3RD ANNUAL SMOKING CESSATION DAY

ONLINE EVENT

SAVE THE DATE

FRIDAY
MAR 5
2021
8AM-12:30PM

TARGET AUDIENCE

Healthcare providers and other professionals who treat people who smoke

UPON COMPLETION PARTICIPANTS WILL BE ABLE TO

- Describe nationwide efforts and resources for implementing evidence-based tobacco treatment into clinical care
- Understand the current status of California's law about flavored tobacco products and potential population impact
- Cite biological and epidemiological evidence and health promotion strategies for smoking and COVID
- Develop a plan for implementing evidence-based tobacco treatment in various clinical settings

For further information, please contact
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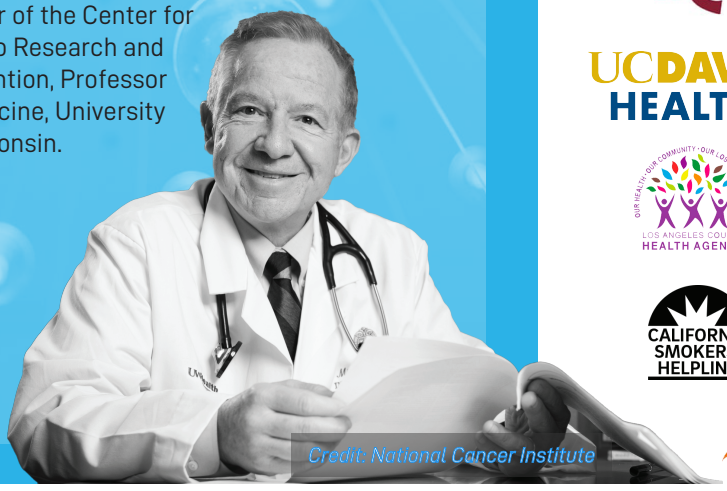
KEYNOTE SPEAKER

Michael Fiore, MD, MPH
Director of the Center for Tobacco Research and Intervention, Professor of Medicine, University of Wisconsin.



Credit: National Cancer Institute

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TOBACCO-RELATED DISEASE RESEARCH PROGRAM

CALIFORNIA TOBACCO-RELATED DISEASE RESEARCH PROGRAM (TRDRP)

3RD ANNUAL SMOKING CESSATION DAY – LIVE STREAM

MARCH 5, 2021, 8:00 AM-12:30 PM

MORE DETAILS TO FOLLOW

AGENDA

7:15 - 8:00 am	**Zoom Opens**
8:00 - 8:30 am	**Welcome & Summary - TRDRP Efforts for Smoking Cessation 3 Research Projects. Explanation of CE Processes** Theodore C. Friedman, MD, PhD - CDU, Norma Mtume, MHS, MA MFT, Friends Research Institute, Joseph R. Guydish, PhD - UCSF, Elisa Tong, MD - UCD
8:30 – 9:15 am	**Smoking Cessation as the Fourth Pillar of Cancer Care: Lessons from the NCI's Moonshot Cancer Center Cessation Initiative (C3I) Program** Michael C. Fiore, MD, MPH Director of the Center for Tobacco Research and Intervention, Professor of Medicine, University of Wisconsin
9:15 – 9:20 am	**Break**
9:20 -10:20 am	**California's Law to Restrict the Sale of Flavored Tobacco Products: The Tobacco Industry Referendum and Impact on Community Health (Panel)** 1) **California's Law and the Tobacco Industry Referendum:** Jim Knox, American Cancer Society Cancer Action Network 2) **Menthol and the African American Community:** Valerie Yerger, MA, ND, UCSF 3) **Vaping and Youth/Young Adults:** Bonnie Halpern-Felsher, PhD Stanford University
10:20- 10:25 am	**Break**
10:25 - 11:25 am	**Quit for COVID: Why and How (Panel)** 1) **How Smoking Worsens COVID-19 Infection in the Airways** – Brigitte Gomperts, MD UCLA 2) **Smoking Associated with COVID-19 Progression** – Stanton Glantz, PhD, retired UCSF 3) **'Quit for COVID' with the California Smokers' Helpline** – Elisa Tong, MD, UCD
11:25- 11:30 am	**Break**
11:30 –12:30 pm	**Helping Others to Quit (Breakout Session)** 1) **Trainings for Clinics and Behavioral Health Staff in Your County** – Cathy McDonald, MD - Alameda County ATOD Tobacco Dependence Treatment Training Program 2) **Smoking Cessation Pharmacotherapy** – Brian Hurley, MD, MBA, DFASM – Friends Research Institute and Los Angeles County Department of Health Services 3) **Group Behavioral Therapy for Smoking Cessation** – Tasha Dixon, LMFT – Friends Research Institute