
 <div>UNIVERSITY of MARYLAND FRANCIS KING CAREY SCHOOL OF LAW LEGAL RESOURCE CENTER FOR PUBLIC HEALTH POLICY</div>		 <div>MARYLAND Department of Health</div>	
<div>7<sup>th</sup> Annual Maryland Tobacco Control Conference</div> <div>Navigating the Changing Landscape: The Future of Tobacco Control in Maryland</div> <div>June 1, 2023   DoubleTree by Hilton Hotel Baltimore - BWI Airport</div>			
8:30 AM to 9:00 AM	Registration/Breakfast		
9:00 AM to 9:15 AM	Opening Remarks Kathleen Hoke, Legal Resource Center (LRC) Dana Moncrief, Maryland Department of Health (MDH)		
9:15 AM to 10:15 AM	Keynote Dr. Mignonne C. Guy Associate Professor & Chair, Department of African American Studies Founder & Co-Chair, Committee on Racial Equity (CORE) Faculty Investigator, Center for the Study of Tobacco Products Virginia Commonwealth University		
10:15 AM to 10:30 AM	Joan Stine Award Presentation		
10:30 AM to 10:40 AM	Break		
10:40 AM to 11:55 AM	Concurrent Session 1		
	Military	Cannabis Messaging & Public Health Promotion	
	<ul style="list-style-type: none"><li>Hannah Prentice-Dunn, UNC Lineberger Comprehensive Cancer Center</li><li>Ashley Curtice, Cumberland County Health Department</li><li>LTC Teresa Pearce, Fort Bragg Health Department</li><li>Krysta Gougler-Reeves, UNC Lineberger Cancer Prevention and Control Program</li></ul> <b>Moderator:</b> Blair Inniss, LRC <i>Frederick Douglass Room</i>	<ul style="list-style-type: none"><li>Dawnyéa Jackson, Rescue Agency</li><li>Bronson Frick, Americans for Nonsmokers' Rights</li></ul> <b>Moderator:</b> Brooke Torton, LRC <i>Chesapeake/Annapolis Rooms</i>	
11:55 AM to 1:05 PM	Lunch		
1:05 PM to 2:20 PM	Concurrent Session 2		
	Special Populations & Tobacco Use	Menthol	
	<ul style="list-style-type: none"><li>Allison Gorrilla, UW Center for Tobacco Research and Intervention</li><li>Jessica Fish, University of Maryland Prevention Research Center</li></ul> <b>Moderator:</b> Brooke Torton, LRC <i>Frederick Douglass Room</i>	<ul style="list-style-type: none"><li>Mignonne C. Guy, Virginia Commonwealth University</li><li>Joelle Lester, Public Health Law Center</li></ul> <b>Moderator:</b> Kathleen Hoke, LRC <i>Chesapeake/Annapolis Rooms</i>	
2:20 PM to 2:30 PM	Break		
2:30 PM to 4:00 PM	Concurrent Session 3		
	Global through Local	Youth Prevention & Cessation	
	<ul style="list-style-type: none"><li>Joanna Cohen, Johns Hopkins Bloomberg School of Public Health</li><li>Maham Akbar, Truth Initiative</li><li>Jasmine Gatlin, Community Anti-Drug Coalition of America</li></ul> <b>Moderator:</b> Blair Inniss, LRC <i>Frederick Douglass Room</i>	<ul style="list-style-type: none"><li>Marcella Bianco, CATCH my Breath</li><li>Alex Parks, Truth Initiative</li><li>Melinda Ickes, University of Kentucky</li><li>Shay Abagat, FDA Center for Tobacco Products</li></ul> <b>Moderator:</b> Brooke Torton, LRC <i>Chesapeake/Annapolis Rooms</i>	

## Session Descriptions

### Concurrent Session 1 10:40 AM to 11:55 AM

- Military**
- Fort Bragg, NC is the largest military installation in the world by population, hosting more than 50,000 active-duty Soldiers. This partnership aims to improve and promote cessation programs available to soldiers and families and to evaluate and improve the tobacco-free environment on and off post with a goal to reduce the percentage of Fort Bragg soldiers who use tobacco from 26% to 17% by 2025.
- Learning Objectives:
1. Articulate how the military, civilian, and academic public health partnerships can further contribute to improved public health services to the community.
  2. Understand the importance of working with military installations to reduce tobacco use.
  3. Understand strategies used to influence tobacco prevention and control on military installations.
- Cannabis Messaging & Public Health Promotion**
- As states continue to legalize adult-use cannabis it is important to understand the overlap of tobacco product and cannabis use. Public health can use this information to both anticipate cannabis industry tactics and determine how to respond.
- Learning Objectives:
1. During this session, participants will learn how to inform health promotion campaigns for historically disadvantaged communities in the tobacco/cannabis space.
  2. At the end of this session, participants will understand the impact of the legalization of adult use cannabis on smokefree environments.

### Concurrent Session 2 1:05 PM to 2:20 PM

- Special Populations & Tobacco Use**
- Tobacco education and prevention does not take a one-size-fits-all approach. This session will showcase the work being done with two distinct populations: individuals who are involved with the justice system and Black and Latinx LGBTQ+ people. This session will include a specific focus on the work being done with LGBTQ+ populations in Prince Georges and Montgomery counties.
- Learning Objectives:
1. During the session, participants will understand data addressing tobacco use disparities.
  2. After the session, participants will be able to highlight and explain the work being done in Wisconsin and Maryland to address these tobacco-related disparities.
  3. After the session, participants will have access to resources that address special populations in their work.
- Menthol**
- Menthol flavoring has a sordid history in America. This session will briefly review the history of menthol cigarettes in America before looking forward to ending the sale of menthol cigarettes, anticipating tobacco industry strategies to sidestep a menthol ban, and how tobacco control programs can counter them.
- Learning Objectives:
1. At the end of this session, participants will understand the history of using menthol flavoring in cigarettes in the United States.
  2. During this session, participants will learn practical strategies state and local tobacco control programs can utilize to counteract tobacco industry approaches to sidestep a ban on menthol products.

### Concurrent Session 3 2:30 PM to 4:00 PM

- Global through Local**
- This session will begin with a broad overview of tobacco control efforts across the globe before bringing the focus back to the United States to look at what the federal government is planning and accomplishing in the field.
- Learning Objectives:

1. At the end of the session, participants will be able to describe the current federal policy landscape in tobacco control.
2. At the end of the session, participants will understand the FDA's current and future priorities in tobacco control policy.

#### Youth Prevention & Cessation

Leaders from four different organizations will come together to give actionable advice and recommendations on programs that state and local tobacco control programs can utilize in their work.

##### Learning Objectives:

1. At the end of the session, participants will be able to describe why e-cigarette prevention efforts are needed.
2. At the end of the session, participants will be able to identify components of a near peer-led e-cigarette prevention and empowerment program.
3. At the end of the session, participants will be able to discuss outcome evaluation outcomes related to a near peer-led e-cigarette prevention and empowerment program.

## Speakers



Shay Abagat

Shay Abagat is a Supervisory Health Communications Specialist in the Office of Health Communication and Education (OHCE) at FDA Center for Tobacco Products (CTP). She serves as the Team Lead for The Real Cost E-Cigarette Prevention Campaign, to reduce youth vaping in teens nationwide. In this role, she leads strategic planning, creative development, and implementation of a mass media campaign. Since joining CTP in 2013, Shay has supported several FDA public education initiatives, including “Fresh Empire” cigarette prevention designed to reach African American, Hispanic, and Asian American/Pacific Islander youth, “This Free Life” designed to prevent and reduce cigarette smoking among LGBTQI+ young adults, and “The Real Cost” smokeless prevention campaign designed to reach rural male youth. Shay obtained a Bachelor of Arts degree in Human Development from University of California, San Diego and a Master in Public Health from Texas A&M University.



Maham Akbar

Maham Akbar is a director of public policy at Truth Initiative. She conducts research and analysis of tobacco-related federal, state, and local regulations, legislation, and other policy actions to recommend actions and strategies.

Truth Initiative is America’s largest nonprofit public health organization dedicated to a future where tobacco and nicotine addiction are things of the past. We believe each individual has the right to live in a world free from tobacco and nicotine dependence, tobacco-related death and disease, and the devastating dollar cost to individuals and society. We speak, seek, and spread the truth about smoking, vaping, and nicotine through our rigorous scientific research and policy studies, our proven-effective and nationally-recognized **truth**® public education campaign, our community and youth engagement programs supporting populations at high risk of using tobacco products, and our innovations to end nicotine addiction by helping people quit. Located in Washington, DC, the organization was created as a result of the 1998 Master Settlement Agreement (MSA) between attorneys general from 46 states, five U.S. territories and the tobacco industry.

Maham received a bachelor’s degree in government and global studies from the College of William & Mary in Williamsburg, Virginia and a master’s degree in public policy from American University in Washington, D.C.



Marcella Bianco

Marcella Bianco is the Director of Government Partnerships for CATCH Global Foundation. She previously served as the Program Director for the CATCH My Breath youth e-cigarette prevention program.

Marcella has over 12 years of experience working in tobacco prevention and control. Her career in tobacco prevention began in 2005 when she worked for Floridians for Youth Tobacco Education (FYTE) as the South Florida Field Director. Marcella oversaw 13 south Florida counties to ensure requirements were met to pass FYTE (Amendment 4) and restore funding for youth tobacco prevention including the Students Working Against Tobacco (SWAT), a movement mobilizing youth to stand up and fight against the tobacco industry. Amendment 4 passed in the 2006 election by almost 70% majority vote and changed Florida’s Constitution. Marcella then worked for the Florida Department of Health in St. Lucie County as the Tobacco Prevention Program Manager mobilizing the community for change in tobacco policy. In 2015, Marcella and her family relocated to Nashville, Tennessee for an opportunity to work at the Tennessee Department of Health as the Tobacco Prevention Program Director for the state. Through her local and state work experience Marcella has built relationships with local, state and National partners to change policy and social norms around tobacco.

Marcella resides in Mt. Juliet, TN and enjoys living a healthy, active lifestyle with her family.



Joanna Cohen

Dr. Joanna Cohen is the Bloomberg Professor of Disease Prevention and the director of the Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health. She also holds an appointment in the Dalla Lana School of Public Health at the University of Toronto.

She obtained her PhD in Health Policy and Administration from the University of North Carolina - Chapel Hill and her MHSc in Community Health and Epidemiology from the University of Toronto. She has been involved in tobacco policy research for more than 20 years.

Trained in epidemiology and health policy, her research interests focus on the factors that affect the adoption and implementation of public health policies and on evaluating the beneficial effects and the unintended consequences of such policies. She has worked on studies of both Canadian and US legislators regarding tobacco and tobacco control policy, a longitudinal cohort of smokers focusing on factors influencing quitting behavior, tobacco promotion at the point of sale, tobacco prices including taxes, tobacco packaging, options for reducing the physical availability of tobacco products, and tobacco industry interference in tobacco control.

Cohen has been recognized for her teaching and mentoring, and has co-led a six-year training program in public health policy.



Ashley Curtice

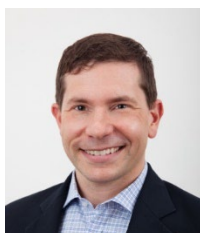
Ashley Curtice, MS, is the Deputy Health Director for the Cumberland County Department of Public Health (CCDPH) and has served in this role since June 2020, having previously served as the Local Public Health Administrator and the Region 6 Tobacco Control Manager for CCDPH before her work as the Deputy Health Director. In her current role, she oversees Environmental Health, WIC, Health Education, grant programs, Preparedness, Childcare Health Consultation program and coordinates the agency's strategic planning and quality improvement processes. She serves as the agency's Public Information Officer (PIO) in coordination with the county level PIO department. Ashley has a bachelor's degree in Community Health Education from University of North Carolina at Wilmington and a master's degree in Public Health Education from Austin Peay State University. Ashley graduated from the Centers for Disease Control and Prevention (CDC) Tobacco Control Leadership and Sustainability School and the inaugural class of the NCPHA Emerging Leaders Program. She has been with the Fort Bragg Public Health Partnership since its inception and enjoys the creative space and innovation that it provides. She is excited about the programming and research coming out of the partnership to better the community that they serve and the translation to best practices for other installations and states to implement.



Jessica Fish

Dr. Jessica Fish is a human development and family science scholar whose research focuses on the health and well-being of sexual and gender minority (i.e., lesbian/gay, bisexual, and transgender) people and their families.

Broadly, Dr. Fish studies the social and interpersonal factors that shape the development and health of sexual and gender minority youth and adults. Her overarching goal is to identify modifiable factors that contribute to sexual and gender minority health disparities in order to inform developmentally-sensitive policies, programs and prevention strategies that promote the health of sexual and gender minority people across the life course.



Bronson Frick

Bronson Frick is Director of Advocacy of Americans for Nonsmokers' Rights and the American Nonsmokers' Rights Foundation, where he provides technical assistance and training for coalitions and public health advocates working throughout the country on tobacco policy issues, particularly clean indoor air.

He has been at the front lines of smokefree and tobacco-free policy since 2001, supporting smokefree policy campaigns to address the problem of secondhand smoke exposure in venues such as restaurants, bars, hotels, casinos, bowling alleys, rental cars, airports, multi-unit housing, parks, and campuses. He is married with two boys ages 6 and 10.





Jasmine Gatlin

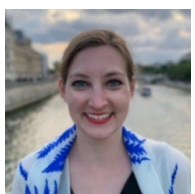
Jasmine Gatlin is the Youth Leadership Manager at CADCA. In her role, she spearheads the development and implementation of youth engagement public health programs with a specific focus on substance prevention. She has a wealth of experience working with young people and leading national youth campaigns. She has successfully empowered and trained young leaders to become advocates in the field of substance misuse.

She is currently studying ethical leadership and racial justice, and this specialized focus fuels her passion for youth advocacy, as she strives to create positive change and amplify the voices of young leaders addressing critical issues affecting their communities. Furthermore, Jasmine has provided invaluable technical assistance to numerous community coalitions, offering guidance and support to enhance their substance prevention efforts.



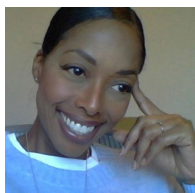
Allison Gorrilla

Allison Gorrilla has been with the University of Wisconsin-Center for Tobacco Research and Intervention (UW-CTRI) since 2012. UW-CTRI is a partner of Wisconsin's Tobacco Prevention and Control Program, and is nationally recognized for its groundbreaking tobacco research and its commitment to translating those research findings into practice. As a regional Outreach Specialist, Allison works with health systems to improve implementation of evidence-based tobacco dependence treatment into routine care. A particular interest and passion of Allison's is developing partnerships to address gaps in access to cessation treatments in communities disproportionately burdened by tobacco-related health inequities. Allison holds a bachelor's degree in biomedical science from Marquette University and a master's of public health from the University of Minnesota.



Krysta Gougler-Reeves

Krysta Gougler-Reeves, MSW, MPH, is a project manager the UNC Lineberger Comprehensive Cancer Center. Krysta supports public health projects among a collaborative of the UNC Gillings School of Global Public Health, UNC Lineberger Comprehensive Cancer Center, Fort Bragg Department of Public Health, and Cumberland County Department of Public Health. In prior positions, she provided technical assistance for a maternal and child health home visiting program, conducted systems-building initiatives with early childhood providers, and coordinated support for people with intellectual and developmental disabilities. She received her Master of Public Health and Master of Social Work from the University of North Carolina at Chapel Hill.



Mignon C. Guy

Dr. Mignon C. Guy is an associate professor with tenure and chair in the Department of African American Studies at Virginia Commonwealth University where she teaches courses on health inequities in Black populations, race and racism in the U.S., and interdisciplinary research methods. As a scholar-activist, Dr. Guy is the founder and co-chair of the VCU College of Humanities and Sciences Committee on Racial Equity (CORE) and of the Committee on Racial Equity Student Advisory Group (CORE SAG). As co-chair of CORE, Dr. Guy led a community-engaged initiative to develop and implement a racial literacy requirement in the foundations of the VCU general education curriculum, and the development and implementation of the first interdisciplinary curricula on race and racism for health sciences and the general undergraduate student population in Virginia. After numerous challenges, barriers, and delays, the efforts of CORE bore fruit in December 2021, when the racial literacy requirement was approved by the VCU University Undergraduate Curriculum Committee; beginning in the Fall of 2023, all VCU undergraduate students will take a three-credit course that meets the racial literacy requirement as a part of the foundations of VCU's general education curriculum. The structure of this requirement and the model to achieve it is the first in the nation. Dr. Guy is a member of the Massey Cancer Center Cancer Prevention and Control Group at Virginia Commonwealth University (VCU). Dr. Guy also holds several national advisory positions including as a member of the FDA Tobacco Products Scientific Advisory Committee, co-chair for the Racial and Equity Task Force in the Society for Research on Nicotine and Tobacco, a Mid-Atlantic Regional Lead for the Intercultural Cancer Council and an advisory board member for the Robert Wood Johnson Foundation Building Capacity to Reduce Tobacco Inequities in the South and Midwest Initiative.

Prior to her arrival in 2014 at VCU, she held appointments as a research associate in the Department of Health Sciences Research at the Mayo Clinic in Arizona, an assistant research scientist in the Center for Health Outcomes and Pharmacoeconomic Research, a fellow in the R25T Cancer Prevention and Control Postdoctoral Fellowship program in the Arizona Cancer Center at the University of Arizona. She is a former health disparities scholar for the National Institute on Minority Health and Health Disparities.



Melinda Ickes

Dr. Ickes received her Ph.D. in Health Behavior and Health Promotion from the University of Cincinnati. She is currently the Director of Graduate Studies and Professor in the Department of Kinesiology and Health Promotion in the College of Education. She has a joint appointment in the College of Nursing where she serves as Co-Director of the Tobacco Policy Research Program of the BREATHE (Bridging Research Efforts and Advocacy Toward Healthy Environments) team.

Dr. Ickes' research inquiry focuses on tobacco prevention and tobacco regulatory science, community-engaged research, and supporting health promotion efforts across the lifespan. She has received over \$8 million in funding building on her expertise in community-engaged research and intervention approaches. She has published more than 80 peer-reviewed papers and has leveraged her research expertise to support university and community partners in reducing the prevalence of emerging tobacco products among at-risk youth and young adults. Through her role as Director of Go Tobacco-free, Dr. Ickes and her colleagues have assisted over 500 campuses and organizations work toward tobacco-free policies. In 2019, in response to the youth vaping epidemic, she developed #iCANendthetrend, a peer-led youth prevention and empowerment program that has reached over 16,000 KY youth across 50 counties.

Her passion for research is matched by her commitment to empowering the next generation of health promotion professionals. Dr. Ickes has received numerous awards for her mentorship of more than 100 graduate students as well as undergraduate students during her time at the University of Kentucky.



Dawnyéa Jackson

Dr. Dawnyéa Jackson is the Sr. Director of Research at Rescue Agency who draws from her clinical training to gain a richer understanding of the lived experiences and cultural context of individuals who use tobacco and other substances. She synthesizes insights to inform creation of evidence-based health education campaigns for historically and systemically underserved populations that help to promote healthy behavior. She has worked in the field of health promotion, education, and behavior for over 10+ years. Among her scientific interests has been behavior change research, specifically the prevention of various risk behaviors including tobacco, alcohol and substance use, misuse, and abuse.



Joelle Lester

Joelle Lester leads the development and implementation of the Center's programs to deliver legal expertise to support community-led policy change. Building on more than two decades of experience in public policy and law, Joelle is working to expand the Center's reach in climate change, healthy food access, and commercial tobacco control while deepening efforts to center equity and justice.

Joelle joined the Center in 2012 and has become a respected national leader in commercial tobacco control law and policy. Early in her tenure, she spearheaded the Center's work partnering with Black-led organizations to advocate for a federal ban on menthol cigarettes. After years of advocacy by these organizations, the FDA proposed a regulation to this effect in April 2022.

In June 2022, Lester was given the Velvet Fist Award for steadfast commitment to saving Black lives, awarded by the Center for Black Health and Equity and the African American Tobacco Control Leadership Council, at the National Conference on Tobacco or Health in New Orleans.

She has also been recognized by the International Municipal Lawyers Association with its Amicus Service Award in 2022 and 2023.

Prior to joining the Center, Lester worked as a litigation associate at the Minneapolis firm of McGrann Shea Carnival Straughn & Lamb, Chartered. Before attending law school, Lester was a grassroots organizer, organizing director, and executive director of the Oregon Student Association, a nonprofit higher education advocacy group. She also worked as a lobbyist for the Wisconsin Association of School Boards, advocating for public K–12 education. Lester earned a B.A. in psychology and women’s studies from the University of Wisconsin-Madison and a J.D. from the University of Minnesota Law School.



Alex Parks

I. Alexandra Parks is responsible for cultivating and establishing partnerships across different sectors, including national stakeholders, youth-serving organizations, labor unions and other nonprofits that reach youth and priority populations. Through her current position at Truth Initiative, Parks oversees a robust portfolio of national partners who are working to take a stance on tobacco through education and youth leadership programs, curriculum development and advocacy campaigns.

Parks has 20 years of public health experience, including working with local, state and national organizations. She joined Truth Initiative in 2004 as a bilingual call center counselor and then later became program manager of training and technical assistance, assisting grantees and states in developing and implementing customized TAT plans to support the development, implementation and assessment of community programs. Most recently, Parks led the Truth Initiative Tobacco-free College Grant Initiative aimed at advancing campus policies at more than 100 historically black colleges and universities and community colleges across the nation.

Prior to Truth Initiative, Parks worked in the mental health field as a program manager for Project Resilience. She received her graduate degree in health promotion management and undergraduate degree in Sociology from Marymount University. She is a certified health education specialist as designated by The National Commission for Health Education Credentialing, Inc. and holds various certifications, including for a tobacco treatment specialist, basic tobacco intervention skills for maternal and child health instructor and a certificate in “Fundamentals of Qualitative Research” from RIVA Training Institute.



Teresa Pearce

LTC Teresa Pearce, MD, MPH, is the Director of FT Bragg Department of Public Health and has been in that position since July 2021. She previously served as the Chief, Professional Services, 44th MED BDE, FT Bragg, NC.

Her previous assignments include: Battalion Chemical Officer, 5/5 Air Defense Artillery, CP Sears, ROK; Executive Officer, 4th Training Brigade, Ft Jackson, SC; Company Commander, USAG Transition Center, Ft Jackson, SC; Battalion Surgeon, 172 IN BDE, Afghanistan; Regimental Surgeon, 3d Infantry Regiment (The Old Guard), Joint Base Meyer-Henderson Hall, VA; Chief, Department of Epidemiology, Walter Reed Army Institute of Research, Forest Glen, MD; Chief, Preventive Medicine Section, MEDCOE, Joint Base San Antonio, TX. LTC Pearce also served as the Command Surgeon for the COVID pandemic during her time at the MEDCOE.

LTC Teresa Pearce commissioned, originally, as a Chemical Corps Officer through Officer Candidate School, Ft Benning, GA. After reaching the rank of Captain, she subsequently commissioned as a Medical Corps officer through attending the F. Edward Hebert School of Medicine at Uniformed Services University. She holds a Bachelor of Arts in Behavioral Biology from The Johns Hopkins University, a Master of Public Health, and a Medical Doctorate (M.D.) from Uniformed Services University. LTC Pearce is a graduate of the United States Army Chemical Corps Officer Basic Course and the United States Army Medical Department Officer Advanced Courses. She is board certified in Preventive Medicine.





Hannah Prentice-Dunn

Hannah Prentice-Dunn, MPH, is a project director at the UNC Lineberger Comprehensive Cancer Center. Over the past five years, she has coordinated a team of faculty and graduate students from the UNC Gillings School of Global Public Health and UNC Lineberger Comprehensive Cancer Center to collaborate with the Fort Bragg Department of Public Health and Cumberland County Department of Public Health on variety of public health projects. Hannah has 15 years of experience in public health program delivery, cancer prevention research, and clinical trial management. In previous roles, she has collaborated with over 100 hospital, school, and business employers across North Carolina to pass tobacco-free campus policies and to provide employees with tobacco cessation benefits and has supported 10 healthcare systems in New York City in adopting comprehensive patient quit-tobacco systems. Hannah received her master's degree in Health Behavior from the UNC Gillings School of Global Public Health.