**National Conference on Tobacco or Health (NCTOH)**  
**Quitline and Cessation-Related Sessions**

### Wednesday, August 15, 2012: 1:00 PM-2:30 PM  
2505 AB (Kansas City Convention Center)

**Moderator:** Yvonne Hunt, PhD  
**Cessation Policy and Practice: Past, Present and Future**  
Dr. Scott Leischow, PhD, Arizona Cancer Center; Dr. Michael Fiore, MD, MPH, MBA, University of Wisconsin School of Medicine and Public Health; Erik Augustson, Ph.D., MPH, National Cancer Institute; Thomas Land, PhD, Massachusetts Department of Public Health

### Wednesday, August 15, 2012: 3:00 PM-4:15 PM  
2205 (Kansas City Convention Center)

**Dissemination Models of Tobacco Cessation Brief Intervention Training for Communities**  
Dr. Myra Muramoto, MD MPH, University of Arizona; Mr. Fred Wolff, LCPC, LADC, TTS-C, Maine Center for Tobacco Independence; Ms. Eva Matthews, MPH, University of Arizona College of Medicine

### Wednesday, August 15, 2012: 3:00 PM-4:15 PM  
2505A (Kansas City Convention Center)

**Moderator:** Dr. Michael Steinberg, MD  
**What's New in Tobacco Dependence Treatment**  
Dr. John Hughes, MD, University of Vermont; Dr. Carolyn Heckman, PhD, Cancer Prevention and Control Program, Fox Chase Cancer Center; Yvonne Hunt, PhD, National Cancer Institute

### Wednesday, August 15, 2012: 3:00 PM-4:15 PM  
2208 (Kansas City Convention Center)

- **Using Electronic Health Records to Identify and Treat Tobacco Users**  
  Mr. Rob Adsit, MEd, University of Wisconsin School of Medicine and Public Health Center for Tobacco Research and Intervention (UW-CTRI)
- **Integration of Smoking Cessation into Electronic Health Records**  
  Eileen Clinton, MS, Medical Society of the State of New York

### Wednesday, August 15, 2012: 3:00 PM-4:15 PM  
2502B (Kansas City Convention Center)

**Moderator:** David Zauche, BA  
**Expanding Health Insurance Coverage for Cessation and Increasing Utilization**  
Jennifer Singleterry, BA, MA, American Lung Association; Sarah Bartelmann, MPH, Oregon Health Authority; Deborah Osborne, MPH, North American Quitline Consortium
Thursday, August 16, 2012: 10:30 AM-11:45 AM
3501H (Kansas City Convention Center)

**Youth and Young Adult Initiation Factors and Cessation Programs**
Dr. Pamela Ling, MD MPH, University of California San Francisco; Mr. Jeffrey Jordan, MA, Rescue Social Change Group; Yvonne Hunt, PhD, National Cancer Institute

---

Thursday, August 16, 2012: 10:30 AM-11:45 AM
2205 (Kansas City Convention Center)

**Feast and Famine: Ensuring sustainable solutions for tobacco cessation quitlines**
Dr. Jessie Saul, Ph.D., North American Quitline Consortium; Tamatha Thomas-Haase, MPA, North American Quitline Consortium; Deborah Osborne, MPH, North American Quitline Consortium

---

Thursday, August 16, 2012: 10:30 AM-11:45 AM
2208 (Kansas City Convention Center)

**Real World Effectiveness of Nicotine Replacement Therapy**
Dr. John Hughes, MD, University of Vermont; Dr. Jonathan Foulds, PhD, Penn State University

---

Thursday, August 16, 2012: 2:00 PM-3:15 PM
2208 (Kansas City Convention Center)

Moderator: Ms. Donna Warner, MBA, MA
**Integrating Tobacco in Healthcare—Multiple Perspectives on How it Works**
Ms. Donna Warner, MBA, MA, Multi-State Collaborative for Health Systems Change; Mr. Rob Adsit, MEd, University of Wisconsin School of Medicine and Public Health Center for Tobacco Research and Intervention (UW-CTRI); Sarah Moody-Thomas, PhD, New Orleans School of Public Health

---

Moderator: David Zauche, BA
**The Critical Role of Hospitals in Tobacco Cessation**
Dr. Kimber Richter, PhD, MPH, University of Kansas Medical Center; Dr. Melva Okun, DrPH, North Carolina Prevention Partners; Kerri-Anne Mullen, MSc., University of Ottawa Heart Institute; Dr. Andrew Pipe, M.D., University of Ottawa Heart Institute; Dr. Nancy Rigotti, M.D., Massachusetts General Hospital
Thursday, August 16, 2012: 2:00 PM-3:15 PM
2505B (Kansas City Convention Center)

Moderator: Linda Bailey, JD, MHS

Celebrating 20 Years of Quitlines: Looking Back and Looking Ahead
Dr. Shu-Hong Zhu, PhD, BS, University of California – San Diego; Erik Augustson, Ph.D., MPH, National Cancer Institute; David Willoughby, CEO, Clearway Minnesota; Wayne Tormala, PhD, Arizona Department of Health Services

Friday, August 17, 2012: 8:00 AM-9:15 AM
2204 (Kansas City Convention Center)

8:00 AM

The Growing Evidence Base for Peer-to-Peer Tobacco Recovery Services
Dr. Chad Morris, Ph.D., University of Colorado; Ms. Karen Devine, MSW, University of Colorado

8:30 AM

Innovative Intervention to Increase Smoking Cessation Attempts in African Americans
Ms. Carol McGruder, B.A., DEFE, The URSA Institute; Dr. Valerie Yerger, ND, University of California, San Francisco

Friday, August 17, 2012: 8:00 AM-9:15 AM
2205 (Kansas City Convention Center)

8:00 AM

The $400 million solution
Wendy Bjornson, MPH, Oregon Health and Science University; Sarah Bartelmann, MPH, Oregon Health Authority

8:30 AM

Reaching tobacco users through health insurance plan policy changes
Dr. Leah Ranney, PhD, The University of North Carolina at Chapel Hill; Dr. Adam Goldstein, MD, MPH, Department of Family Medicine, School of Medicine, The University of North Carolina at Chapel Hill; Rachel Bearman, MA, The University of North Carolina at Chapel Hill; Kearston Ingraham, MPH, NC Department of Health and Human Services

Friday, August 17, 2012: 8:00 AM-9:15 AM
2504A (Kansas City Convention Center)

Tailored intervention training for mental health and chemical dependency providers
Jan Schnellman, MEd, Alere Wellbeing, Inc.; Erin Matthews Thomas, MS, SpecHSA, DC Department of Health, Community Health Administration; Julie Rose, BA, Alere Wellbeing, Inc.; Jennifer Pech Cinnamon, BA, Alere Wellbeing, Inc.; Adam Davis, RN, Alere Wellbeing, Inc.; Susan M Zbikowski, PhD, Alere Wellbeing, Inc.