

Tobacco Control, Research, and Education:

Joining Forces to Address New Challenges



Program Guide

October 27-29, 2015
Sheraton Grand Sacramento Hotel



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Thanks to all the stakeholders and individual workgroup members who contributed throughout the entire planning process.

Dear Colleagues:

On behalf of the California Department of Education, Tobacco Use Prevention Education Program, the California Department of Public Health, California Tobacco Control Program and the Tobacco-Related Disease Research Program at the University of California, Office of the President, we welcome you to the inaugural joint conference: *Tobacco Control, Research, and Education: Joining Forces to Address New Challenges*.

Since our three agencies were funded by the Tobacco Tax and Health Protection Act of 1988, our combined efforts have saved over one million lives by reducing tobacco-related diseases, and over \$134 billion in healthcare costs. We have much to be proud of, but there are new threats on the horizon. The proliferation of new products such as electronic cigarettes and the potential legalization of marijuana potentially threaten all of California's hard won successes by rendering California tobacco regulations obsolete. As we enter a new age in healthcare, reducing tobacco use and preventing tobacco use initiation will be even more critical to reduce rising healthcare costs. Despite our overall strides in reducing tobacco use, some populations in California continue to have high tobacco use.

Over the three days of the conference, you will have the chance to participate in sessions that feature some of the foremost national experts in tobacco control education, science, policy, and prevention. We expect that we will all learn a lot over the course of the conference, and that all of our tobacco control efforts will be more innovative, collaborative, and effective in the future as a result of our time spent together.

We also hope that the Joining Forces Conference provides a chance for us to renew old acquaintances and to make new ones. One of the hallmarks of the success of the tobacco control movement in California has been the ongoing sense of community, offering mutual support and assistance across agencies and geographical boundaries in ways that can be hard to quantify, but that have provided an added measure of strength to all of our efforts. Spending time together in person is an important way to foster this community and to build relationships that will strengthen our collective work to eliminate tobacco use in California.

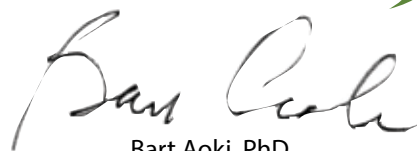
It is our hope that your participation in the conference will stimulate new ideas and directions, generate new multi-disciplinary and cross-sector collaborations, and provide you with practical tools and resources. Finally, we hope that you will be inspired by the speakers and the multi-disciplinary sessions to a renewed sense of shared purpose and commitment as tobacco control educators, scientists, practitioners, and advocates.



Gordon Jackson
Director, Coordinated Student Support Division



April Roeseler, MSPH
Chief, California Tobacco Control Program



Bart Aoki, PhD
Director, Tobacco-Related Disease Research Program



Day One – Tuesday, October 27, 2015

Host for the Day: **Norval Hickman, PhD, MPH**, University of California, Office of the President,
Tobacco-Related Disease Research Program

- 7:30 – 9:00 a.m. **Registration and Networking Breakfast** Grand Nave Foyer
- 7:30 – 8:30 a.m. **Poster Setup** Gardenia
- 9:00 – 9:15 a.m. **Welcome and Daily Overview**Magnolia/Camellia
Bart Aoki, PhD, University of California, Office of the President,
Tobacco-Related Disease Research Program
- 9:15 – 9:25 a.m. **State Board of Equalization’s Role in Tobacco Control**
Fiona Ma, MBA, Board of Equalization, District 2
- 9:25 – 9:35 a.m. **Video Message**
Vivek Murthy, MD, Surgeon General of the United States
- 9:35 – 10:20 a.m. **Opening Keynote**
Newest Research on the Effects of Nicotine and Other Substances on the Adolescent Brain
Susan Weiss, PhD, Division of Extramural Research, National Institute on Drug Abuse
Moderator: **Tracy Richmond-McKnight, PhD**, University of California,
Office of the President, Tobacco-Related Disease Research Program
With the dramatic increase in the use of e-cigarettes and other “vaping” devices among adolescents and young adults throughout the past few years, there is a critical need to understand the impact of direct and secondhand nicotine exposure on the developing brain. Vaping – or aerosolization - devices are also commonly used to deliver other addictive substances such as marijuana in conjunction with nicotine. Dr. Susan Weiss will highlight current research sponsored by the National Institute on Drug Abuse that addresses nicotine dependence among adolescents and young adults. She will also report on the Adolescent Brain Cognitive Development initiative that is designed to study the impact of co-use of nicotine with alcohol, marijuana, and/or opiates on adolescent brain development and behavior.
- 10:20 – 10:25 a.m. **Transition to 2nd Floor for Breakouts and 3rd Floor for Hot Topics Roundtable**
- 10:25 – 11:55 a.m. **BREAKOUT SESSION ONE** (See page 7-8 for descriptions, speakers and locations.)
1A: Cardiovascular Disease from Exposure to Cigarette Smoke and Nicotine: Biomarkers and Mechanisms of Risk
1B: Improving Access to Tobacco Treatments for California’s Mental Health and Homeless Populations
1C: Novel Methods for Early Detection of Tobacco-Related Cancers
1D: Electronic Cigarettes: State of the Science
1E: Hot Topic Roundtables, Part 1 – Media Smarts: Reacting and Proacting to Support Public Health Media; Creating Youth and Adult Partnerships for Community Change; Reducing Health Disparities; Building Relationships with Your Elected Officials; and Youth Tobacco Purchase Survey
- 12:00 – 1:20 p.m. **Buffet Lunch**Magnolia/Camellia
Lunch Plenary
Tobacco Industry Tactics: Yesterday, Today, and Tomorrow
Robert Proctor, PhD, Stanford University
Moderator: **Mimi Yu, PhD**, Scientific Advisory Committee, Tobacco-Related Disease Research Program, American Cancer Society
Tobacco companies have a long history of deceiving the public through marketing and advertising, promulgating lies and confusion about the state of the science with regards to tobacco products, as well as directing policymaking in their favor. Dr. Robert Proctor will present on the history of nefarious tobacco industry activities and will demonstrate how industry practices to promote sales and use of electronic cigarettes mirrors past practices to promote cigarettes
- 1:20 – 1:30 p.m. **Transition to 2nd and 3rd Floors for Breakouts**

- 1:30 – 3:00 p.m. **BREAKOUT SESSION TWO** *(See page 8-10 for descriptions, speakers and locations.)*
 2A: Community-Engaged Research: Integrating Cessation Interventions into Existing Programs
 2B: Thirdhand Smoke Exposure and Health Effects: Current Status of Research
 2C: Developmental Effects of Cigarette Smoking: Childhood, Adolescence, and Adulthood
 2D: Tobacco Policies on the Cutting Edge
 2E: Research in Educational Settings and with Youth: Challenges and Opportunities
 2F: Marijuana Regulation: Lessons Learned from Tobacco Control
- 3:00 – 3:10 p.m. **Break** Grand Nave Foyer
- 3:10 – 3:40 p.m. **Plenary Session** Magnolia/Camellia
National Institute on Minority Health and Health Disparities
Funding Priorities to Reduce Tobacco-Related Disparities
Eliseo Pérez-Stable, MD, National Institute on Minority Health and Health Disparities
Moderator: Phillip Gardiner, DrPH, University of California, Office of the President, Tobacco-Related Disease Research Program
 The National Institute on Minority Health and Health Disparities’ new direction for funding tobacco-related health disparities research will be discussed by the new head of the department. This is something that all tobacco control and research attendees should attend.
- 3:40 – 3:50 p.m. **Transition to 2nd Floor for Breakouts**
- 3:50 – 5:35 p.m. **BREAKOUT SESSION THREE** *(See page 10-11 for descriptions, speakers and locations.)*
 3A: TRDRP New Investigators Scientific Session
 3B: Electronic Cigarette Late Breaking Research & Policy Session
 3C: Translational Nicotine Research Group Meeting
 3D: California Department of Education’s Coordinators Meeting
 3E: CTCP: Past, Present, and Future
- 5:35 – 6:20 p.m. **TRDRP Poster Session** Gardenia
- 5:35 – 6:45 p.m. **Reception** Grand Nave Foyer
- 6:00 – 6:20 p.m. **Cornelius Hopper Diversity Awardee Fellow Recognition Ceremony** Gardenia

Day Two – Wednesday, October 28, 2015

Hosts for the Day: Sarah Planche, MEd, California Department of Education, Tobacco-Use Prevention Education Program
Tracy Richmond-McKnight, PhD, University of California, Office of the President, Tobacco-Related Disease Research Program

- 7:30 – 8:30 a.m. **Registration and Networking Breakfast** Grand Nave Foyer
- 7:30 – 8:30 a.m. **Poster Setup** Gardenia
- 8:30 – 8:45 a.m. **Agency Welcome and Daily Overview** Magnolia/Camellia
Gordon Jackson, Director, Coordinated Student Support Division, California Department of Education
- 8:45 – 9:30 a.m. **Morning Keynote**
Social Inequalities in Health: The Role of Tobacco Control
David Williams, PhD, MPH, T. H. Chan School of Public Health, Harvard University
Moderator: Norval Hickman, PhD, MPH, University of California, Office of the President, Tobacco-Related Disease Research Program
 Compared to other western nations, the U.S. fares poorly in terms of health, and there are large and persistent variations in health by socioeconomic status, race/ethnicity and geography. Tobacco use is a major contributor to these patterns and disproportionately affects low income and minority communities. Tobacco use illustrates how the behavior of vulnerable populations is embedded in the larger conditions in which people live, learn, work, play and worship. Research has documented a broad range of policies and interventions that are effective in reducing cigarette use and improving health. There is an urgent need to increase awareness of the negative effects of tobacco use, the availability of effective interventions and to build the political will to initiate and sustain interventions that will build healthier families and communities.

Day Two – Wednesday, October 28, 2015 (cont.)

9:30 – 10:45 a.m.

Morning Plenary

E-Cigarettes: Where Are We Today?

Stanton Glantz, PhD, University of California, San Francisco,
Center for Tobacco Control Research and Education

Cynthia Hallett, MPH, Americans for Nonsmokers' Rights

Helene Calvet, MD, Orange County Health Care Agency

Stacy Deeble-Reynolds, MPA, Orange County Department of Education

Moderator: **Vanessa Marvin**, American Lung Association in California

During this panel discussion with national experts on the electronic cigarette industry attendees will learn the latest on the science, industry myths, best policy practices and public education techniques. There will be plenty of time for Q&A with our experts. Please come prepared with your questions!

10:45 – 11:00 a.m.

Break Grand Nave Foyer

11:00 – 12:15 p.m.

BREAKOUT SESSION FOUR (See page 11-13 for descriptions, speakers and locations.)

4A: Going After the Big Kahunas: Menthol and Flavored Tobacco Products

4B: Addressing Disparities in the Retail Environment

4C: Youth and Marijuana: Enforcement, Engagement, and Empowerment in the School Setting and Beyond

4D: Using Data to Inform Tobacco Control Policy, Practice, and Prevention

4E: Behind the Cloud: An Inside Look at E-Cigarette Retail Environments

4F: Roundtable Discussions: Reaching Priority Populations

12:15 – 1:30 p.m.

Box Lunch and TRDRP Poster Session Gardenia

1:30 – 2:30 p.m.

Afternoon Plenary Magnolia/Camellia

Youth Panel: The Power of Youth Engagement for Tobacco Control

SEAYL Tobacco Team: Johnathan Saeteurn and Brandy Fabian, Richmond High School

KLEAN Kids: Elizabeth Newton, St. Mary's College of California

PHAST: Taylor Beckwith, DeenPaul Kaur, and Liam Cole; Pittman and Modesto High Schools

Club Live Program: Mikaela Martinez and Justin Ferguson, Kingswood School

Bulldogs Reaching Out: Trenton Guarienti, Folsom High School

Moderator: **Joelle Orrock**, Sacramento County Office of Education

In this session, our dynamic panel of tobacco control youth advocates will provide conference attendees with examples of the tremendous impact youth can have in influencing their peers and adults to change social and community norms around tobacco use and how to motivate youth to become involved in tobacco control projects and research.

2:30 – 2:45 p.m.

Break Grand Nave Foyer

2:45 – 4:00 p.m.

BREAKOUT SESSION FIVE (See page 13-14 for descriptions, speakers and locations.)

5A: Addressing Nicotine and Tobacco Use Policies in Behavioral Health Settings

5B: Initiating and Sustaining Collaboration with CTCP, TUPE, and TRDRP

5C: Reaching Underserved Populations

5D: Toxic Trash: How to Address the Environmental Impact of Tobacco Waste in Your Community

5E: Adolescent and Young Adult E-Cigarette Use: Ways to Prevent a New Generation of Nicotine Addicts

5F: Ask the Experts: California Tobacco Control Program Technical Assistance

4:00 – 4:15 p.m.

Transition to Ballroom Level

4:15 – 5:15 p.m. **Afternoon Plenary**Magnolia/Camellia

The State of Tobacco Control in California

Michael Ong, MD, PhD, University of California, Los Angeles, and Tobacco Education and Research Oversight Committee

Wendy Max, PhD, University of California, San Francisco

Beverly May, MPA, Western Region & Ohio for the Campaign for Tobacco-Free Kids

Moderator: **Richard Kwong**, California Department of Public Health, California Tobacco Control Program

California’s comprehensive tobacco control efforts have averted billions in health care expenditures and reduced smoking prevalence to the second lowest in the nation. Yet, the economic burden of smoking in our state still dwarfs cigarette tax revenues, and takes a toll on all Californians. Additionally, an ever-changing landscape of emerging products and unprecedented policies on the horizon threaten to undo our tobacco control successes and undermine no-smoking social norms. Join our panel of national experts on tobacco control and policy, as they explore the cost of smoking in California, strategies to counter threats to Californians’ health, and learn valuable lessons from tobacco-related policy battles across the country.

Day Three – Thursday, October 29, 2015

Host for the Day: **Jena Grosser, MA**, California Department of Public Health, California Tobacco Control Program

8:00 – 8:15 a.m. **Welcome and Daily Overview**Magnolia/Camellia

April Roeseler, MSPH, California Department of Public Health, California Tobacco Control Program

8:15 – 9:00 a.m. **Morning Keynote**

50 Years in the Tobacco Fight: Progress Made, Journeys Ahead

Rear Admiral Boris Lushniak, MD, MPH, United States Deputy Surgeon General (Retired) and Acting Surgeon General, 2013-2014

In the war against Big Tobacco, it often feels for every two steps of progress public health makes, the tobacco industry drags us one step back. But the progress public health has made to fight for the health of our communities has been amazing, and one of the more recent leaders of that fight is Rear Admiral (RADM) Boris D. Lushniak, recently retired United States Deputy Surgeon General. In 2014, as Acting Surgeon General, RADM Lushniak was responsible for producing the Surgeon General’s Report: The Health Consequences of Smoking, 50 Years of Progress. RADM Lushniak issued the call to end smoking within a generation through hard-hitting media campaigns, smoke-free air policies, tobacco taxes, unhindered access to cessation treatments and more spending by state and local governments on tobacco control. Don’t miss out on this look at what we’ve accomplished, how far we’ve come and get inspired to finish the fight against Big Tobacco-- once and for all.

9:00 – 9:20 a.m. **Break**

9:20 – 10:35 a.m. **BREAKOUT SESSION SIX** (See page 14-16 for descriptions, speakers and locations.)

- 6A: Today’s Marketing Landscape: Industry Tactics and How to Fight Back
- 6B: Dynamic Partnerships for Policy Change
- 6C: Realities of Social Media and How to Make It Work for You
- 6D: Home is Where Your Lungs Breathe: Comprehensive Approaches to Smoke-Free Housing Policies
- 6E: Healthy Stores for a Healthy Community Recent Successes
- 6F: Creative Thinking Workshop: Shifting Your Mental Valleys

10:35 – 10:50 a.m. **Break**Grand Nave Foyer

Day Three – Thursday, October 29, 2015 (cont.)

10:50 – 12:00 p.m.

BREAKOUT SESSION SEVEN *(See page 16-17 for descriptions, speakers and locations.)*

7A: Healthy Retail as a Tobacco Control Strategy

7B: Fighting the Vape Militia Online and Off

7C: Engaging Youth for Community Change

7D: Policy, Systems, and Environmental Change: How to Do the Work

7E: Retail Marijuana: Implications for Tobacco Control

7F: Hot Topic Roundtables, Part 2 – Unique Challenges of Engaging Rural Communities; Using Local Data to Create Effective Marketing Tools; Healthy Stores for a Healthy Community: Policy Options and Challenges; Local Policy Approaches to Regulate E-Cigarettes; and Retail Diversity

12:00 – 1:30 p.m.

Lunch Buffet, Carol Russell Award Ceremony, Closing Remarks . . . Magnolia/Camellia

April Roeseler, MSPH, California Department of Public Health,
California Tobacco Control Program

Day One – Tuesday, October 27, 2015

10:25 – 11:55 a.m.

BREAKOUT SESSION ONE

1A: Cardiovascular Disease from Exposure to Cigarette Smoke and Nicotine: Biomarkers and Mechanisms of Risk Carr

Peter Ganz, MD, University of California, San Francisco

Neal Benowitz, MD, University of California, San Francisco

Brinda Rana, PhD, University of California, San Diego

Holly Middlekauff, MD, University of California, Los Angeles

Moderator: **John Maa, MD**, Scientific Advisory Committee, Tobacco-Related Disease Research Program, American Heart Association

Presentations will focus on how tobacco smoke, and nicotine exposure lead to cardiovascular disease outcomes; and how increasing use of new products such as e-cigarettes and other nicotine delivery devices has added new dimensions to this area of research. Learn about disease profiles and evidence of exposure at the genetic level and cellular level, biomarkers of exposure, and toxicology of nicotine; and how cardiovascular disease relates to use of ENDS.

1B: Improving Access to Tobacco Treatments for California's Mental Health and Homeless Populations Bataglieri

Maya Vijayaraghavan, MD, MAS, University of California, San Francisco

Elizabeth Bromley, MD, PhD, University of California, Los Angeles

Herman Corteza, MS, MSW, Pacific Clinics Behavioral Health, Los Angeles

Daniel Roche, PhD, University of California, Los Angeles

Joan Tucker, PhD, RAND Corporation

Moderator: **Norval Hickman, PhD, MPH**, University of California, Office of the President, Tobacco-Related Disease Research Program

Tailored cessation interventions are needed for mental health, substance abuse, and homeless populations which have alarmingly high rates of tobacco-use and low utilization of evidence-based tobacco treatments. This session will focus on promising practices and challenges associated with implementing tobacco cessation intervention research and promoting policy change in community settings serving these priority groups.

1C: Novel Methods for Early Detection of Tobacco-Related Cancers Beavis

Xiaohe Liu, MD, PhD, SRI International

Zachary Taylor, PhD, University of California, Los Angeles

David Wong, DMD, DMSc, University of California, Los Angeles

Michael McNitt-Gray, PhD, University of California, Los Angeles

Moderator: **Tracy Richmond-McKnight, PhD**, University of California, Office of the President, Tobacco-Related Disease Research Program

Innovative approaches are needed for detecting and characterizing tobacco-related cancers. Learn about new diagnostics for screening and staging cancer, novel imaging methods for early detection, and importance of circulating cancer stem cells as biomarkers.

1D: Electronic Cigarettes: State of the Science Tofanelli

Prue Talbot, PhD and **Monique Williams, BS**, University of California, Riverside

Yifang Zhu, PhD, University of California, Los Angeles

Steven Dubinett, MD, University of California, Los Angeles

Moderator: **Phillip Gardiner, DrPH**, University of California, Office of the President, Tobacco-Related Disease Research Program

Scientific research on e-cigarettes is rapidly growing. Learn current scientific evidence on the chemical effects of e-liquids and aerosol, and what this might mean for cancer risk.

Session Descriptions

Day One – Tuesday, October 27, 2015 (cont.)

1E: Hot Topic Roundtables, Part 1 Kamilos/Hendricks (3rd Floor)

Derek Smith, MPH, MSW, San Francisco Department of Public Health

Tricia Aberg, Human Response Network

Narinder Dhaliwal, MA, California's Clean Air Project

Erin Dobyys, Alpine County Public Health Department

Gretchen Franklin, MPH, California Department of Public Health,

California Tobacco Control Program

Moderator: **Adam Doughri**, California Department of Public Health,

California Tobacco Control Program

Take the opportunity to meet with, learn from and share with peers on a range of tobacco control's hottest topics. Participants will have the opportunity to participate in three different table topic conversations. To help build lasting connections, bring business cards to this networking event. Topics include Media Smarts; Reacting and Proacting to Support Public Health Media; Creating Youth and Adult Partnerships for Community Change; Reducing Health Disparities; Youth Tobacco Purchase Survey; and Building Relationships with your Elected Officials. Additional Hot Topic Roundtables will occur on Day 3!

1:30 – 3:00 p.m.

BREAKOUT SESSION TWO

2A: Community-Engaged Research: Integrating Cessation Interventions into Existing Programs Tofanelli

Joseph Guydish, PhD, University of California, San Francisco

Jodi Prochaska, PhD, MPH, Stanford Prevention Research Center

Thu Quach, PhD, MPH, Asian Health Services, Oakland

Janice Tsoh, PhD, University of California, San Francisco

Carol Cunradi, PhD, MPH, Prevention Research Center, Pacific Institute for Research and Evaluation

Moderator: **Norval Hickman, PhD, MPH**, University of California, Office of the President, Tobacco-Related Disease Research Program

Having academic researchers, leaders and staff from community-serving organizations as well as local community residents highly engaged in tobacco cessation research enhances the utility of research findings and sustainability of promising cessation activities. Community-engaged tobacco control research increases the probability promising practices will be integrated into services provided through community-based organizations. This session will include promising practices for building community-academic partnerships and research findings that speak to integrating tobacco interventions into existing community programs. Presentations will include research results and challenges associated with integrating cessation services into treatment settings, as well as linkages between cessation resources and employment services.

2B: Thirdhand Smoke Exposure and Health Effects:

Current Status of Research Carr

Neal Benowitz, MD, University of California, San Francisco

Lara Gundel, PhD and **Hugo Destaillats, PhD**, Lawrence Berkeley National Laboratory

Prue Talbot, PhD and **Manuela Martins-Green, PhD**, University of California, Riverside

Suzaynn Schick, PhD, University of California, San Francisco

Jonathan Samet, MD, MS, University of Southern California

Moderator: **Anwer Mujeeb, PhD**, University of California, Office of the President, Tobacco-Related Disease Research Program

Learn about the status of research on Thirdhand Smoke (THS), its constituents, and exposure to THS toxicants in the indoor environment. The session will focus on toxicants in THS and biomarkers of exposure; toxicology of THS across integrated cell, animal and human studies; exposure to THS in homes, hotels and casinos; and developing policies for tobacco control based on risks of exposure.

2C: Developmental Effects of Cigarette Smoking: Childhood, Adolescence, and Adulthood Compagno

Arthur Brody, MD, University of California, Los Angeles
Henry Lester, PhD, California Institute of Technology
Frances Leslie, PhD, University of California, Irvine
Shahrdad Lotfipour, PhD, University of California, Los Angeles

Moderator: **Tracy Richmond-McKnight, PhD**, University of California, Office of the President, Tobacco-Related Disease Research Program

This session will describe how nicotine and non-nicotine constituents of cigarettes change the structure and function of the brain, including mechanisms through which the adolescent and adult brain and behavior are affected by nicotine. It will include the neuron's role in nicotine dependence, effects of nicotine and non-nicotine constituents of cigarette smoke on the brain, and the neuronal mechanisms by which menthol affects cessation.

2D: Tobacco Policies on the Cutting Edge Kamilos/Hendricks (3rd Floor)

Georg Matt, PhD, San Diego State University
Tom Novotny, MD, MPH, San Diego State University
Valerie Yerger, ND, University of California, San Francisco
Lisa Henriksen, PhD, Stanford Prevention Research Center

Moderator: **Phillip Gardiner, Dr PH**, University of California, Office of the President, Tobacco-Related Disease Research Program

This session will focus on new tobacco policies and laws that are showing that there are many ways to regulate tobacco products, their emissions and the resulting waste. These research policy examples from regulating tobacco smoke and rental cars, developing regulations to curb growing tobacco waste and regulating the retail environment will especially be important for local tobacco control interventions.

2E: Research in Educational Settings and with Youth: Challenges and Opportunities Beavis

Bonnie Halpern-Felsher, PhD, Stanford University
Pamela Ling, MD, MPH, University of California, San Francisco
Alison Chopel, MPH, DrPH, California Adolescent Health Collaborative
Elizabeth Matute, California Adolescent Health Collaborative
Mark Rubinstein, MD, University of California, San Francisco
Shu-Hong Zhu, PhD, University of California, San Diego

Moderator: **Sarah Planche, MEd**, California Department of Education, Tobacco-Use Prevention Education Program and Scientific Advisory Committee, Tobacco-Related Disease Research Program

With the rise in youth use of electronic cigarettes/ENDS and flavored tobacco, there is an increasing need for effective youth tobacco prevention and cessation strategies. This session will include innovative school-based and youth-focused research to elucidate our understanding of helpful tobacco prevention communication approaches. Presentations will cover a developing school-based youth tobacco prevention toolkit, youth perceptions of electronic cigarette marketing and advertising, a developing study that will investigate the link between ENDS and adolescent nicotine dependence, and plans to evaluate the California Tobacco-Use Prevention Education (TUPE) program.

Day One – Tuesday, October 27, 2015 (cont.)

2F: Marijuana Regulation: Lessons Learned from Tobacco Control Bataglieri

Matt Springer, PhD, University of California, San Francisco
Danielle Ramo-Larios, PhD, University of California, San Francisco
Cynthia Hallett, MPH, Americans for Nonsmokers' Rights
 Moderators: **Jerry Last, PhD**, Scientific Advisory Committee,
 Tobacco-Related Disease Research Program and University of California, Davis
Bart Aoki, PhD, University of California, Office of the President,
 Tobacco-Related Disease Research Program

Increasingly marijuana is being used by tobacco smokers and electronic cigarette users; this is especially true when it comes to California youths. Moreover, many are unaware that marijuana and tobacco smoke emissions are chemically quite similar, with some marijuana toxic emissions surpassing that of cigarettes. This session will not only explore this topic, but also look at the research on the dual use of these products and the laws, or lack thereof concerning marijuana secondhand smoke exposure.

3:50 – 5:35 p.m.

BREAKOUT SESSION THREE

3A: TRDRP New Investigators Scientific Session Camillia

Eric Crosbie, MA, University of California, Santa Cruz
Rebecca Bauer, PhD, Department of Medicine, Stanford University
Ching-Hsien Chen, PhD, University of California, Davis
Yingxin Li, PhD, Stanford Cardiovascular Institute and
 Department of Medicine and Radiology
Raina Pang, PhD, University of Southern California
Susan Forsyth, MS, University of California, San Francisco
 Moderator: **Anwer Mujeeb, PhD**, University of California, Office of the President,
 Tobacco-Related Disease Research Program

TRDRP supports the research careers of many outstanding graduate students and postdoctoral scholars. This session will highlight the breadth and depth of research activity from six of these promising new investigators. Presentations will include the impact of trade agreements on domestic health regulation and address what the Trans-Pacific Partnership (TPP) means for tobacco control; immunophenotyping of secondhand smoke-related asthma using mass cytometry; promotion of stem cell-like properties in tobacco smoke-mediated lung cancer progression; results from a cardiotoxicity study of tobacco smoking using human induced pluripotent stem cell-derived cardiomyocytes (hiPSC-CMs); the role of premenstrual symptoms in smoking-related expectancies; and tobacco imagery in video games and the effects on gamer recall and ratings.

3B: Electronic Cigarette Late Breaking Research & Policy Session Tofanelli

Adam Leventhal, PhD, University of Southern California
Jennifer Unger, PhD, University of Southern California
Hugo Destailats, PhD, Lawrence Berkeley National Laboratory
 Moderator: **Phillip Gardiner, Dr PH**, University of California,
 Office of the President, Tobacco-Related Disease Research Program

This session will inform participants about the latest research on e-cigarettes that finds that kids who start using these products, disproportionately initiate use of regular tobacco products; clearly one of the primary concerns of the tobacco control movement. This session will also highlight late-breaking findings from a September Field Poll on attitudes and beliefs of a sample of California Voters concerning e-cigarettes. Lastly, the question of how and when to regulate e-cigarette use and the laws associated with it, will be explored.

3C: Translational Nicotine Research Group Meeting (supported by TRDRP) Compagno

Daisy Reynaga, BS, University of California, Irvine
Gideon St. Helen, PhD, University of California, San Francisco
Brandon Henderson, PhD, California Institute of Technology
Gisela Andrea Camacho Hernandez, University of California, San Diego
Moderator: **Tracy Richmond-McKnight, PhD**, University of California, Office of the President, Tobacco-Related Disease Research Program

This is the second meeting of the Translational Nicotine Research Group which was created in October 2014 to bring together leading California scientists from different disciplines to discuss groundbreaking questions related to translational nicotine research. The group received seed funding from the Tobacco-Related Disease Research Program, University of Southern California Tobacco Center of Regulatory Science (TCORS) and the University of California, Los Angeles to hold their first meeting in June 2015. This breakout session will include presentations from new investigators working at the forefront of menthol neurochemistry, biomarkers of nicotine dependence, and non-nicotine cigarette components that contribute to addiction.

3D: California Department of Education’s Coordinators Meeting Bataglieri

This is a business meeting for the county offices of education coordinators and an orientation for new TUPE coordinators, hosted by California Department of Education staff.

3E: CTCP: Past, Present, and Future Magnolia

This session is for ALL California Tobacco Control Program (CTCP)-funded staff and partners! We are gathering to discuss and celebrate our program’s Past, Present and Future. At this event, partners “in the field” get to put faces to the names of program staff and state partners that they don’t usually see in-person. Prepare to learn more about what’s to come in the next few months of our tobacco control program. All CTCP-funded projects are strongly encouraged to attend!

Day Two – Wednesday, October 28, 2015

11:00 – 12:15 p.m.

BREAKOUT SESSION FOUR

4A: Going After the Big Kahunas: Menthol and Flavored Tobacco Products . .Beavis

Mary Rezk-Hanna, NP, University of California, Los Angeles
Phillip Gardiner, DrPH, University of California, Office of the President, Tobacco-Related Disease Research Program
Serena Chen, MA, MS, Consultant
Moderator: **Liz Hendrix, MPP**, California Department of Public Health, California Tobacco Control Program

Flavors have become more and more of an element of tobacco products. From hookah and little cigars to all the new e-liquid options, flavors ranging from menthol to bubble gum provide an avenue of experimentation to draw in new users and add an additional element of addiction. Addressing menthol and other tobacco flavors may be one of the most effective ways to reduce youth uptake and to achieve health equity in our communities. This session will describe why menthol and other flavors are such a major issue, scientifically and politically; the challenges and benefits of addressing flavors; and considerations on moving forward with these important policies.

Day Two – Wednesday, October 28, 2015 (cont.)

4B: Addressing Disparities in the Retail Environment Compagno

Lourdes Baezconde-Garbanati, PhD, MPH, University of Southern California

Jeff Wolsfeld, MEd, Del Norte County Department of Health and Human Services

Nina Schleicher, PhD, Stanford Prevention Research Center

Moderator: **Peter Muñoz, MPH**, California Department of Public Health, California Tobacco Control Program

This session will review what we have learned from small independent retailers in vulnerable communities regarding tobacco regulation, and the optimal communication channels that can be used to maximize compliance with regulation. This session will review neighborhood characteristics, price, products, and promotion in the retail environment. Additionally, this session will highlight the importance of partnerships between education, law enforcement, community organizations and youth that were instrumental in the passing of strong retail polices that restrict location of new retailers and reduce storefront advertising among new and existing retailers in rural Northern California.

4C: Youth and Marijuana: Enforcement, Engagement, and Empowerment in the School Setting and Beyond Tofanelli

Brian Gunsolley, Orange County Sheriff's Department

Robert Dousa, Oakland Unified School District

Daisy Lopez, MA, California Health Collaborative

Moderator: **Andrea Zvonicek, MPPA**, California Department of Public Health, California Tobacco Control Program

The decreased perception of harm and increased popularity of marijuana usage among adolescents is becoming a bigger challenge in the school environment and beyond. This session will include a discussion from "on-the-ground" experts from the enforcement, educational, and community and youth engagement and perspectives. Presenters will discuss enforcement actions and challenges, emerging cross-over usage with e-cigarettes (vaping), and working with school districts and parents on this issue. Methods to address this problem will be discussed, including intervention coaching techniques, partnering with tobacco control and other community groups for shared advocacy efforts, and engaging with youth to motivate and empower them to take on leadership roles.

4D: Using Data to Inform Tobacco Control Policy, Practice, and Prevention .. Carr

Wendy Max, PhD, University of California, San Francisco

Denice Dennis, MPH, Contra Costa Health Services Tobacco Prevention Project

Susan Cragle, MA, California School Climate, Health, and Learning Survey (Cal-SCHLS)

Moderator: **Sarah Planche, MEd**, California Department of Education, Tobacco-Use Prevention Education Program

Presenters will discuss how data can be used to inform policymakers and educators to guide programs and improve tobacco prevention/control in your community. Presentations will include information about local survey results from the Healthy Stores for a Healthy Community campaign, studies on the cost of smoking in California and how to teach district and school staff to analyze Cal-SCHLS student data.

4E: Behind the Cloud: An Inside Look at E-Cigarette Retail Environments Bataglieri

Steven Sussman, PhD, University of Southern California

Jocelyn Garcia, BS, University of Southern California

Lisa Henriksen, PhD, Stanford Prevention Research Center

Moderator: **Tina Fung, MPH**, California Department of Public Health, California Tobacco Control Program

You think you know what Big Tobacco's role is in driving the e-cigarette and vaping industries? The answers may not be as clear-cut as you think. Come and learn about the retailers' perspective on e-cigarette sales and their reactions to the public health community. This session will highlight factors that are influencing the marketing of, consumer demands for, and the future of e-cigarettes and vaping devices.

4F: Roundtable Discussions:

Reaching Priority Populations Kamilos/Hendricks (3rd Floor)

David Strong, PhD, University of California, San Diego

Narinder Dhaliwal, MA, California's Clean Air Project

Tori St. Johns, Desert Sands Unified School District

Bruce Baldwin, Butte County Office of Education

Shelly Brantley, MPA, American Lung Association in California

Vera Nelson, BSHS, University of California, San Francisco

Moderator: **Michael Ong, MD, PhD**, University of California, Los Angeles, and

Tobacco Education and Research Oversight Committee

Tobacco-related priority populations are groups that have higher rates of tobacco use and tobacco-related diseases than the general population, and are disproportionately targeted by the tobacco industry. Participate in discussions to learn ways to reach and affect change among various priority populations, including Native Americans; Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ); rural; African-American; and those with behavioral health issues.

2:45 – 4:00 p.m.

BREAKOUT SESSION FIVE

5A: Addressing Nicotine and Tobacco Use

Policies in Behavioral Health Settings Bataglieri

Dawan Utecht, MA, Behavioral Health and Public Guardian, Fresno County

Cathy McDonald, MD, MPH, Alameda County Alcohol Tobacco and Other Drug Provider Network

Monica Nepomuceno, MSW, California Department of Education

Moderator: **Sosha Marsigan-Quintero, MPA**, California Department of Public Health, California Tobacco Control Program

This session will offer participants the opportunity to learn about the intersection of tobacco use in behavioral health settings. Experts will share their firsthand experiences working in the field addressing tobacco use, the high rates of tobacco use in behavioral health settings, the historical development of behavioral health policies and how they have been used to leverage progress, and an overview of grassroots efforts utilized to incite change in communities.

5B: Initiating and Sustaining Collaboration with CTCP, TUPE, and TRDRP .. Beavis

Glenn Dodd, Los Angeles County Office of Education

Emily Justice, BA, Contra Costa County Office of Education

Elisa Tong, MD, MA, University of California, Davis

Kimberly Bankston-Lee, BS, Saving Our Legacy: African Americans for

Smoke-free Safe Places and Breathe California, Sacramento-Emigrant Trails

Kimberlee Homer Vagadori, MPH, California Youth Advocacy Network

Moderator: **Beth Olagues, MPH, CHES**, California Department of Public Health, California Tobacco Control Program

This session brings together strong collaborators to share the best recommendations and real examples of multi-agency partnership and cooperation. Presenters will offer insight on developing partnerships, sustaining collaboration, and avoiding common roadblocks. Creative ideas for building authentic partnerships with other agencies and organizations, and examples of results of successful partnerships with an emphasis on youth and young adult engagement will be shared.

5C: Reaching Underserved Populations Carr

Brian Davis, TRI-City Health Center

Irma Amaro, Four Winds of Indian Education

Kristen Emory, PhD, Moores Cancer Center, University of California, San Diego

Moderator: **Norval Hickman, PhD, MPH**, University of California, Office of the President, Tobacco-Related Disease Research Program

Certain populations continue to be disproportionately impacted by tobacco compared to the national and state averages for cigarette smoking and other tobacco use. This session will highlight the disproportionate rate of tobacco use among some of these underserved populations, including Native Americans and the Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) community. Attendees will learn how research, education, and policy actions can help reach, educate and protect vulnerable populations.

Day Two – Wednesday, October 28, 2015 (cont.)

- 5D: Toxic Trash: How to Address the Environmental Impact of Tobacco Waste in Your Community** Compagno
Erin Reynoso, California Department of Public Health, California Tobacco Control Program
Tom Novotny, MD, MPH, San Diego State University
Heather Lewis, JD, ChangeLab Solutions
 Moderator: **Nicole Handal**, California Department of Public Health, California Tobacco Control Program
 Discarded cigarette butts are a persistent and pervasive problem on our environment. Effective tobacco waste policies are not only good for our communities, but they can also serve to support your overall tobacco control efforts. This session will provide you with the data and resources you need to begin to combat tobacco waste in your community and mitigate its environmental impacts. Get in-depth information on the science, policies and campaigns related to ridding our streets, parks, beaches and more of this toxic environmental hazard.
- 5E: Adolescent and Young Adult E-Cigarette Use: Ways to Prevent a New Generation of Nicotine Addicts** Tofanelli
Trent Johnson, MPH, Stanford Prevention Research Center
Dianne Barker, MPH, Public Health Institute
Stacy Deeble-Reynolds, MPA, Orange County Department of Education
Ira Sachnoff, Peer Resource Training and Consulting
Bonnie Halpern-Felsher, PhD, Stanford University
 Moderator: **John Lagomarsino**, California Department of Education, Tobacco-Use Prevention Education Program
 The use of e-cigarettes and other devices by adolescents and young adults has exploded over the past few years. In this session, presenters will describe the reasons why the use of these products has increased so dramatically and what we can do to combat this threat. Participants will be exposed to research and activities addressing policy, prevention, and intervention strategies
- 5F: Ask the Experts: California Tobacco Control Program Technical Assistance** Kamilos/Hendricks (3rd Floor)
Tonia Hagaman, MPH; Gretchen Franklin, MPH; Linda Ono, BS; Angela Wright; Xueying Zhang, MD, MPH, MS; Beto Jurado, MS; Elizabeth Andersen-Rodgers, MS; and Adam Doughri; California Department of Public Health, California Tobacco Control Program
 Moderator: **Robert Bell**, California Department of Public Health, California Tobacco Control Program
 This roundtable session is for California Tobacco Control Program-funded project staff who would like the opportunity to obtain technical assistance from CTCF staff on a variety of program-specific topics. Topics include Scope of Work, Progress Reports, Local Lead Agency Budgets; Grant/Contract Budgets; Evaluation, and OTIS, the Online Tobacco Information System.

Day Three – Thursday, October 29, 2015

9:20 – 10:35 p.m.

BREAKOUT SESSION SIX

- 6A: Today's Marketing Landscape: Industry Tactics and How to Fight Back** Bataglieri
Tess Boley Cruz, PhD, MPH, CHES, University of Southern California
Nicholas Wellington, JD, Tobacco Litigation and Enforcement Section, Office of California Attorney General
Pamela Ling, MD, MPH, University of California, San Francisco
 Moderator: **Nicole Handal**, California Department of Public Health, California Tobacco Control Program
 Join us for an informative discussion regarding the current landscape of tobacco marketing tactics and ways that you can counter the influence. Learn how marketing messages move through social media platforms and strategies that you can employ to use industry tactics for tobacco control purposes. Get an in-depth overview of point of sale marketing tactics, including digital coupons, mobile payment systems, proximity advertising, and data mining in relation to the tobacco and vape industries.

- 6B: Dynamic Partnerships for Policy Change** Beavis
Lynda Barbour, MPH, American Cancer Society Cancer Action Network
Stalice Wilmore, BS, City of Pasadena Public Health Department
Valerie Valez, MPH, and **Michael Ramirez**, Hemet Unified School District
Moderator: **Sosha Marsigan-Quintero, MPA**, California Department of Public Health, California Tobacco Control Program
Margaret Mead once said, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." Your job is to facilitate education on why tobacco policy change is needed-- but you cannot change policy without the right kind of help. Attend this session to learn how to build, maintain, and identify key partnerships to spur and empower your policy needs, as well as overcome typical challenges and barriers to success, so you can change your community-- and the world-- for the better.
- 6C: Realities of Social Media and How to Make It Work for You** Carr
Julie Lautsch and **Erin Reynoso**, California Department of Public Health, California Tobacco Control Program
Robin Kipke, MS, Tobacco Control Evaluation Center
Kimberlee Homer Vagadori, MPH, California Youth Advocacy Network
Moderator: **Beth Olagues, MPH, CHES**, California Department of Public Health, California Tobacco Control Program
It's not just disseminating tweets and posts. Before you launch a social media campaign, there are many factors to consider in order to avoid common problems and make a positive impact for your issue online. Learn how to determine if social media is right for you, understand different opportunities to participate in online conversations, and plan for contentious conversations. Take it a step further and learn how social media can be reciprocal, when projects can learn as much from followers as followers learn from projects by understanding social listening and evaluation strategies.
- 6D: Home is Where Your Lungs Breathe: Comprehensive Approaches to Smoke-Free Housing Policies** Compagno
Monty Messex, MPH, Tobacco Control and Prevention Program, Department of Public Health, County of Los Angeles
Kimberly Bangston-Lee, BS, *Saving Our Legacy: African Americans for Smoke-free Safe Places and Breathe California*, Sacramento-Emigrant Trails
Jay McCubbrey, PhD, Tobacco Control Program, Humboldt County
Moderator: **Jena Grosser, MA**, California Department of Public Health, California Tobacco Control Program
Californians should be able to breathe clean air in their own homes. The statement sounds simple enough-- yet, smoke-free housing is not easy to mandate or legislate. Join three CTCF project directors as they discuss their experiences making allies, creating policy and enforcing smoke-free living for the health and safety of those who live in multi-unit housing.
- 6E: Healthy Stores for a Healthy Community (HSHC) Recent Successes** .. Tofanelli
Gena Knutson, BS, Vista Community Clinic
Jeff Wolsfeld, MEd, Del Norte County
Leila Gholamrezaei-Eha, MPH, Fresno County Department of Public Health
Moderator: **Tina Fung, MPH**, California Department of Public Health, California Tobacco Control Program
"My community needs guidance in adopting a policy. Where do I begin?" Or "I am working with a community for the first time on a project. Who can I collaborate with?" If these thoughts have crossed your mind, come hear about lessons learned from HSHC local policy adoption and implementation from those who have succeeded. Three agencies will share stories about their recent achievements and discuss strategies in collaborating with community partners and approaching local officials.

Day Three – Thursday, October 29, 2015 (cont.)

6F: Creative Thinking Workshop:

Shifting Your Mental Valleys Kamilos/Hendricks (3rd Floor)

Christine Folck, MBA, *Change As Usual Consulting*

Moderator: Tonia Hagaman, MPH, *California Department of Public Health, California Tobacco Control Program*

There is a growing need for innovative solutions to address public health needs. To innovate we need to stand back, re-frame, see the big picture, and change a fundamental assumption or mental model. We create “mental valleys” to assist us in categorizing our experiences. For example, if you were asked “What is a shoe used for,” you would probably say it is used to cover and protect one’s foot while walking. Maybe you would add that it helps define a personal style. These are explanations you pulled from your mental valleys. But did you know that some African tribes utilize shoes, not as footwear, but as musical instruments? Edward de Bono, who coined the term ‘mental valley’, states that “creative thinking involves breaking out of established patterns (valleys) in order to look at things in a different way.” Come to a hands-on workshop to learn how to shift your mental valleys so that you can think more creatively and tackle your community’s public health problems more innovatively.

10:50 – 12:00 p.m.

BREAKOUT SESSION SEVEN

7A: Healthy Retail as a Tobacco Control Strategy Beavis

Susana Hennessey-Lavery, MPH, *San Francisco Department of Public Health*

Jessica Estrada, BS, *Tenderloin Healthy Corner Store Coalition*

Raymond Leung, JD, *ChangeLab Solutions*

Joyce Takayama, MPH, *Santa Clara County Health Retailer, Healthy Stores for a Healthy Community (HSHC) Campaign*

Moderator: Sosha Marsigan-Quintero, MPA, *California Department of Public Health, California Tobacco Control Program*

The Healthy Stores for a Healthy Community (HSHC) campaign goal is to change the retailer landscape utilizing policies and strategies that impact healthy decision-making at the point of sale. Our experts will offer insight and discussion on how to create comprehensive healthy retail approaches, develop partnerships, and implement HSHC policies.

7B: Fighting the Vape Militia Online and Off Carr

Derek Smith, MPH, MSW, *Tobacco Free Project, San Francisco Department of Public Health*

Julie Lautsch, *California Department of Public Health, California Tobacco Control Program*

Tess Boley Cruz, PhD, MPH, CHES, *University of Southern California*

Moderator: Beth Olagues, MPH, CHES, *California Department of Public Health, California Tobacco Control Program*

What happens when you produce an excellent educational campaign on e-cigarettes in your community only to have pro-vapers stampede right through the middle of it, creating a storm of negative attention and calling you names along the way? Learn from people who experienced it first-hand as we explore who the vape militia is, the tactics we use, and what you can expect from them in response to your campaign. Leave with smart strategies for planning ahead, talking points for a coordinated response, and knowing how to better prepare for negative encounters – online and off.

7C: Engaging Youth for Community Change Bataglieri

Nsele Nsuangani, MPH, CHES, Tobacco Education Program,
Environmental Health Division, Kern County Public Health Services Department
Kevin Keyes, Kern County Superintendent of Schools
Carey Peck, Los Angeles Unified School District

Kimberlee Homer Vagadori, MPH, California Youth Advocacy Network
Moderator: **Sarah Planche, MEd**, California Department of Education,
Tobacco-Use Prevention Education Program

Presentations in this breakout session will highlight successful youth/adult collaborations resulting in community change and share strategies to increase youth and adult engagement to address tobacco prevention in your community. Learn about what these relationships look like and what opportunities for collaboration are in your community. Finally, see how engaging youth in California positively impacts tobacco and e-cigarette rates compared to national data.

7D: Policy, Systems, and Environmental Change: How to Do the Work ..Compagno

Rebecca Johnson, MPH, ChangeLab Solutions
Leila Gholamrezaei-Eha, MPH, Fresno County Department of Public Health
Moderator: **Peter Muñoz, MPH**, California Department of Public Health,
California Tobacco Control Program

Adopting a Policy, Systems and Environmental (PSE) change approach can help tobacco control advocates create sustainable, comprehensive measures to improve community health. This session is intended to introduce PSE best practice approaches. Additionally, you will learn what other local projects have done in their communities, and be provided with the tools to help identify appropriate cities to target for policies and ordinances.

7E: Retail Marijuana: Implications for Tobacco Control Tofanelli

Rachel Barry, MA, University of California, San Francisco
Carsten Baumann, MA, Evaluation Unit & External Evaluations,
Colorado Department of Public Health
Moderator: **Andrea Zvonicsek, MPPA**, California Department of Public Health,
California Tobacco Control Program

The movement to legalize marijuana in California gained momentum after Colorado, Washington, Alaska and Oregon passed citizen-initiated measures to regulate retail sales in 2012 and 2014. Opinion polls suggest public support to legalize retail marijuana in California via possible ballot measure in 2016. In this session, researchers from California and Colorado will discuss retail marijuana and the implications for state tobacco control laws and programs. A theoretical framework for regulating marijuana and applying best practices from tobacco control will be assessed. Then, an expert from Colorado – the first state to legalize retail marijuana – will present on lessons learned from implementation. Finally, future regulatory guidelines for states and local governments that will not compromise tobacco control efforts will be discussed.

7F: Hot Topic Roundtables, Part 2 Kamilos/Hendricks (3rd Floor)

Erin Dobyms, Alpine County Public Health Department
Ericka Summers, BS, Sutter County Public Health
Monty Messex, MPH, Tobacco Control and Prevention Program, Los Angeles County
Department of Public Health
Denice Dennis, MPH, Contra Costa Health Services Tobacco Prevention Project
Tanya Bustamante, MPH, City of Berkeley

Moderator: **Adam Doughri**, California Department of Public Health,
California Tobacco Control Program

Continuing from Day 1, take the opportunity to meet with peers to share strategies and ideas on a range of tobacco control topics. Participants will have the opportunity to contribute to and learn from up to three different interactive conversations of their choice. Discussions will be directed and facilitated by table hosts who will begin the conversation by giving a brief overview of the topic. To help build lasting connections, please bring business cards to this networking event.

Irma Amaro

Irma Amaro is a Yaqui-Community Education Specialist, and she has worked in the field of Indian education for over 30 years. The last 15 years she has spent working in tobacco education within the American Indian community. She has a passion for teaching traditional use of tobacco. It is important to integrate traditional teachings and values back into native families to build healthy strong communities. Her culture is the most important thing to pass on to her children and community.

Lourdes Baezconde-Garbanati, PhD, MPH

Lourdes Baezconde-Garbanati is a tenured Associate Professor in Preventive Medicine and Sociology at the Keck School of Medicine, University of Southern California (USC). She holds five academic degrees and speaks multiple languages. Lourdes earned a master's in Public Health and a PhD in Public Health with an emphasis in Community Health Sciences from the University of California, Los Angeles (UCLA). She holds a master's degree in Medical Psychology from the Universite Catholique de Louvain. For more than 17 years, Dr. Baezconde-Garbanati headed the efforts of the California Latino Tobacco Education Network, funded by Proposition 99. She is now part of the steering committee of the Center for Disease Control funded National Latino Tobacco Control Network and its training as a technical assistance provider. She also directed the Tobacco Education and Material Lab (TEAM Lab), a project that provided training and assistance to California Tobacco Control Program's (CTCP) agencies, helping them make the most of their tobacco educational materials. She is a member of the Tobacco Education and Research Oversight Committee (TEROC) and is an experienced researcher and advocate in tobacco control. For her work, she has received multiple grants and recognitions and is widely published in a variety of areas.

Kimberly Bangston-Lee, BS

Kimberly Bankston-Lee is the Senior Program Director for two tobacco control programs. They are Saving Our Legacy: African Americans for Smoke-free Safe Places, (The SOL Project) and Breathe California, Sacramento-Emigrant Trails', Sacramento Taking Action against Nicotine Dependence (STAND Project). Ms. Bankston-Lee has 17 years of experience planning, developing and implementing tobacco control programs. She has managed six tobacco control programs for non-profits, county government and health care services such as the Gold Country Regional Tobacco Control Coalition, the African American Tobacco Education Partnership, Smoking Cessation Counselor for Sutter Medical Centers, and the Sacramento County Department of Health and Human Services. Ms. Bankston-Lee has worked with restaurateurs, the rental housing industry, community colleges and trade schools, and government agencies to adopt smoke-free policies and ordinances. Although most of Kimberly's funded projects did not include providing direct cessation service, she took it upon herself to become trained as a cessation facilitator and motivational interviewer to help countless tobacco users with quitting. She is currently the Co-Principal Investigator for a pilot research project testing efficacy of smoking cessation for college students, through a partnership with UC Davis Medical Center. Kimberly Bankston-Lee received her Bachelor of Science degree in Health and Safety Studies with an emphasis in Community Health Planning from California State University, Sacramento.

Lynda Barbour, MPH

Lynda Barbour is the Associate Director for the Southern California Government Relations American Cancer Society Cancer Action Network (ACSCAN). She has worked for the American

Cancer Society (ACS) and its advocacy affiliate, the American Cancer Society Cancer Action Network (ACSCAN) since 1993. She completed the Advocacy Institute Leaders Fellowship in 2000 and holds a master's in Public Health from San Diego State University where she studied the predictors of political action among cancer advocates. Her advocacy research was recently published in the *Hispanic Health Care International* journal. During her 22 year tenure with ACS and ACSCAN, she has been the local lead staff for tobacco control policy efforts at all levels of government. She has worked with Tobacco-Use Prevention Education (TUPE) programs, ballot initiatives for tobacco taxes, local ordinances, state legislation, and has been an active tobacco coalition member in six Southern California counties.

Dianne Barker, MPH

Dianne Barker is Research Program Director at the Public Health Institute with 25 years of experience in tobacco control policy research. Her recent work has focused on changes in the retail tobacco product marketing environment, the regulatory environment for vape shops, and the evaluation of a flavored tobacco policy ban in Chicago.

Rachel Barry, MA

Rachel Barry is a political scientist with expertise in research and analysis of public policy. She is a Researcher at the University of California, San Francisco's Center for Tobacco Control Research and Education where she conducts state and local research on tobacco control policymaking. Ms. Barry's research includes identifying tactics used by tobacco companies to undermine laws that support public health and evaluating their involvement in emerging products related to tobacco, such as marijuana and e-cigarettes, both of which stand to undermine years of tobacco control efforts. Her current research focus is to highlight underlying similarities between tobacco policy and marijuana legalization, and interest group politics, in an effort to provide a regulatory framework consistent with the public health goal of de-normalizing smoking.

Rebecca Bauer, PhD

Rebecca Bauer is a postdoctoral scholar in the laboratory of Dr. Kari Nadeau at the Sean N. Parker Center for Allergy Research at Stanford University. Rebecca began studying tobacco related diseases in graduate school, where she combined clinical and basic research techniques to investigate how smoke exposure affects immune responses in the airway, including a clinical study to test how nutritional antioxidants improves immune responses to influenza infection in smokers. Currently, Rebecca's research explores the mechanisms by which second hand tobacco smoke exposure impacts immune cell function and worsens immune diseases such as asthma and allergy. Her ultimate goal is to perform research that emphasizes the burden of smoke exposure on human health and highlights the importance of smoking bans and cessation programs. Rebecca received a bachelor's in Biology from the University of Pennsylvania and a doctorate in Toxicology from the University of North Carolina at Chapel Hill.

Carsten Baumann, MA

Carsten Baumann serves as the Manager of the Planning and Evaluation Unit and the Manager of External Evaluations for the Health Statistics and Evaluation Branch within the Center for Health and Environmental Data of the Colorado Department of Public Health and Environment (CDPHE). Mr. Baumann possesses more than twenty-five years of experience in applied social science research. He is primarily responsible for the design and implementation of an overall plan for measuring the effectiveness of the Department's Amendment 35 (tobacco

Bios not listed were unavailable at time of print.

tax) funded grants programs, including the State Tobacco Education & Prevention Partnership; the Cancer, Cardiovascular and Pulmonary Disease Grants Program and the Office of Health Equity Grants Program. These programs distribute about \$37 million in grants annually. Mr. Baumann also leads the quality improvement and evaluation for Colorado's Early Childhood Home Visiting Programs and serves as an evaluation consultant to other prevention programs. He has applied his skills to strategic planning, evaluation, program design and training. Carsten serves as an instructor for the Evidence-Based Public Health course through the Colorado School of Public Health.

Taylor Beckwith

Taylor Beckwith is a member of the Stanislaus County Office of Education's PHAST prevention program. PHAST—pronounced "fast"—is a youth coalition dedicated to Protecting Health And Slamming Tobacco by organizing peer education and advocacy projects in schools and communities across Stanislaus County. PHAST was formed in August 2005 as a countywide youth coalition with chapters at Ceres, Oakdale, Orestimba and Pitman high schools. Today, the coalition includes more than 800 student members from 31 high schools. Taylor is a student at John H. Pitman High School in Turlock.

Tess Boley Cruz, PhD, MPH, CHES

Tess Boley Cruz is an Assistant Professor in Preventive Medicine at the University of Southern California (USC) Keck School of Medicine. She is one of the project leaders in the Tobacco Center for Regulatory Science at USC, serving as Co-Principal Investigator on a study of the diffusion of tobacco marketing messages through social media. Additionally, she is an investigator on studies of tobacco retailers, adolescent tobacco use, community participatory research with Latino families, and the uses of fotonovelas in populations with low health literacy. Her past work has included studies of tobacco marketing and evaluation of tobacco control programs in California.

Arthur Brody, MD

Arthur Brody is a Professor-in-Residence at the University of California, Los Angeles (UCLA), Department of Psychiatry and is a Board Certified Addiction Psychiatrist whose research career focuses on treatment and brain imaging of cigarette smokers. He has been directly treating and supervising the treatment of smokers in cessation programs at the VA Greater Los Angeles Healthcare System and the UCLA Addictions Treatment Program for 18 years, treating about 450 smokers per year. He has received multiple Tobacco-Related Disease Research Program, National Institute of Health, Veterans Affairs, and university-funded grants that have focused on treatment and brain imaging of smokers using both pharmacotherapy and psychotherapy, and has performed controlled studies using psychotherapy and medication for smoking cessation, as well as overseeing naturalistic chart reviews examining predictors of smoking cessation treatment outcome. Relevant to the research being presented, Dr. Brody has performed multiple brain imaging (PET scanning) studies of smokers examining nicotine receptor levels, as well as other effects of smoking behavior on brain function.

Helene Calvet, MD

Helene Calvet is the Deputy County Health Officer for Orange County. She is board-certified in both Internal Medicine and Infectious Diseases, and has worked in public health for 15 years. Dr. Calvet, representing public health, worked in partnership with representatives from Orange County Department of Education and Sheriff's Department to launch a youth-focused

educational campaign on e-cigarettes starting in early 2014. This partnership delivered presentations to over 2000 people, including educators, elected officials, medical providers, students, parents and general public.

Gisela Andrea Camacho Hernández

Gisela Andrea Camacho Hernández is a doctoral student in the Universidad Autónoma de Baja California / University of California San Diego, Joint Graduate Program in Pharmaceutical Sciences, working in the laboratory of Dr. Palmer Taylor. She earned Bachelor of Science and Master of Science degrees in Pharmaceutical Chemistry from Universidad Autónoma de Baja California. Ms. Hernandez entered her doctoral program in 2014 and already has an ample CV, with two publications and numerous research presentations within Mexico and abroad. She will present on research performed during a summer internship in Dr. Taylor's laboratory at the Skaggs School of Pharmacy and Pharmaceutical Science at the University of California, San Diego.

Ching-Hsien Chen, PhD

Ching-Hsien Chen's research interest is to identify useful biomarkers and druggable targets in cancer diseases. Her graduate and postdoctoral trainings are in molecular cell biology and cancer biology, especially in the lung system. In addition to molecular mechanisms, she is skillful in orthotopic xenograft approaches for preclinical studies. These works have led her to chase the identification of specific motif in oncoproteins and the development of small molecules/peptides targeting cancer-promoting genes. Currently, she is actively engaging in the feasibility of PIP2 retention strategies on controlling cancer progression and smoke-related diseases.

Serena Chen, MA, MSW

Serena Chen retired as the Policy Director for the American Lung Association in California where she had the responsibility for advocacy and policy work in the San Francisco Bay Area. She directed the Bay Area Smoke-Free Housing Project, a program of the American Lung Association in California. Since 2005, this project has worked successfully on the passage of smoke-free housing ordinance protections in 16 cities and with numerous affordable housing providers on voluntary adoption of smoke-free multi-unit policies. Ms. Chen also coordinated tobacco policy and advocacy activities for the Alameda County Public Health Department Tobacco Control Program. She was a member of the statewide Multi-Unit Housing Task Force and has conducted in-person and webinar trainings locally and nationally on the subject of smoke-free housing. Her earlier work in the passage of local ordinances prohibiting smoking in the common indoor areas of multi-unit housing was cited in the 2006 United States Surgeon General's Report on secondhand smoke. She has been a member of the Scientific Advisory Committee of the University of California's Tobacco-Related Disease Project since 2009. Prior to her work in tobacco control which began in 1991, Serena worked as a Community Mental Health Social Worker; a Public Affairs Television Producer and Host; a Newspaper Editor and Columnist; and, a Community College Instructor in Ethnic Studies. Serena earned both her bachelor's in Sociology and master's in Social Work from the University of California, Berkeley.

Alison Chopel, MPH, DrPH

Alison Chopel is Director of the California Adolescent Health Collaborative (CAHC), a program of the Public Health Institute that focuses on improving the health and well-being of California's adolescents. Her aim as Director is to work with community-based organizations to empower their adolescent community members in prioritizing and investigating youth

Bios not listed were unavailable at time of print.

health and community health issues, ultimately advocating for systems changes aligned with positive youth development principles. Along with Dr. Pamela Ling from the Center for Tobacco Control Research and Education, she is Co-Principal Investigator on a study to investigate the marketing and promotion of electronic cigarettes to youth in Oakland. She enjoys collaborating with high school and community college student-journalists as co-researchers on this Tobacco-Related Disease Research Program funded qualitative study. Dr. Chopel earned her MPH and DrPH at the University of California, Berkeley's School of Public Health where she focused on community-based participatory research, social epidemiological theories and qualitative research methods. She pursues health equity and social justice by collaborating across divisions, and closely partnering with youth and adults in all endeavors.

Liam Cole

Liam Cole is a member of the Stanislaus County Office of Education's PHAST prevention program. PHAST—pronounced "fast"—is a youth coalition dedicated to Protecting Health And Slamming Tobacco by organizing peer education and advocacy projects in schools and communities across Stanislaus County. PHAST was formed in August 2005 as a countywide youth coalition with chapters at Ceres, Modesto, Oakdale, Orestimba and Pitman high schools. Today, the coalition includes more than 800 student members from 31 high schools. Taylor is a student at Modesto High School in Modesto.

Susan Cragle, MA

Susan Cragle provides support to the California Department of Education's Tobacco Use Prevention Program (TUPE) by providing technical assistance to TUPE grantees around the dissemination and collection of Annual Report data from each TUPE grantee on an annual basis. The Annual Report for TUPE describes the grantee's efforts to reduce tobacco use among students. In addition to producing grantee level reports, Susan and her staff produce aggregated state level reports annually. The reports can be viewed at www.annualreports.duerrevaluation.com. Since 1998, Susan has been the Regional Director of the north central California School Climate, Health, and Learning Survey (Cal-SCHLS). Two other Regional Centers are located in Oakland and Los Alamitos, California. The CAL-SCHLS System comprises three interrelated surveys developed for and supported by the California Department of Education including the California Healthy Kids Survey (CHKS), California School Climate Survey (CSCS), and the California School Parent Survey. Cal-SCHLS staff provide technical assistance to districts and county offices of education that administration the surveys.

Carol Cunradi, PhD, MPH

Carol Cunradi is a Senior Research Scientist at the Prevention Research Center in Oakland. As principal investigator of the mixed-methods project, "Barriers to Blue-Collar HMO Smoking Cessation Participation" (TRDRP Grant Number 21RT-0113), she has investigated the social and structural barriers faced by transit workers that may contribute to cessation treatment underutilization. Her research in this area has provided her with specialized knowledge about the occupational culture of transit workers, the factors associated with their tobacco use, and potential strategies to promote cessation. Previously, she was principal investigator on the study, "Contexts & Consequences of Smoking in a Blue-Collar Cohort" (TRDRP Grant Number 14RT-0116), the goal of which was to provide insight into the occupational context of tobacco use among transit operators at the San Francisco

Municipal Railway, and how smoking is related to adverse occupational and health outcomes. She received a MPH (Epidemiology/Biostatistics) and PhD (Epidemiology) from the University of California, Berkeley, School of Public Health.

Brian Davis

Brian Davis is the Project Director of the California Tobacco Control Program funded Just for Us: LGBT Tobacco Prevention Project, based at Tri-City Health Center in Fremont. He has been a tobacco control professional for over seven years, focusing on policy activities relevant to the Lesbian Gay Bisexual and Transgender (LGBT) Community throughout that time. Brian has directed projects that resulted in LGBT organizations pledging not to accept tobacco funding, the closure of smoking rooms in gay bars, and the recent adoption by the City of San Jose of a policy that stopped the distribution of \$1 packs of cigarettes, coupons and free e-cigarettes in a gay bar and other bars in that city.

Stacy Deeble-Reynolds, MPA

Stacy Deeble-Reynolds has an extensive background working in prevention and positive youth development programs. She has worked in various settings including a psychiatric hospital, afterschool programs, and school districts in Sacramento and Southern California. In her current position as the Orange County Department of Education's Prevention Coordinator, Stacy serves 27 Orange County school districts with prevention support related to tobacco, drugs, and alcohol use among the county's 500,000 students. She works in partnership with the Orange County Health Care Agency and the Orange County Sheriff's Department to deliver e-cigarette prevention presentations around the county.

Denice Dennis, MPH

Denice Dennis has worked with the Contra Costa Health Services Tobacco Prevention Program since 1998. As Program Manager, she is responsible for leading planning and implementation of tobacco prevention goals developed with the Contra Costa Tobacco Prevention Coalition and community partners. Collaborations with these partners, the Tobacco Prevention Coalition, and city representatives have resulted in successful adoption of over 35 legislated tobacco prevention policies at the local level to reduce residents' exposure to secondhand smoke, address tobacco influences in the community, and to limit youth access to tobacco products. In addition to providing staff support to the Coalition, the Project provides technical assistance and consultation to cities in the County on local tobacco prevention policies and implementation planning. Most recently, Denice worked with the City of El Cerrito and the Coalition on policy options to prohibit the sale of flavored (non-cigarette) tobacco products, require a minimum pack size for cigars and cigarillos, and restrict density and location of new tobacco retailers. Her current work with Contra Costa County includes developing similar policy options for County consideration. Prior to working with Contra Costa County, Denice worked with Shore Area Health Education Center in southern New Jersey, where she was responsible for a continuing education program for healthcare and human service providers and the development of a four-county HIV Care Consortium under Ryan White Care Act funding. Denice received her masters degree in Public Health from Temple University.

Hugo Destailats, PhD

Hugo Destailats currently works at the Lawrence Berkeley National Laboratory as a Staff Scientist in the Environmental Energy Technologies, Energy Analysis & Environmental Impacts Division. He is also a Staff Scientist at Arizona State University and has been an Associate Professor of Research in the

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Chemistry and Biochemistry department. He has held positions as an Associate Specialist at the University of California, Davis and as a Postgraduate Researcher at the California Institute of Technology. His research interests include environmental physical chemistry, indoor air quality, secondhand and thirdhand tobacco smoke, human exposure to environmental pollutants, development of technologies for indoor air purification and applications of synchrotron techniques to environmental heterogeneous chemistry. He earned his Ph.D. in Chemistry at the University of Buenos Aires, Buenos Aires, Argentina in 1998.

Glenn Dodd

Glenn Dodd has more than 25 years experience at Los Angeles County Office of Education working in the field of health education, providing training and technical assistance in planning, implementing and evaluating school-based programs for drug, alcohol, tobacco and HIV prevention and resiliency/asset development. His experience in curriculum development includes writing Keeping Safe from HIV and co-writing Personal and Social Skills: The Missing Link in Prevention Education and Promoting Resiliency Through Literature. He has made presentations on topics of health education and health promotion at local, state, and national conferences. He has held numerous leadership positions in community tobacco control coalitions and is currently the chairperson of the Coalition for a Tobacco-Free Los Angeles County.

Robert Dousa

Robert Dousa is the TUPE Program Manager of the Behavioral Health Programs for Oakland Unified School District. This program includes managing the prevention and intervention of substance abuse of all tobacco, marijuana, alcohol, and drugs from Oakland's 82 public schools, K-12. Mr. Dousa is responsible for supervising intervention coaching, Peer Education prevention, Teacher-taught prevention curriculum, educating Principals, staffs, and parents on the warning signs of any drug use, the prevention of such use, and methods of building rapport with students who are actively engaged in drug use. Mr. Dousa presents around the state on engaging intervention, building positive climate leadership teams, and both CPS and APS reporting requirements. Robert Dousa has served in this capacity for the Oakland Unified School District since 2005 and prior to that served as substance abuse counselor in the school district and in other school districts in Alameda County.

Kristen Emory, PhD

Kristen Emory is a postdoctoral fellow at the Moores Cancer Center at the University of California, San Diego, working with the multi-site Health Media Collaboratory (HMC). Over the past eight years, Kristen has worked in the field of tobacco control and prevention, with an emphasis on understanding and reducing health disparities among young and vulnerable population. She is currently the principal investigator (PI) of the State of California's Tobacco-Related Disease Research Program (TRDRP)-funded project exploring lesbian, gay, bisexual and transgender (LGBT) tobacco use and tobacco-related media consumption patterns on traditional, social and new media in a national sample of adults in the United States (US). Her current work involves content analysis of LGBT tobacco-related social media data (Twitter and Facebook), including analysis of the Centers for Disease Control and Prevention (CDC) Tips from a Former Smoker LGBT-targeted campaigns. Kristen has completed work with Point Foundation on their 2014-15 annual report on LGBT Point Scholar's experience in higher education as well as the Hispanic Community Health Study/Study of Latinos (HCHS/

SOL). Kristen has recently joined the steering committee for the Human Rights Campaign (HRC) San Diego, among the most prominent LGBT organizations in the US. As part of her dissertation, Kristen completed and published research exploring the role of receptivity to both pro- and anti-tobacco messages on youth smoking behaviors, and was coauthor on the Media and Marketing Chapter of the 2008 California Tobacco Survey (CTS).

Jessica Estrada, BS

Jessica Estrada is the Program Coordinator of the Tenderloin Healthy Corner Store Coalition (TLHCSC) and the Community Engagement Coordinator of the HealthyRetailSF Program (out of the Office of Economic Workforce Development and San Francisco Department of Public Health) in San Francisco. Jessica graduated from the University of California, Davis with her bachelor's degree and worked for three years at Yolo County Health Department in tobacco prevention. Jessica has since returned to her hometown of San Francisco to work in the tough Tenderloin neighborhood -- working with youth leaders to form the TLHCSC in 2012, coordinating resident Food Justice Leaders/Coalition to redesign corner markets, and helping implement the new city-wide HealthyRetailSF Program. She has unique experience working with youth, adult residents, store owners, and in community organizing and public health advocacy.

Brandy Fabian

Brandy Fabian is a member of the Tobacco Team of SEAYL. SEAYL stands for Southeast Asian Young Leaders and is a youth group in Richmond. The Tobacco Prevention Project started in 2012, and she is a co-researcher on this project along with Johnathan Saeteurn. She has learned leadership skills and conducted research on tobacco's effect on the community, environment, and health. In the project, she and Johnathan are working on tobacco policy, enforcement, and youth access to tobacco. The main goal is to improve Richmond High School's (RHS) environment by advocating for more tobacco-free signs, working with school administration, and raising awareness among RHS students. SEAYL is a program of CHAA (Community Health for Asian Americans).

Justin Ferguson

Justin Ferguson is a member of Sacramento County Office of Education's Club Live program. The Club Live program provides opportunities for young people to develop leadership skills, build positive peer and adult relationships and become involved as active leaders and resources in their schools and communities. Each year, many middle school students in Sacramento County participate in exciting and beneficial Club Live activities. Justin is a student at Kingswood K-8 School in Citrus Heights which is located in a suburb of Sacramento.

Christine Folck, MBA

Christine Folck is currently a Performance Improvement Consultant with Dignity Health and the Innovation Director for Uptown Studios. She previously worked as the Lead Innovation Designer with Kaiser Permanente's Innovation and Advanced Technology team. Christine's specialties include -- take a deep breath -- IHI Performance Improvement, project management, improvement design, sustainability, human-centered project implementation, human-centered design, innovation processes, LEAN, Six Sigma, ethnography, healthcare, business, and designing for behavior change. One more to add to this list -- she translates the crazy into the tangible. Christine has close to 20 years' experience working in the health care industry, including over 5 years of experience in Public Health, including with California Tobacco Control Program. Christine has a master's

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in Business Administration in Healthcare Management and a bachelor of arts degree in Psychology from the California State University, Sacramento.

Susan Forsyth, MS

Susan Forsyth is a doctoral candidate in the Department of Social and Behavioral Sciences in the School of Nursing at the University of California, San Francisco. Susan's research interests include investigating how adolescents and young adults perceive risk-taking imagery in new media and the relationship between conflicts of interest and research outcomes. More specifically, her dissertation project seeks to understand and describe how adolescents and young adults perceive and interact with tobacco content in video games so that appropriate interventions are developed to decrease adolescent smoking uptake and denormalize tobacco use. Susan has published her findings in peer-reviewed journals including, *Nicotine and Tobacco Research*, *Systematic Reviews*, *Journal of Pediatric Healthcare and Tobacco Control*. Her dissertation project has been supported by TRDRP grant #22DT-0003.

Jocelyn Garcia, BS

For the last two and half years, Jocelyn Garcia has worked as a Project Assistant and Data Collector for the Department of Preventive Medicine at the University of Southern California. In 2014, after the surge in popularity of electronic cigarettes, Ms. Garcia began working on a Vape Shop Pilot study where she interviewed owners, managers and employees of 77 vape shops across Los Angeles County. These interviews gave the university a unique insight on the interworking of vape shops and their ongoing battle against the Tobacco Industry. She hopes that further research on electronic cigarette retailers will assist in bringing about reasonable vape shop regulations in the state of California. Ms. Garcia graduated from California State University, Los Angeles in 2012 with a bachelor's degree in Health Science.

Phillip Gardiner, Dr PH

Phillip Gardiner is the Policy and Regulatory Sciences and Neurosciences/Nicotine Dependence Program Officer for the Tobacco-Related Disease Research Program (TRDRP), University of California, Office of the President. Dr. Gardiner is a leading advocate for health disparities research, community-based participatory research and a national spokesperson against menthol cigarettes.

Leila Gholamrezaei-Eha, MPH

Leila Gholamrezaei-Eha is a Health Educator and Project Director at the Fresno County Department of Public Health for eight years. She has been a leader in the tobacco-control in Fresno County and the Central Valley since 2007. Leila has led Fresno County efforts to reduce tobacco use and exposure to secondhand and thirdhand smoke. Leila has experience in public health prevention efforts on smoke-free parks, smoke-free multi-unit housing, smoke-free outdoor events, smoke-free movies, storefront advertising, and tobacco retailer licensing. Her expertise also includes, community organizing, strategic planning, coalition building, youth development, working with elected officials, being a media spokesperson, and health education material development. She received a bachelor's degree in Sociology at California State University, Fresno and a master's in Public Health with a concentration in Global Health at Loma Linda University.

Stanton Glantz, PhD

Stanton Glantz, the American Legacy Foundation Distinguished Professor of Tobacco Control, conducts research on a wide range of topics ranging from the health effects of secondhand smoke

(with particular emphasis on the cardiovascular system) to the efficacy of different tobacco control policies. Dr. Glantz conducts research on a wide range of issues ranging from the effects of secondhand smoke on the heart through the reductions in heart attacks observed when smoke-free policies are enacted, to how the tobacco industry fights tobacco control programs. His research on the effects of secondhand smoke on blood and blood vessels has helped explain why, in terms of heart disease, the effects of secondhand smoke are nearly as large as smoking. He is author or coauthor of numerous publications related to secondhand smoke and tobacco control, as well as many papers on cardiovascular function and biostatistics. He has written several books, including the widely used *Primer of Biostatistics* (which has been translated into Japanese, French, Russian, German, Italian, Japanese and Spanish, and *Primer of Applied Regression and Analysis of Variance*). In total, he is the author of 4 books and nearly 300 scientific papers. His book *Tobacco Wars: Inside the California Battles* chronicles the last quarter century of battles against the tobacco industry in California. He also wrote *Tobacco: Biology and Politics* for high school students and *The Uninvited Guest*, a story about secondhand smoke, for second graders. He is now running two educational projects, *SmokeFreeMovies.ucsf.edu*, which is working to end use of movies to promote tobacco, and *TobaccoScam.ucsf.edu*, which is countering tobacco industry efforts to co-opt the hospitality industry. He served for 10 years as an Associate Editor of the *Journal of the American College of Cardiology* and is a member of the California State Scientific Review Panel on Toxic Air Contaminants. He was elected to the Institute of Medicine in 2005. He has traveled widely and lectured on scientific and policy issues related to clean indoor air, smoking in the movies, and effective tobacco control strategies. His work has attracted considerable attention from the tobacco industry, which has sued the University of California (unsuccessfully) twice in an effort to stop Professor Glantz' work.

Trenton Guarienti

Trenton Guarienti is a member of Folsom High School's Bull Dogs Reaching Out program in Folsom. BullDogs Reaching Out (BRO) is dedicated to addressing the problems of substance abuse and violence among youth. High school members of BRO are trained to make educational presentations at local elementary and middle schools. This cross-age educational program reaches younger students and gives high school students an opportunity to strengthen their own skills while providing an important community service.

Lara Gundel, PhD

Lara Gundel is a Staff Scientist in the Environmental Energy Technologies Division of Lawrence Berkeley National Laboratory where she investigates fine airborne particles and gases that have harmful impacts on human health and the environment. She is particularly interested in the dynamic behavior and reactivity of complex mixtures like second and thirdhand tobacco smoke, as well as their interactions with the various types of various surfaces found indoors such as furnishings and walls. She holds a Ph.D. in Physical Chemistry from the University of California, Berkeley. She is currently serving as Scientific Coordinator for the Tobacco-Related Disease Research Program (TRDRP) funded initiative Thirdhand Smoke Exposure and Health Effects through the multi-institutional California Consortium on Thirdhand Smoke.

Brian Gunsolley

Deputy Brian Gunsolley is a 17 year veteran of the Orange County Sheriff Department and has been a School Resource Officer (SRO) for the past six years. He is also a senior member

of the department's Drug Liaison Officer Program tasked with educating the public about the dangers of drug and alcohol use. In the evenings, he teaches a parenting class for parents with out of control teens. Deputy Gunsolley has a bachelor's degree from University of California, Los Angeles in Economics and has received numerous accolades including the Medal of Courage, Deputy of the Year, a U.S. Special Congressional Recognition (2015) and the Orange County Distinguished 2015 Safe School award.

Joseph Guydish, PhD

Joseph Guydish is Professor of Medicine and Health Policy at the Philip R. Lee Institute for Health Policy Studies at University of California, San Francisco. His research concerns access, delivery, and organization of substance abuse treatment services. He has led studies evaluating efforts to improve access to publicly-funded drug abuse treatment, assessing federal policy to end drug addiction and alcoholism as an SSI disability category, and investigating Drug Court and intensive case management interventions for drug-involved offenders. In recent years, his work has focused on tobacco dependence in addictions treatment, because of the high rate of smoking in this population, because of the known health consequences, and because of the increasing evidence that quitting smoking in addictions treatment also improves drug abuse outcomes.

Cynthia Hallett, MPH

Cynthia Hallett is the Executive Director of the Americans for Nonsmokers' Rights (ANR) and the ANR Foundation where she's worked since 1997. Cynthia's career in tobacco control began in 1989 at the Los Angeles County Department of Health Services Tobacco Control Program. She has spearheaded successful smoke-free and tobacco control campaigns, as well as provided technical assistance, strategic guidance, and public testimony in support of smoke-free workplaces including restaurants, bars, and casinos, tobacco-free college campuses, electronic cigarette restrictions, as well as other public health policy efforts across the U.S. and internationally. Cynthia's early training was in cancer control and prevention, and she has worked at the National Cancer Institute and the University of California, Los Angeles Comprehensive Cancer Center. She received her Bachelor of Arts and Master of Public Health degrees from University of California, Los Angeles.

Bonnie Halpern-Felsher, PhD

Bonnie Halpern-Felsher is a Professor in the Division of Adolescent Medicine, Department of Pediatrics, Stanford University. Dr. Halpern-Felsher is a developmental psychologist whose research for the past 20 years has focused on cognitive, psychosocial and environmental factors involved in health-related decision-making, perceptions of risk and vulnerability, health communication, and risk behavior, with a particular focus on preventing tobacco use. Dr. Halpern-Felsher's research and committee work have been instrumental in setting tobacco-related policy at the state, national and international level. She has served as a consultant to a number of community-based adolescent health promotion programs and has been an active member on several national campaigns to understand and reduce adolescent tobacco use. In California, Dr. Halpern-Felsher's research was cited in support of school-based tobacco education initiatives within California's Tobacco Education Research Oversight Committee's 2012 Masterplan. Dr. Halpern-Felsher is also collaborating with the California Department of Education and TRDRP to develop, implement and evaluate new school-based tobacco prevention and education materials, including a module on nicotine addiction and e-cigarette

use prevention. At the national level, Dr. Halpern-Felsher's research was highlighted in the 2012 Surgeon General Report, "Preventing Tobacco Use among Youth and Young Adults," and Dr. Halpern-Felsher contributed to the chapter on Clinical interventions: The role of health care providers in the prevention of youth tobacco use.

Brandon Henderson, PhD

Brandon Henderson is a postdoctoral research scholar at the California Institute of Technology (Caltech) in the laboratory of Dr. Henry Lester. Before coming to Caltech, Dr. Henderson's research focus was on the discovery and design of novel, allosteric modulators that target nicotinic receptors in the pursuit of better nicotine cessation aids. As a postdoctoral researcher at Caltech, Dr. Henderson has shifted his research focus to the study of neurobiological and neurochemical changes following chronic exposure to nicotine and nicotinic drugs. Currently, Dr. Henderson is investigating the popular tobacco flavorant, menthol, and how it may play a role in enhancing nicotine reward and reinforcement. Dr. Henderson received his undergraduate degree in Chemistry and his doctoral degree in Pharmacology at Ohio State University.

Susana Hennessey Lavery, MPH

Susana Hennessey Lavery is a Health Educator with the San Francisco Department of Public Health (1992 - present). In that capacity, she designs and implements comprehensive health promotion plans, co-designed and implements the CAM (community action model for policy development) and works on local and global health projects with San Francisco's diverse communities with a focus on tobacco control. She works on food system initiatives including co-staffing SEFA (Southeast Food Access working group), participation on the steering committee of the Tenderloin Healthy Corner Store Coalition and the California Healthy Stores for Healthy Communities campaign. She is SFDPH staff to the HealthyRetailSF program through the Office of Economic and Workforce Development. She sits on the Bay Area committee of Vision y Compromiso, a statewide CHW network. Previously, she was the Community Health Education supervisor at La Clinica de La Raza (1979-1992).

Lisa Henriksen, PhD

Lisa Henriksen is Senior Research Scientist in the Stanford Prevention Research Center at Stanford University School of Medicine and a Senior Editor of the international journal, Tobacco Control. She is Principal Investigator of a national surveillance study of retail tobacco marketing and tobacco retailer density and a web-based panel study that examines these environmental influences on adolescent smoking (funded by the National Cancer Institute). Her Tobacco Related Disease Research Program (TRDRP) funded research examines associations of tobacco retailer density with smoking by adolescents and adults, as well as neighborhood correlates of change in retailer density over time. Dr. Henriksen has been a paid consultant for the Federal Department of Agriculture's Center for Tobacco Products and the Center for Disease Control's Office of Smoking and Health. She has also provided unpaid expert testimony for legislative proposals and legal challenges to regulate the retail environment for tobacco.

Kimberlee Homer Vagadori, MPH

Kimberlee Homer Vagadori is the Project Director for the California Youth Advocacy Network. She has worked in tobacco control for ten years and is an expert on college tobacco-free policy, college advocacy, and tobacco industry sponsorship

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issues. She has successfully coordinated system-wide policy initiatives in California. Kimberlee also provides technical assistance and training to local, state, and national organizations on many issues including tobacco in the environment, emerging tobacco products, campus-based cessation services, and the tobacco industry's targeting of young adults.

Rebecca Johnson, MPH

Rebecca Johnson is a Policy Analyst researching best practices related to tobacco control. Prior to joining ChangeLab Solutions, Rebecca worked at the National Association of County and City Health Officials and the American Psychological Association working on a range of topics including comprehensive cancer control, health in all policies, environmental health, and food safety. Ms. Johnson graduated from University of California, Santa Barbara with a degree in Cultural Anthropology and George Washington University, where she received her MPH in Health Policy.

Trent Johnson, MPH

Trent Johnson is a Project Director at the Stanford Prevention Research Center where he manages multiple federal and state grants looking at retail tobacco marketing, tobacco retailer density, and their impact on tobacco use by adolescents and adults.

Emily Justice, BA

Emily Justice is the Tobacco-Use Prevention Education (TUPE) Manager for Contra Costa County Office of Education (CCCOE). Prior to the CCCOE, Emily was the Director of Youth Development and Training for a community-based nonprofit organization. Ms. Justice has over 15 years of experience with school and community-based prevention programs and policy work, crisis response, and youth development programs. Ms. Justice is a co-chair for the Contra Costa Tobacco Prevention Coalition and collaborates closely with the Contra Costa Health Department's Tobacco Prevention Project. Emily participates in a number of advisory groups, including the statewide Tobacco-Use Prevention Education (TUPE) Advisory Work Group and the tobacco prevention toolkit project. Emily holds a bachelor's degree in Psychology from the University of California, Santa Barbara and will complete her masters in Leadership for Social Justice this December.

DeenPal Kaur

DeenPal Kaur is a member of the Stanislaus County Office of Education's PHAST prevention program. PHAST—pronounced "fast"—is a youth coalition dedicated to Protecting Health And Slamming Tobacco by organizing peer education and advocacy projects in schools and communities across Stanislaus County. PHAST was formed in August 2005 as a countywide youth coalition with chapters at Ceres, Oakdale, Orestimba and Pitman high schools. Today, the coalition includes more than 800 student members from 31 high schools. DeenPal is a student at John S. Pittman High School in Turlock.

Kevin Keyes

Kevin Keyes is a Prevention Specialist with the Kern County Superintendent of Schools (KCSOS) office. His primary role there is working as the Tobacco Use Prevention Education (TUPE) Tier II Grant Coordinator with over 27 school districts across Kern County. He serves as the Chairperson of the Kern County Tobacco Free Coalition (TFK) where he works closely with collaborative partners from the Kern County Department of Public Health Services, American Lung Association, American Cancer Society, Friday Night Live Partnership office and numerous other health-focused agencies. Prior to serving with KCSOS, he worked for seven years with the Kern High

School District as a Community Specialist working with school staff, community based organizations and law enforcement. He was involved in numerous projects with Friday Night Live Partnerships, Bruce Royer Studios and the Kern High School Police Department producing public service announcements on anti-DUI messages, seatbelt safety and teen safe-driving. He also worked closely with the Tobacco Free Kern Coalition and Kern County Health Department in a study called "Kern County Youth Purchase Survey". The study led him to his current role working with his close ally from Public Health –Tobacco Education Program Director Nsele Nsuangani as TUPE project partners focusing on tobacco use prevention education and reducing illegal sales of tobacco products to minors.

Robin Kipke, MS

Robin Kipke is an Evaluation Associate with the Tobacco Control Evaluation Center where she designs training workshops and webinars, develops practical "how-to" publications, and provides individualized technical assistance on evaluation to tobacco control projects. She is currently working with the California Youth Advocacy Network and California State University, San Diego "Toxic Butts" campaign to develop a manual for California Tobacco Control Program funded projects that illustrate what social media can do for advocacy organizations, how to use various social media formats, and ways to evaluate their use. Robin has also presented and blogged on this topic for the American Evaluation Association.

Gena Knutson, BS

Gena Knutson is the Vista Community Clinic (VCC) Tobacco Control Program Manager. She has held this position since 2006. Ms. Knutson has extensive experience in planning, implementing and evaluating tobacco control programs with the goal of facilitating both voluntary and legislative policies. Policy accomplishments include smoke-free policies for electronic smoking devices, beaches and parks, community colleges, public transportation, multi-unit housing, outdoor dining, public outdoor spaces, amusement and entertainment venues, hookah lounges and tobacco retail licensing. Ms. Knutson was selected by faculty as the Outstanding Senior for San Diego State University's School of Public Health in 2005 and is the current chair of the San Diego County Tobacco Control Coalition (TCC). Ms. Knutson has a bachelor's degree in Health Science with an emphasis in Community Health Education

Julie Lautsch

Julie Lautsch comes to the Tobacco Control Program after nearly four years as Area Director of the Greater Northern California region at the American Lung Association in California. There she oversaw direct services programs, development and advocacy activities ranging from lung cancer, COPD, asthma, and tobacco cessation programs, air quality advocacy, and tobacco control advocacy and campaigns, including work on Prop 29. During her time as Area Director, Ms. Lautsch implemented an annual media outreach plan for her 26 county region, as well as, created the majority of constituent outreach pieces, including digital communications. Prior to entering the non-profit world, Ms. Lautsch spent seven years in public relations, advertising and marketing before becoming the Director of Marketing and Channel Sales for a content management software company where she oversaw all sales and marketing activities, ultimately resulting in the acquisition of the company by a larger software company looking to integrate the technology into their platform. Ms. Lautsch received her Bachelors of Art in Communications & Rhetoric from the University of California, Davis, where she attended as an Alumni Scholarship Recipient.

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Raymond Leung

As an Attorney at ChangeLab Solutions, Raymond works in multiple areas including tobacco control, childhood obesity, and healthy housing. He has experience in healthy retail and bridging the gaps between different issue areas such as tobacco control and food retail policies. Before joining ChangeLab Solutions, Raymond was the Public Policy Attorney with the Philadelphia Department of Public Health, where he provided policy and legal counsel to the Board of Health, Health Commissioner, and senior staff. He was involved in the implementation of Philadelphia's Healthy Corner Store Initiative. Raymond graduated from New York University School of Law and University of California, Berkeley with a degree in Economics.

Adam Leventhal, PhD

Adam Leventhal is a Clinical Psychologist and Associate Professor of Preventive Medicine and Psychology at the University of Southern California (USC) Keck School of Medicine. He is Director of the USC Health, Emotion, & Addiction Laboratory, which applies psychopharmacology and epidemiology to understand individual differences in vulnerability to tobacco use and other addictive behaviors. His research identifies intrapersonal and environmental factors that modulate the addictive properties of drugs in order to explain mechanisms of population-level disparities in addiction as a function of gender, race/ethnicity, socioeconomic status, age, and psychiatric comorbidities. He has authored more than 130 peer-reviewed publications, been awarded more than \$8M in funding as principle investigator, and has been recognized for his research contributions, having received early career research awards from six professional research organizations, including the College on Problems of Drug Dependence and American Psychological Association. He is also associate editor for *Nicotine & Tobacco Research and Behavioral Medicine* and member of the NIH Addiction Risk and Mechanisms study section.

Heather Lewis, JD

Heather Lewis works in the healthy planning program area at ChangeLab Solutions, helping communities make changes to the built environment to promote health. Ms. Lewis has professional experience in land use and environmental law and policy, and is particularly interested in implementing policies at the local level that improve public and environmental health, particularly for disadvantaged communities. Before joining ChangeLab Solutions, Ms. Lewis worked at Communities for a Better Environment, a grassroots environmental justice organization with offices in Oakland, where she provided legal support and litigated on behalf of communities working to reduce pollution and build healthy neighborhoods. Ms. Lewis graduated from the University of Chicago with a degree in Environmental Studies, and she received her law degree from the New York University School of Law, where she was Editor-in-Chief of the NYU Environmental Law Journal.

Yingxin Li, PhD

Yingxin Li earned her doctoral degree in Physiology from the Cardiovascular Research Center of Temple University, Philadelphia, where she gained extensive training of cardiac electrophysiology and studied the roles of the T- and L-type calcium channels in heart rate generation, regulation and heart diseases. This work was supported by the American Heart Association Pre-doctoral Research Grant (2009-2011). Currently she is a Postdoctoral Fellow in the Stanford Cardiovascular Institute and the Department of Medicine and Radiology. Her lab work focuses on biological mechanisms of patient specific human induced pluripotent stem cell-derived cardiomyocytes

(hiPSC-CMs). With a combination of cardiac electrophysiology and molecular/cellular biology technologies, she is using the patient specific hiPSC-CMs as a platform for cardiotoxicity studies of tobacco smoking.

Pamela Ling, MD, MPH

Pamela Ling is a Professor of Medicine at the University of California, San Francisco, where she conducts research on tobacco, media, and social marketing to young people. Her work focuses on understanding how tobacco marketing encourages youth and young adults to initiate tobacco use, and counter-engineering these strategies to improve tobacco control programs for young people. This work includes analyses of thousands of previously secret tobacco industry documents detailing marketing strategies targeting young adults. She also leads an NIH funded multicenter trial of counter-marketing interventions to decrease tobacco use among young adults in bars and nightclubs. Dr. Ling has special interest in young adult smoking, understanding tobacco marketing, the global proliferation of U.S. tobacco marketing strategies, marketing to women, smokeless and novel tobacco product marketing, and using market research to guide clinical and public health interventions. Dr. Ling's clinical work is in general internal medicine as a Primary Care Physician.

Daisy Lopez, MA

Daisy Lopez has nine years of experience working with grant funded youth development projects, with six years dedicated to working with substance abuse prevention programs. Since 2006, Ms. Lopez has been coordinating and leading various federal, state and county funded projects aimed at creating policy, system or environmental changes in communities throughout California's Central San Joaquin Valley. As a professional, Ms. Lopez has demonstrated expertise in: 1) reaching and serving low socioeconomic status, Hispanic/Latino, and rural community populations; 2) establishing networks and creating successful partnerships among traditional and non-traditional stakeholders; 3) creating and maintaining community and youth coalitions at the local and regional level; and 4) developing advocacy initiatives with a youth focus. Ms. Lopez currently serves as Project Director for the California Health Collaborative Performing Above the High Project, a marijuana prevention program focused on shifting community norms to reduce marijuana use among 12-20 year olds in Fresno County and the Regional Advocates Countering Tobacco Program; a tri-county tobacco control program. She holds a Bachelor of Arts in Criminology and Restorative Justice and a Master of Arts in Leadership Studies from Fresno Pacific University.

Shahrdad Lotfipour, PhD

Shahrdad Lotfipour became fascinated by neurobiology and addiction through a United States Fulbright Fellowship in Australia (2000-2001) which led to graduate studies at the University of California, Irvine. There he studied at the Transdisciplinary Tobacco Use Research Center, one of seven National Institutes of Health funded centers in the United States aimed at fighting the tobacco addiction pandemic. He pursued post-doctoral fellowships at the University of Nottingham, U.K., and at the University of California, Los Angeles. His research studies have focused on the mechanisms of adolescent addiction, consequences of developmental nicotine exposure and the role of other constituents in tobacco smoke that interact with nicotine to mediate addiction.

Bios not listed were unavailable at time of print.

Boris Lushniak, MD, MPH

Boris Lushniak was the Deputy United States Surgeon General from November 2010 to September 2015. In that role, Dr. Lushniak assisted the Surgeon General to articulate the best available scientific information to the public regarding ways to improve personal health and the health of the Nation. He also assisted in overseeing the operations of the U.S. Public Health Service (USPHS) Commissioned Corps, comprised of approximately 6,700 uniformed health officers who serve in locations around the world to promote, protect, and advance the health and safety of our Nation. Dr. Lushniak served as Acting Surgeon General from July 17, 2013 to December 18, 2014 and was responsible for the release of the 50th Anniversary Surgeon General's Report on Smoking and Health and the first ever Surgeon General's Call to Action to Prevent Skin Cancer. From January to March 2015 he served as commander of the USPHS Monrovia Medical Unit in Liberia, the only US government hospital providing care to ebola patients. Dr. Lushniak was introduced to the USPHS in 1983 as a senior medical student when he completed an elective with the Indian Health Service in Winslow, Arizona. He began his USPHS career in 1988 as a Lieutenant, entering the service as part of the Epidemic Intelligence Service (EIS) at the Centers for Disease Control and Prevention (CDC) and initially was stationed with the CDC's National Institute for Occupational Safety and Health (NIOSH) in Cincinnati, Ohio where he conducted epidemiological investigations of workplace hazards. In 1990 he was accepted for CDC's long term training program and completed a three year residency in dermatology at the University of Cincinnati after which he established an occupational skin disease program at NIOSH. During his time at CDC he also served on special assignments and disaster response activities in Bangladesh, St. Croix, Russia, and Kosovo, was part of the CDC/NIOSH team at Ground Zero (World Trade Center) and part of the CDC team investigating the anthrax attacks in Washington, DC. In 2004 he transitioned from CDC to the Food and Drug Administration (FDA) as the Chief Medical Officer of the Office of Counterterrorism and was appointed FDA Assistant Commissioner in 2005. While at FDA he was deployed after Hurricane Katrina to serve as the Department of Health and Human Services representative in San Antonio and also served as the FDA Deputy Incident Commander for the 2009 pandemic response. He was promoted to Rear Admiral, Lower Half in 2006 and attained the rank of Rear Admiral, Upper Half in 2010. In 2010 RADM Lushniak completed his tour with the FDA as the FDA Assistant Commissioner, Counterterrorism Policy and Director of the Office of Counterterrorism and Emerging Threats within the Office of the Commissioner.

Fiona Ma, MBA

Assembly Speaker pro Tempore Emeritus Fiona Ma was elected to the State Board of Equalization (SBOE) on November 5, 2014 and represents close to 10 million people in 23 counties from the Oregon border to Santa Barbara County. The 5,000 person tax agency affects every taxpayer in California and has broad regulatory and adjudicatory powers and is the only elected tax board in America. Ms. Ma was elected to represent the 12th Assembly District from November 2006 to November 2012 (after serving the maximum three terms). She was the #112 woman to ever be elected to the California Legislature and the first Asian woman to ever serve as Speaker pro Tempore since 1850 (first Legislature). Ms. Ma first became interested in politics as a small business owner advocating on behalf of other small businesses. She was an elected delegate to the 1995 White House Conference on Small Business under President Bill Clinton and later was elected a member of the San Francisco Board of Supervisors from 2002-2006. Ms. Ma received her bachelor's degree from the

Rochester Institute of Technology (NY), her masters in Taxation from Golden Gate University (SF), and a master in Business Administration from Pepperdine University. She has been licensed in California as a Certified Public Accountant (CPA) since 1992.

Mikaela Martinez

Mikaela Martinez is a member of Sacramento County Office of Education's Club Live program. The Club Live program provides opportunities for young people to develop leadership skills, build positive peer and adult relationships and become involved as active leaders and resources in their schools and communities. Each year, many middle school students in Sacramento County participate in exciting and beneficial Club Live activities. Mikaela is a student at Kingswood K-8 School in Citrus Heights, which is located in a suburb of Sacramento.

Georg Matt, PhD

Georg Matt is a Professor of Psychology and Adjunct Professor in the Graduate School of Public Health at California State University, San Diego and a member of the Cancer Prevention & Control Program at the Moore Cancer Center, University of California, San Diego. His research examines how smoking behavior contaminates microenvironments (e.g., homes, cars, or hotel rooms) with tobacco smoke pollutants, how secondhand smoke (SHS) is transformed and ages to become thirdhand smoke (THS), how nonsmokers are exposed to SHS and THS pollutants, how to better protect nonsmokers from SHS and THS exposure, and how to change norms and expectations to prevent and reduce tobacco use. Dr. Matt's current research examines limitations of voluntary smoking policies of car rental companies, the outcomes of California's smoking exemption for hotels, and tobacco smoke pollutants in homes of smokers who quit smoking.

Wendy Max, PhD

Wendy Max is Professor of Health Economics and Co-Director of the Institute for Health & Aging at the University of California, San Francisco (UCSF). She has been on the faculty at UCSF since 1987. Her recent research has focused on modeling the economic impact of tobacco and secondhand smoke exposure on healthcare expenditures. She has estimated national costs of smoking; costs to Medicare, Medicaid, and private payers; costs in California; and the impact on communities of color. She is currently developing models of the impact of secondhand exposure on healthcare expenditures in California and the United States. Dr. Max has also conducted studies related to the economic impact of Alzheimer's disease, cancer, and injuries.

Beverly May, MPA

Beverly May is Regional Advocacy Director for the Western States and Project Manager for Raising the Tobacco Age to 21. The Campaign for Tobacco-Free Kids is based in Washington D.C. The Campaign for Tobacco-Free Kids is a privately funded organization established to focus the nation's attention and action on reducing tobacco use, especially among children. Beverly is based in Utah and California. Her region includes Washington, Oregon, Alaska, Hawaii, Nevada, California, Arizona, Utah, and Nebraska. Ms. May provides support and technical assistance to state tobacco control coalitions and programs as they advocate for tobacco control policies and implement comprehensive tobacco prevention and cessation programs. She provides testimony in state legislators on a variety of tobacco control issues, as well as speaking at locally and national conferences and other public forums. Also, she provided technical assistance and training for the country

of India's smoke free law. Ms. May has more than 20 years' experience working in the area of policy change, focusing in the area anti-tobacco issues. She has 30 years of experience with youth, focusing on behavior and substance abuse areas. She is past Chair of the Salt Lake Valley Board of Health, past Chair for the American Heart Association-Utah Division, Board Member for Westminster College Foundation Board, Planned Parenthood Utah, and Homeless Youth Resource Center, and served on the Board for Rape Recovery Center and volunteer for International Rescue Committee. Ms. May has a Bachelor of Science degree in Community Health Education and Masters in Public Administration from University of Utah.

Jay McCubbrey, PhD

Jay McCubbrey has 23 years of experience in local tobacco control. He started in the 1990s as an advocate in Marin County and worked town by town promoting tobacco control policies in several Bay area counties. He has served as a local program evaluator and grant-writer for many community and school-based programs, and currently is the Tobacco-Control Project Director for Humboldt County. He has experience as a landlord and has been the front line of educational enforcement for the smoke-free multi-unit housing (MUH) policy in the city of Eureka. As a Program Evaluator, he has closely monitored MUH policy development and implementation in several Bay area communities. Mr. McCubbrey holds a Ph.D. from the Western Institute for Social Research in Berkeley (2007) where he studied the impact of drug policy on northern California communities. He received a master's in Community Development with an emphasis in Program Development and Evaluation from University of California, Davis (1991) and is also a graduate of the Police Academy (2004) in Eureka.

Cathy McDonald, MD, MPH

Cathy McDonald is a graduate of Tufts Medical School and Berkeley School of Public Health. She has been the Project Director for the Alameda County Alcohol Tobacco and Other Drug Provider Network for 17 years. This program is funded in part by the Alameda County Tobacco Control Coalition thru Tobacco Settlement Funds. She works for Lifelong Medical Care as medical consultant at a tobacco-free drug treatment program for co-occurring teens. She has 22 years of experience working in Alameda County Tobacco Control efforts. She has developed evidence-based training curricula, served as lead trainer and provided technical assistance, on tobacco treatment and tobacco-free policies and protocols for over 3000 staff in over 80 substance abuse and mental health agencies in the Bay Area. Since 2008 The ATOD Provider Network work has been funded by Alameda County Behavioral Health Care Services to guide Tobacco Dependence Treatment and policy for the county. She is a certified Tobacco Treatment Specialist and member of the Motivational Interviewing Network of Trainers and has led cessation groups for adults and youth and provided one on one counseling. She consulted on the development of the CEASE project at Children's Hospital and Research Center Oakland and is currently Co-chair of the CEASE California Advisory Committee. She was a member of the MIQS Project Advisory Board and participated in the 2013 Summit to Help Californians Quit Tobacco.

Michael McNitt-Gray, PhD

Michael McNitt-Gray is Professor of Radiological Sciences in the David Geffen School of Medicine at University of California, Los Angeles (UCLA). He is also the Director of the Physics and Biology in Medicine Graduate Program there. He received his

doctoral degree in Biomedical Physics from UCLA in 1993; his MSEE from Carnegie-Mellon University in 1980 and his BSEE from Washington University in St. Louis in 1979. He is ABR Certified in Diagnostic Medical Physics since 1998. His current research interests include investigations into X-ray computed tomography (CT) imaging with the goal of maximizing the information that can be extracted from the resulting image data. These activities include research into: (a) the physics of CT image acquisition including estimating radiation dose and assessing image quality; and (b) image processing techniques to analyze and extract information from the resulting image data, including computer aided detection and diagnosis (CAD). Dr. McNitt-Gray served on the Physics Subcommittee of the National Lung Screening Trial (NLST) as well as on the American College of Radiology Designated Lung Cancer Screening Centers committee.

Monty Messex, MPH

Monty Messex is a Staff Analyst working on tobacco control policy issues with the Tobacco Control and Prevention Program at the Los Angeles County Department of Public Health. He has over a decade of experience in the area of smoke-free multi-unit housing working with local coalitions, elected officials and public housing authorities. Prior to working for the county, Mr. Messex worked at the RAND Corporation, UCLA's Center for Drug Abuse Research and Children's Hospital Los Angeles Division of Adolescent Medicine. Mr. Messex graduated from UCLA's School of Public Health where he received a master's in Public Health from the Department of Community Health Sciences and he graduated Cum Laude from Occidental College with a Bachelor of the Arts in Psychology.

Holly Middlekauff, MD

Holly Middlekauff is Professor of Medicine (Cardiology) and Physiology at the David Geffen School of Medicine at University of California, Los Angeles. Dr. Middlekauff's research focuses on normal and abnormal autonomic neural function in humans as related to cardiovascular disease. Her research has been supported by the NIH for over 20 years, and is also supported by both the American Heart Association (AHA) and the TRDRP. In work supported by the TRDRP, she recently reported that in premenopausal women who smoke tobacco cigarettes, sympathetic nerve activity is augmented compared to age-matched non-smokers; sympathetic nerve activation has been shown to increase risk of cardiovascular disease. Most recently, in a research project supported by the TRDRP and AHA, she has turned her attention to the neural vascular effects of electronic cigarettes in humans. She received her BS in Molecular Biochemistry and Biophysics from Yale, and her MD from the Keck School of Medicine at USC.

Monica Nepomuceno, MSW

Monica Nepomuceno is an Education Programs Consultant at the California Department of Education (CDE). Monica has been overseeing the Mental Health Services Program at CDE since 2009. She is passionate about increasing awareness of student mental health among all school staff, including certificated and classified personnel promoting the skills to respectfully support students with mental health issues. Previously, Ms. Nepomuceno worked as an Outreach Consultant with the Galt Joint Union Elementary School District where she helped students overcome barriers to academic and social success, helped access mental health services, provided support for teachers, and served as a liaison to community resources. She has a master of Social Work from the California State University, Sacramento.

Bios not listed were unavailable at time of print.

Elizabeth Newton

Elizabeth Newton was a member of the KLEAN Kids Leading Every Against Nicotine program from 8th grade through high school in Chico. KLEAN is a partnership between the American Lung Association of California, the California Health Collaborative, and the Chico Unified School District. Elizabeth is now a Freshman at St. Mary's College in Moraga.

Tom Novotny, MD, MPH

Tom Novotny is Professor Emeritus of Epidemiology and Biostatistics at San Diego State University (SDSU) and the University of California, San Diego (UCSD). He is a graduate of the University of Nebraska Medical Center and of the Johns Hopkins Bloomberg School of Public Health (MPH Epidemiology). During a 23-year career in the US Public Health Service (PHS), he served as a Family Physician in Northern California, as a CDC Epidemic Intelligence Service Officer in Denver, as an epidemiologist in the Office on Smoking and Health, as CDC Liaison to UC Berkeley's School of Public Health, and as CDC Liaison to the World Bank in Washington, DC. He was an editor and contributor to several Reports of the Surgeon General on Smoking and Health, and he served from 1999-2002 in the Department of Health and Human Services as Deputy Assistant Secretary for International and Refugee Health, with the rank of Assistant Surgeon General in PHS. After retiring from PHS in 2002, he was Professor of Epidemiology at UC San Francisco, where he directed international programs for health sciences students and conducted research in the UCSF Center for Tobacco Control Research and Education. In 2009, he became co-director of the Joint PhD program in Global Health at SDSU/UCSD. His current research includes global health diplomacy, tobacco and non-communicable diseases, the environmental consequences of tobacco use, and the syndemic of tobacco and infectious diseases. He is a member of the Council on Foreign Relations and a member of the FDA's Tobacco Product Scientific Advisory Committee. He founded the non-profit Cigarette Butt Pollution Project in 2007, which advocates for environmental policies on tobacco use. He has published more than 180 scientific articles and co-edited four books, including 21st Century Health Diplomacy (World Scientific Publishers, 2013). He was awarded an honorary Doctor of Science degree from the University of Nebraska in 2015.

Nsele Nsuangani, MPH, CHES

Nsele Nsuangani is a Health Educator and Project Director for the Tobacco Education Program Environmental Health Division in the Kern County Public Health Services Department. He joined the Kern County Tobacco Education Program in 2004. Since 2005 and through a collaborative partnership with schools, community volunteers, and law enforcement agencies, Mr. Nsuangani has been leading the Kern County Youth Tobacco Purchase Survey documenting illegal sales of tobacco products to minors countywide. He has worked toward the adoption of a tobacco retailer's permit policies to curtail illegal sales of tobacco products to minors in the unincorporated areas of the county and the cities of McFarland, Wasco, California City, and Tehachapi. He is currently working on local policies to make outdoor public places smoke-free and expanding the tobacco retailer permit policy in Taft, Shafter, Arvin, and Ridgecrest. He is fluent in French. He is a graduate of California State University, Fresno with a Bachelor of Science Degree in Health Science and a Master Degree in Public Health with emphasis in Health Administration.

Michael Ong, MD, PhD

Michael Ong is currently the Assistant Professor in Residence in the Division of General Internal Medicine and Health Services Research in the Department of Medicine at the University of California, Los Angeles (UCLA). Dr. Ong is a practicing General Internist and Health Economist whose research interests center on the intersection of primary care, economics, smoking cessation, and mental health. He has been the Lead Author on studies of the economic effects of passive smoking restrictions, the relative cost-effectiveness of tobacco control policies, and on the relationship between cigarette prices and smoking behavior. He has been the Principal Investigator for studies on the smoking-related costs in California multi-unit housing, and on smoking behavior among individuals with alcohol, drug, and mental disorders. Dr. Ong has been an Expert Consultant to the World Health Organization on their development of policy recommendations on secondhand smoke, and a Consultant to a National Institutes of Health study to inform policy makers in China on the impact of an additional tobacco tax, economic costs of smoking and cost-effectiveness of tobacco control interventions. He is currently Chair of the State of California Tobacco Education and Research Oversight Committee (TEROC), which oversees programs funded by Proposition 99 including the California Tobacco Control Program.

Carey Peck

Carey Peck was responsible for the small business program at the MTA in Los Angeles, and transferred 15 years ago to the Los Angeles Unified School District to organize the small business program there. He transferred to the after school division later where he was responsible for program development. He is the TUPE Coordinator for the District at the Beyond the Bell Branch (BTB). Carey oversees anti-tobacco programs at 39 District middle and high schools, using a student leadership program to develop student led outreach and cessation campaigns. This is based on the ASES and 21st CCLC programs and allows BTB to organize programs as part of the after school grant. The TUPE program would be classified as an extremely well developed enrichment activity. The program drew over 44,000 students last year to outreach events and over 1,000 students each year go through the cessation program, with a retention rate of over 90%.

Eliseo Pérez-Stable, MD

Eliseo Pérez-Stable was Professor of Medicine and Chief of the Division of General Internal Medicine, Department of Medicine at the University of California, San Francisco (UCSF). He trained in primary care general internal medicine at UCSF and was appointed to the faculty in July 1983. Dr. Pérez-Stable's research has focused on health and health care disparities by race and ethnicity in the areas of tobacco use and cessation, cancer prevention and aging. Dr. Pérez-Stable has mentored 70 diverse investigators from different disciplines focused on health disparities research, including postdoctoral fellows at the Center for Tobacco Control Research and Education. On September 1, 2015, he transitioned to become the Director of the National Institute on Minority Health and Health Disparities. NIH Director Francis S. Collins, MD, PhD said "Eliseo is a highly respected leader with rich experience in advancing efforts to eliminate health disparities...and has the passion and vision to guide the NIMHD research agenda."

Jodi Prochaska, PhD, MPH

Jodi Prochaska is Associate Professor in the Department of Medicine at Stanford University with the Stanford Prevention Research Center and a member of the Stanford Cancer Institute, SRITA (Stanford Research into the Impact of Tobacco Advertising),

and the Clayman Institute for Gender Research. Dr. Prochaska's research centers on intervention trials to address tobacco-related health disparities in diverse communities. She developed, evaluated, and is disseminating tobacco treatment curricula as part Rx for Change (<http://rxforchange.ucsf.edu>). She has authored over 150 peer-reviewed articles and is on the editorial boards of JAMA Internal Medicine and Tobacco Regulatory Science. Dr. Prochaska received the 2007 Society for Research on Nicotine and Tobacco (SRNT) Jarvik-Russell Young Investigator Award, NIDA's 2010 Outstanding Early Career Investigator Award, and the 2011 Bay Area Clinical Research Mentor of the Year Award. She is SRNT Member Delegate-North America and co-chairs the FDA's PhenX Tobacco Regulatory Research Panel.

Robert Proctor, PhD

Robert Proctor was born in 1954 in Corpus Christi, Texas, the great-grandson of a Baptist missionary in China and the grandson of a Klansman. He grew up on the King Ranch and later in Kansas City, where he was raised on a diet of John Dewey's liberalism and Thorstein Veblen's heterodox economics. He studied biology and chemistry at Indiana University, following which he obtained a doctoral degree in the History of Science at Harvard, while also teaching with Stephen Jay Gould and Richard Lewontin. He is the author of *Racial Hygiene: Medicine Under the Nazis* (1988); *Value-Free Science? Purity and Power in Modern Knowledge* (1991); *Cancer Wars* (1995); and *The Nazi War on Cancer* (1999). He is also editor, with Londa Schiebinger, of *Agnotology: The Making and Unmaking of Ignorance* (2008). Much of his work treats the history of abusive science, but he has also written on human origins, rockhound aesthetics, expert witnessing, scientific rhetoric, and the social production of ignorance (agnotology). He was the first Senior Scholar in Residence at the U.S. Holocaust Memorial Museum in Washington, D.C. (in 1994) and in 1999-2000 was a Fellow at the Max-Planck-Institute for History of Science in Berlin. In 2004 he took a position at Stanford as Professor of the History of Science, after having co-founded and co-directed the Science, Medicine, and Technology in Culture Initiative at Penn State. He is now writing a book on how to interpret the oldest human tools ("The Acheulean Enigma"), a volume titled "Darwin in the History of Life," a book on figured stones and gemstone aesthetics ("Agate Eyes"), and a book on the global history of science. In 2011 he published *Golden Holocaust: Origins of the Cigarette Catastrophe and the Case for Abolition* (2011), which won the Rachel Carson Prize from the 4S, and the Prescrire Prize in Paris. His most recent book, a winner of the Rollins Prize, is *Packaged Pleasures: How Technology and Marketing Changed Desire* (2014, with Gary Cross), exploring the prehistory of modern addictions, from sugar to cigarettes. He was the first historian to testify against the tobacco industry as an expert witness in court (in 1998), and continues to serve in that capacity in both the U.S. and abroad.

Thu Quach, PhD, MPH

Thu Quach is the Director of Community Health and Research at Asian Health Services, a federally-qualified health center in Oakland, providing culturally competent health care to over 24,000 patients in 12 Asian languages. In this role, she oversees community outreach, patient engagement, and health policy advocacy efforts. In addition, she leads multiple clinic-based interventions and health care research projects. She has focused much of her work on examining the influence of environmental and socio-cultural factors on the health of the Asian Americans and Pacific Islanders population. In addition to AHS, she also works at the Cancer Prevention Institute of California, where she leads environmental health studies focused on disadvantaged populations, including occupational exposures for Vietnamese

nails salon workers. She is also involved in efforts to establish a national data warehouse of community health center patients for health research purposes. She received a Ph.D. in Epidemiology at the University of California, Berkeley.

Michael Ramirez

Michael Ramirez is currently an Elementary Counselor in Hemet Unified School District. He also serves as the Project Director of a Federal Drug Free Communities grant and California Tobacco Control Program Inequities grant where we works with members of the community and local government to change the landscape of the community that promotes the use of underage alcohol, tobacco, and other drug use. Michael obtained his bachelor's degree in Psychology from Washington State University and his master's degree in Educational Counseling from Azusa Pacific.

Danielle Ramo-Larios, PhD

Danielle Ramo-Larios is an Assistant Professor and licensed psychologist in the Department of Psychiatry at the University of California, San Francisco. Her research focuses on patterns and treatment of substance use, including tobacco use, in young people. Funded with an individual postdoctoral fellowship from the California Tobacco-Related Diseases Research Program to conduct cross-sectional research on tobacco and marijuana co-use among young adults, her research has demonstrated the high prevalence of co-use, associations between co-use and smoking, and differences in motivation and thoughts about abstinence for the two substances in co-users. Dr. Ramo is currently funded with a K23 mentored career development award from NIDA to develop and evaluate efficacy of a Facebook-based smoking cessation intervention for young adults. She also serves as program faculty for the NIDA-funded Substance Abuse Treatment and Services Research Training Program and the Center for Tobacco Control Research and Education Postdoctoral Fellowship in the UCSF School of Medicine.

Erin Reynoso

Erin has been with the California Tobacco Control Program (CTCP) since April 2015 where she has been working as a Media Specialist on the #NOMASBUTTS campaign which aims to raise awareness about the environmental impact of cigarettes. Prior to her work with CTCP, she worked at the American Lung Association in California for eight years as their Grassroots Manager. In that time, she trained tobacco control coalitions and community groups on community organizing and coalition building techniques, social media, and campaign strategies. Additionally, Erin led the American Lung Association in California's grassroots effort to pass Proposition 29 as well as multiple statewide legislative campaigns.

Mary Rezk-Hanna, NP

Mary Rezk-Hanna is a Nurse Practitioner and a doctoral candidate at the University of California, Los Angeles, School of Nursing. Ms. Rezk-Hanna's primary research interests focus on tobacco-related cardiovascular diseases among young adults. A recipient of the TRDRP dissertation award, Ms. Rezk-Hanna aims to study the acute effects of Hookah (waterpipe) smoking on endothelial and vascular function.

Daniel Roche, PhD

Daniel Roche is postdoctoral fellow in Dr. Lara Ray's Addictions Laboratory at the University of California, Los Angeles. Dr. Roche is a Translational Scientist with a doctorate in Neurobiology from the University of Chicago and has received NIDA-

Bios not listed were unavailable at time of print.

sponsored training in drug addiction and neuroendocrinology. His research seeks to identify the biological and behavioral mechanisms subserving individual differences in acute response to drugs of abuse, the development of drug use disorders, and treatment response to pharmacotherapies for addiction. Dan is currently the primary investigator for an individual fellowship from the Tobacco-related Disease Research Program investigating the efficacy of varenicline in mitigating alcohol-induced smoking lapse. He also serves as a co-investigator on an R21 from NIAAA examining the relationship between subjective response to alcohol and willingness to work for the drug.

April Roeseler, MSPH

April Roeseler is the Branch Chief for the California Tobacco Control Program (CTCP). She has been with CTCP in various capacities since 1989. She has led, coordinated and been involved with numerous statewide legislative and policy initiatives addressing tobacco sales, marketing and distribution. She also led the development and implementation of several complex infrastructure projects including the Online Tobacco Information System and the Communities of Excellence indicators for tobacco control. Ms. Roeseler received her master's of science in Public Health from the University of Missouri, Columbia, School of Medicine and a bachelor's of science in Nursing from California State University, Fresno.

Mark Rubinstein, MD

Mark Rubinstein is an Associate Professor at the University of California, San Francisco. Dr. Rubinstein completed his medical education and Internal Medicine residency at the Yale School of Medicine. He then went on to complete a fellowship in Adolescent Medicine at the University of California, San Francisco. Dr. Rubinstein is a member of the Society of Adolescent Health & Medicine, the Society for Research on Nicotine and Tobacco, and the Society for Pediatric Research. Dr. Rubinstein's research focus is in the development of nicotine addiction during adolescence. Specifically, he examines biologic correlates and vulnerabilities for nicotine dependence during adolescence.

Ira Sachnoff

For the last 20 years, Ira Sachnoff has trained over 5,000 high school and middle school tobacco peer educators throughout California. These students have then gone out to present and educate their peers in a fun and interactive way on the dangers of tobacco and nicotine. Ira has also served as a consultant to over 15 school districts and county offices of education on how to run and set up effective tobacco prevention and intervention programs. Ira has also trained over 1,000 adults to conduct brief intervention sessions with youth using tobacco or other AOD products. For the last five years, Ira has been collaborating with Dr. Halpern-Felsher and California Department of Education and TRDRP to develop, implement and evaluate new school-based tobacco prevention and education materials, including a module on nicotine addiction and e-cigarette use prevention.

Johnathan Saeteurn

Johnathan Saeteurn is a member of the Tobacco Team of SEAYL. SEAYL stands for Southeast Asian Young Leaders and is a youth group in Richmond. The Tobacco Prevention Project started in 2012, and he is a co-researcher on this project along with Brandy Fabian. He has learned leadership skills and conducted research on tobacco's effect on the community, environment, and health. In the project, he and Brandy are working on tobacco policy, enforcement, and youth access to tobacco. The main

goal is to improve Richmond High School's (RHS) environment by advocating for more tobacco-free signs, working with school administration, and raising awareness among RHS students. SEAYL is a program of CHAA (Community Health for Asian Americans).

Jonathan Samet, MD, MS

Jonathan Samet, a Pulmonary Physician and Epidemiologist, is currently Professor and Flora L. Thornton Chair for the Department of Preventive Medicine at the Keck School of Medicine at the University of Southern California (USC) and Director of the USC Institute for Global Health. Dr. Samet has investigated diverse health issues using epidemiological approaches focusing on the risks of environmental pollution and tobacco. He has contributed to the report of the surgeon general on tobacco as author and editor for nearly three decades and received the Surgeon General's Medallion for these contributions in 1990 and 2006. He currently chairs the Federal Department of Agriculture's Tobacco Products Scientific Advisory Committee, and he was elected to the Institute of Medicine of the National Academy of Sciences in 1997.

Nina Schleicher, PhD

Nina Schleicher has more than a decade of experience with multiple projects about retail tobacco marketing exposure. Dr. Schleicher has served as the Chief Analyst for the California Tobacco Advertising Survey (CTAS) since 2004 and co-authored all peer-reviewed publications and reports that resulted from these data.

Derek Smith, MPH, MSW

Derek Smith is Project Director of the Tobacco Free Project at the San Francisco Department of Public Health. He has served as Project Director of first the San Mateo County and then the San Francisco Local Lead Agency (LLA) for the past ten years. His focus lies in developing systems to support community-based public health interventions by building and supporting coalitions, conducting strategic planning, building community capacity through training and support, coordinating contracts and engaging local partners in public health-focused norm change. Most recently he has focused on policy and education efforts related to smoke-free housing, e-cigarettes, retail tobacco sales limitations and expanding cessation services. His past work experience includes mental health program evaluation for the Native American Health Center in Oakland, teen health education among the farmworker population in Michigan, and a stint as a hospital social worker. Mr. Smith received a Master of Social Work and a Master of Public Health degree from the University of Michigan in his home state. He proudly serves the LLA Project Directors' Association and is a representative of the American Public Health Association ATOD Section. He is an enrolled member of the Sault Ste. Marie Tribe of Chippewa Indians (in Michigan).

Matt Springer, PhD

Matt Springer received his B.A. from the University of California, Berkeley in 1985 and his Ph.D. from Stanford University in 1992. He did postdoctoral research at Stanford and continued his research there as a senior scientist until joining the UCSF faculty in 2003, where he is currently one of two non-clinicians on the faculty of the Division of Cardiology. His research interests include cell and gene therapy for cardiovascular diseases, and how vascular function is impaired by secondhand smoke from tobacco and marijuana. He is a member of UCSF's FDA/CTP Tobacco Center of Regulatory Science and the UCSF Center for Tobacco Control Research and Education, and is on the Associate Editorial Board for the journal Tobacco Regulatory Science.

Gideon St. Helen, PhD

Gideon St. Helen is an Assistant Professor in the Division of Clinical Pharmacology, Department of Medicine at the University of California, San Francisco. His research focuses on the utility and evaluation of biological markers (biomarkers) of tobacco use and exposure for epidemiology, risk assessment, product regulation, and identification of susceptibility factors. One area of his research includes using tobacco biomarkers to assess factors that increase susceptibility to nicotine dependence and disease outcomes. Part of this effort focuses on understanding racial disparities in tobacco-related disease outcomes, with emphasis on the question, why do African Americans account for more lung cancer incidence than most other racial groups even though a majority of African Americans are light smokers. His other area of major focus includes the clinical pharmacology of electronic cigarettes and novel tobacco products.

Steven Sussman, PhD

Steven Sussman is a Professor of Preventive Medicine, Psychology, and Social Work at University of Southern California (USC). He studies etiology, prevention, and cessation within the addictions arena, broadly defined. He has over 475 publications. His programs include Project Towards No Tobacco Use, Project Towards No Drug Abuse, and Project EX, considered model programs at numerous agencies (e.g., CDC, NIDA, NCI, OJJDP, SAMSHA, CSAP, Blueprints, Health Canada, U.S. DOE). He received the honor of Research Laureate for the American Academy of Health Behavior in 2005, and he was President there (2007-2008). In 2007, he received the honor of Fellow of the American Psychological Association (Division 50, Addictions). He was one of the contributing editors of the 2012 Surgeon General's Report. He is current Editor of *Evaluation & the Health Professions* (SAGE Publications). Steve Sussman received his doctorate in Social-clinical Psychology from University of Illinois at Chicago in 1984.

Joyce Takayama, MPH

Joyce Takayama is a Health Planning Specialist with the Santa Clara County Public Health Department. She has been with the Tobacco-Free Communities program for two years and is currently working on several -focused retail strategies, including Tobacco Retail Licensing and the newly integrated Santa Clara County Healthy Stores for a Healthy Community Recognition Project. Joyce has received her master's in Public Health from San Jose State University in 2013.

Prue Talbot, PhD

Prue Talbot has worked in the field of tobacco-related disease for over 18 years and is currently working at the University of California, Riverside. Much of her prior toxicological work has been focused on environmental chemicals, including secondhand cigarette smoke. For the past five years, she has been studying electronic cigarettes, and is currently evaluating the performance of electronic cigarettes and the cytotoxicity of the fluid used in electronic cigarette cartridges.

Zachary Taylor, PhD

Zachary Taylor received the B.S. degree in Electrical Engineering from University of California, Los Angeles (UCLA) in 2004 and the master's and doctorate degrees in Electrical Engineering from University of California, Santa Barbara in 2006 and 2009 respectively. He is currently an Assistant Professor in the Department of Bioengineering and Department of Surgery at UCLA. His research interests focus on and diagnostic medical imaging system design, construction, and evaluation with

specific emphasis on biomedical optics and novel contrast mechanisms. Prof. Taylor was successful in obtaining the first NIH R01 grant ever funded for THz research and the first NIH R21 funded for THz burn imaging. He is currently conducting imaging research in collaboration with the Departments of Head and Neck Surgery on novel contrast generation mechanisms for detection and mapping of oral cancer.

Elisa Tong, MD, MA

Elisa Tong is an Associate Professor of Medicine at University of California, Davis. Her research is in tobacco control policy and cessation, with a focus on secondhand smoke and underserved populations. She is the academic PI for the pilot Community Academic Research Award project "Sacramento Taking Action against Nicotine Dependence at Community Colleges", which is piloting a peer outreach intervention for tobacco cessation at Sacramento City College.

Janice Tsoh, PhD

Janice Tsoh is Associate Professor and a Clinical Psychologist at the University of California, San Francisco. Dr. Tsoh has led or co-led 10 smoking cessation clinical trials with the use of combining psychological and pharmacological treatment targeting smokers of special populations including Asian American smokers, smokers with depressive disorders in outpatient psychiatric settings, smokers with substance use disorders in drug treatment settings and pregnant smokers in prenatal care settings. She was a recipient of the New Investigator Award from Tobacco-Related Disease Research Program (TRDRP) and a K23 career development award funded by the National Institute on Drug Abuse (NIDA). Currently, she is has a personal interest for three studies funded by NIDA and TRDRP to develop smoking cessation interventions with the use of the internet, and through family and social network to reduce smoking in Chinese and Vietnamese communities.

Joan Tucker, PhD

Joan Tucker is a Senior Behavioral Scientist at RAND Corporation and Professor in the Pardee RAND Graduate School. Over the past 15 years, her research has focused on understanding the developmental patterns, risk factors, and consequences of tobacco use and other forms substance use among adolescents and young adults. Her TRDRP-funded study "Preventing and Reducing Tobacco Use Among Homeless Youth" has the goal of obtaining an in-depth understanding of cigarette smoking, motivation to quit smoking, and interest in smoking cessation treatments among homeless youth smokers, as well as identifying barriers to providing smoking cessation services from the perspective of service providers working with homeless youth in Los Angeles County. Other current NIH-funded research projects focus on improving nicotine patch adherence among HIV-positive smokers who are trying to quit, evaluating a group-based Motivational Interviewing intervention for homeless young adults to reduce their substance use and sexual risk behavior, and increasing the use of drop-in center services among homeless youth. Dr. Tucker is an elected Fellow of the Association of Psychological Science, Society of Behavioral Medicine, and Western Psychological Association.

Jennifer Unger, PhD

Jennifer Unger is a Professor of Preventive Medicine at the University of Southern California Keck School of Medicine. Her research focuses on the psychological, social, and cultural influences on health-risk and health-protective behaviors, including the role of acculturation and cultural values on

Bios not listed were unavailable at time of print.

adolescent substance use, with the ultimate goal of developing improved prevention programs to reduce health disparities. She and her colleagues have conducted several longitudinal studies of family acculturation patterns and substance use among Hispanic adolescents in Los Angeles and Miami. Her research also has examined cultural influences on ceremonial and commercial tobacco use among American Indian adolescents, smoking prevention among Chinese adolescents, and cultural influences on menthol smoking among African American adults. She is interested in entertainment-education strategies for health education among low-literacy minority populations and has collaborated on the design and evaluation of fotonovelas and telenovelas about secondhand and thirdhand smoke exposure in multiunit housing; diabetes; asthma; and kidney transplantation. She is a co-investigator in the USC Tobacco Center of Regulatory Science (TCORs), where she and her colleagues are investigating the diffusion of messages about emerging tobacco products to vulnerable populations through social media. Previously, she was a co-investigator in the USC Transdisciplinary Tobacco Use Research Center (TTURC), which developed and evaluated culturally targeted smoking prevention programs for culturally diverse youth. Dr. Unger directs the Ph.D. program in Preventive Medicine / Health Behavior Research and teaches a predoctoral research methods course. She is a member of the NIH RPIA (Risk, Prevention, and Intervention in the Addictions) study section, a Deputy Editor for Nicotine & Tobacco Research, and an Associate Editor for Substance Use and Misuse, Journal of Addiction, and Tobacco Regulatory Science.

Dawan Utecht, MA

Dawan Utecht has been the Director, Behavioral Health and Public Guardian, of Fresno County for the past two years. Prior to this appointment, Dawan was the CEO of the Community Behavioral Health Center, a 61-bed adult acute inpatient psychiatric facility in Fresno, California, licensed under Community Regional Medical Center, for over 7 years. In that role, Ms. Utecht oversaw inpatient psychiatric services along with acute and outpatient physical rehabilitation services, including the 28-bed Leon S. Peters Rehabilitation Center. She also oversaw Community Sub-acute and Transitional Care Center, a 106-bed skilled nursing and subacute care facility in Fresno. Ms. Utecht serves on the Board of Directors of Valley Caregivers Resource Center in Fresno, CA. She is also on the Governing Board of the California Behavioral Health Directors Association and serves as the Treasurer of the CalMHSA Joint Powers Authority Board. Dawan is a Commissioner on First 5 of Fresno County and also serves on Fresno's Community Corrections Partnership. Ms. Utecht has a Bachelor of Science degree in Kinesiology from University of California, Los Angeles and a Masters degree in Physical Therapy from Columbia University in New York.

Valerie Valez, MPH

Valerie Valez is the Health Education Program Specialist for the Hemet Unified School District. She oversees the district's Tobacco use Prevention Education Program and the district's School Climate Transformation Initiative. She has worked to support youth development, and prevention and intervention services in the school district since 1992. Ms. Valez holds a master's degree in Public Health from U.C. Berkeley and a bachelor's degree in applied Behavioral Sciences from the University of California, Davis. She also serves as on the California Department of Education's TUPE Advisory Group.

Maya Vijayaraghavan, MD, MAS

Maya Vijayaraghavan's research focuses on tobacco use in vulnerable populations, with a particular emphasis on interventions with the homeless population. Her population-based research includes the analysis of cross-sectional and longitudinal data, including the analysis of national data, to examine the use of novel tobacco products and the efficacy of tobacco control policies on reducing tobacco use in low-income populations. As Principle Investigator of an exploratory/developmental grant from the California Tobacco-Related Disease Research Program, she developed and pilot tested the feasibility of a capacity building intervention to improve homeless shelters' capacity to facilitate smoking cessation among homeless adults. Dr. Vijayaraghavan's current research includes the epidemiological analysis of tobacco use and the development and evaluation of interventions to reduce tobacco use among the homeless population and other vulnerable populations.

Susan Weiss, PhD

Susan Weiss is the Director, Division of Extramural Research at the National Institute on Drug Abuse (NIDA), which oversees NIDA's extramural programs, research training activities, operations planning, and trans-NIH initiatives, such as the Adolescent Brain Cognitive Development (ABCD) study. Dr. Weiss also serves as a senior science advisor to the NIDA Director and as scientific liaison to other Federal Agencies. In her 13 years at NIDA, Dr. Weiss previously served as the Chief of the Science Policy Branch and Acting Director of NIDA's Office of Science Policy and Communications. Before coming to NIDA, Dr. Weiss was the Senior Director of Research at the National Mental Health Association (now Mental Health America), and previously she directed a translational research program that studied the evolving nature of psychiatric and neurologic illnesses in the Biological Psychiatry Branch of the National Institute of Mental Health. Dr. Weiss has received multiple awards, including NIH Plain Language Awards, NIH and NIDA Director's Awards, and an Emmy Award for her contributions to the HBO Addiction Project. Dr. Weiss has published more than 150 scientific articles and book chapters. She graduated from the State University of New York at Stony Brook, and received her Ph.D. in Psychology from the University of Maryland.

Nicholas Wellington, JD

Nicholas Wellington is a Deputy Attorney General in the Tobacco Litigation and Enforcement Section of the Office of the California Attorney General. He is also co-chair of the responsible retailing working group of the National Association of Attorneys General. He monitors retail marketing and point-of-sale practices, and enforces the agreements of voluntary compliance that many states, including California, have with major chain retailers, to reduce youth access to tobacco products. Digital coupons, proximity marketing, mobile payment systems, data mining, and user-generated content on social media, are of particular subjects of interest.

David Williams, PhD, MPH

David Williams, the Norman Professor of Public Health and African and African American Studies at Harvard University, is the author of over 375 scientific papers. His research focuses on social influences on health. He directed the Lung Cancer Disparities Center at Harvard and his research has examined the association between stress and cigarette smoking. Previously, he taught at Yale University and the University of Michigan. He holds membership in the Institute of Medicine and the American Academy of Arts and Sciences. He has been ranked as one of the 10 Most Cited Social Scientists in the world, the Most Cited

Black Scholar in the Social Sciences, and one of the World's Most Influential Scientific Minds. He was an advisor to the PBS film series, *Unnatural Causes: Is Inequality Making Us Sick?* He holds an MPH from Loma Linda University and a PhD in Sociology from the University of Michigan.

Monique Williams, BS

Monique Williams began working on electronic cigarettes in Dr. Prudence Talbot's lab when she was an undergraduate senior. For the past five years, she has continued that project as a graduate student evaluating the performance characteristics of e-cigarettes and has a few publications on our findings. She is now interested in addressing the concern of e-cigarettes and a need for their quality control.

Stacie Wilmore, BS

Stacie Wilmore received her bachelor's degree in Biological Sciences from the University of California, Irvine and is currently employed with the City of Pasadena Public Health Department. She has managed their Tobacco Control Program as Program Coordinator II for the last 18 years. Prior to her position with the Public Health Department, she worked for five years at the Watts Health Foundation. Passion for her work is built on a personal family loss, where her father died at age 49 from his fourth and fatal heart attack from cigarette smoking. Stacie has more than 23 years of experience in implementing tobacco control programs and has facilitated over 63 tobacco control sessions at statewide and national conferences. Sessions included successful tobacco education strategies for reaching minority populations, developing cessation programs, and implementing local ordinances to reduce exposure to secondhand smoke in multi-unit housing and policies to regulate outdoor air public spaces. Additional policy work includes tobacco retail licensing and conditional use permit requirements. Ms. Wilmore has extensive experience in working with the media such as developing ads, print media, social marketing and public relations campaigns. She serves as the Public Information Officer for the City of Pasadena Public Health Department. She serves as a consultant on several workgroups for the California Department of Public Health, California Tobacco Control Program to provide technical expertise on reducing youth access to tobacco, countering pro-tobacco influences, and reducing the public's exposure to secondhand smoke.

Jeff Wolsfeld, MEd

Jeff Wolsfeld has been the Local Lead Agency Project Director in Del Norte County since July 2008. Prior to this he was a deputy probation officer for nine years and served in the United States Air Force for 22 years. Jeff has made numerous connections in the community that have resulted in the expansion of smoke free areas to include the local fairgrounds, community health clinic, apartment communities, Sutter Coast Hospital, Family Resource Center, city parks, entryways and public events. Most recently he worked with the City of Crescent City to reduce window and door advertising to 10 percent and the implementation of conditional use permits for new alcohol and tobacco retailers. He has an Associate's Degree in Criminal Justice from the Community College of the Air Force, a bachelor's degree in Occupational Education from Wayland Baptist University, and a masters degree in Education from Sonoma State University.

David Wong DMD, DMSc

David Wong is Felix & Mildred Yip Endowed Professor, Associate Dean of Research and Director of the Oral/Head and Neck Oncology Research Center at University of California, Los Angeles. Dr. Wong is an active scientist in oral cancer and saliva

diagnostics research. He has authored over 280 peer reviewed scientific publications. He is a fellow of the American Association for the Advancement of Sciences (AAAS), past member of the ADA Council of Scientific Affairs and the past president of American Association of Dental Research (AADR).

Valerie Yerger, ND

Valerie Yerger is a licensed naturopathic doctor and Associate Professor in Health Policy at the University of California, San Francisco (UCSF). The overarching goal of Dr. Yerger's work is to frame the disproportionate burden of tobacco among marginalized communities as a social justice issue and to inform public health policies so that they also effectively reach these communities. Her established research program has focused on the use of previously secret tobacco documents to uncover the industry's targeting of marginalized communities, relationship building with African American leadership groups, the disproportionate marketing of menthol cigarettes in inner-city communities, and the accumulation of nicotine in tissues containing melanin. She is a past recipient of Legacy's Sybil G. Jacobs Award for Outstanding Use of Tobacco Industry Documents and a former Health Disparities Scholar of the National Institutes of Health. Dr. Yerger has provided expert testimony to the US Food and Drug Administration on tobacco companies' in-house research on the use of menthol as an additive in cigarettes. Dr. Yerger recently completed a research study funded by the California Tobacco-Related Disease Research Program that examined potential challenges of implementing a citywide smokefree multiunit housing ordinance in a diverse urban community. Currently, Dr. Yerger is the Project Director for "The LOOP," which provides trainings and technical assistance to projects funded by the California Tobacco Control Program to help them connect, communicate, and collaborate with vulnerable populations.

Shu-Hong Zhu, PhD

Shu-Hong Zhu is a Professor of Family Medicine and Public Health and the Director of the Center for Research and Intervention in Tobacco Control (CRITC) at the University of California, San Diego. He has been the Principal Investigator for the California Smokers' Helpline since its inception in 1992, and has been recognized with many awards for his work. His recent work focuses on the interface of individual- and population-based approaches to smoking cessation and the effects of social norms on smoking behavior. An experienced researcher in both clinical trials and population surveys, Dr. Zhu has also published on innovative study designs that can be used for the evaluation of public health programs.

Yifang Zhu, PhD

Yifang Zhu is an Associate Professor of the Environmental Health Sciences Department in University of California, Los Angeles' Fielding School of Public Health. Her research interest is primarily in the field of air pollution, environmental exposure assessment, and aerosol science and technology. Her current research focuses on measuring and modeling ultrafine particle emissions, transport, and transformation on and near roadways as well as in various indoor environments. Her scholarship and creativity has been recognized by several national awards, including the Walter A. Rosenblith New Investigator Award from the Health Effects Institute in 2007, the Faculty Early Career Development (CAREER) Award from the National Science Foundation in 2009, and the Haagen-Smit Prize from Atmosphere Environment in 2011. Dr. Zhu was appointed to California Air Resource Board's Research Screening Committee in January 2014. She graduated from Tsinghua University in 1997 and received her PhD in Environmental Health Sciences from UCLA in 2003.

Bios not listed were unavailable at time of print.

Day One - Tuesday, October 27, 2015

HOW TOBACCO CAUSES DISEASE

1. **Thirdhand Smoke Causes DNA Damage and Cell Transformation In Vitro**
Bo Hang, Department of Molecular and Cell Biology, Life Sciences Division, and Indoor Environment Department, Lawrence Berkeley National Laboratory, Berkeley
2. **Insulin Resistance Stimulated by Thirdhand Smoke Exposure is Decreased by Treatment With Antioxidant Agents**
Manuela Martins-Green, Cell Biology and Neurosciences Department, University of California, Riverside
3. **Identification of Cytotoxic Chemicals in Thirdhand Smoke**
Prue Talbot, University of California, Riverside
4. **Thirdhand Smoke Alters Balance of Stress Hormones Resulting in Non-Obese Type 2 Diabetes Involving Mitochondrial Dysfunction**
Neema Adhami, Cell Biology and Neuroscience Department, University of California, Riverside
5. **Thirdhand Cigarette Smoke Triggers Stress Induced Mitochondrial Hyperfusion in Neural Stem Cell**
Vasundhra Bahl, University of California, Riverside
6. **Immunophenotyping of Secondhand Smoke-Related Asthma using Mass Cytometry**
Rebecca Bauer, Department of Medicine, Stanford University
7. **Effect of Thirdhand Smoke Toxins on Wound Healing Response Mechanisms, Leading to Impaired Healing**
Manuela Martins-Green and Sandeep Dhall, Department of Cell Biology and Neuroscience University of California, Riverside
8. **Metabolomics Reveals Metabolic Changes in Male Reproductive Cells Exposed to Thirdhand Smoke**
Bo Hang, Department of Molecular and Cell Biology, Life Sciences Division, and Indoor Environment Department, Lawrence Berkeley National Laboratory, Berkeley
9. **Assessing Exposure to Thirdhand Smoke (THS) in Humans: The Need for a Comprehensive Approach**
Peyton Jacob and Neal Benowitz, University of California, San Francisco
10. **Post-Natal Exposure to Thirdhand Cigarette Smoke Affects Body Mass and Immunological Function in Mice**
Jian-Hua Mao and Bo Hang, Department of Molecular and Cell Biology, Life Sciences Division, and Indoor Environment Department, Lawrence Berkeley National Laboratory, Berkeley
11. **Partitioning of Nicotine and Nitrosamines in Thirdhand Smoke Particulate Matter**
Suzaynn Schick, Department of Medicine, University of California, San Francisco
12. **StemCellQC: A Toolkit for Evaluating the Effects of Tobacco Products Including Electronic Cigarettes on Prenatal Development**
Sabrina Lin, Cell Biology and Neuroscience Department, University of California, Riverside
13. **Harm Reduction Tobacco Induces Skeletal Teratogenicity via Oxidative Stress**
Nicole Sparks and Nicole zur Nieden, Environmental Toxicology Graduate Program, University of California, Riverside
14. **The Effects of Chronic Cigarette Smoke Extract Exposure on Somatic Withdrawal in Adolescent Rats**
Daisy Reynaga and Frances Leslie, Department of Pharmacology, University of California, Irvine
15. **Antenatal Antioxidant Prevents Nicotine-Mediated Hypertensive Response in Rat Adult Offspring**
DaLiao Xiao, Center for Perinatal Biology, Division of Pharmacology, Loma Linda University School of Medicine, Loma Linda
16. **Maternal Smoking During Pregnancy and Risk of Cancer Among Young Children: A Population-Based Study**
Julia Heck, University of California, Los Angeles
17. **Epigenetics of Transgenerational Transmission of Perinatal Nicotine-Induced Asthma**
Virender Rehan, LA BioMed at Harbor-UCLA Medical Center, Los Angeles
18. **The Effect of Metabolic Syndrome on High Density Lipoprotein Function**
Michael Oda, Children's Hospital Oakland Research Institute, Oakland

19. **Impact of the Proteostasis Network Cigarette-Smoke Induced COPD**
William Balch, Department of Chemical Physiology, The Scripps Research Institute, La Jolla

BRIDGING THE GAP BETWEEN DISCOVERY AND POLICY BY RESEARCH

20. **Acute Cardiovascular Toxicity of Hookah (Waterpipe) Smoking versus Perceived Risk**
Mary Rezk-Hanna and Ronald G Victor, School of Nursing, University of California Los Angeles, and Heart Institute, Cedars-Sinai Medical Center, Los Angeles
21. **Indoor Vaping: Chemical Characterization and Health Impacts**
Mohamad Sleiman and Jennifer Logue, Lawrence Berkeley National Laboratory, and Clermont Université
22. **Thirdhand Smoke: Quantifying Risks and Developing Policies for Control**
Jonathan Samet, Department of Preventive Medicine, Keck School of Medicine and the USC Institute for Global Health, University of Southern California, Los Angeles
23. **Volatile Constituents of Thirdhand Smoke: Chemical Composition and Health Impacts**
Hugo Destailats, Lawrence Berkeley National Laboratory, Berkeley
24. **Thirdhand Smoke Pollution and Exposure in Ex-Smokers' Homes**
Georg Matt, Department of Psychology, San Diego State University, San Diego
25. **Persistent Thirdhand Smoke Toxicants in Indoor Environments**
Penelope J.E. Quintana, Graduate School of Public Health, San Diego State University, San Diego
26. **Toward Smoke-Free Casinos: The Win-River Experience**
Georg Matt, Department of Psychology, San Diego State University, San Diego
27. **Chemical and Cellular Toxicity of Atmospherically-Oxidized Tobacco Smoke**
Alam Hasson, Department of Chemistry, California State University, Fresno
28. **Tobacco Prevention Toolkit: For a Nicotine Free Adolescence**
Bonnie Halpern-Felsher and Stephen Smuin, Stanford University and University of California, San Francisco

SCIENTIFIC PERSPECTIVES ON ELECTRONIC CIGARETTES

29. **Investigating Perceptions of Electronic Nicotine Delivery Systems with Young Journalists: Reporting on Participatory Research Processes**
Alison Chopel, Public Health Institute, University of California, San Francisco
30. **Addiction in a Bottle: A Call to Action for Nicotine Regulation**
Barbara Davis and Prue Talbot, Department of Cell Biology and Neuroscience and Department of Botany and Plant Sciences, University of California, Riverside
31. **Electronic Cigarette Aerosol from a Vape Shop is Distributed to Adjacent Businesses**
Careen Khachatoorian and Prue Talbot, Department of Cell Biology & Neuroscience, University of California, Riverside
32. **Surmounting the Challenges of Studying Electronic Cigarettes in Humans**
Holly Middlekauff, University of Southern California, Los Angeles
33. **Characteristics of Secondhand Vapor Emissions from Electronic Cigarettes Use in Humans**
Holly Middlekauff, University of Southern California, Los Angeles
34. **Heating Coil Temperature and Mainstream Particle Characteristics Under Different Puff Condition**
Shi Shu and Yifang Zhu, University of California, Los Angeles
35. **Disposable Electronic Cigarettes and Electronic Hookahs: Evaluation of Design, Performance, and Metal Emissions**
Monique Williams and Prue Talbot, Department of Cell Biology & Neuroscience, University of California, Riverside
36. **The Impact of E-Cigarette Exposure on Pulmonary Epithelial Cell Transformation and Gene Expression**
Stacy Park and Steven Dubinett, University of California, Los Angeles and Boston University
37. **Electronic Cigarette Use and Respiratory Symptoms in Adolescents**
Jessica Barrington-Trimis, Department of Preventive Medicine, Keck School of Medicine, University of Southern California, Los Angeles

38. **E-Cigarette Use, Smoking Cessation, and Change in Smoking Intensity in the 2010/2011 TUS-CPS Longitudinal Cohort**
Yuyan Shi and Karen Messer, Moores UC San Diego Cancer Center, University of California, San Diego

NEUROSCIENCE OF NICOTINE DEPENDENCE

39. **A Select Group of Substituted 2-Aminopyrimidines Exhibit Potent Cooperative Activities on Nicotinic Acetylcholine Receptors (nAChR) and the Acetylcholine Binding Protein (AChBP)**
Katarzyna Kaczanowska, Skaggs School of Pharmacy & Pharmaceutical Sciences, University of California, San Diego
40. **Menthol Potentiates Nicotine Reward, Upregulates Lower Sensitivity nAChRs, and Alone is a Candidate Chemical Chaperone for $\alpha 4^*$ and $\alpha 6^*$ nAChRs**
Henry Lester, California Institute of Technology, Pasadena
41. **Activation of Metabotropic Glutamate Receptor 7 Attenuates Nicotine Taking and Nicotine Seeking in Rats**
Xia Li, Department of Psychiatry, University of California, San Diego
42. **A MicroRNA Mediating a Major Transition in Brain Development Potentially Vulnerable to Nicotine**
Darwin Berg and Giordamp Lippi, University of California, San Diego
43. **Pedunculopontine Tegmental Nucleus Glutamate Neurons in Behavioral Reinforcement: Behavioral, Electrophysiological and Anatomical Data Using Optogenetics**
Ji Hoon Yoo, University of California, San Diego
44. **Alpha2-Containing Nicotinic Acetylcholine Receptors Modulate Nicotine-Induced Hippocampal Dependent Learning and Memory Behavior in Mice**
Shahrdad Lotfipour, University of California, Los Angeles
45. **Menthol Cigarette Smoking and Neuroinflammation: Initial Findings**
Arthur Brody, Brentwood Biomedical Research Institute, Los Angeles

CORNELIUS HOPPER DIVERSITY AWARD RECIPIENTS

46. **Thirdhand Smoke Causes Oxidative Stress in the Liver Leading to Hepatic Steatosis**
Cristina Flores and Manuela Martins-Green, Department of Cell Biology and Neuroscience University of California, Riverside
47. **Puffing Topography and Nicotine Intake of Electronic Cigarette Users**
My Hua and Prue Talbot, Environmental Toxicology Graduate Program and Department of Cell Biology & Neuroscience, University of California, Riverside
48. **Interviews with On-Site Managers about Tobacco and Marijuana Smoking Policies in Multiunit Housing**
Angelica Delgado Rendon and Jennifer Unger, Keck School of Medicine, Preventive Medicine Department, University of Southern California, Los Angeles
49. **Adapting a Youth-based Outreach Cessation Program for a Community College Setting**
Sarah Hellesen and Elisa Tong, University of California, Davis and Breathe California of Sacramento-Emigrant Trails
50. **Using a Partnered, Peer-Led Process to Develop the BREATHE Intervention: Key Lessons Learned from Our Participatory Approach**
Denise Maratos, Elizabeth Bromley, and Herman Cortez, Pacifica Graduate Institute, Pacific Clinics; Department of Psychiatry and Biobehavioral Sciences, University of California, Los Angeles
51. **Lay Health Worker Processes Involved in Working with Vietnamese Smokers and their Families**
Kristine Phung and Janice Tsoh, University of California, San Francisco and Asian American Research Center on Health
52. **Bioaccumulation of Cigarette Butt Toxicants in the Freshwater Fish, *Oncorhynchus mykiss*, Saltwater Mussel, *Mytilus galloprovincialis***
Lenard Yabes and Eunha Hoh, Graduate School of Public Health, Division of Environmental Health San Diego State University, San Diego

Day Two - Wednesday, October 28, 2015

HOW TOBACCO CAUSES DISEASE

53. **Chromatin Remodellers Brg1 and Baf60c Regulate Transcription and Switch Subunits During Cardiac Differentiation**
Swetansu Hota, Gladstone Institute of Cardiovascular Disease, San Francisco
54. **The Critical Role of Mast Cells in a Mouse Model of Asthma in Which Airway Hyperreactivity and Inflammation are Exacerbated by Epicutaneous Exposure to a Component of Thirdhand Smoke**
Mang Yu and Stephen Galli, Department of Pathology and Department of Microbiology and Immunology, School of Medicine, Stanford University
55. **Imaging Inhaled Nicotine Using 3-Dimensional Liquid Extraction Sample Analysis**
Christopher Wallis and Anthony Wexler, Air Quality Research Center, University of California, Davis
56. **Cardiotoxicity Study of Tobacco Smoking Using hiPSC-CMs**
Yingxin Li, Stanford University
57. **Telomere Length and Lung Cancer Risk: Does Timing of DNA Collection Matter?**
Lori Sakoda, Division of Research, Kaiser Permanente Northern California
58. **Genetic and Epigenetic Profiling Reveal Key Regulators of Small Cell Lung Cancer Progression and Metastasis**
Dian Yang, Cancer Biology Program, Stanford University
59. **Sustained MARCKS Phosphorylation Promotes Stem Cell-Like Properties in Tobacco Smoke-Mediated Lung Cancer Progression**
Ching-Hsien Chen, Department of Internal Medicine, Division of Pulmonary and Critical Care Medicine, University of California, Davis
60. **Ultra Low Dose Lung Cancer Screening using CT**
Michael McNitt-Gray, David Geffen School of Medicine, University of California, Los Angeles
61. **Childhood Secondhand and Prenatal Smoke Exposure in Relation to Timing of Puberty in Girls**
Gayle Windham, California Department of Public Health
62. **SMYD3 Links Methylation of MAP3K2 to Ras-driven Tumors**
Pawel Mazur, Departments of Genetics and Pediatrics, Stanford University

BRIDGING THE GAP BETWEEN DISCOVERY AND POLICY BY RESEARCH

63. **Tobacco Wastecare: Model Legislation to Mitigate Butt Waste**
Clifton Curtis and Thomas Novotny, Cigarette Butt Pollution Project (CBPP)
64. **Assessing Toxicity of Tobacco Product Waste to Humans**
Eunha Hoh, San Diego State University, San Diego
65. **The Use of Twitter During An Election: Media Campaign Lessons from California's Proposition 29**
Miao Feng and John Pierce, University of Illinois at Chicago, and Moores UCSD Cancer Center, University of California, San Diego
66. **Exposure to Secondhand and Thirdhand Tobacco Smoke Among Hispanic Residents of Multiunit Housing**
Jennifer Unger, University of Southern California, Los Angeles
67. **Sexual Identity Disparities in Smoking and Secondhand Smoke In California: 2003-2013**
Wendy Max, University of California, San Francisco
68. **Responsiveness of Smoking and Quitting Behaviors to Cigarette Prices Among African Americans**
Hai-Yen Sung, University of California, San Francisco
69. **'R3Crew' Peer-Delivered Interventions for Community College Student Smokers about Tobacco Cessation: Baseline Demographics from the STAND Trial**
Sarah Helleesen and Elisa Tong, University of California, Davis
70. **Measuring Particulates in Tribally-Owned Casinos: Feedback for Smoke-Free Policy Improvements**
Roland Moore, PIRE, Stanford University

71. **Producer Responsibility and Product Stewardship for Tobacco Control: An Environmental Approach**
Clifton Curtis and Thomas Novotny, Cigarette Butt Pollution Project (CBPP)

TOBACCO ADDICTION AND CESSATION RESEARCH

72. **The BREATHE Team: A Pilot Study of a Peer-Led Approach to Tobacco Cessation for Specialty Mental Health Clinic Settings**
Elizabeth Bromley and Herman Corteza, Department of Psychiatry and Biobehavioral Sciences, University of California, Los Angeles, and Pacifica Graduate Institute, Pacific Clinics
73. **Correlates of Cessation Activities among Transit Workers**
Carol Cunradi, HBSA, A Supporting Organization of Pacific Institute for Research and Evaluation
74. **Does 30 Day Exposure to Cigarette Pack Graphic Warnings Affect Smoking Behavior?**
Joseph Guydish, Institute for Health Policy Studies, University of California, San Francisco
75. **Views from Job-Seeking Unemployed Tobacco Users in the Bay Area: A Photovoice Adaptation Project**
Anne Michalek and Judith Prochaska, Stanford Prevention Research Center, Department of Medicine, Stanford University
76. **Preliminary Outcomes of an Effectiveness Trial with Psychiatric Smokers**
Mark Myers, VA San Diego Healthcare System, University of California, San Diego
77. **Promoting Patient-Provider Discussion of Tobacco Use in Korean and Vietnamese Smoking Patients Using an Interactive Mobile Doctor (IMD): A Pilot Study**
Susan Huang and Janice Tsoh, Asian Health Services, University of California San Francisco; Asian American Research Center on Health
78. **Reducing Smoking Among Homeless Youth**
Joan Tucker, RAND Corporation
79. **Electronic Cigarette Prevention within Middle and High Schools**
Bonnie Halpern-Felsher and Ira Sachnoff, Stanford University and Contra Costa County Office of Education

TOBACCO-RELATED HEALTH DISPARITIES

80. **Perceptions of Tobacco Denormalization and Tobacco-Related Stigma Among Young Black Women in California**
Tamar Antin, Prevention Research Center, Oakland
81. **Associations Among Adolescent Social Networks, Loneliness, and Smoking**
Stephanie Dyal, Keck School of Medicine, University of Southern California, Los Angeles
82. **Tobacco Prevention Works: LGB Residing in California May Be Less Likely To Smoke Cigarettes**
Kristen Emory, University of California, San Diego
83. **Comparing Smoking Consumption Trends of Hispanic/Latino Nationality Groups in California and the United States between the 1990s and 2000s**
Jamie Felicitas-Perkins, Dennis Trinidad, Claremont Graduate University, University of California, San Francisco
84. **Acculturation and the Tobacco Retail Environment: A Multi-level Study in Hispanic Americans**
Sarah Mills, SDSU/UCSD Joint Doctoral Program in Clinical Psychology
85. **Sex Differences in Nicotine Intake and Carcinogen Exposure Among African American Light Smokers**
Gideon St.Helen, Division of Clinical Pharmacology, University of California, San Francisco
86. **Smoking Behavior Trends Across Racial/Ethnic Groups in California compared to the U.S., 1992-2010**
Jamie Felicitas-Perkins, Dennis Trinidad, Claremont Graduate University, University of California, San Francisco
87. **Virtual Intervention for Lung Cancer Stigma**
Janine Cataldo, University of California, San Francisco

SACRAMENTO CONVENTION & VISITORS BUREAU BADGE PROGRAM

Show your conference name badge and mention the special listed to receive discounts at the following restaurants in the downtown area:

- Amourath 1819**, 1209 L Street, (Hyatt Regency), (916) 443-1234 15% off Entire Bill
- Barwest**, 2801 Capitol Avenue, (916) 476-4550 Buy a pitcher & get 10 wings for \$4
- Biba Restaurant**, 2801 Capitol Avenue, (916) 455-2422 Complimentary appetizer with purchase of 2 entrées
(Reservations **STRONGLY** recommended)
- Cafeteria 15L**, 1116 15th Street (15th & L Streets), (916) 492-1960 10% off Entire Bill
- Capital Dime**, 1801 L Street, (916) 443-1010 10% off Food Bill
- Chops Steakhouses**, 1117 11th Street, (916) 447-8900 20% off Food Bill
- Cypress Grille**, 300 J Street (Holiday Inn Capitol Plaza), (916) 446-0100 20% off Lunch or Dinner
- Dawson's**, 1209 L Street (Hyatt Regency), (916) 443-1234 15% off Entire Bill
- deVere's Irish Pub**, 1521 L Street, (916) 231-9947 15% off Food Bill
- Esquire Grill**, 1213 K Street, (916) 448-8900 Preferred Seating & Free Chef's Appetizer
- Firestone Public House**, 1132 16th Street, (916) 446-0888 10% off Food Bill
- The Firehouse**, 1112 Second Street (Old Sacramento), (916) 442-4772 25% off Food Bill
- Graciano's Deep Dish Pizza**, 1023A Front Street, (916) 321-9480 10% off Food Bill
- Grange Restaurant**, 926 J Street (The Citizen Hotel), (916) 492-4450 20% off Dinner
- Hook & Ladder Manufacturing Co.**, 1630 S Street, (916) 442-4885 Free appetizer with purchase of 2 entrees
- Il Fornaio**, 100 Capitol Mall, (916) 446-4100 Complimentary dessert with purchase of entrée
- Joe's Crab Shack**, 1210 Front Street, (916) 553-4249 10% off Food Bill
- Lucca Restaurant**, 1615 J Street, (916) 669-5300 10% off Food Bill
- Ma Jong's Asian Diner**, 1116 15th Street, (916) 442-7555 10% off Food Bill
- Mikuni Sushi**, 1530 J Street, (916) 447-2112 10% off Food Bill
- Mix Downtown**, 1517 L Street, (916) 442-8899 Extended Happy Hour (7-9pm)
- Osaka Sushi**, 1200 K Street, Suite 7, (916) 440-0178 20% off Entire Bill
- Second Street**, (Old Sacramento), (916) 441-2211 25% off Food Bill
- Sandra Dee's BBQ**, 601 15th Street, (916) 448-6375 10% off Entire Bill
- Ten22**, 1022 Second Street (Old Sacramento), (916) 441-2211 25% off Food Bill
- The Old Spaghetti Factory**, 1910 J Street, (916) 443-2862 10% off Entire Bill
- Three Fires Lounge**, 1501 L Street (Residence Inn Capitol Park), (916) 267-6823 15% off Entire Bill
- Vines Café**, 1209 L Street (Hyatt Regency), (916) 443-1234 15% off Entire Bill
- Zen Sushi**, 900 15th Street, (916) 446-9628 10% off Entire Bill, Not valid during Happy Hour
- Zocalo**, 1801 Capitol Avenue, (916) 441-0303 Free appetizer with purchase of 2 entrees

Downtown Grid

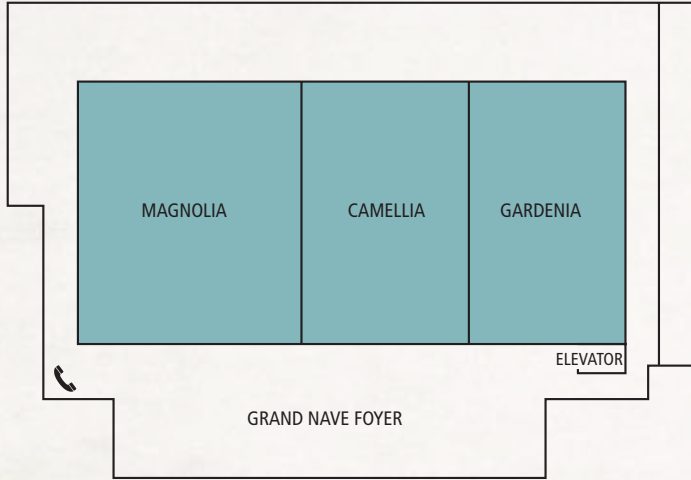
An additional resource to use to locate shops, restaurants, nightlife, events and local services within the central city of Sacramento is the Downtown Grid. It's a central hub for local businesses and cultural resources.

Downtowngrid.com



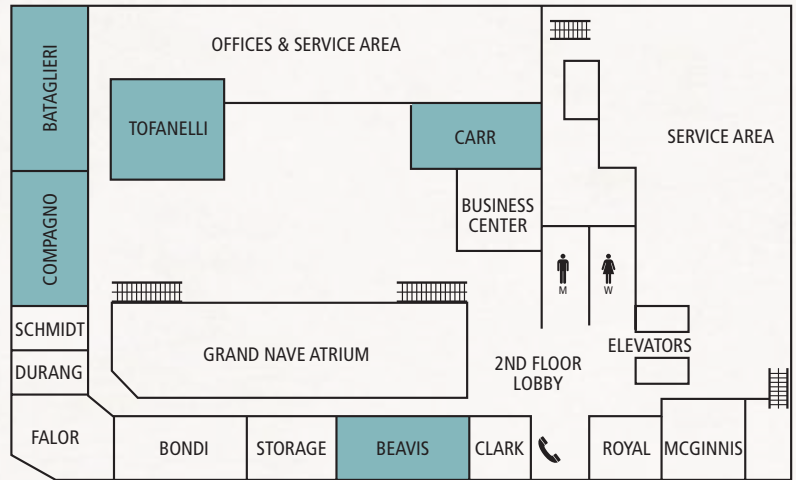
Badge Program

Sheraton Grand

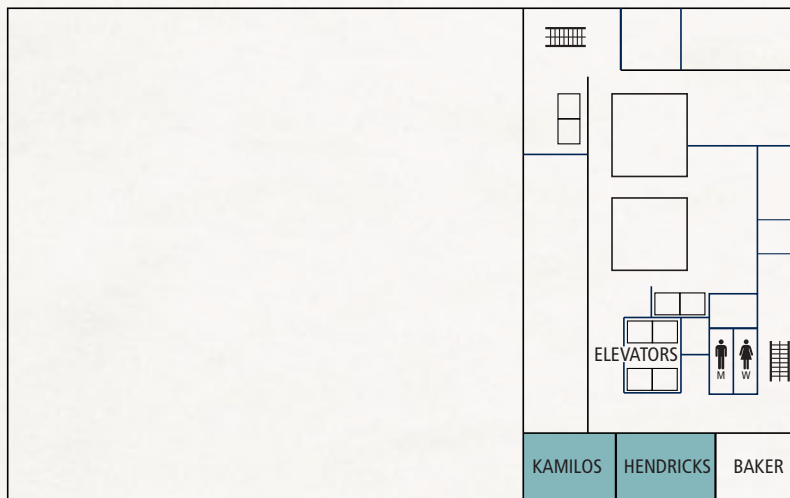


Ballroom Level
(one floor below ground level)

Second Level



Third Level



Sheraton Grand Sacramento
1230 J Street • Sacramento, CA 95814
(916) 447-1700 • (916) 477-1701 FAX