

REDUCE TOBACCO USE CONFERENCE 2014

Topic Descriptions

Best Practices for Prevention Programs – Includes classroom management, use of technology in classroom-based programs, program enhancement efforts; tailored approaches for various age groups/populations; youth engagement; effective dissemination and promotion of program results; grants and program management; collaboration and sustainability.

Cessation – Includes programs and interventions specifically for youth and young adults; cessation using Web-based programs, digital media, texting or quitlines; insurance reimbursement for services; cessation in behavioral health settings, worksites, military, and higher education; healthcare provider training including students entering healthcare professions.

Nicotine Delivery Devices and Other Tobacco Products – Includes non-combustible/alternative nicotine delivery products (such as smokeless tobacco, sticks, strips, orbs, lozenges, nicotine water, e-cigarettes); access and use of these products by young people; health consequences, policy implications, and the debate over harm reduction.

Policy – Includes tobacco control policies related to youth access, compliance and enforcement; tobacco product pricing, retailer licensing, cigarette trafficking, marketing restrictions and FDA regulation; school campus policies (K-12 and higher education settings); community, worksite and military policies.

Priority Populations – Includes specific tobacco control efforts that reach disparate populations defined by gender, race, ethnicity, education, income, disability, sexual orientation, and geographical locations.

Research and Evaluation – Includes information on the science of nicotine addiction; behavioral and pharmacological interventions for smoking cessation; the specific processes of smoking, quitting and relapse in adolescents and young adults; evaluation methods for prevention programs; studies that are collaborations between university-based investigators, community partners and/or state or local policy makers.

Social Media, Marketing and Messaging – Includes the creation and use of tailored media messages for youth and young adults; evaluation of paid media campaigns; effectiveness studies of using social media outlets, video, apps and text-based programs and interventions.

Youth and Young Adult Advocacy – Includes engaging youth and young adults in the development, implementation and evaluation of campaigns and initiatives; and creating tobacco-free peer influencers.

Other – Examples include sustainability of tobacco control efforts including educating policy makers, fundraising and grant writing; legal challenges and strategies; current tobacco company marketing campaigns; history of tobacco industry strategies; tobacco use and movies.