

PROMISING PRACTICES FROM THE FIELD:

Tobacco Control Strategies for Priority Populations

April 23-24, 2008 | Downtown Detroit Marriott



This first-of-its-kind conference will take place on April 23rd and 24th in Detroit, Michigan and will provide the opportunity to exchange and disseminate the latest strategies, information and practices in the delivery of tobacco prevention and control to priority populations. We anticipate hosting approximately 200 public health professionals from local, state and federal government, national and community based organizations serving communities of color and those living in poverty, and others whose mission it is to improve the health of those most impacted by tobacco's harm.

More specifically, the objectives of the conference are:

- to engage in discussions with colleagues and experts on topics related to disparities strategic plan implementation successes and challenges, as well as specific initiatives resulting from strategic plan implementation;
- to highlight outcomes resulting from NNTPP (National Network on Tobacco Prevention and Poverty) and NAATEN (National African American Tobacco Education Network) Stakeholders' initiatives;
- to exchange information on current programs and practices through workshop, poster and keynote sessions;
- to offer a forum to connect and network with colleagues doing similar work but from within diverse systems in order to expand the reach of our work; and
- to increase the tobacco control community's understanding of promising and innovative-practices as they relate to priority populations.

AGENDA AT A GLANCE

Tuesday, April 22, 2008

5:30 – 7:00 PM Pre-Conference Reception
5:30 – 9:00 PM Registration Open

Wednesday, April 23, 2008

7:30 - 9:00 AM Registration Open
8:00 - 9:00 AM Poster Sessions
9:00 - 10:30 AM Opening Keynote:
Greg Holzman,
MD, MPH, Chief Medical
Executive of Michigan
10:30 - 10:45 AM Break
10:45 – Noon Concurrent
Breakout Sessions

Noon - 1:30 PM

Lunch and
Networking

12:30 – 1:30 PM
1:30 – 2:45 PM

Poster Sessions
Concurrent
Breakout Sessions
Hosted Field Trips
& Concurrent
Breakout Session

3:00 – 5:00 PM

Thursday, April 24, 2008

8:00 – 9:00 AM

Breakfast
Roundtable
Discussions

9:00 – 10:15 AM

Concurrent
Breakout Sessions

10:15 – 10:30 AM

Break

10:30 – 11:45 AM

Concurrent
Breakout Sessions

11:45 – 1:15 PM

Lunch and Plenary
Presentation

1:30 – 2:45 PM

Concurrent
Breakout Sessions

2:45 – 3:00 PM

Break

3:00 – 4:00 PM

Interactive Closing
and Documentary

4:00 PM

Adjourn

The Joint Conference, including keynote and breakout sessions, will focus on three principal areas or "tracks":

Disparities Planning and Programming in Tobacco Control

Creating Organizational Policy and Systems Change

Understanding Community

Sessions in this track will address issues related to disparities plans with a primary focus on implementation challenges and lessons-learned. Planned sessions include:

- Embracing Community Wisdom
- Disparities Workgroups and Coalitions: Two different approaches
- Statewide Successes in Reaching low SES and African American Populations

Sessions in this track will highlight successful efforts to develop and implement tobacco-related policy changes within organizations that primarily serve priority populations. Planned sessions include:

- Integrating Cessation Programming into Social Service and Community Clinic Settings
- Engaging African American Health Professionals in Tobacco Control Initiatives
- Tobacco Control in the Correctional Setting
- Cessation in the Work Force Development Setting
- Affordable Housing and Tobacco Control
- Quitlines: Recommendations for Reaching African Americans

Sessions in this track will outline the development and implementation of promising programs aimed at low SES and African Americans and the importance of doing so in true partnership with community. Planned sessions include:

- Programming for Youth and Families
- Tobacco Use Habits in Low SES Communities: Recommendations for Programming
- Re-Thinking Cessation: Curricula for Rural and Transient Populations
- Be Free Indeed: Tobacco Prevention Tools for the African American Church.
- Building Meaningful Bridges with Tobacco Control Providers, Service Providers and the African American Community