

September 9, 2005

- 7:00-8:15am **Regional Roundtable Breakfast** *(see insert for details and topics)*
Ballroom
- 8:00am **Registration and Exhibit Hall Open**
- 8:30am **Welcome** **Ballroom**
Meryl Salit, RRT, MBA, CTFA Chair
- Opening Plenary**
Overcoming Generational Poverty in Public Health
Donna M. Beegle, Ed.D., Communication Across Barriers
Introduced by Susan Williams, Mohave County Tobacco Use Prevention Program
- 9:30am **Break and Exhibit Hall Open**
- 9:45am **Breakout sessions**
- *Trends in Quitlines*
Linda Bailey, JD, MS, North American Quitline Consortium at American Legacy Foundation; Karen DeLeeuw, MSW, Colorado Department of Public Health; Elisebeth Fildes, University of Reno, Tobacco Users Helpline; Rebecca McGill, University of Arizona,

Ashline; Connie Revell, Smoking Cessation Leadership Center, University of California, San Francisco
Moderator: Meryl Salit, MBA, Arizona Department of Health Services, Tobacco Education and Prevention Program

- *Strategies to Engage the Healthcare System in Tobacco Control*
Richard Sargent, MD, Montana Tobacco Advisory Board
Louise Strayer, Healthcare Partnership
- *Coverage for Cessation*, Matt Barry, MPA, Campaign for Tobacco Free Kids
Sponsored by the North American Quitline Consortium

11:00am **Break and Exhibit Hall Open**
Refreshments served in exhibit hall

- 11:15am **Breakout sessions**
- *Young Adult Advocacy*
Malcolm Ahlo, Urban Fuel, Clark County Health District
Moderator: Eileen Eisen-Cohen, MSW *Maricopa County Tobacco Use and Prevention Program*
 - *Traditional Native American Tobacco Stories as Prevention Tools*
John Oberly, Tucson Indian Center; Paul Saufkie
 - *Secondhand Smoke Panel: Updates from the States*
Buffy Martin, American Cancer Society, Nevada; Beverly May, Campaign for Tobacco Free Kids, Utah; Bill Pfeifer, Arizona, American Lung Association; Chris Sherwin, Colorado Tobacco Education & Prevention Alliance
Moderator: Cindy Roragen, Nevada Tobacco Prevention Coalition

12:30pm **Break and Exhibit Hall Open**

12:45pm **Luncheon Plenary Presentation** **Ballroom**
Science of Secondhand Smoke
Richard Sargent, MD, Montana Tobacco Advisory Board
Introduced by Bill Pfeifer, Arizona, American Lung Association
Sponsored by American Cancer Society, American Heart Association & American Lung Association

1:45pm **Break**

2:00pm **Closing Plenary** **Ballroom**
Comedian Rene Hicks
Introduced by Cindy Roragen, Executive Director, Nevada Tobacco Prevention Coalition
Sponsored by Nevada Tobacco Prevention Coalition

3:00pm **Closing Remarks**
Meryl Salit, RRT, MBA, CTFA Chair

3:15pm **Conference concludes**