



TOBACCO IN THE '90s

July 24-26, 1990

THE AGENDA

Tuesday, July 24

11:00 a.m. - 1:00 p.m. Conference Registration
 1:00 - 1:15 Welcome
 1:15 - 2:00 Overview of the Tobacco Problem
 2:00 - 2:45 Advertising and Promotion Tactics of the Tobacco Industry
 2:45 - 3:05 Break (Cubberley Auditorium)
 3:05 - 3:50 Cigarette Advertising and Magazine Coverage of Smoking and Health
 3:50 - 4:35 International Perspectives on Tobacco Control
 4:35 - 4:50 Airing of Anti-Tobacco Advertising from California
 6:30 - 7:30 Reception (Sterling Quadrangle, Governor's Corner)
 7:30 - 9:00 p.m. Dinner Banquet and Address

John Farquhar, M.D.
 David Altman, Ph.D.
 Ronald Davis, M.D.
 Alan Blum, M.D.

Kenneth Warner, Ph.D.
 Gregory Connolly, D.M.D., M.P.H.

David Goerlitz

Wednesday, July 25

6:30 - 7:15 a.m. Early Morning Exercise
 7:00 - 8:00 Breakfast
 8:15 - 8:55 Tobacco Addiction
 9:05 - 9:45 Tobacco Prevention
 9:55 - 10:15 Break (Cubberley Auditorium)
 10:15 - 10:55 Tobacco Cessation
 11:05 - 11:45 Tobacco Problems in Cultural and Underserved Communities
 Noon - 1:15 p.m. Lunch
 1:20 - 3:10 Workshops (Concurrent Sessions)
 A. Smoking Cessation for Women: Special Issues of Pregnancy and Weight Control
 B. School-Based Approaches
 C. Worksite-Based Approaches
 D. Interventions for African Americans and the Uptown Experience
 E. Smokeless Tobacco
 3:10 - 3:40 Break (Citrus Courtyard)

Jack Henningfield, Ph.D.
 Mary Ann Pentz, Ph.D.

Edward Lichtenstein, Ph.D.
 Roselyn Epps, M.D., M.P.H.

Sharon Hall, Ph.D.
 Ellen Gritz, Ph.D.
 Joel Killen, Ph.D.
 Gene Unger, M.A.
 Beverly Miner, M.A.
 Wes Alles, Ph.D.
 Robert Robinson, Dr.P.H., M.P.H.

Gayle Boyd, Ph.D.
 Carol D'Onofrio, Dr.P.H.

THE AGENDA

Wednesday, July 25 (continued)

3:40 - 5:30

Workshops (Concurrent Sessions)

A. Smoking Cessation for Women: Special Issues of Pregnancy and Weight Control

Sharon Hall, Ph.D.
Ellen Gritz, Ph.D.

B. School-Based Approaches

Joel Killen, Ph.D.
Gene Unger, M.A.
Beverly Miner, M.A.

C. Worksite-Based Approaches

Wes Alles, Ph.D.

D. Interventions for African Americans and the Uptown Experience

Robert Robinson, Dr.P.H., M.P.H.

E. Smokeless Tobacco

Gayle Boyd, Ph.D.
Carol D'Onofrio, Dr.P.H.

5:30 - 7:30

Dinner

7:30 - 9:30 p.m.

Round Table Discussions (Concurrent Sessions)

A. Passing a Tax on Tobacco: California's Experience with Proposition 99

Dearell Niemeyer, M.P.H.
Carolyn Martin

B. Using Media for Tobacco Control

Linda Weiner
Prudence Breitrose, M.A.
Gregory Shaffer, M.A.

C. Putting it all Together: Designing a Strategic Community Tobacco Control Campaign

Todd Rogers, Ph.D.
Stephen Fortmann, M.D.

D. Developing and Maintaining Effective Tobacco Control Coalitions

Jerry Endres, M.S.W.
Ellen Feighery, M.S.

E. Raising Funds for Community Tobacco Control Programs

Donna Hall, M.B.A., M.P.H.

F. Treating Addiction: Pharmacological and Psychological Approaches

Murray Jarvik, M.D., Ph.D.
Joel Killen, Ph.D.

G. Countering Billboard Advertising of Tobacco

Edward T. McMahon

Thursday, July 26

6:30 - 7:15 a.m.

Early Morning Exercise

7:00 - 8:00

Breakfast

8:00 - 9:50

Workshops (Concurrent Sessions)

A. Selecting a Smoking Cessation Strategy

C. Tracy Orleans, Ph.D.
Susan Curry, Ph.D.

B. Reducing Tobacco Sales to Minors

David Altman, Ph.D.
Joe Tye, M.B.A.
Ellen Feighery, M.S.

C. Working with Local Government to Enact Regulatory Constraints

Mark Pertschuk, J.D.
Julia Carol

D. Provider Intervention

Steven Cummings, M.D.
Susan Yael Smith

E. Evaluating Tobacco Control Programs

Kate Lorig, Dr.P.H., R.N.

9:50 - 10:15

Break (Citrus Courtyard)

THE AGENDA

Thursday, July 26 (continued)

10:15 - 12:00 noon

Workshops (Concurrent Sessions)

A. Selecting a Smoking Cessation Strategy

C. Tracy Orleans, Ph.D.
Susan Curry, Ph.D.

B. Reducing Tobacco Sales to Minors

David Altman, Ph.D.
Joe Tye, M.B.A.
Ellen Feighery, M.S.

**C. Working with Local Government to Enact
Regulatory Constraints**

Mark Pertschuk, J.D.
Julia Carol

D. Provider Intervention

Steven Cummings, M.D.
Susan Yael Smith

E. Evaluating Tobacco Control Programs

Kate Lorig, Dr.P.H., R.N.

12:00 - 1:15 p.m.

Lunch

1:30 - 3:00

**How to Counter Tobacco Industry Arguments:
A Simulated Debate and Group Discussion**

Michael Pertschuk, J.D.
Lawrence Wallack, Dr.P.H.

3:00 - 3:15

Break (Cubberley Auditorium)

3:15 - 3:30

Eye On the Tobacco Industry

3:30 - 5:15

**Activism and Litigation: Current Perspectives
and Future Directions**

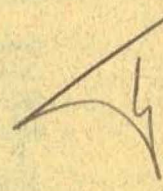
Patrick Reynolds
Richard Daynard, Ph.D., J.D.
Joe Tye, M.B.A.
Alan Blum, M.D.
Mark Pertschuk, J.D.

5:15 - 5:30 p.m.

Closing

John Farquhar, M.D.
David Altman, Ph.D.

*Keep up the
work!
Alan
Patrick Reynolds
Richard Daynard*



T H E F A C U L T Y

Wes Alles, Ph.D.

Senior Research Scientist and Director,
Health Improvement Program, Stanford
Center for Research in Disease Prevention

David G. Altman, Ph.D.

Senior Research Scientist and Associate
Director, Stanford Health Promotion
Resource Center

Alan Blum, M.D.

Founder and Chairman, Doctors Ought
To Care (DOC) and Assistant Professor,
Department of Family Medicine, Baylor
College of Medicine

Gayle Boyd, Ph.D.

Program Director for Evaluation, Smoking,
Tobacco, and Cancer Branch, National
Cancer Institute

Prudence Breitrose, M.A.

Writer, Stanford Health Promotion
Resource Center

Julia Carol

Education Director, Americans for
Nonsmokers' Rights

Gregory Connolly, D.M.D., M.P.H.

Director, Division of Dental Health,
Massachusetts Department of Public
Health

Steven R. Cummings, M.D.

Associate Professor of Medicine and
Epidemiology, University of California, San
Francisco

Susan Curry, Ph.D.

Assistant Scientific Investigator, Center for
Health Studies, Group Health Cooperative
of Puget Sound

Carol D'Onofrio, Dr. P.H.

Associate Professor, School of Public
Health, University of California, Berkeley

Ronald M. Davis, M.D.

Director, U.S. Office on Smoking and
Health, Centers for Disease Control

Richard Daynard, Ph.D., J.D.

Chairman, Tobacco Products Liability
Project and Professor, Northeastern
University Law School

Jerry Endres, M.S.W.

Community Organizer, Stanford Health
Promotion Resource Center

Roselyn P. Epps, M.D., M.P.H.

Visiting Scientist, Smoking, Tobacco, and
Cancer Branch, National Cancer Institute

John W. Farquhar, M.D.

C.F. Rehnberg Professor of Disease
Prevention and Director, Stanford Center
for Research in Disease Prevention

Ellen Feighery, M.S.

Senior Program Consultant, Stanford
Health Promotion Resource Center

Stephen P. Fortmann, M.D.

Associate Professor of Medicine and
Deputy Director, Stanford Center for
Research in Disease Prevention

David Goerlitz

Former Winston cigarette ad model

Ellen R. Gritz, Ph.D.

Professor in Residence, Head/Neck Sur-
gery, Director of Cancer Control, Jonsson
Comprehensive Cancer Center, UCLA

Donna P. Hall, M.B.A., M.P.H.

Manager, Health Promotion Program,
Henry J. Kaiser Family Foundation

Sharon Hall, Ph.D.

Professor of Medical Psychology, UCSF,
Clinical Psychologist, San Francisco
Veterans Administration Medical Center

Jack E. Henningfield, Ph.D.

Chief, Clinical Pharmacology Branch,
NIDA, Addiction Research Center

Murray Jarvik, M.D., Ph.D.

Chief of Psychopharmacology Unit,
Veterans Administration, Brentwood, and
Professor of Psychiatry, UCLA

Joel D. Killen, Ph.D.

Senior Research Scientist and Director,
Youth Studies Group, Stanford Center for
Research in Disease Prevention

Edward Lichtenstein, Ph.D.

Research Scientist, Oregon Research Inst.

Kate R. Lorig, Dr.P.H., R.N.

Senior Research Scientist and Director,
Education Research Component, Stanford
Arthritis Center, Stanford University
School of Medicine

Carolyn Martin, M.A.

Chair, Coalition for Healthy California

Edward T. McMahon

Executive Director, Scenic America

Beverly Miner, M.A.

Project Director, Youth Studies Group,
Stanford Center for Research in Disease
Prevention

Dearell Nlemeyer, M.P.H.

Chief, Local Programs Unit, Tobacco
Control Section, California Department of
Health Services

C. Tracy Orleans, Ph.D.

Member & Director of Smoking Cessation
Services, Fox Chase Center

Mary Ann Pentz, Ph.D.

Research Associate Professor, Institute for
Health Promotion and Disease Prevention
Research, University of Southern
California

Mark Pertschuk, J.D.

Executive Director, Americans for
Nonsmokers' Rights

Michael Pertschuk, J.D.

Co-Director, The Advocacy Institute

Patrick Reynolds,

Chairman and Founder, Foundation for A
Smokefree America

Robert G. Robinson, Dr.P.H.

Associate Member, Fox Chase Cancer
Center

Todd Rogers, Ph.D.

Senior Research Scientist and Director,
Stanford Health Promotion Resource
Center

Gregory Shaffer, M.A.

Media Specialist, North Bay Health
Resources Center

Susan Yael Smith

Program Administrator, Tobacco Free
California, California Medical Association

Joe B. Tye, M.B.A.

Founder, Stop Teenage Addiction to
Tobacco (STAT) and Chief Operating
Officer, Baystate Medical Center

Gene Unger, M.A.

Assistant Superintendent of Instruction
and Secondary Education, Santa Clara
Unified School District

Lawrence Wallack, Dr.P.H.

Associate Professor, School of Public
Health, University of California, Berkeley

Kenneth E. Warner, Ph.D.

Professor, School of Public Health,
University of Michigan

Linda Welner

Associate Director, Stanford Health
Promotion Resource Center