



*Ohio Department of Health
Tobacco Use Prevention and Cessation Program*

Presents

THE OHIO

TOBACCO

CONFERENCE

*Paving the Way to First Birthdays
and Quit Anniversaries*

★ **NOVEMBER 5, 2015** ★

Quest Conference Center

**FOR MORE INFORMATION CONTACT AMY GORENFLO
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Conference Description

Ohio Tobacco Conference: Paving the Way to First Birthdays and Quit Anniversaries is about tobacco-free celebrations for Ohioans of all ages.

In response to feedback from last year's participants, the 2015 Ohio Tobacco Conference will focus entirely on cessation. Breakout sessions will follow three uniquely-titled tracks. "Quit Anniversaries" offers sessions relating to helping tobacco users quit for good. "First Birthdays" features presentations outlining the correlation between infant mortality and tobacco use. Efforts underway to ensure more babies in Ohio celebrate the first of many birthdays will also be highlighted. Finally, the "Paving the Way" track will provide insight into ways individuals might be motivated to make a quit attempt.

The approach of including clinical and non-clinical presentations, as well as addressing tobacco use as it relates to birth outcomes, will ensure a relevant experience for anyone working on tobacco cessation issues in Ohio. Participants can expect to end the day feeling empowered and energized, with a fresh perspective on the challenging and important things we all are doing to make tobacco-free beginnings and tobacco-free futures possible for all Ohioans.

Credit

Due to the diverse nature of this event, as well as requirements for different types of credentials, not all sessions will be approved for all continuing education credits. Attendees, including Tobacco Treatment Specialists, will be provided with the conference agenda and certificate of attendance. No pre-approved CEUs will be offered for this conference.

Registration

Registration fee is \$75.00 - Deadline to register is October 28, 2015

Credit card payment is appreciated, however purchase order will also be accepted. Payment must be received before the registration deadline. No payments will be accepted on the day of the conference.

For more information for conference attendees, including directions, hotels and area attractions (including dining options) please visit:
www.odh.ohio.gov/TobaccoConference2015.

Schedule

8:00AM - 8:15AM - WELCOME/OPENING REMARKS

Amy Gorenflo, CTTS, Cessation Services Manager, Ohio Department of Health Tobacco Program
S. Amanda Burkett, MA, RS, Chief, Tobacco and Indoor Environments Section, Ohio Department of Health

8:15AM - 8:30AM - STATUS OF TOBACCO CONTROL IN OHIO

Richard Hodges, Director, Ohio Department of Health

8:30AM - 9:30AM - OPENING PLENARY

JUST THE FACTS: THE LATEST ON ELECTRONIC NICOTINE DELIVERY SYSTEMS AND MAKING SENSE OF THE HARM REDUCTION DISCUSSION

Timothy Millbrandt, MS, CTTS, Program Director, Tobacco Treatment Specialist Program, Mayo Clinic
Nicotine Dependence Center

9:30AM - 9:45AM - BREAK

9:45AM - 10:45AM - CONCURRENT SESSION I

QUIT ANNIVERSARIES

EVIDENCE BASED CESSATION TREATMENT AND EMERGING PRACTICES

Amy Lukowski, PsyD, Clinical Director, Health Initiatives, National Jewish Health

PAVING THE WAY

USE OF HARD-HITTING MASS MEDIA MESSAGING TO PROMOTE TOBACCO CESSATION

Bob Rodes, MS, MBA, MEd, Team Lead, Health Communications Branch, CDC Office on Smoking and Health

FIRST BIRTHDAYS

THE CORRELATION BETWEEN INFANT MORTALITY AND TOBACCO

Van Tong, MPH, Epidemiologist, CDC Division of Reproductive Health

10:45AM - 11:00AM - BREAK

11:00AM - 11:45AM - CONCURRENT SESSION II

QUIT ANNIVERSARIES

TREATING NICOTINE ADDICTION AS A CHRONIC HEALTH CONDITION

Timothy Millbrandt, MS, CTTS, Program Director, Tobacco Treatment Specialist Program, Mayo Clinic
Nicotine Dependence Center

PAVING THE WAY

TOBACCO-RELATED CANCERS AND SCREENINGS ALL TOBACCO USERS SHOULD RECEIVE

Dr. Bob Smith, Vice President, Cancer Screening, Prevention and Early Detection, American Cancer Society

FIRST BIRTHDAYS

OHIO PARTNERS FOR SMOKE-FREE FAMILIES PROJECT

Ohio Department of Health, Bureau of Maternal and Child Health

Schedule

11:45AM - 1:00PM - LUNCH (ON YOUR OWN)

Please note: Events sponsored by the Ohio Department of Health are subject to State of Ohio procurement policies, which restrict the provision of food or beverages of any kind.

1:00PM - 1:45PM - CONCURRENT SESSION III

QUIT ANNIVERSARIES

TOBACCO CESSATION IN PRIMARY CARE AND CLINICAL SETTINGS

Thomas Houston, MD, Family Medicine, Ohio Health, President, Ohio Academy of Family Physicians

PAVING THE WAY

ADDRESSING TOBACCO CESSATION IN DISPARATE POPULATIONS

Ohio Department of Health Tobacco Program

FIRST BIRTHDAYS

BABY AND ME TOBACCO FREE PROGRAM

Laurie Adams, Executive Director, Baby and Me Tobacco Free

1:45PM - 2:00PM - BREAK

2:00PM - 2:45PM - CONCURRENT SESSION IV

QUIT ANNIVERSARIES

TOBACCO INTERVENTIONS FOR PEOPLE WITH BEHAVIORAL HEALTH ISSUES

Patrick E. Boyle, LISW-S, LICDC-CS; Director of Implementation Services; Center for Evidence Based Practices at Case Western Reserve University (CEBP)

PAVING THE WAY

FACILITATED SESSION: BEST PRACTICES FOR PROMOTING TOBACCO CESSATION IN COMMUNITIES

Ohio Department of Health Tobacco Program

FIRST BIRTHDAYS

MOVING THE NEEDLE AND SAVING LIVES: LESSONS LEARNED FROM EFFORTS TO REDUCE INFANT MORTALITY IN OTHER STATES

Erin K. McClain, MA, MPH, You Quit Two Quit Program, National Dissemination Office for the National Partners for Smoke-Free Families

3:00PM - 4:00PM - CLOSING PLENARY

PROVIDER FATIGUE AND AVOIDING BURNOUT: CASE STUDIES AND SUCCESS STORIES TO MOTIVATE AND INSPIRE

Gretchen Clark Hammond, PhD, MSW, LSW, LCDC III, TTS, Managing Partner, Mighty Crow Media, LLC

4:00PM - 4:15PM - FINAL THOUGHTS/EVALUATION