



Accelerating Change with Best Practices

2008

Wisconsin Tobacco Prevention & Control Conference

November 18-19, 2008 ■ Monona Terrace Convention Center, Madison

BREAKOUT SESSIONS

Session 1

TUESDAY, NOVEMBER 18
10:00 - 11:15 AM

- **Best Practices: Research to Application**
The Best Practices for Comprehensive Tobacco Control Programs-2007 shows how five program components, when implemented together, are effective in reducing tobacco use. It provides guidance for program development and justification for states to invest in comprehensive programs and has been a resource for Wisconsin to complete broad programmatic and budget planning. Participants will take part in an activity and discussion on how to use *Best Practices* to sustain a comprehensive tobacco prevention and control program.
Vicki Stauffer, Wisconsin Tobacco Prevention & Control Program & Kevin Collins, Centers for Disease Control and Prevention
- **Smoking Cessation Medications: Review & in the Pipeline**
Numerous medications are available for smoking cessation efforts. Review their therapeutic and practical uses, and the advantages and disadvantages of each therapy alone and in combination. The session will also include a discussion of drugs in the pipeline that may enhance our smoking cessation toolkits.
Beth Musil, Racine Family Medicine Residency Program
- **Keep Your Smoke Out of My Apartment! Enacting Smoke-Free Policies for Apartment Buildings**
Apartment buildings across the country are adopting smoke-free policies to provide a healthier living environment for their tenants. Find out about this from Live Smoke Free, a Minnesota program focused on smoke-free multi-unit housing. Come and learn how you can assist your community's apartment buildings in going smoke-free!
Brittany McFadden & Carissa Duke, Association for Nonsmokers—Minnesota
- **Smoking Cessation Medications: Review & in the Pipeline**
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Beth Musil, Racine Family Medicine Residency Program
- **Wow What A Ride: Letting Youth Take the Drivers Seat & Enjoying the Ride**
Youth are not a token in tobacco control; they can and should be the backbone. Learn how to bring and keep youth at the table and obtain resources to guide you in building a strong youth/adult partnership within your tobacco control efforts. Most importantly you will receive guidance from a youth panel that has been involved in tobacco control for up to six years.
Debbie Fischer, Rock County Youth2Youth
- **Smokeless Tobacco: Growing Business, Sowing Harm**
With smoke-free air laws becoming commonplace, smokeless tobacco industry marketing is becoming more sophisticated. Come see how new product design strategies are promoting combined smokeless tobacco and cigarette use.
Dr. Gregory N. Connolly, Harvard School of Public Health
- **Get It In Drive & Put It In Parks: Including Parks & Recreation Areas in the Tobacco Free Mix**
The perfect compliment to tobacco-free policies is the inclusion of parks and other recreation areas. Learn the why, who, and how of putting parks, and maybe even a golf course or two, in the mix.
Geralyn Karl, Pierce/St. Croix Tobacco Free Coalition & Brittany McFadden, Association for Nonsmokers—Minnesota
- **The Many Faces of Disparities**
This session will provide brief glimpses of the many tobacco disparity projects currently operational or planned for Wisconsin. Through these glimpses, you will come to appreciate the diversity of disparities and identify ways to address disparities in your tobacco control efforts.
Marva Brooks, Wisconsin Tobacco Prevention & Control Program

Session 2

TUESDAY, NOVEMBER 18
2:00 – 3:00 PM

- **Help—My Coalition Needs Resources!**
Strong coalitions help shape communities. Receive guidance on creating an action plan to diversify funding streams, recruit and energize volunteers, and raise your coalition's profile and credibility in the community.
Constance M. Olson, Community Action For Tobacco Free Living
- **Wisconsin Tobacco Quit Line: Utilization, Evaluation & What's Ahead**
This session will present information on the effectiveness of the Wisconsin Tobacco Quit Line in the context of the updated Clinical Practice Guideline, the 2007 Quit Line evaluation, and a current evaluation of the Quit Line's enhanced services (NRT), as well as present an update on Quit Line call volume and service utilization.
Kate Kobinsky, UW-Center for Tobacco Research and Intervention
- **Bringing N-O-T Along: Addressing Disparities in Youth Tobacco Cessation**
Experience the work of Wisconsin N-O-T Facilitators who recently examined the program to make the materials more culturally appropriate for disparately affected populations. Learn how you might increase the reach of tobacco cessation programs to special youth populations disparately affected by tobacco through the use of these innovative materials and strategies. Topics will include recruitment materials and methods, cultural/historical background information, data about tobacco industry targeting of these groups and modified curricular activities.
Keri Schneider, American Lung Association of Wisconsin & Pam Kanikula, formerly with the Wisconsin Department of Public Instruction
- **Gearing up for 2009: Pedaling Our Legislative Priorities**
You know about best practices and what works in tobacco control, but do your lawmakers and other decision makers? This session will describe current tobacco control policy and legislative priorities, the plan for educating decision makers about the importance of tobacco control, and the roles we all play in making it happen.
Maureen Busalacchi, SmokeFree Wisconsin
- **Using the 3 R's of Case Management in Treating Tobacco Dependence with LGBT Youth (3 R's - Reinforcement, Referrals, & Resources)**
Come find out how The Milwaukee Lesbian, Gay, Bisexual and Transgender Community Center's (LGBT) Project Q has successfully integrated tobacco dependence treatment into its case management. This empowers Project Q youth to quit while showing an increased interest in changing attitudes and behaviors around tobacco use.
Rachel Coles, The Milwaukee LGBT Community Center
- **Tobacco Free Campuses - Not Just for Healthcare**
Learn effective strategies in working with college campuses on implementing tobacco free policies. Local tobacco control coalitions are key to making the connections for resources, information and partnerships. This session will provide an opportunity to learn from college campus and local coalition staff on the successes, challenges and outcomes of collaboration.
Dianna Forrester, Waukesha County Tobacco Free Coalition

Session 3

WEDNESDAY, NOVEMBER 19
8:15 – 9:30 AM

- **The Next Frontier: FDA Authority of Tobacco**
The FDA can regulate a box of macaroni and cheese, but not a pack of cigarettes. The American Cancer Society Cancer Action Network, American Lung Association, American Heart Association, and Campaign for Tobacco-free Kids have been advocating for FDA authority over tobacco products for much of the past decade. Learn what new opportunities this landmark legislation will present to tobacco prevention and control advocates on state and local levels.
Dona Wininsky, American Lung Association of Wisconsin & Sara Sahli, American Cancer Society
- **Tobacco Cessation & the Poor: What Works?**
A number of Wisconsin community service agencies have adopted smoking awareness in their missions and have developed tobacco interventions specific to the populations they serve. The Wisconsin Tobacco Prevention and Poverty Network will highlight successful interventions and present preliminary evaluation results.
Maureen Hill, Wisconsin Tobacco Prevention & Poverty Network

- **Killer Quotes! Using Tobacco Industry Documents to Create an Interactive Campaign**
Tobacco industry documents can be a creative tool to complement ongoing youth media campaigns, advocacy efforts, and program education and recruitment goals. Learn more about how your neighbors in Minnesota's Catalyst program launched their first "Killer Quotes Tour" through an interactive session complete with a Killer Quotes poster-screening demo!
Andy Berndt & Holly Aprea, Catalyst

—AND—

Combining Media & Activism to Engage Youth Advocates

The FACT "They Killed 8000" campaign involved Wisconsin's youth in every step of the creative process from concept brainstorming to on-the-ground activism. This session will provide a case study of the campaign and demonstrate examples of how to support statewide media campaigns at a local level.
Spencer Straub, Wisconsin Tobacco Prevention & Control Program & Luke Witkowski, FACT (Fighting Against Corporate Tobacco)

- **Presenting Data to Influence Change**
You don't need to be a statistician to communicate data effectively. This session will show you common mistakes to avoid as well as practical strategies you can use to make complex data compelling and easy to understand.
Kyle Pfister & Randall L. Glysch, Wisconsin Tobacco Prevention & Control Program & Julie Swanson, Tobacco Control Resource Center for Wisconsin

- **The Real Finish Line: Implementing Your Smoke-Free Ordinance**
You've worked tirelessly for months to educate and mobilize your community around a smoke-free policy. But the campaign doesn't end when the votes are cast - in fact, the fun is just beginning. The final phase of a successful smoke-free air campaign is a smooth implementation. Hear about the nationwide model for implementation and learn which tools were most helpful in Fitchburg and Eau Claire, during their implementation campaigns.
Liz Sanger, SmokeFree Wisconsin, Ryan Sheahan, Tobacco Free Dane County Coalition & Julie Marlette, Tobacco-Free Partnership of Eau Claire County

- **Intergenerational Smoke Signals: American Indian Relationships with Tobacco, Research, & the People Around Us**
American Indians smoke at higher rates and have unique relationships with tobacco that are not often considered in research, prevention or intervention. This session will discuss American Indian relationships with tobacco, research and others around us. It will also offer ideas for culturally appropriate work and research in Indian country.
Teresa Barber, Great Lakes Inter-Tribal Council & Isaiah Brokenleg, Great Lakes Inter-Tribal Epidemiology Center

Session 4

WEDNESDAY, NOVEMBER 19
9:45 - 11:00 AM

- **Successful Coalition Building for Smoke-Free Air**
Coalition building is a key element of successful smoke-free air policy change. This session will provide examples of projects and initiatives that local coalitions from around the state found to be helpful in building their local coalition. Metro and rural examples will be provided.
Sue Marten, Southeast Region Training & Technical Assistance Program, Sandy Bernier, Fond du Lac County Health Department, Laura Mays, Oneida County Tobacco-Free Coalition, & Mary Hilliker, UW-Paul P. Carbone Comprehensive Cancer Center
- **Communication Power Tools: Get Attention! Persuade Action!**
No matter how important your cause, if you can't communicate in a compelling way, you won't influence change. Find out what communication tools get attention, are remembered and motivate action. Don't waste your time developing messages that don't inspire your audience. Find out what works so you can use it.
Julie Swanson, Tobacco Control Resource Center for Wisconsin
- **Tobacco & God: How does a Faith Based Approach Work?**
St. Gabriel Church of God in Christ in Milwaukee has been successful in creating a faith-based tobacco treatment program. Learn how the "Pastor's Toolkit" has helped people quit. Also hear the perspective of some individuals who quit through the program.
Pastor Lee Shaw, St. Gabriel Church of God in Christ
- **Teen Tobacco Use in Wisconsin: New Trends & Factors that Influence Smoking**
Come learn the latest research on which Wisconsin teens are using what tobacco products when, and how their environment, family dynamics, and home restrictions contribute.
Karen Palmersheim, Daphne Kuo & Kathryn Anderson, Tobacco Surveillance & Evaluation Program, UW-Paul P. Carbone Comprehensive Cancer Center

■ **Reaching Tobacco Users with Psychiatric & Substance Use Disorders**

The number of smokers with psychiatric and substance use disorders is substantial. Regardless of the setting, these smokers will require unique changes in treatment planning. This session will assist health professionals to adapt tobacco cessation services for people with psychiatric and substance use disorders.

Dr. Eric Heiligenstein, University Health Services, UW-Madison

—AND—

WiNTiP - Wisconsin's Plan for Integrating Tobacco Into Addiction & Mental Health Treatment

WiNTiP is a one year project designed to produce a plan for integrating evidence-based nicotine dependence treatment into Wisconsin's AODA and mental health services. Review WiNTiP's progress and learn about how it involves partners in tobacco, mental health and the AODA community.

Bruce Christianson & Rob Adsit, UW- Center for Tobacco Research & Intervention, Dr. Eric Heiligenstein, University Health Services, UW-Madison, David "Mac" Macmaster, WiNTiP Managing Consultant & Randall L. Glysch, Wisconsin Tobacco Prevention & Control Program

■ **18-24 Year Olds: Tobacco Industry's New Target Market**

The tobacco industry is actively targeting Wisconsin's 18-24 year-olds, a population with one of the highest rates of tobacco use. Learn how you can support the work of young adult leaders and organizational stakeholders to help illuminate this issue and create a statewide strategy of action.

Keri Schneider, American Lung Association of Wisconsin & Kyle Pfister, Wisconsin Tobacco Prevention & Control Program

—AND—

Using Peer Education & Outreach to Address Tobacco Use Among Students at UW-Milwaukee
A.N.T.I. (Against the Nicotine and Tobacco Industry) is a student group at UWM that educates other students about secondhand smoke and tobacco industry targeting of 18-24 year olds. This session will review A.N.T.I.'s history, successful and unsuccessful campaigns, and suggestions for starting similar groups on other campuses.

Dane Gagnon, Sara McKillop & Samantha Schider, A.N.T.I. Officers

REGISTER NOW

www.smokefreewi.org/conference08/



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