

# REDUCING TOBACCO USE AMONG YOUNG ADULTS

2009 CONFERENCE



**April 29 & 30**

at the **Westin Alexandria**

in Alexandria, VA

400 Courthouse Square  
Alexandria, VA 22314

Phone: **703-253-8600**

Fax: **703-253-8625**



Hosted By:

**PREVENTION  
CONNECTIONS**

[CLICK TO REGISTER ONLINE](#)

By April 10, 2009

Why are young adults, ages 18 to 25, the fastest growing group of new smokers? Most tobacco-control professionals are aware of this phenomenon, but how do we put the brakes on it?

Prevention Connections invites you to an exciting, two-day training conference where nationally recognized tobacco-control experts will discuss evidence-based strategies for preventing and reducing smoking among young adults. You'll hear about innovative new tobacco cessation and prevention programming, as well as suggestions on how to better reach priority populations through social marketing techniques like those employed by successful advertising agencies and corporations.

If you are a public health professional, educator, community leader, policy maker or health care professional, you need to attend this conference and get practical information on working with young adults. Together we change the tide.

## Featured Keynote Speakers



### Jeff Jordan, MA

In 2001, Jeff Jordan founded Rescue Social Change Group (RSCG), a social marketing agency in Las Vegas, NV. Jeff has fueled the group's growth to become a nationally recognized agency now based in San Diego, CA. Jeff has led RSCG's most important achievement to date, the creation of "Social Branding" in 2003, a unique intervention that changes risk behaviors through culture. Jeff and RSCG are focused on the national dissemination and application of the Social Branding strategy. To this goal, Jeff has participated in numerous conferences as both workshop presenter and keynote speaker and in 2004 the National Association of City and County Health Officials named Social Branding a Promising Practice. As the President of RSCG, Jeff has been recognized for his leadership and innovative thinking. In 2005, the US Small Business Administration named him the Young Entrepreneur of the Year for Rhode Island and New England, then again in 2007 for San Diego. Jeff has a Masters in Experimental Psychology from the University of California, San Diego.



### Linda Hancock, RN-C, FNP, PhD

A Family Nurse Practitioner, Linda Hancock has provided health care to students at Virginia Commonwealth University since 1987. Her work in student health services with college students has led her to develop numerous prevention education programs. Linda says she's done all the "S's." She started as the "Sex Lady." She then worked in "Substance Abuse Prevention." She is currently the "Smoking Cessation Guru" at VCU and directs several grant projects dealing with "Social Norms." Linda has a Bachelors of Science in Nursing from the University of Maryland, a Masters in Community Health Nursing and a PhD in Education from Virginia Commonwealth University. The author of the "Tobacco Use Reduction Guide for Colleges and Universities," Linda has also written several book chapters and articles on social norms and tobacco. In May 2003 she became the first national recipient for the Henry W. DeJong Award for Vision and Leadership in Collegiate Tobacco Use Reduction.



### Karla Sneegas, MPH

Following more than a decade of tobacco prevention and control experience, Karla S. Sneegas was named Executive Director for Indiana's Tobacco Use Prevention and Cessation Trust Fund in January 2001. Prior to assuming duties as Executive Director for Indiana's board, Karla was a national consultant to tobacco prevention and control organizations. Her clients included the Advocacy Institute and numerous state and local programs and coalitions. Karla co-facilitated the Creativity in Leadership Course for the National Tobacco Use Prevention Institute for six years. She also co-chaired the Skill Building Workshop Committee for the 11th World Tobacco Conference held in Chicago, Ill. in 2000. From 1992-1994, she directed South Carolina's ASSIST program and state tobacco prevention coalition. Karla holds a Master of Public Health degree from the University of South Carolina and a B.S. in Education from Western Kentucky University.

# Conference Agenda

Wednesday, April 29, 2009

- 11 a.m. - 1 p.m. Registration/Exhibits (Foyer)
- 1 p.m. - 2:30 p.m. Welcome (Edison Ballroom)  
The Honorable William D. Euille  
Mayor, City of Alexandria
- Opening Keynote Address  
Young Adult Cultures, Identities & Smoking  
Jeff Jordan, Rescue Social Change Group
- 2:45 p.m. - 4 p.m. Concurrent Sessions
- Tobacco Use in Special Populations: Psychiatric and Substance Use Disorders (Edison B)
  - Quitters Do Win! (And so do the people who help them!) (Edison C)
  - Tailored Strategies to Impact the LGBT Community (Edison A)
  - The Social Branding Program to Prevent Young Adult Smoking (Edison Ballroom)
- 4:30 p.m. - 6 p.m. Networking Reception/Exhibits (Foyer)

Thursday, April 30, 2009

- 7 a.m. - 8:30 a.m. Registration & Continental Breakfast (Foyer)
- 8:30 a.m. - 10 a.m. Keynote Address (Edison Ballroom)  
Marketing Strategies Targeted at Young Adults  
Karla Sneegas, Indiana Tobacco Prevention & Cessation Trust Fund
- 10:15 a.m. - 11:45 a.m. Concurrent Sessions
- Hookah Tobacco Smoking: Old Custom, New Threat to Young Adults (Edison A)
  - Using Tailored Media Buys and Earned Media to Impact Priority Populations (Edison B)
  - What We Don't Know Can Kill Us : Little Cigars and Other Emerging Tobacco Products (Edison C)
  - The Workplace as a Partner in Wellness Programs for Young Adults (Banneker)
- 12 Noon - 1:30 p.m. Lunch & Plenary Session (Edison Ballroom)  
Tylenol, Twinkies and the Tobacco Puzzle: A framework for changing the way young adults look at tobacco and addiction  
Linda Hancock, Virginia Commonwealth University
- 1:45 p.m. - 3 p.m. Concurrent Sessions
- Tobacco Cessation Among Young Adults: Evidence, Practice and Research (Banneker)
  - Sustaining Your Prevention Efforts With Young Adults (Edison B)
  - Making an Impact with Smoke-free Air Policies (Edison C)
  - Latino Young Adults: A Hot Market (Edison A)
- 3 p.m. - 3:30 p.m. Closing Remarks & Adjourn (Edison Ballroom)

# Conference Fees, Lodging & Other Information

Registration is Now Open! [Click Here to Register.](#)

## Conference Fees

Conference fees include access to all conference exhibitors, one plated breakfast, refreshment breaks, one plated lunch, and a networking reception. Hotel accommodations and hotel fees are separate from Conference fees.

## Conference Fees and Deadlines

Early Bird Registration before March 4, 2009	\$195
Full Conference Registration until April 10, 2009	\$250

## Conference Cancellations

Cancellations must be made in writing by March 15, 2009. If cancellations are received by March 15, 2009, a full refund, minus a 20% handling fee, will be issued. No refunds will be provided after March 15, 2009. If you are unable to attend, substitutions will be accepted.

## Continuing Education Credits

Application has been made to the National Commission for Health Education Credentialing, Inc., to offer Category I continuing education contact hours (CECH) for Certified Health Education Specialists for this event. Approval is pending.

## Exhibits & Sponsorships

Interested in exhibiting or becoming an event sponsor? Exhibiting and event sponsorships are great ways to market your organization, service or product. Don't miss out on this opportunity to exhibit and meet face-to-face with key personnel from the public health, education, public policy and health care professions. Sponsorships are also available at the Platinum, Gold, Silver and Bronze levels as well as for "green" conference products. Contact Charlie McLaughlin at [cmclaughlin@vtsf.org](mailto:cmclaughlin@vtsf.org) for more information about exhibiting. Contact Marge White at [mwhite@vtsf.org](mailto:mwhite@vtsf.org) for more information about sponsorships.

## Continuing Education Credits

Application has been made to the National Commission for Health Education Credentialing, Inc. and the Substance Abuse Certification Alliance of Virginia to offer Category I continuing education contact hours (CECH) for Certified Health Education Specialists and Certified Prevention Professionals for this event. Approval is pending



[Click Here to Reserve a Room](#)

### About the Hotel

The Westin Alexandria blends sophistication and elegance with the historic surroundings of Alexandria, VA. Located in the exclusive Carlyle section of Old Town Alexandria, the hotel is an oasis of personal, instinctive, and renewing comfort. Three blocks from the King Street Metro station and Alexandria Amtrak station, five miles from Ronald Reagan National Airport, and eight miles from downtown Washington, DC, the hotel is ideally situated for your visit to the Washington/Alexandria area.

A block of rooms has been reserved, at a special group rate of \$209 per night (plus tax) until April 10, 2009, or until the group block is sold out, whichever comes first. The hotel offers valet parking at the following rates: \$10 per car for guests visiting but not staying overnight and \$24 per car for overnight parking. To reserve your room at the discounted group rate, click here to make reservations on-line or call (703) 253-8600, ask for reservations and mention the group code PCD28A or Prevention Connections. Please make your reservations by April 3, 2009 to guarantee the conference group rate.

### Getting to Alexandria & Ground Transportation

Ronald Reagan Washington National Airport is the closest to the conference hotel. Located just north of the city on the Potomac River, the airport is only 5-10 minutes away from downtown Alexandria. Reagan National Airport offers a full range of domestic flights on major, regional and commuter carriers. Additionally, Washington Dulles International Airport is located approximately 50 minutes from downtown Alexandria and Thurgood Marshall Baltimore/Washington International (BWI) Airport is located approximately 40 minutes from downtown Alexandria. Multiple means of transportation are available from the Metro DC airports (Reagan National, Dulles, and BWI). Reagan National is the closest to the hotel. The following outlines the methods of transportation from each airport:

Taxi - Available on site, no reservations required

National Harbor Transportation (SuperShuttle/Execucar) - Local Reservations 800-660-8000 or 301-965-2080

DC Livery - Local Reservations 703-372-1393 or 800-786-6630

Fleet Transportation - Local Reservations 703-933-2600 or 866-933-2600

Northern Virginia Executive Town Cars - Local Reservations 703-739-9770

Platinum Sedan & Limousine Service - Local Reservations 703-967-2895

Free Hotel Shuttle Service - to King Street Metro Station, which has transportation to Reagan Airport.

# Session Descriptions

## Young Adult Cultures, Identities & Smoking (Jeff Jordan, MA)

Since the 1990s, the tobacco industry has continued to increase its efforts at reaching young adults inside bars and clubs. The tobacco industry understands that these are locations where young adults are vulnerable to adopting new behaviors like smoking. However, most young-adult tobacco-prevention strategies have focused on college campuses or simply don't exist. In order to prevent young adults from smoking, we must understand why young adults smoke, why initiation is happening at a late age, what the tobacco industry is doing, and most importantly, what cultures and identities influence young adults. Participants will learn why young adults are starting to smoke; understand the critical function of identity/cultural segmentation and representation to reach various young adult populations; understand strategies that work, including Social Branding; and analyze the newest tobacco industry marketing strategies.

## Tobacco Use in Special Populations: Treating Young Adults

### with Psychiatric and Substance Use Disorders (Dr. Eric Heiligenstein, MD)

The addictive effects of smoking on the morbidity and mortality of individuals with psychiatric disorders has been long overlooked. Mental health and substance use professionals rarely integrate tobacco identification and cessation efforts into their practices or see smoking as a detriment to their patient's mental and physical health. In contrast, the U.S. Public Health Service guidelines strongly encourage tobacco cessation treatments in individuals with co-morbid conditions, as studies show that treatments can be effective. This presentation will review the existing literature on young adult smoking and psychiatric disorders/substance-use disorders. Broad strategies to integrate tobacco cessation treatments into mental health and alcohol and other drug-abuse treatment settings for young adults will be reviewed. Case examples of integration efforts will be discussed.

## Quitters Do Win! (And so do the people who help them!) (Linda Hancock, RN-C, FNP, PhD)

This session is for everyone who wants to help young adults tobacco users beat tobacco. Participants will learn theory and skills in brief motivational interviewing. Participants will also learn the latest and greatest tips for helping young adults get the most out of tobacco cessation medications. This session will grow both your compassion and your confidence in being able to help addicted young adults win while quitting tobacco.

## Tailored Strategies to Impact the Lesbian, Gay, Bi-Sexual and Transgender Community (Scout, PhD)

Lesbian, gay, bisexual, and transgender (LGBT) young adults use tobacco products at a higher rate than non-LGBT young adults. In fact, the LGBT community is 50 - 200% times more likely to be addicted to smoking than the general public. This session will begin to explore why LGBT young adults have some of the highest smoking prevalence rates of all disproportionately affected populations and will provide strategies for reaching this priority population. Participants will expand their knowledge of LGBT populations, learn strategies for incorporating LGBT populations into overall tobacco control efforts, identify how the tobacco industry targets LGBT young adults and learn how to build capacity for LGBT tobacco control interventions.

## The Social Branding Program to Prevent Young Adult Smoking (Jeff Jordan, MA)

Recent research on young adults provides a strong association between culture, identity, and social environment with smoking. With this knowledge and a Social Branding program, prevention can reach into the cultural and social identity of young adults, directly addressing the societal and environmental factors that drive the risk behavior. The ultimate goal is to impact young adult culture with a smoke-free lifestyle, associating nonsmoking behavior with the identity desired by young adults as identified in the formative research process. This presentation will review the steps of implementing a Social Branding program and highlight various successful examples of its implementation in different communities and cultures. Participants will learn about the most common young adult subcultures thriving today and how to segment young adult populations for effective Social Branding programs

## Marketing Strategies Targeted at Young Adults (Karla Sneegas, MPH)

Rates of tobacco use are rising rapidly among the young adult population. Why? It has a lot to do with targeted marketing. Social settings around college campuses and clubs/bars that young adults hang out in are allowing more direct marketing on-site. When you add in concert sponsorships, the growing popularity of cigarillos, cigarette and smokeless brands targeted at young people and the groundswell of hookah bars, you'll find more of the answer. See and learn about the latest tricks of the trade that are enticing young adults to use tobacco products.

## Hookah Tobacco Smoking: Old Custom, New Threat to Young Adults

(Dr. Brian Primack, MD, EdM, MS)

Did you know that hookah smoking rates are higher than cigarette smoking rates at many major U.S. universities? Do you know how many hookah bars are located near your local college campus? Did you know that one hookah session provides a user with the same tar as more than 40 cigarettes? How about the fact that hookah tobacco smoking rates are likely to increase substantially over the coming decade, particularly among young adults? Come learn about the latest fad in tobacco use among young people ... before it's too late.

## Using Tailored Media Buys and Earned Media to Impact Priority Populations

(Karla Sneegas, MPH)

The media has a strong influence on how products are perceived by people each and every day. Whether it's a paid campaign, media partnerships or media time earned through news stories, people are influenced by what they see and hear. Most communications are designed to reach the general population; yet, there are many ways to have a great impact using unique approaches and messaging. This session will help you find new ways to leave a lasting impression on priority populations, helping influence them to avoid tobacco use.

## What We Don't Know Can Kill Us :

### Little Cigars and Other Emerging Tobacco Products (Bennie Patterson)

Several new products have blasted on the scene as emerging tobacco products of choice by young adults ages 18-25. Their stealthy nature, sweet smelling aroma and cheaper prices create a combination that has become more and more appealing to younger smokers, both men and women. This session will expose the culture of these products, offer some information of their anatomy, explore common misperceptions of the products and unravel the intricate ways they have been connected to pop culture. As the industry becomes creative, we hope to help keep you informed because "What We Don't Know Can Kill Us!"

## The Workplace as a Partner in Wellness Programs for Young Adults

(Alayne MacArthur, MS)

In this session participants will explore topics including: the workplace as an arena of change that influences substance-use behavior in young adults; the skills young adults need to navigate the transition from school to work; and approaches that industry can use to encourage workplace wellness for young adults. Participants will learn the skills that young adults must acquire and use to navigate the transition from school to work and will explore the role of the employer in developing these skill sets in the work environment.

## Tylenol, Twinkies and the Tobacco Puzzle: A framework for changing the way young adults look at tobacco and addiction

(Linda Hancock, RN-C, FNP, PhD)

This fun and interactive session will build a framework for addiction that is both interesting and understandable for college students. The way young adults are engaged in thinking about tobacco is crucial for both prevention and cessation efforts. Participants will leave with new knowledge about tobacco and other drugs. They will also participate in an interactive learning experience that they can use in working with young adults on both prevention and cessation issues.

## Tobacco Cessation Among Young Adults: Evidence, Practice and Research

(Cathy L. Backinger, PhD, MPH)

Young adults smoke at a higher rate than other adult smokers. Given this transition time period in life, helping young adults quit smoking and using other tobacco products present challenges. This session will provide an overview of these challenges, summarize the scientific literature regarding tobacco cessation among young adults and outline needed research and evaluation for this population. After attending this workshop, participants will be able to recognize challenges for tobacco cessation among young adults; identify strategies for tobacco cessation among young adults at the individual and population level; and list research and evaluation needs for tobacco cessation among young adults.

## Sustaining Your Prevention Efforts With Young Adults (Laurie Joe Wallace)

This workshop will explore how individuals/community groups can sustain their prevention efforts among young adults. Participants will have the opportunity to understand current theory and utilize practical strategies to effectively engage and sustain young adults in addressing various public health issues including tobacco use. This presentation will address the concepts of community, community mobilization and engagement, and sustainability. The course will be interactive and participants will be encouraged to bring issues from their work for discussion.

### **Making an Impact with Smoke-free Air Policies** (Cynthia Hallett, MPH)

This session will address current trends in and benefits of smoke-free policies across the United States. The presenter will illustrate gaps in smoke-free protections and potential barriers to future progress. Additionally, this session will review fundamental strategies for working on smoke-free campaigns, as well as brainstorming strategies to expedite closing the gaps, emphasizing the role of youth and young adults in elevating the importance of 100% smoke-free protections. Success stories will be discussed including innovative campaigns and the use of new technologies such as social networking sites and Twitter. By the end of the session, participants will be able to: 1) identify current trends and the benefits of smoke-free environments, 2) recognize best practices/fundamentals of working on smoke-free efforts, and 3) articulate strategies to initiate educational campaigns by or with participation of young adults for strong smoke-free laws at the state and local level as well as on college campuses. This paragraph repeated itself on the registration form.

### **Latino Young Adults: A Hot Market** (Alejandro Garcia-Barbon)

The Latino population is not only the largest minority in the United States but the youngest population. About 20 percent of the Latino population is between the ages of 18 and 25, making it a hot market for the tobacco industry. The industry is targeting young adults like never before, especially those who come from priority populations. Join us as we look at some successful strategies that have been used to engage this group in the tobacco prevention movement, targeted cessation and intervention strategies, and the best proven channels of communication to take the tobacco prevention message and education to young adults from the Latino community.