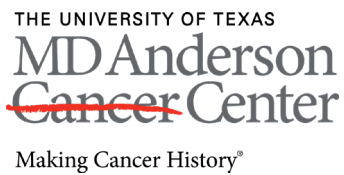




**ELIMINATE
TOBACCO USE
SUMMIT 2022**

FOUNDING PARTNERS

Eliminate Tobacco Use Summit is jointly supported by The University of Texas System and The University of Texas MD Anderson Cancer Center.



THE UNIVERSITY of TEXAS SYSTEM
THIRTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.

WELCOME TO THE ELIMINATE TOBACCO USE VIRTUAL SUMMIT 2022

On behalf of the Eliminate Tobacco Use steering and planning committees in Missouri, New Jersey, Texas and Virginia, we welcome you. The initiative has a strong goal: to create tobacco-free cultures in our communities and institutions of higher education through evidence-based policies, educational programming and cessation services.

Our seventh annual summit features an impressive lineup of speakers who are experts in their fields. We know you will take away multiple ideas, strategies or actions to help implement meaningful change—whether on campus or in your community, agency or institution.

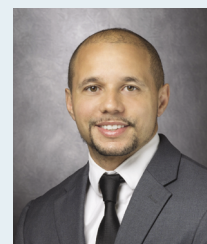
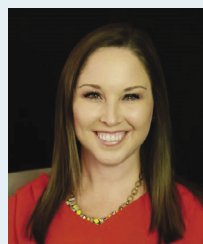
Over the past few years, we all adapted to working in a new way during a pandemic, adjusting the way we delivered services to the communities, patients, faculty, staff and students we serve. Our hope is that this year's summit will further enrich your continued work.

Check out the digital resources in the program and the website to enhance your summit experience:

- » **Check out the links to speakers' profiles in the interactive agenda**
- » **Contribute to the conversation in the Zoom webinar chat function**
- » **Join your state colleagues in their state summits on April 21**
- » **Leverage the action plan to develop your next steps**
- » **Participate in the Twitter chat using [#eliminatetobacco](#), [#tobaccofreecolleges](#) or [#tobaccofreecommunities](#)**

Each of these connection points allow you the opportunity to fully engage in the virtual summit. Find useful resources, toolkits and upcoming quarterly webinars on our website at eliminatetobaccouse.org.

Hope you enjoy the summit!



Jennifer Cofer, Alex Hurst and Tiffany Winter
MD Anderson's EndTobacco® Team

LEARNING OBJECTIVES

01

Summarize the federal and state tobacco prevention, surveillance and control efforts, including the work focused around health equity and how the CDC Office on Smoking and Health's vision can complement that work.

02

Discuss the evolving commercial tobacco product landscape and patterns of use and how to overcome those challenges.

03

Describe tobacco-related disparities and strategies to address tobacco use among young adults with a health equity lens.

04

Describe emerging tobacco-related trends, disparities that exist, current efforts underway to tackle tobacco use among individuals with behavioral health disorders, African American populations and individuals who identify as a sexual-gender minority.

05

Identify successful strategies from U.S. Colleges and Universities to engage their campus communities in addressing tobacco use with a focus on policy, prevention/education and cessation services.

06

Describe the current, federal tobacco regulation landscape and resources from the FDA's Center for Tobacco Products that campus communities can use.

07

Develop an action plan for implementing tobacco control activities for the next year.

4.20 / NATIONAL AGENDA

CENTRAL TIME

TOPIC + SPEAKER

09:45 AM

Announcements / [▶ View Videos](#)

10:00 AM

Welcome / Opening Remarks

Ernest Hawk, M.D., M.P.H., Vice President of Cancer Prevention and Population Sciences, The University of Texas MD Anderson Cancer Center

David Lakey, M.D., Vice Chancellor of Health Affairs and Chief Medical Officer, The University of Texas System

10:10 AM

Overview of Eliminate Tobacco Use Initiative

Jennifer Cofer, M.P.H., C.H.E.S., Director, EndTobacco® Program, The University of Texas MD Anderson Cancer Center

10:15 AM

Commercial Tobacco Landscape and Pathways to Advancing Health Equity

Natasha Buchanan Lunsford, Ph.D., M.A., Associate Director for Health Equity, Office on Smoking and Health, Centers for Disease Control and Prevention

11:00 AM

Q & A

11:05 AM

Emerging Products and Flavored Tobacco Products: Strategies to Reduce Young Adult Use

Julie O. Amajuoyi, J.D., Staff Attorney, Public Health Law Center

11:35 AM

Q & A

11:40 AM

Lunch Break / [▶ View Videos](#)

4.20 / NATIONAL AGENDA

CONTINUED

CENTRAL TIME

TOPIC + SPEAKER

12:10 PM

Introduction to Health Equity Panels

12:15 PM

PANEL #1

Health Equity Campaigns to Engage Students in Conversations About Tobacco Use

Laurie Rubiner, Executive Vice President of U.S. Programs, Campaign for Tobacco-Free Kids

Shana Davis, Senior Program Director, Black Women's Health Imperative

Alanna Murrell, Special Projects Manager, Black Women's Health Imperative

12:55 PM

Q & A

1:00 PM

PANEL #2

Tailored Interventions and Outreach to Address the Impact of Tobacco Use Among Specific Groups

Natasha Phelps, J.D., Director of Equity-Centered Policies, Center for Black Health and Equity

Gabriel Glissmeyer, Project Specialist, National LGBT Cancer Network

Tia Taffer, Vice President of Digital Engagement Marketing, Truth Initiative

1:45 PM

Q & A

4.20 / NATIONAL AGENDA

CONTINUED

CENTRAL TIME

TOPIC + SPEAKER

1:50 PM

PANEL #3

Student Perspectives: How to Engage Students on Campuses and in Communities Around the Nation

MISSOURI: Mikayla Kitchen, student, University of Missouri

TEXAS: Kellen Kruk, student, Texas State University

NEW JERSEY: Aria Chalileh, student, The College of New Jersey

VIRGINIA: Anurika Kumar and Pranusha Amancherla, students, University of Virginia

2:15 PM

Q & A

2:30 PM

Changing Perceptions in an Evolving Tobacco Landscape: FDA's *The Real Cost* ENDS Research Insights

Nasi Dineva, M.S., Health Communications Specialist, Office of Health Communication and Education, FDA's Center for Tobacco Products

3:00 PM

Q & A

3:05 PM

Closing Remarks

3:30 PM

Adjourn

NATIONAL SUMMIT SPEAKERS



 [@PHEALTHLAWCTR](https://twitter.com/PHEALTHLAWCTR)

Julie O. Amajuoyi, J.D.

Staff Attorney, Public Health Law Center, Mitchell Hamline School of Law

Julie Amajuoyi is a lead senior staff attorney with the Public Health Law Center at the Mitchell Hamline School of Law. Here, she supervises a team of attorneys working to advance tobacco control policy change throughout the country by providing legal technical assistance to public health professionals and organizations, legal professionals, and advocates throughout the United States. Prior to joining the Public Health Law Center, Julie worked as a litigation associate and engaged extensively in public interest work, including representing immigrants seeking asylum in the United States.



 [@JENNIFERCOFER](https://twitter.com/JENNIFERCOFER)

Jennifer Cofer, M.P.H., C.H.E.S.

Director, EndTobacco[®] Program, The University of Texas MD Anderson Cancer Center

Jennifer is the director of the EndTobacco[®] Program at The University of Texas MD Anderson Cancer Center. Employing 22 years of experience in public health and tobacco control, she collaborates with internal and external partners to promote evidence-based cancer prevention and tobacco control initiatives across the domains of policy, prevention and cessation. Jennifer holds a Bachelor's in Health Administration & Education and a Master of Public Health, both from the University of Southern Mississippi, and is currently enrolled in the doctoral program at UT Health School of Public Health. She is a certified health education specialist.

NATIONAL SUMMIT SPEAKERS CONTINUED



 [@FDATOBACCO](https://twitter.com/FDATOBACCO)

Nasi Dineva, M.S.

Health Communications Specialist, Office of Health Communication and Education, FDA's Center for Tobacco Products

Nasi joined FDA's Center for Tobacco Products (CTP) as an inaugural Institute of Medicine Tobacco Regulatory Science Fellow in the Office of Health Communication and Education (OHCE). She currently supports the work of *The Real Cost* ENDS campaign team in OHCE's Division of Public Health Education as a Health Communications Specialist. In her previous role as a member of the Research and Evaluation team, she led/co-led formative research for several of CTP's public health education campaigns, including *The Real Cost* youth tobacco prevention campaign and Every Try Counts, the Agency's first-ever adult smoking cessation campaign. Nasi received her M.S. in Marketing from the Johns Hopkins Carey School of Business.



Shana Davis

Senior Program Director, Black Women's Health Imperative

Shana Davis is the senior program director at the Black Women's Health Imperative, the only national nonprofit created by Black women to help protect and advance the health and wellness of Black women and girls. She is responsible for leading the strategy and implementation of special projects driven by the CEO, as well as the day-to-day management of a multi-million dollar portfolio of programs focused on building capacity and improving health outcomes in the areas of health awareness; access to healthcare; diversity, inclusion, and equity in biomedical research; and anti-tobacco efforts. Previously, Shana was director of global executive communications at the American Cancer Society. She is an innovative and results-driven communications leader with more than 20 years of experience in reputation management and is known for delivering successful high-impact strategies for United Way, Home Depot, Diageo, Young & Rubicam, Girl Scouts, Citigroup and Hilton Brands.

NATIONAL SUMMIT SPEAKERS CONTINUED



 [@CANCERLGBT](https://twitter.com/CANCERLGBT)

Gabriel Glissmeyer

Project Specialist, National LGBT Cancer Network

Gabriel is a Project Specialist at the National LGBT Cancer Network and is based in Salt Lake City, Utah. His work focuses on LGBTQ tobacco initiatives and helping build and organize coalitions. For over 10 years Gabriel has worked in tobacco prevention and cessation and LGBTQ exercise science. He received his Bachelor's degree in Exercise Science from Augsburg University and is currently wrapping up his Masters of Public Health at Utah State University. Gabriel is passionate about LGBTQ health, reducing health disparities, and increasing scientific literacy. In his free time, Gabriel enjoys reading, cooking, and traveling. Gabriel is a black Ashkenazi Jew that identifies as trans and queer.



 [@ERNESTHAWKMD](https://twitter.com/ERNESTHAWKMD)

Ernest Hawk, M.D., M.P.H.

Vice President of Cancer Prevention and Population Sciences, The University of Texas MD Anderson Cancer Center

Ernest Hawk, M.D., M.P.H., is the vice president and head of the Division of Cancer Prevention and Population Sciences at The University of Texas MD Anderson Cancer Center in Houston. Prior to working at MD Anderson, Dr. Hawk worked at the National Cancer Institute for 12 years in cancer-preventive drug identification, preclinical testing, and clinical development, participating in phase I-III trials of several agents including calcium, aspirin, celecoxib, DFMO, and combinations. During his tenure at MD Anderson, he gained experience in T1-T4 research through oversight and collaborations with the division's five academic departments: Epidemiology, Behavioral Science, Clinical Cancer Prevention, Health Disparities and Health Services Research. He also co-leads MD Anderson's Cancer Prevention and Control Platform, which implements evidence-based actions in public policy, public and professional education, and delivery of community-based clinical or public health services at a population level to promote health and affect a significant and lasting reduction in the burden of cancer and its antecedent risk factors.

NATIONAL SUMMIT SPEAKERS CONTINUED



 [@DAVIDLAKEY_MD](https://twitter.com/DAVIDLAKEY_MD)

David Lakey, M.D.

Vice Chancellor of Health Affairs and Chief Medical Officer,
The University of Texas System

David Lakey, M.D. is the vice chancellor for Health Affairs and chief medical officer at The University of Texas System, and Professor of Medicine at The University of Texas at Tyler Health Science Center. He also serves on the state's COVID-19 Expert Vaccine Allocation Panel. Prior to joining U. T., Dr. Lakey was the commissioner of the Texas Department of State Health Services. From 1998 to 2006, he served as division chief of clinical Infectious Disease and medical director of the Center for Pulmonary and Infectious Disease Control at the University of Texas Health Center in Tyler. Dr. Lakey graduated from Rose Hulman Institute of Technology and Indiana University School of Medicine, and completed his internal medicine, pediatrics and infectious disease training at Vanderbilt University Medical Center.



 [@CDCTOBACCOFREE](https://twitter.com/CDCTOBACCOFREE)

Natasha Buchanan Lunsford, Ph.D., M.A.

Associate Director for Health Equity, Office on Smoking and Health, Centers for
Disease Control and Prevention

Natasha Buchanan Lunsford, Ph.D. is the associate director for Health Equity in the CDC's Office on Smoking and Health. She provides leadership on efforts to advance health equity and to eliminate tobacco-related disparities. During her CDC tenure, she has served as a subject matter expert, technical lead and project officer for both domestic and international CDC-funded projects. She has authored nearly 60 publications and delivered numerous presentations on commercial tobacco, chronic disease conditions, health disparities and strategies to advance health equity. Dr. Buchanan Lunsford received advanced degrees from the University of Cincinnati and completed fellowships at Emory University School of Medicine and Yale University School of Medicine.

NATIONAL SUMMIT SPEAKERS CONTINUED



Alanna Murrell

Special Projects Manager, Black Women's Health Imperative

Alanna Murrell is a special projects manager for Black Women's Health Imperative. She focuses heavily on Black women's health, centering health advocacy and equity in environmental justice, reproductive justice, and maternal health. She is a multi-faceted communication specialist, conversationalist, and empathic thought leader who amplifies the importance of vulnerable communication, intersectional storytelling, and community building. Her background is in business development, marketing and communications.



Natasha Phelps, J.D.

Director of Equity-Centered Policies, Center for Black Health and Equity

Natasha Phelps, J.D., is the director of Equity-Centered Policy at The Center for Black Health and Equity. Prior to joining the center, Natasha worked as a litigation attorney at a private defense firm and as a managing lead senior staff attorney at the Public Health Law Center, where she provided legal technical assistance on commercial tobacco control and equitable public health policy issues to public health professionals and organizations, legal professionals, and advocates throughout the United States. Natasha serves on the board of the Planned Parenthood Minnesota, North Dakota, South Dakota Action Fund and taught as an adjunct professor at the Mitchell Hamline College of Law.

NATIONAL SUMMIT SPEAKERS CONTINUED



 [@TOBACCOFREEKIDS](https://twitter.com/TOBACCOFREEKIDS)

Laurie Rubiner, J.D.

Executive Vice President of U.S. Programs, Campaign for Tobacco-Free Kids'

Laurie Rubiner, J.D. is executive vice president for Domestic Programs at the Campaign for Tobacco Free Kids, the leading advocacy organization working to reduce tobacco use and its deadly consequences in the U.S. and around the world. She has more than 25 years of experience in Congress and the non-profit sector. She was special counsel to the Senate Judiciary Committee Democratic Staff, chief of staff to Senator Richard Blumenthal, legislative director to Senator Hillary Rodham Clinton and legislative assistant to the late Republican Senator John H. Chafee. She was vice president for Public Policy and Advocacy at Planned Parenthood Federation of America, inaugural director of the Universal Health Care Program at the New America Foundation, and vice president for Programs and Public Policy at the National Partnership for Women & Families.

Laurie received her B.A. in English from Barnard College and J.D. from Georgetown University Law Center where she has also served as an adjunct professor of Law.



 [@TRUTHINITIATIVE](https://twitter.com/TRUTHINITIATIVE)

Tia Taffer

Vice President of Digital Engagement, Marketing, Truth Initiative

Tia Taffer is the vice president of digital engagement for Truth Initiative. Since joining the company in 2018, Tia has worked on the creation of multiple national prevention and cessation campaigns including, most recently, Depression Stick and Breath of Stress Air. Prior to her joining Truth Initiative, she spent over 15 years managing brands at advertising agencies in Boston. During four of those years, she managed work done for the truth campaign at Arnold Worldwide, including the creation of the Effie award-winning campaigns “Ugly Truth” in 2014 and “Unsweetened Truth” in 2012.

NATIONAL SUMMIT SPEAKERS CONTINUED



 [@UVA](#)

Pranusha Amancherla

Student, University of Virginia

Pranusha Amancherla is a third-year student at the University of Virginia (UVA) majoring in cognitive science with a neuroscience concentration and minoring in statistics. Passionate about healthcare policy and clinical aspects, she - along with Anurika Kumar - established an American Cancer Society Cancer Action Network chapter at UVA. She plans to continue exploring and expanding her involvement in this field.



 [@TCNJ](#)

Aria Chalileh

Student, The College of New Jersey

Aria Chalileh is a current freshman attending The College of New Jersey. Aria has been involved in tobacco prevention and awareness since high school, with the Bergen County Youth Tobacco Action Group and served for three years as a Youth Advisory Board Member for the statewide *Incorruptible.US* campaign. Through these organizations, she has worked with other youth from across the county and state on a variety of awareness and prevention campaigns, social media post creations and tabling events to advocate for change. More recently, Aria has worked as a National Youth Ambassador for the Campaign for Tobacco-Free Kids, a national organization focused on legislative changes aimed at preventing youth addiction to tobacco products. Aria achieved her Girl Scout Gold Award in April 2021, which was focused on educating over 2,000 middle and high school students on the dangers of vaping through over 45 peer-to-peer presentations and a variety of other activities.

NATIONAL SUMMIT SPEAKERS CONTINUED



 [@MIZZOU](#)

Mikayla Kitchen

Student, University of Missouri

Mikayla Kitchen is an undergraduate student at the University of Missouri-Columbia. She is studying public health with a minor in leadership & public service and will earn a multicultural studies certificate. She is a student research assistant and the summit coordinator for the Eliminate Tobacco Use Missouri Initiative. Her interests include analyzing health policy and creating sustainable solutions.



 [@TXST](#)

Kellen Kruk

Student, Texas State University

Kellen Kruk is a senior at Texas State University where he is pursuing a Bachelor's degree in Political Science with a minor in Public Health. Since 2015, Kellen has been an active advocate for youth tobacco prevention in his community and state. His dedication to protecting his peers awarded him the opportunity to serve as a Say What! Teen Ambassador for multiple terms, as well as the 2019 Regional Youth Advocate of the Year from the Campaign for Tobacco-Free Kids. He was part of the Texas Tobacco 21 youth coalition where he helped educate elected officials about the importance of raising the minimum tobacco-sale age to 21.



 [@UVA](#)

Anurika Kumar

Student, University of Virginia

Anurika Kumar is currently a third-year undergraduate student at the University of Virginia majoring in sociology and minoring in biology. She is involved in numerous activities such as Camp Kesem, the Indian Student Association and the American Cancer Society's Cancer Action Network student group. She is passionate about advocacy and loves to provide education for her peers and community members.

INITIATIVE LEADERSHIP

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Jennifer Cofer, M.P.H., C.H.E.S.

Director, EndTobacco® Program
The University of Texas MD Anderson Cancer Center

Alex Hurst, M.H.A.

Program Manager, EndTobacco® Program
The University of Texas MD Anderson Cancer Center

Tiffany Winter, M.P.H.

Program Coordinator, EndTobacco® Program
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Nagla Elerian, M.S.

Director of Population Health Strategic Initiatives
The University of Texas System

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All Eliminate Tobacco Use Initiative health communication efforts and materials are provided in partnership with The University of Texas at Austin Center for Health Communication.



The University of Texas at Austin
Center for Health Communication
Moody College of Communication & Dell Medical School

Instituted and grown in Texas, the Eliminate Tobacco Use Initiative continues to expand outside our founding state. Founding partners at The University of Texas MD Anderson Cancer Center and The University of Texas System continue to serve as leaders and colleagues to professionals engaging in evidence-based tobacco control on campuses nationwide.

STATE INITIATIVE LEADERSHIP

MISSOURI

Ginny Chadwick, M.A., M.P.H.

Program Coordinator
University of Missouri

Kevin Everett, Ph.D.

Associate Professor, Family and Community Medicine
University of Missouri

NEW JERSEY

Diane Litterer, M.P.A., C.P.S.

CEO & Executive Director
New Jersey Prevention Network

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Yousrah Younous

Prevention Associate
New Jersey Prevention Network

Kimberly Burns, N.C.T.T.P.

Atlantic Prevention Resources, Tobacco Free for a Healthy NJ

Elise McGaughran

Center for Prevention and Counseling, Tobacco Free for a Healthy NJ

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Associate Director of Population Science
University of Virginia Comprehensive Cancer Center

CONTINUING EDUCATION CREDIT

CEU

The University of Houston Graduate College of Social Work is an approved provider of Continuing Education Units by the Texas State Board of Social Worker Examiners for LMSW and LCSW CEUs. LMFT and LPC CEUs are available to participants upon approval of their licensing boards. Up to 4.0 CEU's are available for April 20, 2022. Up to 4.5 CEU's are available for April 21, 2022. Up to 8.5 CEU's are available for both days.

NCHEC

Sponsored by The University of Texas MD Anderson Cancer Center, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. Up to 3.75 hours of entry level CHES/MCHES credits available for April 20, 2022 Up to 3.5 hours of entry level CHES/MHES credits available for April 21, 2022. Up to 7.25 hours available for both days. NCHEC Provider # MEP 99697

CME

The University of Texas MD Anderson Cancer Center is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The University of Texas MD Anderson Cancer Center designates this live activity for a maximum of 9.75 *AMA PRA Category 1 Credit(s)*TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



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