



INSTITUTE OF MEDICINE

OF THE NATIONAL ACADEMIES

National Cancer Policy Forum Workshop on

# Reducing Tobacco-Related Cancer Incidence and Mortality

AGENDA, JUNE 11&12, 2012

Lecture Room  
The National Academy of Sciences Building  
2101 Constitution Avenue, NW  
Washington, DC 20418

June 11, 2012	
8:00 am	<b>Breakfast and Registration</b>
8:30 am	<b>Welcome and Opening Remarks from the IOM National Cancer Policy Forum</b> John Mendelsohn, M.D. Anderson Cancer Center National Cancer Policy Forum Chair  Roy Herbst, Yale Cancer Center Workshop Planning Committee Chair
8:40 am	<b>Session 1: Workshop Introduction</b> <b>The Changing Face of Tobacco Use Over Time</b> <i>Moderator: Roy Herbst, Yale Cancer Center</i>  <b>Epidemiology Perspective on Tobacco Use in the United States</b> <ul style="list-style-type: none"> <li>Terry Pechacek, Centers for Disease Control and Prevention</li> </ul> <b>Societal and Policy Perspective on Tobacco Use</b> <ul style="list-style-type: none"> <li>Kenneth Warner, University of Michigan</li> </ul> <b>Panel Discussion (30 minutes)</b> Include speakers and Otis Brawley, American Cancer Society
10:00 am	<b>Session 2: Federal Level Tobacco Policy</b> <i>Moderator: Matthew Myers, Campaign for Tobacco Free Kids</i>  <b>Overview of the National Tobacco Strategy</b> <ul style="list-style-type: none"> <li>Howard Koh, United States Department of Health and Human Services</li> </ul> <b>Food and Drug Administration</b> <ul style="list-style-type: none"> <li>Lawrence Deyton, FDA Center for Tobacco Products</li> </ul> <b>Centers for Disease Control and Prevention</b> <ul style="list-style-type: none"> <li>Tim McAfee, CDC Office on Smoking and Health</li> </ul> <b>Panel Discussion (30 minutes)</b> Include speakers and David Abrams, American Legacy Foundation
11:45 am	<b>Lunch</b>

<b>12:45 pm</b>	<p><b>Session 3: State Level Tobacco Policies</b>  Moderator: Carolyn Dresler, Arkansas Department of Health</p> <p><b>State Policy Initiatives and Funding Needs</b></p> <ul style="list-style-type: none"> <li>▪ Danny McGoldrick, Campaign for Tobacco Free Kids</li> </ul> <p><b>Overview of State Tobacco Control Programs</b></p> <ul style="list-style-type: none"> <li>▪ Karla Sneegas, Centers for Disease Control and Prevention</li> </ul> <p><b>State-Level Exemplars of Policy Change</b></p> <ul style="list-style-type: none"> <li>▪ Tom Land, Massachusetts Department of Public Health</li> <li>▪ Colleen Stevens, California Department of Health Services</li> </ul> <p><b>Panel Discussion (40 minutes)</b>  Include speakers and Russ Sciandra, American Cancer Society</p>
<b>2:45 pm</b>	<b>Break</b>
<b>3:00 pm</b>	<p><b>Session 4: Treatment for Cessation</b>  Moderator: Michael Fiore, University of Wisconsin</p> <p><b>Cessation: Clinical Practice and Guidelines</b></p> <ul style="list-style-type: none"> <li>▪ Michael Fiore, University of Wisconsin</li> </ul> <p><b>Opportunities and Challenges for Healthcare Providers in Tobacco Dependence Treatment</b></p> <ul style="list-style-type: none"> <li>▪ Linda Sarna, University of California, Los Angeles</li> </ul> <p><b>The Art of Treatment: Clinical Applications and Challenges</b></p> <ul style="list-style-type: none"> <li>▪ Richard Hurt, Mayo Clinic</li> </ul> <p><b>Lung Cancer Screening and Cessation</b></p> <ul style="list-style-type: none"> <li>▪ Jamie Ostroff, Memorial-Sloan Kettering</li> </ul> <p><b>Panel Discussion (40 minutes)</b></p>
<b>5:00 pm</b>	<p><b>Wrap Up Day 1 and Adjourn</b>  Roy Herbst, Yale Cancer Center</p>

<b>June 12, 2012</b>	
<b>7:30 am</b>	<b>Breakfast and Registration</b>
<b>8:00 am</b>	<b>Welcome, Recap of Day 1</b> <i>Roy Herbst, Yale Cancer Center, Workshop Planning Committee Chair</i>
<b>8:05 am</b>	<b>Session 5: Cancer Patients</b> <i>Moderators: Roy Herbst, Yale Cancer Center &amp; Ellen R. Gritz, M.D. Anderson Cancer Center</i>  <b>Molecular Biology</b> <ul style="list-style-type: none"> <li>Fadlo Khuri, Emory University</li> </ul> <b>Tobacco Use and Cancer Outcomes</b> <ul style="list-style-type: none"> <li>Graham Warren, Roswell Park Cancer Institute</li> </ul> <b>Tobacco Cessation in Cancer Patients</b> <ul style="list-style-type: none"> <li>Ellen R. Gritz, M.D. Anderson Cancer Center</li> </ul> <b>The War on Cancer Starts with Tobacco Control</b> <ul style="list-style-type: none"> <li>K. Michael Cummings, Medical University of South Carolina</li> </ul> <b>Panel Discussion (40 minutes)</b> Include speakers and Michele Bloch, National Cancer Institute
<b>10:05 am</b>	<b>Break</b>
<b>10:15 am</b>	<b>Session 6: Communication</b> <b>What Messages are Most Effective for Preventing Initiation of and for Quitting Tobacco Use</b> <i>Moderators: Benjamin Toll, Yale Cancer Center &amp; Brenda Nevidjon, Duke University</i>  <b>Cigarette Warning Labels</b> <ul style="list-style-type: none"> <li>David Hammond, University of Waterloo</li> </ul> <b>Technology-Based Programs for Prevention and Cessation</b> <ul style="list-style-type: none"> <li>Alexander V. Prokhorov, M.D. Anderson Cancer Center</li> </ul> <b>Message Framing to Promote Tobacco Cessation</b> <ul style="list-style-type: none"> <li>Benjamin Toll, Yale Cancer Center</li> </ul> <b>Media to Reduce Tobacco Use</b> <ul style="list-style-type: none"> <li>Cheryl G. Heaton, American Legacy Foundation</li> </ul> <b>Panel Discussion (40 minutes)</b> Include speakers and Geoffrey Fong, University of Waterloo
<b>12:15 pm</b>	<b>Wrap Up</b> <i>Roy Herbst, Yale Cancer Center</i>
<b>12:30 pm</b>	<b>Adjourn; Lunch Available</b>