NATIONAL CONFERENCE on TOBACCO OR HEALTH

Join the premier gathering of the United States tobacco control movement.

August 27-29, 2019 | Minneapolis, Minnesota

2019 NCTOH PROGRAM AREAS

Sessions at the 2019 NCTOH will address these priority Program Areas related to tobacco control:

1. Cessation and Health Systems Transformation (HST)-- Includes reimbursement and insurance issues; telephone and online quitline services; innovative methods for delivering cessation services including text-based and social network-based interventions; innovative systems connecting health care and quitline providers; cessation programs in the workplace, health care or other settings; cessation programs for youth and adults; cessation interventions for specific populations; and cessation training programs and certification.

2. Communications and Media (MEDIA)—Includes planning, implementing and evaluating paid media campaigns; using and evaluating earned media; assessing the relative effectiveness of different media; developing media strategies for rural, urban and suburban areas; targeting special populations through media; message development; and computer-based communications technologies for small and mass audiences. This includes all media platforms including social media.

3. Evaluation and Surveillance (EVAL) -- Includes conducting and analyzing population-based surveys on tobacco use and its consequences, secondhand smoke exposure and its consequences, and opinions about tobacco use and tobacco control measures ; conducting policy surveillance to understand trends in tobacco control laws and sub-regulatory policy measures (e.g., voluntary smoke-free multi-unit housing policies); defining and measuring outcomes to evaluate tobacco control programs or specific interventions; conducting evaluations with limited funding; translating research into practice; developing and disseminating success stories; and publicizing evaluation and surveillance data using a variety of methods and techniques.

4. Health Equity (EQUITY)-- Includes increasing diversity in the tobacco control movement; encouraging partnerships and involvement of different population groups based on socially determined circumstances and characteristics such as race or ethnicity, religion, socioeconomic status, gender, age, behavioral health (mental illness and substance abuse disorders), disability, sexual orientation or gender identity, geographic location, or other characteristics linked to exclusion or discrimination that are known to influence health status.

5. Nicotine and the Science of Addiction (NSC) – Includes research related to addiction; scientific rationale for tobacco control policies; current research in nicotine and other components of tobacco; and current research in addiction.

6. Non-Cigarette Tobacco and Nicotine Products (NCO) – Includes smokeless tobacco prevention strategies; smokeless tobacco industry strategies, (e.g., rodeo sponsorships, dual use, co-branding of products, etc.) and electronic nicotine delivery devices (ENDS) including the extended use of Nicotine Replacement Tools.

7. Tobacco Product Regulation (REG)-- Includes tobacco product standards; new tobacco products (including modified risk products); promotion, marketing and advertising of tobacco products; reporting of products, ingredients, and constituents; research and evaluation efforts; compliance and enforcement activities and strategies; health education; requirements for manufacturers and retailers; and respective roles of federal, state, and local tobacco regulatory agencies.

8. Tobacco Control Policies and Legal Issues (POLI)
    a) Legal Issues (LEGAL): Includes litigation; legal challenges to tobacco control policies; and legal strategies to achieve tobacco control policies.
    b) Policies (POLI): Includes developing, enacting, promoting and enforcing tobacco control policies such as clean air regulations; youth access restrictions and minimum age of sale laws; price increases on tobacco products; retail density and placement issues; and restrictions on the promotion and marketing of tobacco products. This section will also include sessions on educating stakeholders on the need for sustained funding for tobacco control programs.

9. Tobacco Industry (INDST) -- Includes current strategies of tobacco and ENDS industries and all companies promoting various tobacco products; historical industry information; industry marketing campaigns; and all areas related to industry documents.

10. Youth and Young Adults (YOUTH) -- Includes youth advocacy campaigns and initiatives; school-based tobacco prevention programs; programs to counter tobacco advertising aimed at youth; developing youth outreach and inclusion elements in advocacy campaigns and other interventions to prevent youth and young adults from starting to smoke or vape.

11. Tobacco Control Skill Building Workshops (TCW) -- Includes educational strategies and tools; building and broadening coalitions and partnerships; program management, including financial management and oversight, sustainability issues and incorporating best practices in tobacco control. This track will involve interactive skills training, including interactive formats such as small group activities that facilitate adult learning. These sessions may require some prior knowledge. *Please note: abstracts will not be accepted for Program Area #11.*