

Tobacco use is the single largest cause of preventable premature death in North Carolina and the nation. It also presents an enormous cost burden to society. The question is what strategies and interventions work in tobacco use prevention and control at the population or community-based level.

The NC Tobacco Prevention and Control Branch, in coordination with the Centers for Disease Control and Prevention, invites you to attend a statewide conference:

# Vision 2010:

## Exploring Best Practices in Tobacco Use Prevention and Control

April 9 -10, 2003  
Durham Hilton  
3800 Hillsborough Road  
Durham, N.C.



N.C. Tobacco Prevention  
and Control Branch



N.C. Public Health  
*Everywhere. Everyday. Everybody.*



N.C. Department of Health  
and Human Services

*N.C. DHHS is an equal opportunity employer and provider.*

## **SHARE THE VISION**



*North Carolina is at a crossroads, and we envision a healthier future.* Centuries old social, economic, and political traditions are giving way to the knowledge gained in recent decades about the health effects of tobacco use and widening state and local support for the policies and interventions known to be effective.

We have a vision for a healthier North Carolina...where regardless of income, race, ethnicity, educational attainment, our children are born to smokefree families... our schools, homes, worksites and public places are smokefree... cigarettes and other tobacco products are priced high enough to discourage teens from starting to use them... and where tobacco users who want to quit can get the assistance they need. Our quality of life depends on it; share the vision!

### **Our Goals:**

- Prevent initiation of tobacco use among youth
- Promote cessation for adults and youth
- Eliminate exposure to secondhand smoke
- Identify and eliminate tobacco-related disparities in specific populations

## **Conference Aims:**

- Share information about the Centers for Disease Control and Prevention's Guidelines for Community Preventive Services, and what is recommended for tobacco prevention and control (see [www.thecommunityguide.org](http://www.thecommunityguide.org)).
- Help stakeholders understand what the science says is effective, in order to focus limited resources on evidence-based interventions.
- Show how to use quantitative and qualitative data to help drive decisions, measure outcomes and impact, and to make midcourse corrections.
- Serve as a gathering for all tobacco prevention and control practitioners and stakeholders in order to learn from one another and expand, strengthen and diversify the Vision 2010 Coalition.
- Provide education and skill-building opportunities in all four goal areas and in key policy, media and program interventions.
- Provide an opportunity for networking and resource sharing.
- Have fun and celebrate success!

## **Who Should Attend:**

Tobacco prevention and control practitioners, volunteers and advocates including, but not limited to:

- Vision 2010 Coalition members, volunteers;
- Local ASSIST/Question Why (QY) coalition staff and members;
- Health and Wellness Trust Fund Teen Tobacco Prevention grantees and supporting contractors;
- Local health department health educators/health promoters/nurses;
- Cancer prevention advocates;
- Heart disease, stroke and diabetes prevention practitioners and advocates;
- Asthma Alliance and asthma coalition members;
- School health advocates, Safe and Drug-Free Coordinators, nurses, teachers and school administrators, and cessation counselors;
- Healthy Carolinians representatives;
- Medical, pharmaceutical, and oral health practitioners, educators and advocates;
- American Lung Association/Cancer Society/Heart Association representatives and volunteers;
- Community-based, faith-based, workplace, and youth group organization representatives;
- Tobacco prevention and control practitioners from Virginia, South Carolina, Kentucky, Tennessee, Georgia and West Virginia (limit of 8 per state).

## **Conference Supporters:**

A special thanks to these organizations for the contributions they have made to this conference:

- American Cancer Society
- American Heart Association
- American Lung Association of North Carolina
- Centers for Disease Control and Prevention
  - Office of Smoking and Health
- Durham Hilton Hotel
- Health Action Council of North Carolina
- North Carolina Alliance for Health
- North Carolina Department of Health and Human Services
  - Cardiovascular Health Program
  - Office of Minority Health and Health Disparities
  - Substance Abuse Services Section
  - Tobacco Prevention and Control Branch (Host Agency)
  - Women's and Children's Health Section
- North Carolina Department of Public Instruction
  - Carolina Healthy Schools Initiative
  - Carolina Safe and Drug-Free Schools
- North Carolina Environmental Tobacco Smoke Training, Education and Research Program
- North Carolina Prevention Partners
- Project ASSIST Local Coalitions
- Question Why Youth Empowerment Centers,
  - Wilmington Health Access For Teens

## **Vision 2010: Exploring Best Practices in Tobacco Use Prevention and Control**

Preliminary Agenda at a Glance

<b>April 8, 2003</b>	
<b>4:30 p.m.</b>	Early Registration
<b>6:30 p.m.</b>	<b>Health and Wellness Trust Fund Commission (HWTFC) Teen Tobacco Use Prevention And Cessation Kickoff Event Dinner. Sponsored by the HWTFC.</b> <b>Featured Speakers:</b> <ul style="list-style-type: none"> <li>■ <b>The Honorable Beverly E. Perdue, Lieutenant Governor North Carolina Chair of the Health and Wellness Trust Fund Commission</b></li> <li>■ <b>Dr. Tom Houston of the American Medical Association</b></li> </ul>
<b>8:00 - 9:00 p.m.</b>	Informal Networking
<b>April 9, 2003</b>	
<b>7:00 a.m.</b>	Registration
<b>7:30 - 8:30 a.m.</b>	Continental Breakfast and Networking
<b>8:30 - 8:40 a.m.</b>	Welcome-Local Dignitary Durham Public Official
<b>8:40 - 9:10 a.m.</b>	<ul style="list-style-type: none"> <li>■ Presenting the Charge for the Conference--- Jim Bernstein, Assistant Secretary for Health, NC Department of Health and Human Services</li> <li>■ Conference Overview, Purpose, and Parameters for the CDC Workshop</li> </ul>
<b>9:10 - 9:15 a.m.</b>	Introduction of Opening Keynoter by Sally Herndon Malek, NC Tobacco Prevention and Control Branch
<b>9:15 - 10:00 a.m.</b>	Keynote Address--Dr. David P. Hopkins, Centers for Disease Control and Prevention (CDC) - Presents on the Guide to Community Preventive Services: Tobacco Use Prevention and Control: Recommendations to date.
<b>10:00 - 10:30 a.m.</b>	Break and Networking
<b>10:30 - 12:30 a.m.</b>	CDC National Panel of Experts: What is the Evidence on Effectiveness Telling Us? <ul style="list-style-type: none"> <li>■ Eliminating Disparities/Priority Population – Kevin Collins - CDC</li> <li>■ Prevent Initiation and Promote Quitting Among Youth – David P. Hopkins - CDC</li> <li>■ Promote Quitting Among Adults – Abby Rosenthal - CDC</li> <li>■ Eliminate Exposure to Secondhand Smoke – Don Shopland, United States Public Health Service (USPHS) - Retired</li> </ul>
<b>12:30-1:30 p.m.</b>	Lunch - Key Advocacy Initiatives
<b>1:30- 3:00 p.m.</b>	<b>Breakout Sessions:</b> Goal Area Panel Presentations: Featuring State and Local Experts - What is working elsewhere/What is working in NC/What can work? <ul style="list-style-type: none"> <li>■ Eliminating Disparities/Priority Populations: Lead - Office of Minority Health and Health Disparities</li> <li>■ Prevent Initiation and Promote Quitting among Youth: Lead - Tobacco Prevention and Control Branch</li> <li>■ Promote Quitting Among Adults: Lead - Tobacco Prevention and Control Branch</li> <li>■ Eliminate Exposure to Secondhand Smoke: Lead - Environmental Tobacco Smoke Training, Education and Research Program (EnTER)</li> </ul>

3:00-3:30 p.m.	Break and Networking
3:30-5:00 p.m.	Repeat of Goal Area Panel Presentation
6:00 p.m. 6:30 p.m.	Exhibits and Networking Dinner on your own
<b>April 10, 2003</b>	
7:30 - 8:30 a.m.	Continental Breakfast and Networking
8:30-8:45 a.m.	<b>Opening Session:</b> Putting it all Together - Dearell Niemeyer - Tobacco Technical Assistance Consortium (TTAC)
8:45-10:00 a.m.	<b>Plenary Session:</b> Media Panel: Moderator and Presenter - Karla Sneegas- Indiana Tobacco Prevention and Cessation
10:00-10:15 a.m.	Break and Networking
10:15-11:45 a.m.	<p><b>Breakout Sessions:</b> Practical Education and Interactive Skill-Building Workshops by Key Issue (noted below)</p> <ul style="list-style-type: none"> <li>■ Price Increase - Why is this an Effective Strategy?</li> <li>■ Youth Empowerment - Successfully Co-Piloting with the Millennial Generation</li> <li>■ Tobacco Free Schools – Knowledge Gleaned From Those Who Have Taken the Plunge</li> <li>■ Smoke-Free Air – Practical Guidance on How to Move Voluntary Policy Forward in North Carolina</li> <li>■ Partnership/Coalition Effectiveness – Hear From the Experience of our Community Voluntary Organizations on Working With and Maintaining Effective Partnerships and Coalitions</li> <li>■ Achieving Parity – Implementing the NC Strategic Plan to Reduce Tobacco-related Health Disparities</li> <li>■ Youth Cessation and Preventing Initiation – Learn about Existing Practical Resources and Some Innovative Strategies for Working on this Challenging Issue</li> <li>■ Adult Cessation – Establishing the Environment that Supports the Quitting Process</li> </ul> <p>Six of these sessions will repeat and two will be offered only once. An interest form will be e-mailed out with your confirmation information to help us determine room and slot assignments. Also, all workshops will be asked to address: 1) Framing Messages for Policy Change, and 2) Methods for Tracking, Monitoring and Evaluating Efforts.</p>
Noon	Lunch
1:00-2:30 p.m.	Breakout Sessions Repeat (see above)
2:30-2:45 p.m.	Break
2:45-3:45 p.m.	<p><b>General Closing Session</b></p> <ul style="list-style-type: none"> <li>■ Vision from the Crow's Nest: National partners' views of our work in progress – Dearell Niemeyer (TTAC), Tom Houston – American Medical Association</li> <li>■ Introduction of Closing Keynote</li> <li>■ Closing Rally – Danny McGoldrick, Campaign for Tobacco Free Kids</li> <li>■ Wrap-Up/Evaluations</li> </ul>

# Logistics

## Hotel Information:

A limited number of rooms have been reserved for April 7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup>, 2003 at the Durham Hilton located at 3800 Hillsborough Road, Durham, NC. Room rates are based on the state rate of \$55.50 + tax (single occupancy) and \$10 for each additional person. Please request rooms reserved for the Tobacco Use Prevention Event. In order to guarantee that you receive the state rate, make your reservation by **March 16, 2003**. Please contact the hotel directly at (919) 383-8033 to make your reservation.

## Directions:

**From I-85 North (from Atlanta/Charlotte):** Take exit 173 (Cole Mill Rd). Turn right at light onto Cole Mill Rd. Turn right at the second traffic light onto Hillsborough Rd. The Durham Hilton is a half-mile ahead on the right.

**From I-85 South (from Washington DC/Richmond):** Take exit 173 (Cole Mill Rd). Turn left onto Cole Mill Rd. Turn right at the first traffic light onto Hillsborough Rd. The Durham Hilton is a half-mile ahead on the right.

**From 15-501 North (from Chapel Hill):** Take exit 108D (Hillsborough Rd.) At the top of the ramp turn left onto Hillsborough Rd. The Durham Hilton is one mile ahead on the right.

**From 15-501 South:** Take exit 108D (Hillsborough Rd.) At the top of the ramp turn right onto Hillsborough Rd. The Durham Hilton is one mile ahead on the right.

**From I-40 West (RDU Airport/Wilmington):** I-40 West to exit 279-B (Highway 147/Durham Freeway). Remain on Durham Freeway for approximately 11 miles. Take exit 16-A. At the end of the ramp remain in the right lane and take exit 108-D. At top of ramp, turn left. The Durham Hilton is one mile ahead on the right.

**From I-40 East (from Winston-Salem/Greensboro):** From I-40 East to I-80 North. Take Exit 173 (Cole Mill Rd.) Turn right onto Cole Mill Rd. Turn right at the first traffic light onto Hillsborough Rd. The Durham Hilton is a half-mile ahead on the right.

# Registration Registration

Vision 2010:  
Exploring Best Practices in  
Tobacco Use Prevention and Control  
Durham Hilton  
April 9<sup>th</sup> & 10, 2003

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_ Telephone #: \_\_\_\_\_

\_\_\_\_\_ Fax #: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

I would like to register for the following:

Vision 2010 Conference - April 9<sup>th</sup> & 10<sup>th</sup>  
\$69.00 (Must include Registration Fee - money order or check)

Dinner Event on April 8<sup>th</sup>, 2003 - Pre-registration required, no additional fee

Dietary Needs:

I have no special dietary considerations

Vegetarian

Other (Please Specify) \_\_\_\_\_

Please mail your registration along with your check or money order by **March 17, 2003**.

Send to the attention of: **Barbara Sanders Clark** (Barbara.Clark@ncmail.net)

**DHHS - TPCB**

**1932 Mail Service Center**

**Raleigh, NC 27699-1932**

Tel: (919) 733-1355

Fax: (919) 715-4410

**Make checks payable to: N.C. Tobacco Prevention and Control Branch**

For questions regarding the conference, please contact Dan Mulvihill at (919) 715-4395 or for information via email, Dan.Mulvihill@ncmail.net.

If you are interested in exhibiting on April 9, 2003, please contact Suzanne DePalma for information at (919) 715-4409 or via email, Suzanne.DePalma@ncmail.net.