

Health Equity for All:

A Leadership Summit to Reduce the Burden of Tobacco Use Among Low SES Populations

November 5 -6, 2008

The Heathman Lodge, Vancouver, WA

Agenda

Day 1 – Wednesday, November 5

- 7:15 Continental Breakfast, Registration
- 8:15 **Welcome** - Terry Reid, MSW, Washington State Department of Health Tobacco Prevention and Control Program; Mel Kohn, MD, MPH, Acting Assistant Director, Oregon Public Health Division
- 8:30 **The Work to Be Done** - Data presentation highlighting the problem of tobacco use among those with fewer resources in Washington and Oregon. Presenters: Michael Boysun, Epidemiologist, Washington State Department of Health Tobacco Prevention and Control Program; Stacey Schubert, Health Promotion and Chronic Disease Prevention Surveillance Team Lead, Oregon Public Health Division
- 9:15 **Challenges and Opportunities to Eliminating Tobacco-related Disparities in Populations with Fewer Resources** - A moderated panel discussion of experts and community leaders on the issues that must be considered when working with those with fewer resources. Panelists: Donna Beegle, EdD, Communications Across Barriers; Bob Swanson, Washington State Community Action Partnership; Clarence Spigner, PhD, University of Washington
- 10:15 **Break**
- 10:30 **Innovative Approaches to Reducing the Tobacco Burden Among Low SES Populations** - A review of research and initiatives nationwide to address tobacco-related inequities. Presenters: Maureen Rumptz, PhD & Craig Mosbaek, MPH, Program Design and Evaluation Services and Janet Porter, MPH, National Network on Tobacco Prevention and Poverty

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Agenda
Day 1 – Wednesday, November 5 Cont'd

- 11:15 **Small group breakouts** – A time for participants to meet with their colleagues to identify the key strategies and lessons learned from each panel or presentation that should be considered in future planning (facilitated discussion)
- 12:15 **Lunch**
- 1:15 **Communication Strategies: What Do We Know** – A moderated panel discussion of marketing experts and university researchers on the most effective way to develop and communicate messages to low SES populations. Panelists: Jen Stuber, PhD, University of WA; Maru Lopez, GMMB; Cathy Corcoran, Massachusetts
- 2:15 **Break**
- 2:30 **Promising and Innovative Practices from Washington & Oregon** – Presentations on the work being done in Washington and Oregon to reduce tobacco use among low SES populations. Presenters: Dave Harrelson, Washington State Department of Health Tobacco Prevention and Control Program and Cathryn Cushing, Oregon Public Health Division
- 3:15 **Small group breakouts** – A time for participants to meet with their colleagues to identify the key strategies and lessons learned from each panel or presentation that should be considered in future planning (facilitated discussion)
- 4:15 **Wrap-up and Evaluation**
- 4:30 **Adjourn**
- 5:00 **Networking Reception** – John Weisman, Clark County Public Health

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Day 2 ~ Thursday, November 6

7:30 Continental Breakfast

8:30 **Welcome and small group reports** - A report on findings and outcomes from the small group discussions during Day 1 - Luci Longoria, Oregon Public Health Division

8:50 **Promising and Innovative Practices from other states** - Presentations on promising activities conducted by other state tobacco programs to reduce smoking among low SES populations - policy, systems change, health communications, tobacco industry. Presenters: Vicki Stauffer, Wisconsin; Coletta Reid, New Mexico; Cathy Corcoran, Massachusetts; LaRoux Pendleton, MPH, California

10:15 Break

10:30 **Promising and Innovative Practices from other states Cont'd** - The panelists respond to questions from the audience on their states' activities. Panelists: Vicki Stauffer, Wisconsin; Coletta Reid, New Mexico; Cathy Corcoran, Massachusetts; LaRoux Pendleton, MPH, California

11:00 **State Planning Sessions/Discussions** - An opportunity for participants from each state to meet with stakeholders and partners to explore possible new activities, partnerships, initiatives and next steps (facilitated discussion)
Facilitators: Luci Longoria, Oregon; Dave Harrelson, Washington

Noon Working Lunch

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Agenda
Day 2 – Thursday, November 6 Cont'd

- 12:45 **State Planning Sessions/Discussions, Cont'd** - An opportunity for participants from each state to meet with stakeholders and partners to explore possible new activities, partnerships, initiatives and next steps (facilitated discussion)
Facilitators: Luci Longoria, Oregon; Dave Harrelson, Washington
- 2:00 **Break**
- 2:15 **Working Together** – Time for participants from Washington, Oregon and other states to meet, share next steps, and identify possible multi-state collaboration opportunities (moderated discussion)
- 3:15 **Final Comments and Evaluation**
- 3:30 **Adjourn**