

**Date**

May 1-2, 2007

**Location**

Monona Terrace, Madison WI

**2007 Theme**

Refresh, Reframe, Recharge: Amplify It!

**Purpose**

The purpose of the Tobacco Prevention and Control Conference is to sustain our efforts, amplify our successes and continue to improve the effectiveness of tobacco control programs and policies in Wisconsin. The conference will provide opportunities to expand relationships, empower advocates and inspire participants to continue the tobacco control movement.

**Who Attends**

Thousands of people are invited to attend this conference with approximately 350 – 400 people in attendance. The audience is made up of local tobacco control coalition members & coordinators, policymakers, community leaders, local public health educators, public health nurses, health officers, agencies serving populations with tobacco-related disparities, health care providers & clinic managers, health care system administrators & leaders, quality improvement managers, HMO administrators, HR Managers, occupational health nurses, safety/wellness coordinators, higher education faculty, administrators, staff & students, school & youth-serving agencies and youth advocates.

**Keynote Speakers**

[Click here for 2007 speakers.](#)

Past speakers include:

Brenda Bell-Caffee creator of “Not In Mama’s Kitchen” program  
Wendy Bjornson, Pacific Center on Health & Tobacco, Oregon Health & Sciences University  
Lori Fresina, Campaign for Tobacco Free Kids  
Michael Moore, Mississippi Attorney General  
Dr. Richard Sargent, Montana physician and author of the Helena Heart Study  
Jeffrey Wigand, tobacco industry whistle-blower

**Previous Sponsors**

- American Cancer Society
- American Heart Association
- American Lung Association
- Brown County Medical Society
- Dean St. Mary’s
- GlaxoSmithKline
- Group Health Cooperative
- Unity Health Insurance
- UW Hospitals and Clinics
- UW Comprehensive Cancer Center
- UW Center for Tobacco Research and Intervention
- Wisconsin Academy of Family Physicians
- Wisconsin Asthma Coalition
- Wisconsin Department of Health & Family Services
- Wisconsin Department of Public Instruction
- WEAC

**Accolades from Past Conferences**

- *Very motivating and enlightening*
- *Speakers were very credible & effective*
- *Outstanding conference*
- *This conference inspired me to continue my work in tobacco control*
- *The breakout sessions were great; wish I could have made it to more of them!*
- *Even if funding changes, I hope an annual conference continues as it renews and reenergizes coalitions efforts*
- *Use of national speakers were wonderful and a great inspiration*

- *This has been the most helpful conference I've attended*