



INVITATION ONLY

A COLLABORATIVE SUMMIT

Expanding Comprehensive Coverage for Tobacco Cessation to Ensure Access to Evidence-Based Treatment in North Carolina

PURPOSE: In order to bolster access to existing tobacco cessation treatment options and leverage current opportunities resulting from healthcare reform, the Tobacco Prevention and Control Branch of the Division of Public Health will convene representatives from diverse systems that play a role in ensuring the health and wellbeing of North Carolinians to explore strategies for reaching 8% or 116,307 of current tobacco users with evidence-based treatment by June 30, 2015. For the first time, this collaborative summit will bring together the public health, insurance, healthcare delivery and business sectors to create a shared vision for expanding and sustain comprehensive coverage for tobacco cessation treatment.

TOPICS INCLUDE:

SCOPE OF PROBLEM AND CURRENT CESSATION SERVICES MAKING THE BUSINESS CASE FOR CESSATION
PUBLIC/PRIVATE PARTNERSHIPS FOR CESSATION STRENGTHENING COLLECTIVE ABILITY

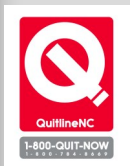
DATE: Thursday, May 29, 2014

TIME: 9:00 AM— 2 PM

VENUE: DURHAM CONVENTION CENTER,
301 West Morgan Street, Durham, NC

COST: FREE - Sponsored by the NC Division of Public Health and the Association of State Territorial Health Organizations

DETAILS: Continental breakfast and lunch will be provided.
Parking vouchers for parking garage across street.



TO RSVP: Please visit, <https://www.surveymonkey.com/s/SP9ZSPK> or contact Joyce Swetlick at joyce.swetlick@dhhs.nc.gov or 919-707-5402.