

HEALTH PROMOTION AND DISEASE PREVENTION IN THE COMMUNITY  
FIFTH SUMMER CONFERENCE - JULY 24-26, 1990

# TOBACCO IN THE '90s



STANFORD CENTER FOR RESEARCH IN DISEASE PREVENTION

# THE CONFERENCE



## Conference Purpose and Objectives

*This conference has been developed to provide an up-to-date presentation of strategies for designing, conducting, and evaluating community-based health promotion and disease prevention programs for tobacco control.*

*The conference will highlight the scientific basis for tobacco control, practical aspects of developing different tobacco control programs, effective tobacco control campaigns, and the role of the tobacco industry in promoting tobacco use throughout the world.*

*The conference has been designed to meet the needs of all health profes-*

*sionals interested in community tobacco control, including health educators, physicians, health counselors, nurses, public health professionals, voluntary health organization staff, and private health program administrators.*

## Special Objectives

*At the conclusion of the conference the participant should better understand how to:*

- *develop and implement interventions for different populations;*
- *develop interventions for schools, communities, worksites and medical practices;*

- *use the media to fight the tobacco industry's efforts to recruit children, women, people of color and the poor;*
- *assess the value of pharmacological treatments, and the application of behavioral science in the development of smoking cessation programs;*
- *counter the growing problem of tobacco use in developing nations.*

## Conference Hosts

*This conference is hosted by the Stanford Center for Research in Disease Prevention.*

---

# **T H E F A C U L T Y**

---

**Wes Alles, Ph.D.**

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

**David G. Altman, Ph.D.**

Senior Research Associate 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

**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. Rehnborg Professor of Disease  
Prevention and Director, Stanford Center  
for Research in Disease Prevention

**Ellen Feighery, M.S.**

Director, Solano County Cancer  
Prevention Program

**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 and Neck  
Surgery, Director of Cancer Control,  
Jonsson Comprehensive Cancer Center,  
University of California, Los Angeles

**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,  
National Institute on Drug Abuse,  
Addiction Research Center

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

Chief of Psychopharmacology Unit,  
Veterans Administration, Brentwood, and  
Professor of Psychiatry, University of  
California, Los Angeles

**Joel D. Killen, Ph.D.**

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

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

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

**Edward Lichtenstein, Ph.D.**

Research Scientist, Oregon Research  
Institute

**Carolyn Martin, M.A.**

Chairperson, Coalition for Healthy  
California

**Dearell Niemeyer, 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

**Robert G. Robinson, Dr.P.H.**

Associate Member, Fox Chase Cancer  
Center

**Todd Rogers, Ph.D.**

Senior Research Associate and Director,  
Stanford Health Promotion Resource  
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 Weiner**

Associate Director, Stanford Health  
Promotion Resource Center

## Tuesday, July 24

11:30 a.m. - 1:00 p.m.	Conference Registration	
1:00 - 1:15	Welcome	John Farquhar, M.D. David Altman, Ph.D.
1:15 - 2:00	Overview of the Tobacco Problem	Ronald Davis, M.D.
2:00 - 2:45	Advertising and Promotion Tactics of the Tobacco Industry	Alan Blum, M.D.
2:45 - 3:05	Break	
3:05 - 3:50	Cigarette Advertising and Magazine Coverage of Smoking and Health	Kenneth Warner, Ph.D.
3:50 - 4:35	International Perspectives on Tobacco Control	Gregory Connolly, D.M.D., M.P.H.
6:15 - 7:15	Reception	
7:15 - 9:00 p.m.	Banquet and Address	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	Jack Henningfield, Ph.D.
9:05 - 9:45	Tobacco Prevention	Mary Ann Pentz, Ph.D.
9:55 - 10:15	Break	
10:15 - 10:55	Tobacco Cessation	Edward Lichtenstein, Ph.D.
11:05 - 11:45	Tobacco Problems in Cultural and Underserved Communities	Roselyn Epps, M.D., M.P.H.
11:55 a.m. - 1:20 p.m.	Lunch	
1:20 - 3:10	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.
	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.
3:10 - 3:40	Break	
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.
	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	



## Wednesday, July 25 (continued)

7:30 - 9:30 p.m.

### Round Table Discussions (Concurrent Sessions)

- A. *Passing a Tax on Tobacco: California's Experience with Proposition 99*
- B. *Using Media for Tobacco Control*
- C. *Putting it all Together: Designing a Strategic Community Tobacco Control Campaign*
- D. *Developing and Maintaining Effective Tobacco Control Coalitions*
- E. *Raising Funds for Community Tobacco Control Programs*
- F. *Treating Addiction: Pharmacological and Psychological Approaches*

Dearell Niemeyer, M.P.H.  
Carolyn Martin

Linda Weiner  
Prudence Breitrose, M.A.

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

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

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

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

## 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*
- B. *Reducing Sales to Minors*
- C. *Working with Local Government to Enact Regulatory Constraints*
- D. *Provider Intervention*
- E. *Evaluating Tobacco Control Programs*

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

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

Mark Pertschuk, J.D.  
Julia Carol

Steven Cummings, M.D.  
Susan Yael Smith

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

9:50 - 10:15

### Break

10:15 - 12:00 noon

### Workshops (Concurrent Sessions)

- A. *Selecting a Smoking Cessation Strategy*
- B. *Reducing Sales to Minors*
- C. *Working with Local Government to Enact Regulatory Constraints*
- D. *Provider Intervention*
- E. *Evaluating Tobacco Control Programs*

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

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

Mark Pertschuk, J.D.  
Julia Carol

Steven Cummings, M.D.  
Susan Yael Smith

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

12:00 - 1:30 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

3:15 - 5:00

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

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

5:00 - 5:15 p.m.

### Closing

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

# GENERAL INFORMATION

## Conference Registration

A registration fee of \$220.00 will be charged for all conference participants. This includes tuition, conference materials, opening night reception and banquet dinner and all refreshment breaks. Registration fees must be paid at the time of application.

For those attending the conference, but not staying on the Stanford campus (see Housing Accommodations), commuter lunches for Wednesday and Thursday are available for a total of \$31.50.

## Cancellation Policy

If written cancellation is received before June 30, a refund, less a \$20.00 processing fee, will be made. No refunds will be allowed after June 30.

## Accreditation

### Continuing Medical Education

The Postgraduate Medical Education Program at Stanford University School of Medicine is fully accredited by the Accreditation Council for Continuing Medical Education (ACCME).

This course is acceptable for Category 1 credit in the California Medical Association's Certificate in Continuing Education program for physicians.

## Housing Accommodations

It is recommended that conference registrants stay on the Stanford campus. Location of this housing makes convenient full participation in conference activities including early morning supervised exercise sessions, healthy meal plans, conference reception and round table discussions.

Room and board (3 meals/day) is available for the conference in University student residences at a package rate of \$170.00 single-room occupancy and \$149.50 per person double occupancy for the entire conference (from the evening meal of Tuesday, July 24, through lunch of Thursday, July 26). Children 10 and under are charged half rate of the room/board package. No refunds will be given for meals or nights missed.

Personal checks and cash accepted. No foreign checks and no credit cards accepted.

A \$40.00 key deposit is required. A parking fee of \$1.50 per car per day will be charged.

Dormitories are clean but spartan. Rooms are without phones and the baths are shared (towels and sheets are provided). University facilities such as libraries and recreational areas are avail-

able. Separate fees are charged for golf and swimming.

Check-in time is after 8:00 a.m., July 24 and check-out time is no later than 1:00 p.m., July 26. The housing office is open from 8 a.m. to 10 p.m. Monday through Friday. If you plan on arriving later than 10 p.m., it is important that you let us know your arrival time. Early or extended stay using campus housing may be arranged at special request. The daily rate is \$36.50 for a single room and \$26.25 per person for a shared room (meals not included).

Off-campus motel/hotel accommodations are available near the Stanford University campus ranging in price from \$50.00 to \$135.00 per night. A list of local hotels and motels will be provided upon request to the Conference Coordinator.

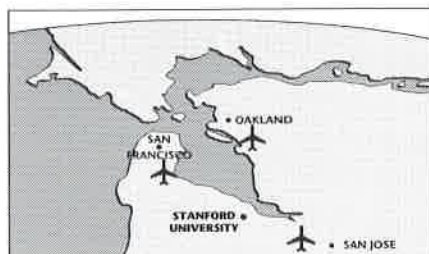
Published proceedings of the conference will not be available.

## For Further Information

Contact Ingrid Mickevicius, Conference Coordinator, Stanford Center for Research in Disease Prevention, 1000 Welch Road, Palo Alto, California 94304-1885. (415)725-7905 FAX: 725-6906.

## Location and Transportation to Stanford University

Stanford University is located on the San Francisco peninsula approximately 35 minutes from San Francisco International or San Jose airports and 60 minutes from Oakland International Airport. It is easily reached from either highway



101 or 280. The University is near a wide variety of Northern California's vacation areas including San Francisco, Monterey Bay and Carmel. The weather in late July is temperate and ideal for outdoor activities.

# CONFERENCE REGISTRATION

Name (last, first, initial):

Degree(s):

Business, Institution or Affiliation:

Street Address:

City:

State:

Zip:

Home Phone: ( )

Work Phone: ( )

Credit: I wish to receive CME Credit (AMA): ☐ Yes ☐ No

Other (specify):

## Concurrent Workshops

Conference participants will attend two workshops both Wednesday and Thursday. Please rank preference for ALL workshops. Speakers and times are detailed on The Agenda, pages 4-5.

### Wednesday, July 25 (Rank 1-5)

- \_\_\_ A1 Smoking Cessation for Women: Special Issues of Pregnancy and Weight Control
- \_\_\_ A2 School-Based Approaches
- \_\_\_ A3 Worksite-Based Approaches
- \_\_\_ A4 Interventions for African Americans and the Uptown Experience
- \_\_\_ A5 Smokeless Tobacco

### Thursday, July 26 (Rank 1-5)

- \_\_\_ B1 Selecting a Smoking Cessation Strategy
- \_\_\_ B2 Reducing Sales to Minors
- \_\_\_ B3 Working with Local Government to Enact Regulatory Constraints
- \_\_\_ B4 Provider Intervention
- \_\_\_ B5 Evaluating Tobacco Control Programs

## Round Table Discussions

Indicate your top two choices for the round table discussions:

- \_\_\_ C1 Passing a Tax on Tobacco; California's Experience with Prop. 99
- \_\_\_ C2 Using Media for Tobacco Control
- \_\_\_ C3 Putting It All Together: Designing a Strategic Community Tobacco Control Campaign
- \_\_\_ C4 Developing and Maintaining Effective Tobacco Control Coalitions
- \_\_\_ C5 Raising Funds for Community Tobacco Control Programs
- \_\_\_ C6 Treating Addiction: Pharmacological and Psychological Approaches

## Housing Accommodations

- ☐ YES, I want to stay on campus during the conference.
  - ☐ Single room
  - ☐ Double room shared – roommate assigned by Stanford
  - ☐ Double room shared with specified person: \_\_\_\_\_

- ☐ NO, I do not want to stay on campus during the conference.

If none of the above apply, please contact Conference Coordinator Ingrid Mickevicius regarding your special circumstances.

## Fees

Conference registration fee	\$220.00	_____
Single Room	\$170.00	_____
Double room (per person rate)	\$149.50	_____
Additional lodger paid for by registrant (add \$170 or \$149.50, whichever is appropriate)		
Commuter lunch package (optional for participants not staying on campus)		
	\$31.50	_____
TOTAL		_____

Make check for the total amount payable to **Stanford University** and send to:

Tobacco Control Conference  
Stanford Center for Research in Disease Prevention (SCRDP)  
1000 Welch Road, Palo Alto, CA 94304-1885.

**Conference registrations are accepted on a first come, first serve basis and must include full payment of all fees. Housing requests received after June 29, 1990 cannot be guaranteed.**

## **TOBACCO IN THE '90s**

*A conference for health professionals hosted by the Stanford Center for Research in Disease Prevention.*

*Faculty consists of internationally recognized scientists, policy-makers, activists and designers of tobacco control programs.*

*Sessions include lectures, panels, workshops and round table discussions.*

*Ideal location on Stanford University campus.*

*July 24-26, 1990*



**Stanford Center for Research in Disease Prevention**

1000 Welch Road

Palo Alto, CA 94304-1885

---

FIRST CLASS  
U.S. POSTAGE

**PAID**

PALO ALTO, CALIFORNIA  
PERMIT NO. 28

---