



REFRESH, REFRAME, RECHARGE – AMPLIFY IT!

Wisconsin Tobacco Prevention & Control Conference
May 1 & 2, 2007

Breakout Sessions

Tuesday, May 1

10:00 – 11:15 am

- **Program Evaluation: It's Not Just for Scientists** – How do you know if tobacco programs and activities are making a difference? Find out how to evaluate your program and activities with helpful, common sense methods for conducting evaluation activities.
Randy Glysch - WI Tobacco Prevention and Control Program
- **Delivering Culturally Tailored Cessation Programs to Priority Populations in Minnesota** - ClearWay Minnesota will provide an overview on how cessation services were developed and tailored to fit the cultural needs of priority populations served in Minnesota. Key findings to best approaches in delivering individual and group cessation counseling to Hispanic, Somali, Southeast Asian, Native American and African American communities will be discussed. Case study presented on the Southeast Asian collaborative project delivering cessation counseling to Vietnamese, Hmong Cambodian and Lao communities and the successes and challenges encountered.
Theresa Leonard - ClearWay Minnesota & Vinh Vuong - Vietnamese Social Services of Minnesota
- **Critical Opportunities for Turning Policy Ideas into State Law** – Learn the similarities and differences in the two processes by which a proposed policy can become state law, and the critical junctures and tools for effective advocacy. Bring lots of questions to this interactive session with two former lawmakers and a registered lobbyist. You will leave with the skills to amplify your coalition's advocacy efforts.
MaryAnn Lippert - Marshfield Clinic, Maureen Busalacchi - SmokeFree Wisconsin & Curt Gielow – Gielow Associates, Inc.
- **Did Ya Hear The One About....? Reframing the Industry's Argument to Our Advantage** – Many of the same arguments against tobacco prevention work come up year after year, in community after community. We will identify many of the most common arguments against our work, and offer rebuttals for bringing the discussion back to our strongest messages. Participants will have the opportunity to discuss the arguments they hear in their own communities.
Jill Ness - SmokeFree Wisconsin & Aaron Doepfers – Campaign for Tobacco Free Kids
-AND-
Telling Powerful Stories: Lessons Learned from the Opposition – Big tobacco uses story telling very successfully to influence decision makers. Find out what we can learn from the opposition's stories and how to use this information to craft more compelling stories.
Julie Swanson - Tobacco Control Resource Center for Wisconsin
- **Recharging Your Coalition: Turn Your Members Into Energizer Bunnies** – Wondering how to keep your members coming to coalition meetings? Looking for good motivators to get your coalition active? Dreading meetings because no one seems engaged? Need some fresh faces? Come learn the secrets of recharging your coalition members and getting them active.
Liz Sanger - SmokeFree Wisconsin
- **A New Approach to an Overlooked Group: Reducing Tobacco Disparities Among Non-college 18-24 Year Olds** - The 18-24 year old group not enrolled in college has a smoking prevalence of 41.5% according to the 2005 Wisconsin Tobacco Facts Report. Despite this, very few studies have looked at effective strategies at reducing smoking in this often-overlooked group. Learn strategies that La Crosse County Health

Department utilized to identify barriers that may prevent young adults ages 18-24 from quitting smoking by a grant from the American Legacy Foundation®.
Al Bliss - La Crosse County Health Department

Tuesday, May 1

1:30 – 2:45 pm

- **Teaming Up to Take Advantage of a Teachable Moment: A Regional Approach to Establishing an Alternative to Citation Program for Youth Offenders** – A collaboration of local health department, law enforcement, and municipal court staff from four neighboring communities, the Regional Youth Tobacco Education Program represents an innovative and important approach to the development and execution of an educational program aimed at youth who have received tobacco-related citations. The regionally collaborative nature of this initiative is a crucial aspect of the program's successful implementation and of its ultimate impact as a viable method within the realm of youth tobacco control.
Sarah Cuntiz - Wauwatosa Health Department & Cristine Reischl - Greendale Health Department
- **Free Technology Tools That Can Make Your Job Easier** – If distance and time get in the way when you are trying to partner with your tobacco control colleagues this session is for you. Find out about free and easy to use internet-based tools that can help you communicate and collaborate more effectively. You don't have to be a geek to use these tools successfully.
Julie Swanson & Sarah Apple - Tobacco Control Resource Center for Wisconsin
- **Federal Regulation of Tobacco and Its Impact on You** – Is this the year it finally happens? The elections dramatically changed control of congress and also the prospects for federal legislation to give the Food and Drug Administration authority over tobacco products. Find out what is in this complex legislation, what it means in your community, and why so many public health organizations are so excited about its prospects this year.
Aaron Doeppers - Campaign for Tobacco Free Kids
- **Appleton Smoking Ordinance: An Examination of Health Policy and Changes in Public Acceptance and Preferences of Smoke-Free Bars** – On July 1, 2005, the city of Appleton became the 3rd Wisconsin community to implement an ordinance to ban smoking in all public places, including bars and restaurants. In this presentation, we examine Appleton public attitudes and acceptance toward smoke-free bars and taverns from June 2005 to January 2007. We studied changes in attitudes and acceptance among Appleton residents aged 18 and older before and after the implementation.
Daphne Kuo - UW Paul C. Carbon Comprehensive Cancer Center
-AND-
Cheers! Breathing Easier and Smoking Less, One Year Later – Findings will be presented from two studies designed to examine the impact of smoke-free workplace ordinances on the health and attitudes of bartenders working in Madison and Appleton, one year after the ordinances were established. Level of upper respiratory health symptoms and attitudes regarding smoking in bars and restaurants reported prior to the ordinances are compared to those reported one year after the establishment of the ordinances. In addition, patterns of tobacco consumption and smoking cessation among bartenders impacted by the ordinances will be shared.
Karen Palmersheim - UW Paul P. Carbone Comprehensive Cancer Center
- **Didn't Your Mother Tell You Not to Spit?** – This breakout session will discuss various aspects of spit tobacco: who uses it, who makes it, how is it marketed, and what to do about it. Attendees will be challenged to change their mindset from smoke-free to tobacco-free and be given some ideas and resources to get them started.
Heidi Foster - Winnebago County Health Department & Lisa Cory - Polk County Health Department

Outreach to Priority Populations with a Focus on Quitting – In this session, Karen will share examples of how countries and US states have effectively reached priority populations with smoking cessation campaigns. She will lead an interactive discussion among participants, encouraging all to share their own experiences and ask questions about their challenges so participants can learn from each other.

Karen Gutierrez - Global Dialogue for Effective Stop Smoking Campaigns

Wednesday, May 2

8:15 – 9:30 am

- **From the Front Lines: One Wisconsin Program's Experience Treating Nicotine Addiction in an Integrated Alcohol, Drug and Tobacco Program** – Alcohol & Drug Recovery Services of Saint Joseph's Hospital in Marshfield, Wisconsin changed their addiction program to a tobacco-free service incorporating diagnosis and treatment of nicotine addiction in November 2002. We provide care to people diagnosed with substance use disorders. Many carry additional mental health diagnoses including depression, bipolar disorder and schizophrenia, among others. We are currently in our fifth year of this practice. This session will describe how the change was accomplished; the treatment approaches being used, outcomes, and the lived experience of patients and staff.
Sheila M. Weix - Alcohol & Drug Recovery Services of Saint Joseph's Hospital
- **18-24 Year Olds – The New Potential Regular Smoker** – By describing the 18-24 population's unique characteristics, examining industry targeting successes, and identifying existing counter-industry efforts, this session will help participants recognize the importance and assess the status of addressing tobacco use in the 18-24 population of Wisconsin.
Luke Witkowski - FACT Movement & Kyle Pfister - Wisconsin WINS
-AND-
"We're Targets Too!" – How Tobacco Companies are Targeting 18-24 Year Olds – Many tobacco education and advocacy programs are working with school age children (K-12), but the tobacco industry is also targeting the 18-24 year old age group. This presentation will discuss the tactics of the tobacco industry and what can be done to reduce tobacco use risk in young adults.
Nicole Huebner - Polk County Tobacco-Free Coalition
- **New Programs and Tools: Moving Ahead with UW-Center for Research and Intervention** – UW-CTRI programs and materials are continuously developed and updated to incorporate new information and address emerging issues. This session will focus on the Wisconsin Tobacco Quit Line. Attendees will better understand the services delivered by the Wisconsin Tobacco Quit Line. We'll discuss emerging, evidence-based strategies for promoting quit lines to tobacco users—including how to offer free nicotine replacement through a quit line. Attendees will learn about new efforts underway to evaluate the use and effectiveness of the Wisconsin Tobacco Quit Line among communities with disparities.
Lezli Redmond, Rob Adsit, Gloria Meyer, Tricia Brein, Robin Perry - UW-Center for Tobacco Research and Intervention
- **Exposing the Truth About Air Quality for Workers** – This session will focus on how a multi-county indoor air quality study was conducted in central and northern Wisconsin, how results were released to the media, and the events/tools that communities used to encourage people to act on behalf of smoke-free communities.
Mary Hilliker - UW-Paul P. Carbone Comprehensive Cancer Center & Renee Trowbridge - Marathon County Health Department
- **How to Make Stories Work for You** – What specific applications can stories have in your work—beyond how you use them today? And, how can you effectively relay them to others? This hands-on session covers various types of stories and how they can be used as well as special considerations surrounding how they are employed in these situations. Learn five criteria for selecting stories to pass on to others and several tips to increase your effectiveness when telling them.
Lori Silverman – Partners for Progress

Wednesday, May 2

9:45 – 11:00 am

- **Helping Businesses Make Tobacco-Free Their Business** – The session will provide an overview of the content and uses of “Make it Your Business: Strategies for a Tobacco-Free Workplace in Wisconsin,” a first of its kind employer toolkit specifically for Wisconsin businesses. The toolkit is a comprehensive guide for helping businesses go tobacco-free and helping their employees quit using tobacco. Presenters include state partners and local coalition coordinators who have worked with businesses in going tobacco free and who were involved in the development of the Make It Your Business toolkit.
Rob Adsit - UW-Center for Tobacco Research and Intervention, Sarah Apple - Tobacco Control Resource Center for Wisconsin, David Gundersen - Wisconsin Department of Health and Family Services, Connie Olson - Community Action For Tobacco Free Living & Dianna Forrester - Washington County Health Department
-AND-
Preparing Smokers to Quit - When it comes time for a community or a work site to go tobacco-free, we have the perfect opportunity to educate tobacco users on what works best for quitting. Attend this breakout session to learn how you can educate the general public on best practices, including the use of counseling and medications, for treating tobacco use and dependence in a simplified, motivational, and non-confrontational manner.
Tricia Brein – UW-Center for Tobacco Research and Intervention
- **Home Exposure to Secondhand Smoke in Wisconsin: Trends and Proposed Solutions** - More homes describe themselves as "smokefree", yet 250,000 children are regularly exposed to secondhand smoke. We will discuss recent trends and strategies to reduce the burden of secondhand smoke in the home.
David Ahrens - UW Comprehensive Cancer Center
-AND-
It's Their Home, But It's My Worksites: Implementing a Policy to Protect In-Home Workers - Secondhand smoke exposure is a health hazard for in-home workers, but how can we tell clients not to smoke in their own homes? Two community organizations, that serve disparate populations, share their successful strategies for implementing in-home, worker protection smoke-free policies.
Beth Hughes-Walters - Holy Family Memorial Home Care
- **Priority Populations and Tobacco Control: A Framework for Eliminating the Harm of Commercial Tobacco** – The presentation will describe successes and challenges of the Leadership Institute funded in Minnesota for members of priority populations. The overall goal of the Institute is to build leadership, knowledge and skills necessary to mobilize and build a power base that works to influence social change, eliminate tobacco disparities and achieve parity for all Minnesota communities. Presenters will discuss successes and challenges to date for the Minnesota LAAMPP Institute, and plans for evaluation of outcomes.
Rod Lew - Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL)
- **Youth & Legislators – A Winning Combination** – Legislative visits can be intimidating, especially for youth. However, with the right tools, preparation and practice these visits can be a rewarding experience.
Luke Witkowski - FACT Movement & Aaron Doeppers - Campaign for Tobacco Free Kids
- **Beyond E-mail Alerts: Getting People to Act** - This interactive and fast-paced breakout session will explore specific tactics for mobilizing smoke free supporters including volunteer recruitment and direct personal contact. We will also explore mechanisms for sharing tactical lessons between disparate communities to ensure effective leveraging of limited staff, volunteer and financial resources.
Dan Cramer – Grassroots Solutions