



Conference Program

The conference dedicated to raising awareness about the dangers of smokeless and spit tobacco.



REGISTER TODAY! DISCOUNTS END APRIL 16th!

Fill out the form on the back page
and fax to: 1-866-219-7008



Conference Schedule

Monday, May 9

12 - 5 pm Conference
Registration Opens

Tuesday, May 10

7 am - 5 pm Conference
Registration
7 - 8 am Breakfast
8:15 - 9:45 am General Session
9:45 - 10 am Break - View Posters
10 - 11 am General Session
11 - 11:15 am Break - View Posters
11:15 am - 12:15 pm Breakout Sessions
12:15 - 1:15 pm Lunch Provided
1:15 - 2:15 pm Breakout Sessions
2:15 - 2:30 pm Break - View Posters
2:30 - 3:30 pm Breakout Sessions
3:30 - 3:45 pm Break - View Posters
3:45 - 5:30 pm General Session
5:30 - 7 pm Networking
Reception

Wednesday, May 11

7 - 8:30 am Breakfast
9 - 10:30 am General Session
10:30 - 10:45 am Break - View Posters
10:45 am - 12 pm Plenary Sessions
12 - 1:30 pm Summit Awards
Ceremony - Lunch
Provided
1:30 - 2:30 pm Breakout Sessions
2:30 - 2:45 pm Break - View Posters
2:45 - 3:45 pm Breakout Sessions
3:45 - 4 pm Break - View Posters
4 - 5:30 pm General Session

Thursday, May 12

7 - 8:30 am Breakfast
9 - 10 am Breakout Sessions
10 - 10:15 am Break
10:15 - 12 pm Summit Wrap-Up

DON'T MISS THIS VALUABLE EDUCATIONAL OPPORTUNITY!

"You can call chewing tobacco by whatever name you want – smokeless tobacco, spit tobacco, chew, snuff, pinch or dip – but don't call it harmless."

Conference organizers, along with this year's sponsor, the Texas Department of State Health Services (DSHS), invite you to attend the 6th National Summit on Smokeless and Spit Tobacco. The Summit will be held in Austin, Texas, May 10-12, 2011. Begun in 2004, this conference was designed to bring together professionals and advocates working in the prevention and cessation fields of smokeless tobacco in the Western United States.

A strategic plan for reducing the already-high use rate in these Western states was developed at the first conference. Also emerging from the conference was a commitment to continue the gathering on an annual basis, and to expand the effort to garner national participation and support.

With the assistance of the Mayo Clinic, conference sponsors, beginning in 2006, the focus of this conference has been on the state of scientific research (and lack thereof) on smokeless tobacco use and its effects.

Today, the National Summit on Smokeless and Spit Tobacco has grown to more than 350 participants, including representatives from over 35 states, as well as the provinces of Canada and India. A portion of the conference will be devoted to issues concerning youth and those who work with youth. Participants will hear about the latest research in the field, while also learning about successful strategies that can be used in the effort to reduce and eliminate the harmful effects of smokeless and spit tobacco.

The Texas DSHS and conference organizers invite you to participate in this valuable education and networking opportunity. Register today!

Please note: Continuing Education contact hours will be awarded.

For additional information, call 877.451.8700

Conference Hotel

Radisson Hotel

**111 Cesar Chavez @ Congress Ave.
Austin, TX 78701
Phone: 512.478.9611
Code: 'NSSSTC'**



Cut-Off Date:

Reservations for the conference must be made on or before April 15, 2011.

Room Types and Rates:

You must tell the reservationist you are with NSSSTC in order to receive the special conference rate.

Room rates are subject to state and local taxes.

Parking is \$6/day

• Single/Double: \$85 • Triple: \$105 • Quad: \$125

WHO ATTENDS?

- Local, state and federal tobacco prevention and control administrators
- Tobacco program staff
- Public health educators and policy professionals
- Health care professionals and providers including physicians, nurses and clinic managers
- Tobacco treatment specialists
- Scientists
- Dentists, dental hygienists and dental assistants
- Higher education staff
- Students
- School and youth-serving agencies and youth advocates

CANCELLATIONS

All cancellations must be made in writing before April 22, 2011. A \$75.00 administrative fee will be assessed or deducted from the conference fees. Once cancellation correspondence has been received, participants will receive a cancellation notice. Swift Solutions (Conference Coordinator) reserves the right to retain or collect conference fees in full for those who fail to cancel prior to April 22, 2011, or for those who fail to attend.

REFUNDS

To receive a partial refund, a written request must be sent to Swift Solutions. A \$75.00 administrative fee will be assessed or deducted from the conference registration fee. No refunds will be given for those who did not attend or failed to cancel prior to April 22, 2011.

SUBSTITUTIONS

All substitutions for registrations must be in writing and emailed or faxed to the Swift Solutions before April 22, 2011.

DISABILITY ACCESS

Conference facilities and overnight accommodations are accessible to persons with disabilities. Please email caitlin@swift-solutions.org with any special requests.

Tuesday, May 10, 2011

Tuesday, May 10, 2011						
7:00 - 8:00 am	Breakfast					
8:15 - 9:45 am	Opening Ceremony / Welcoming Remarks Dr. Terry Pechacek, <i>Centers for Disease Control and Prevention</i>					
9:45 - 10:00 am	Break - View Posters					
10:00 - 11:00 am	Recognition for Interventions and Policy Dr. Greg Connolly, <i>Department of Society, Human Development, and Health</i>					
11:00 - 11:15 am	Break - View Posters					
	Youth Activism		Taxation		Surveillance	
11:15 am - 12:15 pm	Manipulicious: Wisconsin's OTP-Based Sustainability Campaign <i>American Lung Association of Wisconsin</i>		Smokeless Tobacco Taxes: Where States Have Been and Where They are Going Michael Tynan, <i>Centers for Disease Control and Prevention</i>		Tracking the Epidemic: Surveillance of Spit Tobacco Use Dr. Scott Tomar, <i>University of Florida College of Dentistry</i> AND Surveillance and New Smokeless Tobacco Products in the U.S.: Who are Being Targeted and Who Are Using Snus and Dissolvable Tobacco? Dr. Ralph Caraballo, <i>Centers for Disease Control and Prevention</i>	
12:15 - 1:15 pm	Lunch					
	Research	Promotion/ Marketing	New Products	Dual Use	Policy	Youth Focus
1:15 - 2:15 pm	Smokeless Tobacco Uptake and Use Increases Among Youth in Indiana Katelin Ryan, <i>Indiana Tobacco Prevention and Cessation</i> AND Address Smokeless Tobacco Use in West Texas Using the Strategic Prevention Framework Gail Sneden, <i>University of Texas at Austin</i> Barry Sharp, <i>Department of State Health Services</i> Dr. Gary Frye, and Enrique Saldana <i>Lubbock-Cooper ISD</i>	Beyond the Brotherhood: Smokeless Marketing Strategies to Recruit New Users Jessica Veffler, <i>UCSF- Center for Tobacco Control</i> AND Smokeless Tobacco Magazine Advertising: A Content Analysis Olivia Wackowski, <i>University of Medicine & Dentistry of NJ - School of Public Health</i>	Thank You For Dipping: The Tobacco Industry's Effort To Keep Its Customers Mark Hicks and Niki Sue Mueller <i>Wyoming Through With Chew</i>	Dual Use of Tobacco in Minnesota Dr. Raymond Boyle, <i>ClearWay Minnesota</i> AND Does Use of Smokeless Tobacco Among Adolescent Cigarette Smokers Predict Cigarette Use in the Future? Dr. Michelle O'Hegarty, <i>Centers for Disease Control and Prevention</i>	From Smoke-Free to Tobacco-Free: Policies of Inclusion D'Andra Bradford, <i>Louisiana Tobacco Control Program</i> AND California's Experience: Smokeless Tobacco in the Past, Present, and Future Linda Campbell, <i>California Tobacco Control Program</i>	Activism Event Planning and Preparation
2:15 - 2:30 pm	Break - View Posters					Youth Activism Survey
	Research	Promotion/ Marketing	Youth	Dual Use	Policy	Youth Focus
2:30 - 3:30 pm	Brief Oral Health Screening Increase Tobacco Cessation Dr. David Zanis, <i>Temple University</i> AND Improving the Healthcare System Approach to Tobacco Cessation Through a Systems Change Model Delivered through Electronic Health Records Dr. Shelley Karn, <i>University of Texas at Austin</i>	Selling Camel Snus: A Review of the Dynamic Marketing Behind a New Smokeless Tobacco Product Dr. Jane Lewis, <i>University of Medicine & Dentistry of NJ - School of Public Health</i> AND New Smokeless Tobacco? A Comparison of Current Electronic Cigarette Web-based and Smokeless Tobacco Marketing Dr. Rachel Grana, <i>UCSF- Center for Tobacco Control</i>	Getting Smokeless Tobacco out of Parks: Tobacco-Free Policies for Park Systems Brittany McFadden and Derek Larsen <i>Association for Nonsmokers - Minnesota</i>	Rural Communities Should Not Stay Stuck In The Mud Mary Buchanan, <i>Washakie County Tobacco Prevention</i> and Connie Zierke, <i>Park County Tobacco Prevention</i>	Tobacco Free Campus Policies: Is Going Smoke Free Enough? Clare Lemke, <i>Montana Tobacco Use Prevention Program</i>	YOUTH ONLY: Working with Adults
3:30 - 3:45 pm	Break - View Posters					Youth Activism Survey
3:45 - 5:30 pm	Youth Presentation - Top 10 List AND From Bandits to "Break Free:" The Evolution of Smokeless Tobacco Marketing Dr. Pamela Ling, <i>UCSF- Center for Tobacco Control</i>					
5:30 - 7:00 pm	Networking Reception					Youth Activism Survey

REGISTER TODAY AT:
www.SmokelessTobaccoSummit.com

Tuesday, May 10, 2011

8:15 AM – KEYNOTE

Opening Keynote

Terry F. Pechacek, Ph.D.,

Associate Director for Science,

Office on Smoking and Health

Centers for Disease Control and Prevention

As the Associate Director for Science for the Office on Smoking and Health (OSH), Terry F. Pechacek, Ph.D. is responsible for monitoring all scientific work within the office including the preparation of Surgeon General Reports on the health consequences of tobacco use.

Dr. Pechacek has been involved in tobacco prevention and control research and public health activities since the 1970's. He is the author of more than 100 scientific publications and regularly provides expert testimony across the U.S on the efficacy of public health strategies to prevent smoking and tobacco-related diseases. In 2006, Dr. Pechacek was awarded the Surgeon General's Medallion in recognition of his work to support the Office of the Surgeon General in communicating the risk of tobacco use.

10 AM – GENERAL SESSION

Interventions to Curb Smokeless Tobacco in the 21st Century

Gregory N. Connolly,

Professor of the Practice of Public Health,

Department of Society, Human Development,

and Health Harvard School of Medicine

The smokeless tobacco market place has dramatically changed over the last decade with its acquisitions by the cigarette industry. So too has policies and policy debates about smokeless tobacco serving as a harm reduction or harm creation agent for the 21st century. Early indications of the impact of these dramatic changes point to a sharp increase in adolescent use with the majority of smokeless users also smoking.

This presentation will examine industry marketing of smokeless tobacco, in particular, snus and dissolvable products and the public health benefit or concerns that emerge. Current policy interventions will be reviewed and compared to those required by cigarettes including FDA policies and new strategies for the 21st century to assure that smokeless tobacco is "child proof" by 2020 and use ends in our life time.

11:15 AM – PLENARIES

OPTION 1: YOUTH ACTIVISM TRACK

Manipulicious: Wisconsin's

OTP-Based Sustainability Campaign

American Lung Association of Wisconsin

Wisconsin has had a lot to celebrate over the past two years. First, the state cigarette tax was increased by 75 cents to \$2.52 in late 2009. Second, a comprehensive statewide smoking ban was implemented on July 5, 2010. However, with the same swoop of the pen, Wisconsin experienced a 55 percent decrease in Tobacco Prevention and Control Program (TPCP) funding, in part, due to the false notion that the battle was won against Big Tobacco in the state. Clearly, the state needed to introduce the New Tobacco Products! This session will focus on Wisconsin's unique opportunity to highlight new tobacco products and tax inequities in order to maintain (or increase) program funding in a conservative landscape. Unique communication methods such as guerilla marketing tactics, social media campaigns, and rough edit videos utilized by youth and adult advocates during the campaign will also be discussed.

OPTION 2: TAXATION TRACK

Smokeless Tobacco Taxes:

Where States Have Been and

Where They are Going

Michael Tynan, Centers for Disease Control and Prevention

In addition to providing a background on the overall evidence base for, and impact of, tobacco price increases, this presentation will discuss how states have traditionally enacted smokeless excise taxes, and will examine the rate and manner in which taxes have typically been imposed. In addition to providing a comparison between traditional pricing strategies for cigarettes and smokeless products, the presentation will also discuss promising practices that have been identified for smokeless price increases moving forward, including potentials for both tax and non-tax strategies.

OPTION 3: SURVEILLANCE TRACK

Tracking the Epidemic:

Surveillance of Spit Tobacco Use

Scott Tomar, DMD, DrPH,

University of Florida College of Dentistry

Effective public health practice requires ongoing assessment of potential threats to the health of populations. The magnitude and trends of spit tobacco use at the national, state, and local levels have been monitored by using a variety of approaches to surveillance. This presentation discusses the relative strengths and weaknesses of those approaches and current gaps in

surveillance of spit tobacco use. It will also discuss recent trends in spit tobacco use and offer suggestions for strengthening our ability to monitor it.

AND

Surveillance and New Smokeless Tobacco Products in the U.S.: Who Are Being Targeted and Who Are Using Snus and Dissolvable Tobacco?

Author: Annette McClave, CDC

Presented by: Dr. Ralph Caraballo,

Centers for Disease Control and Prevention

Dr. Caraballo will wrap up the session by discussing how the attention of the tobacco industry toward smokeless tobacco has increased since 2009 and a number of new smokeless tobacco products, including snus and dissolvable tobacco products have been introduced purportedly as a result. Industry document research has proven that some of these products, such as snus, target cigarette smokers; however, there is little national research showing the awareness and use of these new smokeless products. This session will provide attendees with an understanding of awareness and usage of snus and dissolvable tobacco products nationwide, based on results from the 2010 ConsumerStyles survey, a mail-in survey of adults 18 years and older.

1:15 PM – BREAKOUTS

OPTION 1: RESEARCH TRACK

Smokeless Tobacco Uptake and Use Increases among Youth in Indiana

Katelin Ryan, Research Director,

Indiana Tobacco Prevention and Cessation

Smokeless/spitless products have been aggressively marketed in Central Indiana, and Indianapolis was a test market for Camel and Marlboro Snus, and Camel Dissolvable Tobacco. With the intensive marketing campaigns, trial and current use of smokeless tobacco, including flavored products, use among youth is a concern.

In this presentation dual usage of tobacco products by youth (IYTS data) will be explored. Preliminary 2010 IYTS data on Snus use and dissolvable tobacco experimentation will be available in the spring 2011 and will be incorporated into the presentation.

AND

Address Smokeless Tobacco Use in West Texas Using the Strategic Prevention Framework

Gail Sneden, MA, University of Texas

Barry Sharp, MSHP, CHES,

Department of State Health Services

Gary Frye, Ed.D., GPC, Lubbock-Cooper ISD

Enrique Saldana, MS, Lubbock-Cooper ISD

Six Texas community coalitions have been funded since 2008 to conduct comprehensive tobacco prevention and control programs to reduce tobacco use among youth - including smokeless tobacco. What do we know about smokeless tobacco use in the community? What has been done to impact its use over the past few years? How have youth responded to these programs? What barriers has the community encountered while trying to impact smokeless tobacco use?

A panel of state and community-based program staff will describe the problem and impact of local smokeless tobacco use in a West Texas community site. They will use a case study approach to define the way community coalition members addressed the problem using the Substance Abuse and Mental Health Administration's Strategic Prevention Framework and data-based logic models.

This was one of the first, large-scale uses of the Strategic Prevention Framework to implement a best practices model defined by the Centers for Disease Control and Prevention. Key outcomes, insights and lessons learned from focus groups with youth and youth organizations will be discussed.

OPTION 2: PROMOTIONAL MARKETING TRACK

Beyond the Brotherhood: Smokeless Marketing Strategies to Recruit New Users

Jessica Veffer, MA

UCSF- Center for Tobacco Control, Research and Education

Consistent recruitment of new users is essential to the smokeless tobacco business. This study aimed to describe the groups of "new" users or "starters" that tobacco companies targeted to expand the smokeless tobacco user base, the challenges they faced in recruiting new users, and the success of the strategies they used to target new and younger user groups.

The presenter will list three "new" user groups tobacco companies wished to entice to use more smokeless products. The session will also describe two of the main challenges smokeless tobacco companies needed to overcome to recruit new users and three strategies they used to address these challenges and increase the appeal of smokeless tobacco to new users.

AND

Smokeless Tobacco Magazine Advertising:

A Content Analysis

Olivia A. Wackowski, MPH

*University of Medicine & Dentistry of NJ -
School of Public Health*

Although sales of cigarettes have dropped in the past few years, those for smokeless tobacco products (SLT) are on the rise, as are the number of these products currently available. Advertising and promotion for smokeless tobacco products too have increased, with a record high of \$354 million in spending in 2006, according to the Federal Trade Commission.

The speaker will describe the different types of imagery and associations (e.g., with hunting, “blue collar” work) and selling messages (e.g. taste, heritage, value) used by brand and over time, including messages that may appeal to smokers (e.g. cheaper than cigarettes, can be used where cannot smoke). The frequency with which ads highlighted various product styles, such flavored blends and pouch styles, will be reported. In addition, changes in advertising strategies based on current market forces will be discussed.

OPTION 3: NEW PRODUCTS TRACK

Thank You For Dipping: The Tobacco Industry’s Effort To Keep Its Customers

*Mark Hicks, Project Coordinator and
Niki Sue Mueller, Program Director,
Wyoming Through With Chew*

Attendees new to tobacco prevention will learn about cigarette makers such as RJ Reynolds and Philip Morris, who have entered the smokeless tobacco market and what products they are creating to entice smokers to switch to chewing. New products and “flavors” produced by the tobacco industry will be discussed, such as snus, sticks, strips, orbs and even the e-cigarette. These products will be discussed in detail with pictures and samples included (if possible). Attendees will also learn about the current direction of the industry, and what strategies they are employing to market their new products.

OPTION 4: DUAL USE TRACK

Dual Use of Tobacco in Minnesota

*Raymond Boyle, Ph.D.
ClearWay Minnesota*

The tobacco industry has responded to regulation and changing social norms by introducing new products, positioning these products as alternatives to smoking, and consolidating smoking and smokeless tobacco companies. In this presentation, the speaker will address dual use of cigarettes and smokeless tobacco (ST) as a marketing strategy by the tobacco industry. The speaker will include surveillance information from two sources: (1) marketing

information from the digital image online surveillance system that is available at www.trinketsandtrash.org, and (2) the Minnesota Adult Tobacco Survey (MATS). In addition, attendees will examine the changes in ST use in Minnesota across demographics including age, gender, and education, and will consider the perception of harmfulness of ST products. The speaker will present images of the changing marketing approaches for the new generation of ST products, and argue for the support of continuing surveillance to better understand the evolution of the tobacco industry.

AND

Does Use of Smokeless Tobacco Among Adolescent Cigarette Smokers Predict Cigarette Use in the Future?

Dr. Michelle O’Hegarty,

Centers for Disease Control and Prevention

This session will examine whether current use of smokeless tobacco in addition to current use of cigarettes is related to continuing smoking one year later among adolescents. Data for this study came from Waves I and II of the National Longitudinal Study of Adolescent Health, using information from 3,284 current smokers grades 7-11, (169 grade 12 students were interviewed at Wave II). There is one year between Wave I and Wave II. Multivariate models were used to assess whether use of smokeless tobacco at Wave I was associated with continuation of cigarette smoking at Wave II, controlling for possible confounders. Results and conclusions will be discussed.

OPTION 5: POLICY TRACK

From Smoke-Free to Tobacco-Free: Policies of Inclusion

D’Andra Bradford,

Louisiana Tobacco Control Program

A total of 35 states as well as the District of Columbia have some sort of Smoke-Free Air law in place. While Smoke-Free Air has been a major policy victory as well as a win for public health in Louisiana, it is not fully comprehensive in terms of general tobacco prevention and control. Because of this, Big Tobacco has become more creative in regards to the products they’ve developed. New and emerging smokeless tobacco products are the next big threat to youth. This session will give an overview of the 100 percent Tobacco-Free Schools Initiative and how it protects youth by further limiting their exposure to tobacco. It will also highlight Louisiana’s success with promoting Tobacco-Free Schools and the process in which this success has been made with a special focus on how to identify and develop key partnerships to assist with the initiative.

AND

California's Experience: Smokeless Tobacco in the Past, Present, and Future

Linda Campbell, MPH

California Tobacco Control Program

Based on California's experience implementing successful efforts to counter the tobacco industry's tactics of sponsoring and sampling at community events across the State, this presentation will highlight the work and success of one specific program funded by the California Tobacco Control Program, the Buck Tobacco Sponsorship Project. The presentation will also examine the prevalence of smokeless tobacco use over the last 20 years in California, discuss efforts to track and monitor tobacco industry expenditures, address the impact of the FDA legislation on sampling, and lastly, discuss expected trends in smokeless tobacco use and the direction of future work in local communities across the state.

2:30 PM – BREAKOUTS

OPTION 1: RESEARCH TRACK

Brief Oral Health Screening Increase Tobacco Cessation

David Zanis, Ph.D., Temple University

SBIRT (Screening, Brief Intervention and Referral to Treatment) is an important public health approach to identify individuals who need treatment services, however there is limited information on SBIRT with smokeless tobacco users (STU). The speaker recruited 192 non-treatment seeking smokeless tobacco users from community settings and applied SBIRT and an oral health risk assessment. This session will cover the findings and statistics from this assessment.

AND

Improving the Healthcare System Approach to Tobacco Cessation through a Systems Change Model Delivered through Electronic Health Records

Shelley Karn, Ph.D., University of Texas at Austin

Whitney Lang, BS, University of Texas at Austin

Alexandra Loukas, Ph.D., University of Texas at Austin

Trina Robertson, MA, Tobacco Control Workgroup

Milena Batanova, MS, University of Texas at Austin

Gail Sneden, MA, University of Texas at Austin

Systemic change within a hospital system is imperative to creating sustainable change in the field of tobacco cessation and control. Specifically, systems with electronic health records (EHR) lie at the core of emerging health information technology infrastructure. The University of Texas Research and Evaluation Team has convened a consortium of academics, cessation specialists, health care systems officials, local community members, subject matter experts and public health staff to develop a Tobacco

Cessation Change (TCC) model. Using this model, health care institutions provide primary care with tailored brief intervention protocols following the U.S. Public Health Services guidelines for treating tobacco dependence. This presentation will discuss the benefits of recording each patient's tobacco status in conjunction with referring a patient to appropriate cessation assistance, such as Quitline, through a simple process developed specifically for healthcare systems.

OPTION 2: PROMOTIONAL MARKETING TRACK

Selling Camel Snus: A Review of the Dynamic Marketing Behind a New Smokeless Tobacco Product

M. Jane Lewis, DrPH

University of Medicine & Dentistry

of NJ - School of Public Health

In the summer of 2006, Camel introduced its first smokeless tobacco product, Camel Snus, into two test market cities - Portland, Oregon and Austin, Texas. By 2009, the product was launched nationally accompanied with an aggressive marketing campaign. In the short time of its availability, marketing for Camel Snus has been both persistent and dynamic. This presentation will draw from archives of the brand's website since its inception and approximately 100 magazine ads and direct mailings to present a chronological overview and analysis of the variety of looks, messages and strategies used to market Camel Snus through 2010. Camel Snus marketing materials will be obtained from Trinkets and Trash, a surveillance system and archive of tobacco promotional materials. The presentation will demonstrate the brand's uses of targeted marketing including the use of unique ads tailored to particular magazines, and targeted messages and mailings sent to smokers. In addition, the brand's use of magazine advertisements which lack information about the actual product will also be discussed. Surveillance of this new product is warranted given its aggressive marketing, familiar brand name, and potential appeal among a new audience of smokers and young people.

AND

New Smokeless Tobacco? A Comparison of Current Electronic Cigarette Web-Based Marketing and Smokeless Tobacco Marketing

Rachel Grana, Ph.D., UCSF

Since 2007, electronic cigarettes (also known as e-cigarettes) have been sold in the United States and their use has become more widespread. However, little is known about these products and no published studies investigate their marketing. A study examines the main marketing messages and strategies to sell electronic cigarettes and compares them to smokeless tobacco marketing messages and strategies.

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This session will describe the characteristics of an electronic cigarette, as well as identify four marketing strategies and/or messages used to advertise electronic cigarettes. Also addressed will be the similarities and differences in the marketing strategies and messages used to advertise electronic cigarettes and smokeless tobacco.

OPTION 3: YOUTH TRACK

Getting Smokeless Tobacco out of Parks:

Tobacco-Free Policies for Park Systems

*Brittany McFadden and Derek Larsen,
Association for Nonsmokers - Minnesota*

Over 120 Minnesota communities have adopted tobacco-free policies for their park and recreation areas. These policies cover all tobacco products, including smokeless tobacco, as a way to reduce the connection between smokeless tobacco and sports. The Centers for Disease Control recommends the adoption of tobacco-free policies as part of a comprehensive youth tobacco prevention strategy. Creating tobacco-free park and recreational areas changes community norms, eliminates exposure to secondhand smoke, and provides opportunities for adults to be positive role models. Attendees will receive and walk through Tobacco-Free Youth Recreation's youth park policy advocacy training guide, which is based on best practices and direct experience in Minnesota, and will hear lessons learned from local Minnesota policy initiatives, including the city of Minneapolis.

OPTION 4: DUAL USE TRACK

Rural Communities Should Not

Stay Stuck In The Mud

*Mary Buchanan, Program Manager,
Washakie County Tobacco Prevention
Connie Zierke, Program Manager,
Park County Tobacco Prevention*

This session will describe how small communities are set in their traditional values and tend to get "Stuck in the Mud," with tobacco use issues. The generational use has been known as a "right of passage" that has been seen as personal right, media campaigns that address these issues, and ways to approach local/community businesses on how tobacco free policy will benefit their businesses without loss of revenue will also be discussed. The speakers will share their ventures as a pilot program in the state of Wyoming with four counties working to form a regional coalition. This coalition will be comprised of community members that will be able to educate decision makers.

OPTION 5: POLICY TRACK

Tobacco Free Campus Policies:

Is Going Smoke Free Enough?

Clare Lemke, RN

Montana Tobacco Use Prevention Program

This session will explore the benefits of creating a policy to make your campus free of smoke and smokeless tobacco. Issues and challenges of prohibiting the use of all forms of tobacco will be examined as they pertain to medical facilities, mental health programs, university settings, local schools, and businesses. Key components of a plan to develop and successfully implement a smoke-free and tobacco-free campus policy will be discussed.

3:45 PM – GENERAL SESSION

Youth Presentation: Top 10 List

Attending youth will spend the day planning their Activism Event. During this 30-minute presentation, the youth participants will take a break from their planning and give their Top 10 List on what adults need to know about working with youth.

AND

From Bandits to "Break Free:"

The Evolution of Smokeless Tobacco Marketing

Pamela Ling, MD, MPH

University of California San Francisco

This session will briefly cover a financial analysis that highlights the products and areas of smokeless tobacco use felt to be the most profitable. The speaker will also discuss the evolution of pouch products, looking at the evolution of marketing messages and the internal reasons for crafting these messages as such. Addressing focus group results showing the consumer perception side of all this - what messages are getting through to smokers, what's NOT getting through, and what their experience with trying new smokeless products has been, will be covered.

5:30 PM

Networking Reception

At the end of a day of learning, relax by attending the Networking Reception. Mingle with fellow Summit attendees while enjoying hors d'oeuvres and drinks.



Wednesday, May 11, 2011

Wednesday, May 11, 2011

7:00 - 8:30 am	Breakfast					
9:00 - 10:30 am	Snus: The Fears and the Facts Dr. Lois Biener, <i>Center for Survey Research, University of Mass., Boston</i> New Products, New Challenges: Where is the Research? Dr. Herb Severson, <i>Oregon Research Institute</i>					
10:30 - 10:45 am	Break - View Posters					
10:45 - 12:00 pm	Innovations in Smokeless Tobacco Cessation Dr. Herb Severson, <i>Oregon Research Institute</i>			Test Markets Katelin Ryan, <i>Indiana Tobacco Prevention and Cessation</i> and Betty Boenisch, <i>Department of State Health Services</i>		
12:00 - 1:30 pm	Summit Awards Ceremony					
	Research	Youth	New Products	Native American	Policy	Youth Focus
1:30 - 2:30 pm	Surveillance Networks for Tracking New Tobacco Products Dr. Mark Parascandola, <i>National Cancer Institute</i> Dr. Jane Lewis, <i>University of Medicine & Dentistry of NJ - School of Public Health</i> and Dr. Lois Biener, <i>Center for Survey Research, University of Mass., Boston</i>	College Awareness and Perceptions of New Smokeless Tobacco Products and Marketing Jessica Richardson Pockey, <i>Wake Forest University School of Medicine</i> AND Youth Smokeless Tobacco Use: It's Not Only Being Used by Adults Kyle Pfister, <i>University of Wisconsin-Madison</i>	Predictors and Beliefs Associated with Using Camel Snus in a Young Adult Test Market Dr. Cindy Tworek, <i>West Virginia University</i> AND Snus Perceptions: A Qualitative Study Among Smokers Sareh Bahreinifar, <i>UCSF- Center for Tobacco Control</i>	Tobacco = Ceremonial Not Commercial Jerry Lang, <i>Two Elders & Lower Muskogee Creek Tribe</i>	The Regulation of Non-Cigarette Tobacco Products: Gaps and Opportunities Mike Freiberg, <i>Public Health Law Center</i> AND Improving Smokeless Tobacco Taxes Ann Boonn, <i>Campaign for Tobacco-Free Kids</i>	Activism Event Planning and Preparation Continued
2:30 - 2:45 pm	Break - View Posters					
	Research	Youth	New Products	Policy	Youth Focus	
2:45 - 3:45 pm	Examining Market Trends in Smokeless Tobacco Use: 2006-2009 Dr. Cristine Delveo, <i>University of Medicine & Dentistry of NJ - School of Public Health</i> AND Dual and Poly-tobacco Use of Snus, Spit Tobacco, and Hookah Among Young Adults in Bars Dr. Pamela Ling, <i>UCSF- Center for Tobacco Control</i>	The Story of Sean Marsee: Told Firsthand Jason Marsee	Use of Smokeless Tobacco in Smoke-free Places: How are Cigarette Smokers Sustaining Addiction? Dr. Michelle O'Hegarty, <i>Centers for Disease Control and Prevention</i>	Regulating Smokeless Tobacco: The FDA and Beyond Victoria Almquist, <i>Campaign for Tobacco-Free Kids</i>	Youth Activism Event	
3:45 - 4:00 pm	Break - View Posters					
4:00 - 5:30 pm	Priority Populations: American Indians Jerry Lang, <i>Two Elders & Lower Muskogee Creek Tribe</i> and Caroline Renner, <i>Alaska Native Tribal Health Consortium Clinical and Research Services</i>					

9 AM - GENERAL SESSION

Snus: The Fears and the Facts

Lois Biener, Ph.D.

Center for Survey Research, University of Mass., Boston

Since their introduction in 2006, new low nitrosamine smokeless tobacco products have moved from test markets to national sales throughout the U.S. This session will review the controversy that has accompanied the appearance of the new products and will review population based data bearing on how the products may impact public health.

AND

New Products, New Challenges: Where is the Research?

Herb Severson, Ph.D.

Oregon Research Institute

With the proliferation of new oral tobacco products being introduced, there are new challenges to keep up with the science and research on how these products are being marketed and used. This presentation will review what is known about the research on these products. The presentation will also include information on research on the use of these products for "harm reduction." An overview of new research studies will help set the context for some of the current challenges and what the future might hold in this area.

Wednesday, May 11, 2011

10:45 AM - PLENARIES

OPTION 1: CESSATION TRACK

Innovations in Smokeless Tobacco Cessation

Herb Severson, Ph.D.

Oregon Research Institute

The session will review the new and innovative ways to help smokeless tobacco users quit. The presentation will include a review of new research in cessation and compare the success of the different approaches. A review will include behavioral and pharmacological therapies, as well as innovations in web based programs.

OPTION 2: TEST MARKET TRACK

The Test Market Experience:

Tabaka, Snus, and Dissolvables

Katelin Ryan, Research Director,

Indiana Tobacco Prevention and Cessation

Betty Boenisch, Department of State Health Services

Katelin Ryan, from Indiana Tobacco Prevention and Cessation, and Betty Boenisch from the Texas Department of State Health Services, will discuss the effects of being in test market cities, Indianapolis and Dallas respectively.

1:30 PM - BREAKOUTS

OPTION 1: RESEARCH TRACK

Surveillance Networks for

Tracking New Tobacco Products

Mark Parascandola, Ph.D.,

National Cancer Institute

*Lois Biener, Ph.D., Center for Survey Research,
University of Mass Boston*

*M. Jane Lewis, DrPH, University of Medicine &
Dentistry of NJ - School of Public Health*

Presenters in this session will describe the work of three innovative initiatives currently engaged in tracking emerging smokeless tobacco products, including related marketing practices. The aim of the session is to introduce attendees to the activities and resources available through these networks and to increase participation and collaboration around tracking new tobacco products.

Dr. Mark Parascandola will begin by discussing how the Tobacco Harm Reduction Network aims to maintain an independent scientific group to provide expertise and advice on tobacco harm reduction, to coordinate the development of a data depository and mechanisms for data sharing, and provide guidance on assessing the

impact of products and methods which may reduce exposure and harm from tobacco use. The presentation will also include a demonstration of the network's interactive wiki-site, which provides a portal for sharing information and data.

Dr. Lois Biener will follow by sharing why the Tobacco Surveillance, Epidemiology and Evaluation Network was created. Specific aims of the network include developing and evaluating survey measures of exposure to information about low-nitrosamine tobacco products, conducting surveillance around marketing of Marlboro snus, and developing a protocol for monitoring internet and direct mail marketing of new tobacco products. The presentation will also include a demonstration of the network's interactive website.

Dr. Jane Lewis will wrap the session up with Trinkets and Trash (T&T). T&T acts as a surveillance system that monitors, collects, and documents tobacco products and tobacco industry marketing materials, such as magazine ads, direct mail, email and tobacco brand websites. The presentation will provide an overview of the materials tracked through T&T (both online and offline), a demonstration of the searchable website, and examples of the Surveillance Update resource for professionals.

OPTION 2: YOUTH TRACK

College Student's Awareness and Perceptions of New Smokeless Tobacco Products and Marketing

Jessica Richardson Pockey, Research Associate

Wake Forest University School of Medicine

*Co-Authors: Erin Sutfin, Beth Reboussin, Eun-Young Song,
Kim Wagoner, John Spangler, and Mark Wolfson*

While the overall prevalence of smokeless tobacco (ST) use is relatively low in the U.S., young adults, aged 18-25, have the highest prevalence of use of any adult age group. There have been many recent reports of ST companies intentionally marketing ST products to college students, who are in the youngest age group to which the companies can legally market. There has been a proliferation of new products, including snus and dissolvables, which are being marketed as ways for smokers to get nicotine in places where smoking is not permitted, a condition that is increasingly the norm on college campuses. The goal of this breakout session is to present data on college students' self-reported exposure to ST marketing as well as awareness and perceptions of new ST products. For each ST product category (chew, dip/snuff, snus, dissolvables), we will report frequencies and correlates of awareness,

appeal, and risk perceptions of ST products, exposure to ST advertisements, and receipt of ST promotional merchandise, coupons and free samples. Implications of new ST products and their marketing will be discussed.

AND

Youth Smokeless Tobacco Use: It's Not Only Being Used by Adults

*Kyle Pfister, Outreach Specialist
University of Wisconsin-Madison*

What are the characteristics among youth who are using smokeless tobacco, and how can we prevent them from starting? Using data from the Wisconsin 2008-2010, Wisconsin Middle and High School Youth Tobacco Survey, this presentation will examine youth characteristics of smokeless tobacco use (age, gender, race, ethnicity, smoking prevalence), as well as family-related characteristics (income, smokeless use at home, how they obtain smokeless tobacco products).

By understanding the characteristics of youth who use smokeless tobacco products, and who is a risk for use, we can design and promote educational programs to reduce the use of smokeless tobacco use among youth.

OPTION 3: NEW PRODUCTS TRACK Predictors and Beliefs Associated with Using Camel Snus in a Young Adult Test Market

*Cindy Tworek, Ph.D.
West Virginia University*

Camel Snus is a smokeless, spitless tobacco product test-marketed in 2007 in West Virginia, before its national U.S. release in 2009. West Virginia is an ideal test-market for new tobacco products, with high rates of smoking and smokeless tobacco and highest use among young adults. Knowledge, attitudes, beliefs, and utilization of Camel Snus were assessed among a young adult college population. In 2008, from March-April, 662 surveys were completed using adult college students, at least 18 years old, on three campus sites in Morgantown, WV. Findings from these surveys will be discussed in this session. Beliefs related to addictiveness, harm, and convenience of nicotine delivery will also be covered.

AND

Snus Perceptions:

A Qualitative Study Among Smokers

*Sareh Bahreinifar, Research Specialist
Center for Tobacco Control Research & Education,
University of California, San Francisco*

Since 2006, the leading U.S. cigarette companies have been investing in promotion and advertisement of new "Snus" products marketed as line extensions of the popular Marlboro and Camel cigarette brands. These promotional efforts include direct mail marketing to smokers on cigarette company mailing lists, a channel of communication that is largely kept out of sight of the public health community. No studies have examined the reaction to this direct mail advertising and smokers' perceptions of the new Snus products.

Addressed will be the unappealing aspects of snus identified in this study. This may be useful for tobacco control advocates to develop counter-marketing messages to discourage and prevent the use of Snus products by new users and smokers who might have otherwise quit. Also, the attractive features of electronic cigarettes and its appeal to smokers will be discussed.

OPTION 4: NATIVE AMERICAN TRACK

Tobacco = Ceremonial Not Commercial

*Jerry Lang, Senior Health Officer
Two Elders & Lower Muskogee Creek Tribe*

This presentation is led by American Indian leader, Jerry Lang. The session will begin with a short prayer, and then cover the legend and summary of previously completed anti-commercial tobacco projects in Florida and Georgia aimed at preventing American Indian youth from starting tobacco use. The presenter will show a 13-minute commercially filmed DVD, and have a question and answer section.

OPTION 5: POLICY TRACK

The Regulation of Non-Cigarette

Tobacco Products: Gaps and Opportunities

Mike Freiberg, Attorney, Public Health Law Center
Under a grant funded by ClearWay Minnesota and in partnership with nationally recognized experts in tobacco product regulation, the Public Health Law Center is researching how local, state, and federal laws apply, or fail to apply, to non-cigarette tobacco products, and how the new federal tobacco legislation limits the authority of state and local governments to regulate these products. In this session, we will describe characteristics of the products which lead to them being ineffectively regulated by a patchwork of local, state, and federal laws. The presentation will include examples of laws throughout the

country that inadequately address other tobacco products (OTPs), examples of laws that do effectively regulate the products, and policy recommendations to better address these products.

AND

Improving Smokeless Tobacco Taxes

Ann Boonn, Research Manager

Campaign for Tobacco-Free Kids

Smokeless tobacco sales have increased as cigarette sales have fallen over the past few years. One of the main causes is the price discrepancy between the tobacco products. Price increases remain one of the most effective ways to reduce tobacco use. While most states look to increasing cigarette taxes, smokeless tobacco taxes are often left behind, leaving money on the table and increasing the accessibility and appeal of the products to price-sensitive youth. In addition to increasing their smokeless tax rates, states should consider other fixes to make the most impact. This session will walk attendees through the steps to improve smokeless tobacco taxes at the state (and, if applicable, local) level.

2:45 PM – BREAKOUTS

OPTION 1: RESEARCH TRACK

Examining Market Trends in

Smokeless Tobacco Use: 2006-2009

Cristine Delnevo, Ph.D., MPH

*University of Medicine & Dentistry of NJ -
School of Public Health*

Consumption of smokeless tobacco (ST) is on the rise but its growth is not necessarily evenly distributed across brands and different product styles. Examining market trends of smokeless tobacco products is critical to helping us better understand and describe the use of these products. This study, which the session will address in detail, aims to describe recent trends in consumption of smokeless tobacco products by analyzing product specific sales data.

AND

Dual and Poly-tobacco Use of Snus, Spit Tobacco, and Hookah Among Young Adults in Bars

Pamela Ling, MD, MPH

University of California San Francisco

Young adults are more likely than older adults to attend bars and night clubs, and bar and club attendance is associated with cigarette use. However, little is known

about the use of other tobacco products such as snus, spit tobacco, and hookah in this high-risk group. The purpose of this study was to describe other tobacco product (OTP) use among young adult bar-goers, the characteristics of those who try them, and the relationship between use of different types of other tobacco products in this population.

This session will discuss the high rates of snus, spit tobacco and hookah use in the young adult bar population; compare the rates of OTP use, smoking, and binge drinking among snus users, spit tobacco users, and hookah users; and describe the role of anti-secondhand smoke attitudes as a protective factor against OTP use in the young adult bar population.

OPTION 2: YOUTH TRACK

The Story of Sean Marsee: Told Firsthand

Jason Marsee

This presentation begins with the dangers of tobacco use with an emphasis on smokeless tobacco, and continues with the personal story of Sean Marsee described by his youngest brother, Jason, and his losing battle with oral cancer. Also discussed will be his story of his family's fight against the tobacco industry and the effect his death and the subsequent lawsuit had on his family.

OPTION 3: NEW PRODUCTS TRACK

Use of Smokeless Tobacco in Smoke-free Places: How are Cigarette Smokers Sustaining Addiction?

Author: Annette McClave, CDC

Presented by: Dr. Michelle O'Hegarty,

Centers for Disease Control and Prevention

Policies which prohibit the use of cigarettes in public places are effective interventions for reducing cigarette smoking. Smoke-free policies encourage quit attempts and make cigarette smoking less socially acceptable. Rather than initiating a quit attempt, some smokers may use smokeless tobacco or nicotine replacement products as a way of maintaining their nicotine addiction in smoke-free places. However, there is currently no data which identifies what percentage of smokers engage in this behavior. This session will detail in-depth findings on what products are most commonly used in smoke-free places, who these users are, and what implications this may have for public health and tobacco control.

Wednesday, May 11, 2011

OPTION 4: POLICY TRACK

Regulating Smokeless Tobacco: The FDA and Beyond *Victoria Almquist, Director of Outreach Campaign for Tobacco-Free Kids*

This session will review the ways in which the U.S. Food and Drug Administration (FDA) can regulate smokeless tobacco products and their marketing. There will be a review of what FDA already has the authority to do, what regulations have already gone into effect, and what is still to come, both in terms of what is mandated by the law and what the FDA can exercise authority to do beyond its mandate. The session will also address what states and localities can do to encourage the FDA to broaden its authority over smokeless tobacco and to take advantage of the additional ways, outside of what FDA does, that they can address smokeless tobacco at the state and local levels.

4:00 PM – GENERAL SESSION

Priority Populations: American Indians

Presenter Jerry Lang, an American Indian leader, will begin the session with a prayer. He will also give a summary of the dangers of smokeless tobacco, as well as some medical points of view, and the American Indian Cultural position. The presenter will discuss actions being taken in the South for tobacco prevention.

Presenter Caroline Renner will follow with information on how the Alaska Native Tribal Health Consortium, a non-profit, is preventing tobacco use in the North.

Thursday, May 12, 2011

Thursday, May 12, 2011						
7:00 - 8:30 am	Breakfast					
	Promotion/ Marketing	Youth	Prevention	Native American	Policy	Youth Focus
9:00 - 10:00 am	The Meltdown Campaign: A Youth Mobilization Effort to Regulate New Tobacco Products Packaging, Flavoring, and Marketing <i>Soni Dighe, Rescue Social Change Group</i>	Join the Movement: Youth ARE Shaping our Future! <i>Jennifer Steele and Ruby Moore, Texas School Safety Center, Texas State University-San Marcos</i>	Training of Medical, Dental, and Health Professionals: An Essential Program Element <i>Paul Turner, North Carolina Spit Tobacco Education Program</i>	Smokeless Tobacco in Indian Country: Striving for Cessation <i>Caroline Renner, Alaska Native Tribal Health Consortium Clinical and Research Services</i>	What Employers Can Do With Crews that Chew <i>Brian Harrison, Affinity Occupational Health</i>	The Story of Sean Marsee: Told Firsthand (REPEAT) <i>Jason Marsee</i>
10:00 - 10:15 am	Break					
10:15 am - 12:00 pm	Summit Wrap-Up					

9 AM – BREAKOUTS

OPTION 1: PROMOTIONAL MARKETING TRACK

The Meltdown Campaign: A Youth Mobilization Effort to Regulate New Tobacco Products Packaging, Flavoring, and Marketing

*Soni Dighe, Program Coordinator
Rescue Social Change Group*

Virginia's statewide youth movement, Y St., launched the Meltdown Campaign in April 2009 in response to the emergence of new dissolvable tobacco products with packaging and flavoring that mimicked youth-friendly consumer products such as candy, mints, and gum. The

Meltdown Campaign objective is to ask both youth and adults if the packaging, flavoring, and marketing of the new dissolvable tobacco products appeal to youth. This information was needed to present evidence to decision makers in the state that these new products were an impending issue.

The Meltdown Campaign and its survey results have been covered in numerous media, including TV news segments and newspaper articles. Future plans include submitting updated survey reports to the FDA and the Virginia Attorney General. All this, and more, will be addressed in this session.

OPTION 2: YOUTH TRACK

Join the Movement: Youth ARE Shaping our Future!

*Jennifer Steele, Program Director, LCDC and
Ruby Moore, Program Manager
Texas School Safety Center,
Texas State University-San Marcos*

Youth play a critical role in comprehensive tobacco control programming. The youth perspective and voice is extremely important, especially since the initiation of tobacco use most often occurs before the age of 18. Effective programs are youth-centered, and staff and activities engage young people's diverse talents, skills, and interest, building on their strengths and involving them in planning and decision-making.

Research findings and examples for practical application will be shared from the Centers for Disease Control and Prevention (CDC) Best Practices User Guide for Youth Engagement, the National Institute on Drug Abuse (NIDA), and the Center for Substance Abuse Prevention (CSAP).

OPTION 3: PREVENTION TRACK

Training of Medical, Dental, and Health

Professionals: An Essential Program Element

Paul Turner, Director

North Carolina Spit Tobacco Education Program

In order to have a successful program it is imperative that the medical, dental public health, and school professionals, as well as youth peer leaders, be trained in smokeless/spit tobacco prevention and cessation, the 5 A's, and use of the QuitLine. North Carolina has developed a successful approach that has reached thousands of professionals statewide that are now engaged in educating youth about smokeless/spit tobacco. Out of the trainings has evolved a North Carolina Spit Tobacco Program Education Program Speaker's Bureau that now includes 253 professionals. These volunteers have been responsible for educating more than 12,000 youth and 2,000 adults/professionals.

This session will show how to develop a strong program by integrating the medical, dental, public health, and school professionals into the infrastructure through training opportunities.

OPTION 4: NATIVE AMERICAN TRACK

Smokeless Tobacco in Indian Country:

Striving for Cessation

*Caroline Renner, Nicotine Research Program Manager
Alaska Native Tribal Health Consortium Clinical and
Research Services*

This session will begin with a general overview of smokeless tobacco (ST) in Indian Country. Also discussed will be the Indian Health Services (IHS) Tobacco Control

Task Force. This task force's mission, in partnership with American Indian and Alaska Native people, is to raise their physical, mental, social, and spiritual health to the highest level possible through prevention and reduction of tobacco-related disease. The session will conclude with another tribal member presentation on ST and quitting, the problem and how they are facing it.

OPTION 5: POLICY TRACK

What Employers Can Do with Crews that Chew

*Brian Harrison, MD Fellow
Affinity Occupational Health*

Besides sully the corporate image, employee use of smokeless and spit tobacco adds to medical costs, productivity losses, and co-worker friction. But, compared to cigarettes, non-smoked tobacco's workforce effects are unstudied. Dr. Harrison will show data from worksite Health Risk Appraisals to explain its unique characteristics in the workforce, which require unique employer responses. He will present outcomes from a three-month multi-media campaign conducted at an industrial worksite which changed the culture of tobacco acceptance in measurable ways.

OPTION 6: YOUTH FOCUS TRACK

The Story of Sean Marsee:

Told Firsthand (REPEAT for Youth)

Jason Marsee

This presentation begins with the dangers of tobacco use with an emphasis on smokeless tobacco, and continues with the personal story of Sean Marsee described by his youngest brother, Jason, and his losing battle with oral cancer. Also discussed will be his story of his family's fight against the tobacco industry and the effect his death and the subsequent lawsuit had on his family.

10:15 AM

Summit Wrap-Up

Paul Turner, Director

North Carolina Spit Tobacco Education Program

Join all the attendees for the 6th National Summit on Smokeless and Spit Tobacco for the last session. There will be guests, as well as a summit wrap-up from Advisory Board member Paul Turner.

THANKS TO OUR SPONSORS

*Special Thank You
to Our Sponsors:*

SILVER SPONSORS

American Legacy Foundation
Campaign for Tobacco Free Kids

BRONZE SPONSORS

West Virginia Division of Tobacco Prevention
Montana Tobacco Use Prevention Program
Wyoming Department of Health
Through with Chew
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Prevent Smokeless Tobacco Use *Make a Difference!*

Participate in the Youth Activism Track
at the 6th National Summit on Smokeless and Spit Tobacco!
May 10-12, 2011 / Austin Convention Center / Austin, Texas

The 6th National Summit on Smokeless and Spit Tobacco is the only national conference that is designed specifically for professionals and advocates working in the field of smokeless tobacco use prevention and cessation.

The 2011 Summit includes a Youth Activism Track designed for teens and young adults who are dedicated to raising awareness about this deadly habit.

At the closing keynote of the Summit, the youth attendees will present what they learned during the conference and the results of the activism event.

During the Summit, youth will be involved in planning and organizing a Youth Activism Event. In addition, youth participants will:

- Implement an attitude and knowledge survey that gathers information on attitudes towards smokeless and spit tobacco.
- Learn the steps necessary to plan and prepare a youth activism event.
- Conduct an event among the conference participants and within the city of Austin.
- Learn how to decipher and utilize statistics to advocate anywhere, anytime.
- Hear from Jason Marsee, who watched his brother, Sean Marsee, die as a result of smokeless tobacco use.
- Develop a "Top 10 List" on what adults need to know about working with youth and present the list to the conference participants in a general session.
- Leave the Summit with a plan to take the activism event back to their state.





6th National Summit on Smokeless and Spit Tobacco

Registration Form

FAX TO: 866-219-7008 **CALL FOR QUESTIONS:** 877-451-8700
Please note: pre-registration deadline is May 6th. Rates increase after May 6th.

Attendee Information

Name _____

Title _____

Agency _____

Address _____

City/State/Zip _____

Work Phone _____ Cell Phone: _____

E-mail Address _____

Registration Type

Please mark breakout session choices on the next page.

Full Conference Registration:
(Tues. – Thurs.)

Early Reg.
Before April 16

\$375

Late Reg.
April 16 – May 6

\$450

Onsite
After May 6

\$475

One-Day Conference Registration:
(Indicate which day)

\$150

\$175

\$200

Tuesday Wednesday Thursday

Youth Registration:

\$200

\$200

\$200

Total Amount Remitted:

\$ _____

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TOBACCO SUMMIT SESSION CHOICES

May 10-12, 2011 / Convention Center / Austin, TX

ATTENDEE NAME: _____

TUESDAY, MAY 10

8:15 – 9:45 AM

- Opening Ceremony
Dr. Terry Pechacek

10:00 – 11:00 AM

- Recognition for Interventions and Policy
Dr. Greg Connolly

11:15 AM – 12:15 PM

- Youth Activism Session:
Manipulicious: Wisconsin's OTP-Based Sustainability Campaign
American Lung Association of Wisconsin
- Smokeless Tobacco Taxes: Where States Have Been and Where They are Going
Michael Tynan
- Tracking the Epidemic:
Surveillance of Spit Tobacco Use
Dr. Scott Tomar
AND
Surveillance and New Smokeless Tobacco Products in the U.S.: Who are Being Targeted and Who are Using Snus and Dissolvable Tobacco?
Dr. Ralph Caraballo

1:15 – 2:15 PM

- Smokeless Tobacco Uptake and Use Increases among Youth in Indiana
Katelin Ryan
AND
Address Smokeless Tobacco Use in West Texas Using the Strategic Prevention Framework
Gail Sneden, Barry Sharp, Dr. Gary Frye, and Enrique Saldana
- Beyond the Brotherhood: Smokeless Marketing Strategies to Recruit New Users
Jessica Veffler
AND
Smokeless Tobacco Magazine Advertising: A Content Analysis
Olivia Wackowski
- Thank You For Dipping: The Tobacco Industry's Effort To Keep Its Customers
Mark Hicks and Niki Mueller
- Dual Use of Tobacco in Minnesota
Dr. Raymond Boyle
AND
Does Use of Smokeless Tobacco Among Adolescent Cigarette Smokers Predict Cigarette Use in the Future?
Dr. Michelle O'Hegarty
- From Smokefree to Tobacco-Free: Policies of Inclusion
D'Andra Bradford
AND
California's Experience: Smokeless Tobacco in the Past, Present, and Future
Linda Campbell
- Youth Track: Plan Activism Event

2:30 – 3:30 PM

- Brief Oral Health Screening Increase Tobacco Cessation
Dr. David Zanis
AND
Improving the Healthcare System Approach to Tobacco Cessation through a Systems Change Model Delivered through Electronic Health Records
Dr. Shelley Karn

- Selling Camel Snus: A Review of the Dynamic Marketing behind a New Smokeless Tobacco Product
Dr. Jane Lewis
AND
New Smokeless Tobacco? A Comparison of Current Electronic Cigarette Web-Based and Smokeless Tobacco Marketing
Dr. Rachel Grana
- Getting Smokeless Tobacco Out of Parks: Tobacco-Free Policies for Park Systems
Brittany McFadden and Derek Larsen
- Rural Communities Should Not Stay Stuck In The Mud
Mary Buchanan and Connie Zierke
- Tobacco Free Campus Policies: Is Going Smoke Free Enough?
Clare Lemke
- Youth Track: Working with Adults

3:45 – 5:30 PM

- Youth Presentation: Top 10 List
AND
From Bandits to "Break Free:" The Evolution of Smokeless Tobacco Marketing
Dr. Pamela Ling

5:30 – 7:00 PM

- Networking Reception

WEDNESDAY, MAY 11

9:00 – 10:30 AM

- Snus: The Fears and the Facts
Dr. Lois Biener
AND
New Products, New Challenges: Where is the Research?
Dr. Herb Severson

10:45 AM – 12:00 PM

- Innovations in Smokeless Tobacco Cessation
Dr. Herb Severson
- Test Markets
Katelin Ryan (Indiana) and Betty Boenisch (Texas)

1:30 – 2:30 PM

- Surveillance Networks for Tracking New Tobacco Products
Mark Parascandola, Dr. Jane Lewis and Dr. Lois Biener
- College Awareness and Perceptions of New Smokeless Tobacco Products and Marketing
Jessica Richardson Pockey
AND
Youth Smokeless Tobacco Use: It's Not Only Being Used by Adults
Kyle Pfister
- Predictors and Beliefs Associated with Using Camel Snus in a Young Adult Market
Dr. Cindy Tworek
AND
Snus Perceptions: A Qualitative Study Among Smokers
Sareh Bahreiniifar
- Tobacco = Ceremonial Not Commercial
Jerry Lang
- The Regulation of Non-Cigarette Tobacco Products: Gaps and Opportunities
Mike Freiberg
AND
Improving Smokeless Tobacco Taxes
Ann Boonn
- Youth Track: Plan Activism Event (cont.)

2:45 – 3:45 PM

- Examining Market Trends in Smokeless Tobacco Use
Dr. Cristine Delnevo
AND
Dual and Poly-tobacco Use of Snus, Spit Tobacco, and Hookah Among Young Adults in Bars
Dr. Pamela Ling
- The Story of Sean Marsee: Told Firsthand
Jason Marsee
- Use of Smokeless Tobacco in Smoke-free Places: How are Cigarette Smokers Sustaining Addiction?
Dr. Michelle O'Hegarty
- Regulating Smokeless Tobacco: The FDA and Beyond
Victoria Almquist
- Youth Track: Activism Event

4:00 – 5:30 PM

- Priority Populations: American Indians
Native American Panel

THURSDAY, MAY 12

9:00 – 10:00 AM

- The Meltdown Campaign: A Youth Mobilization Effort to Regulate New Tobacco Products Packaging, Flavoring, and Marketing
Soni Dighe
- Join the Movement: Youth ARE Shaping our Future!
Jennifer Steele and Ruby Moore
- Training of Medical, Dental, and Health Professionals
Paul Turner
- Smokeless Tobacco in Indian Country: Striving for Cessation
Caroline Renner
- What Employers Can Do with Crews that Chew
Brian Harrison
- The Story of Sean Marsee: Told Firsthand (REPEAT)
Jason Marsee

10:15 AM – 12:00 PM

- Closing Ceremony / Summit Wrap-Up

Meals:

Breakfast and lunch will be provided on Tuesday and Wednesday. Breakfast only will be provided on Thursday.

Special Needs:

If you have any special needs requests, please email Caitlin@Swift-Solutions.org by April 22nd.

Cancellations/Substitutions:

Cancellations and Substitutions must be made in writing (fax or email) to Caitlin@Swift-Solutions.org by April 22nd. Cancellations will receive a refund, minus a \$75 administrative fee, if submitted by April 22nd.