CONFERENCE PRESENTERS
March 20-21, 2017

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Rob Adsit, MEd
John Atkinson, MSW, BA, ON
Erik Augustson, PhD
Linda Bailey, JD, MHS
Patricia Bax, RN, MS
Lyn Becker, MBA, RMA
Laura A. Beebe, PhD
Cherylee Bridges, RN
Michel Blanchard, BSc
Karen S. Brown, MPA, TTS
Rita Callen, MPA
Paula Celestino, MPH
Caroline Chen, PhD
K. Michael Cummings, PhD, MPH
Stephen Gillaspy, PhD
Corinne Graffunder, DrPH, MPH
Bobbye Gray, RN
Livia Greenbacker, MS
Elizabeth Harvey, BA

Rosie Henson, MSSW, MPH
Megan Jacobs, MPH
Jacalyn Jenssen, MBA
Shelley Karn, EdD
Jennifer D. Keith, MPH, CPH
Paula Keller, MPH
Laurie Krupski, PhD
Randi B. Lachter, MPH
Raymond Leung, JD
Becky Lien, MPH
Amy V. Lukowski, PsyD
Jo Masterson, RN, MBA
Chad D. Morris, PhD
Tasha Moses, MPA
Marci Nelson, BS, CHES
Ann Marie Newman, BS
Judy Ochs
Katie Olson
Jane E. Parker, FCCM
Susan Pike, BS

Vance Rabius, PhD
Ryan C. Reikowsky, MA, MPH
Trina Robertson, MA
Maria Rudie, MPH
Jessie Saul, PhD
Barbara Schillo, PhD
Steven A. Schroeder, M.D.
Barry Sharp, MSHP, MACM, MCHES
Etta Short, MPH
David Spaulding, BA
Joyce Svetlick, MPH
Wayne Tormala, MSW
Lori Travis, MS
Vickie Moore Tucker, MS, CHES, CSM
Robert Vargas, MSW, MPH
Robert Volk, PhD
Jordan Wilson, MPH
Sara Wolfe, MS

Rob Adsit joined UW-CTRI in 2004 and directs the statewide clinician education program including management of Regional Outreach Specialists located across Wisconsin, who provide medical education outreach with healthcare professionals and systems. Rob has a bachelor's degree in business and a master's degree in education. His experience includes educational program development and implementation, training, and technical assistance in the areas of community education program development, tobacco control, and alcohol and drug abuse. He has a strong interest in health and economic disparities, diversity, and inclusiveness. Rob's current work focuses on using the electronic health record to identify and treat patients who use tobacco, as well as implementing changes in healthcare systems to make evidence-based tobacco cessation the standard of care. In addition, Rob has consulted with state health departments and quitlines, state Hospital Associations, The Joint Commission, Centers for Disease Control and Prevention, Centers for Medicare and Medicaid Services, and the National Cancer Institute.

John Atkinson is the Director of Cancer Prevention and Tobacco Control at the Canadian Cancer Society (CCS), Ontario Division. John has a Masters of Social Work in public policy and he has worked in the healthcare sector for over 15 years. He is responsible for cancer prevention programming across all risk factors including a focus on tobacco prevention and cessation. John oversees the Canadian Cancer Society's Smokers' Helpline. John has led health promotion programs and policy initiatives most notably in tobacco control, healthy eating and physical activity. Prior to joining CCS he worked in a number of settings in Canada and abroad including university health services, public health, community health, and two health NGOs.
**Dr. Augustson** has a PhD in Clinical Psychology with post-doctoral training in Behavioral Medicine and Cancer Prevention, and an MPH with a focus in Epidemiology. Since 2001, he has worked within the Tobacco Control Research Branch at the National Cancer Institute where he is a Behavioral Scientist and Health Science Administrator. For more than a decade Dr. Augustson has worked on eHealth/mHealth interventions, and serves as the Director of the Smokefree.gov Initiative which has grown to encompass 6 websites, 15 text message programs, 2 smartphone apps, and multiple social media platforms. 3-6 million smokers interact with Smokefree.gov resources annually. Dr. Augustson also serves on a number of national and international committees associated with Department of Health & Human Services and World Health Organization tobacco control initiatives. Dr. Augustson’s current primary lines of research involve studies considering the use of emerging technologies as a means to improve reach and engagement of interventions for health behaviors. He has also performed research in the areas of tobacco use, chronic pain, cancer screening, sun safety, obesity, and health communication topics. He has more than 90 scientific publications and has made more 190 scientific presentations.

**Ms. Linda Bailey** is the founder of NAQC and provides leadership and strategic vision for the organization. She has a notable career in public health as an attorney, educator and epidemiologist. Prior positions have included director, Center for Tobacco Cessation (American Cancer Society); associate director, Center for Disease Control and Prevention’s Office on Smoking and Health in Washington, D.C. (US DHHS); senior advisor on health promotion and disease prevention, Office of the Assistant Secretary of Health (US DHHS); study director, Institute of Medicine; and epidemiologist, Houston Health Department. She has served on faculty at Johns Hopkins School of Public Health and the University of Maryland School of Law. Ms. Bailey holds a bachelor’s degree from Tufts University, a master’s in health sciences from Johns Hopkins School of Hygiene and Public Health and a law degree from the University of Maryland School of Law.

**Patricia Bax** is the Marketing and Outreach Coordinator for Roswell Park Cessation Services and the New York State Smokers’ Quitline, located at Roswell Park Cancer Institute in Buffalo, New York. She has been employed with Roswell Park Cancer Institute for the past 12 years.

Patricia is a Registered Professional Nurse and holds a Bachelor’s Degree from the Niagara University School of Nursing. She earned her Master’s Degree in Counselor Education at Canisius College in Buffalo, New York.

Throughout her professional career, Patricia worked in Human Services, Behavioral Health, and as an adjunct College Instructor for a community college. Patricia is a Competent Communicator and Vice President of Education for Toast of Roswell, a chapter of Toastmasters International.

**Lyn Becker** is a Public Health Program Administrator for the Division of Tobacco Prevention and Control at Pennsylvania Department of Health. In addition to her role at the Department of Health, Lyn is also a member of the PA State FASD Task Force, a FASD parent advocate, educator and volunteer activist working to establish services in PA for individuals with Fetal Alcohol Spectrum Disorders. Lyn was appointed to the PA Developmental Disabilities Council by Governor Wolf and to the PA Mental Health Planning Council by Department of Human Services Deputy Secretary Dennis Marian. She has her Bachelors Degree in Management from York College of PA, a Masters in Business Administration from York College of PA and an Associate’s Degree in Medical Assisting from Yorktowne Business Institute.

**Dr. Laura Beebe**, a Professor in the Department of Biostatistics and Epidemiology at the University of Oklahoma Health Sciences Center, and has more than 18 years of experience conducting tobacco-related research and evaluation. Dr. Beebe has served as the Principal Investigator for the evaluation of Oklahoma’s tobacco control program for more than 14 years, including the evaluation of the Oklahoma Tobacco Helpline and the state’s anti-tobacco health communications campaign. Dr. Beebe has ongoing and completed research funded by the National Cancer Institute, the American Legacy Foundation, and the CDC. She provides technical assistance and consultation to multiple-state, local and tribal organizations for tobacco-related surveillance and evaluation activities.

**Cherylee Bridges** has thirty-six years’ experience in the Registered Nursing field with diverse background in disease prevention, health education, and rehabilitation with a special focus on Cardiopulmonary health. Cherylee is trained in Freedom From Smoking, attended tobacco cessation training at Florida State University and is a certified COPD Educator., Cherylee joined the Helpline in 2000 as a Registered Nurse Educator and tobacco cessation counselor, became the Manager of Operations from 2007 to 2015 and has been the Director of Operations since March 2016.
Dr. K. Michael Cummings has a Master’s degree and PhD. in Health Education and Health Behavior from the School of Public Health at the University of Michigan. He is currently a Professor in the Department of Psychiatry & Behavioral Sciences and member of the Hollings Cancer Center’s Cancer Prevention and Control Program where he co-leads the tobacco control research program. He joined the MUSC faculty in October 2011 and has been involved in establishing a tobacco dependence treatment service for patients seen in the University hospital and outpatient clinics. Before coming to MUSC, Dr. Cummings worked at the Roswell Park Cancer Institute (RPCI) in Buffalo, New York, where he was a senior research scientist and Chairman of the Department of Health Behavior. He helped to establish and run the New York State Smokers’ Quitline.

Dr. Cummings is recognized internationally for his work in tobacco epidemiology and smoking cessation; he has guided
Dr. Stephen R. Gillaspy is a licensed psychologist and Associate Professor of Pediatrics at the University of Oklahoma Health Sciences Center (OUHSC) since 2005. He completed his graduate training in Clinical Psychology at Oklahoma State University and completed his Clinical Internship at the University of Oklahoma Health Sciences Center in the Department of Psychiatry and Behavioral Sciences. Following internship Dr. Gillaspy completed a post-doctoral fellowship in Primary Care and Health Psychology at the University of Oklahoma Health Sciences Center in the Department of Psychiatry and Behavioral Sciences. He serves as the Director of Research and Director of Clinical Psychology for the Section of General & Community Pediatrics within the Department of Pediatrics. His research focuses on intervening with caregivers to improve pediatric health outcomes. Specifically, his research focuses on tobacco use, pediatric obesity, and access to mental health services. Dr. Gillaspy is also a member of the Oklahoma Tobacco Research Center at the OUHSC and directs the Oklahoma Tobacco Helpline.

Dr. Corinne M. Graffunder, DrPH, MPH is Director of CDC’s Office on Smoking and Health within the National Center for Chronic Disease Prevention and Health Promotion. She is responsible for providing broad leadership and direction for all scientific, policy, and programmatic issues related to tobacco control and prevention.

Dr. Graffunder joined the Centers for Disease Control and Prevention (CDC) in 1987 and has 30 years of experience working with National, State and local prevention efforts. Prior to joining the Office on Smoking and Health, she held the position, Deputy Associate Director for Policy, in CDC’s Office of the Director. Dr. Graffunder, working with the U.S. Surgeon General, led the development of the first ever National Prevention Strategy: America’s Plan for Better Health and Wellness.

Dr. Graffunder expertise is in policy development, program management, strategic planning, and public and partner communication. She has subject matter expertise in prevention strategies, population health and health system transformation, focusing on a wide range of fields including the prevention of violence and the prevention of non-communicable diseases, particularly cardiovascular disease and cancer. Her expertise is the application of evidence and research to practice and programs. She received her doctorate from the University of North Carolina, Department of Health Policy and Management.

Bobbye Gray, Tobacco Cessation Administrator, writes the RFP, administers the contract for Kentucky quit line comprehensive services, and serves as a resource for all other cessation services offered across the state of Kentucky. She also works with commercial, private, and public insurers to educate them on the current acts and laws as they pertain to a comprehensive tobacco cessation benefit and to build public-private partnerships.

Livia Greenbacker, MS is a Project Manager in the Research & Evaluation Group of Public Health Management Corporation (PHMC), located in Philadelphia. She holds a Bachelor’s Degree in Psychology from Villanova University and a Master of Science in Experimental Psychology from Saint Joseph’s University. She joined PHMC in January 2013 as a Research Associate and currently leads the evaluation of several projects related to worksite health and wellness, early childhood education, and tobacco prevention and control. Ms. Greenbacker has led the evaluation of the Pennsylvania Free Quitline since October 2013 and has presented research findings related to the Quitline’s reach, efficacy, and impact through oral and poster presentations at a number of national conferences, such as APHA, SOPHE, ISMHHD, and NSST.

Elizabeth Harvey is Senior Manager of Partnerships and Promotion at Canadian Cancer Society’s Smokers’ Helpline. She and her team are responsible for increasing referrals to and utilization of the quitline through increasing cessation capacity of health care providers and community partners, integrating with other cessation programs and services, and creating and implementing social marketing campaigns and other promotions to increase quit attempts and quitline service utilization. Elizabeth has a degree in Political Science and worked on Parliament Hill for a former Prime Minister.
Elizabeth has a background in government relations, advocacy, stakeholder engagement, association management and not for profit governance. She is a proud mother to two daughters and lives in Toronto, Ontario, Canada.

Rosie Henson, MSSW, MPH, currently serves as a Senior Vice President for Prevention and Early Detection at the American Cancer Society. In this role, she oversees the ACS Center for Tobacco Control along with many other prevention efforts. Rosie has over 15 years of leadership experience in tobacco control and her accomplishments include: serving as the former Senior Advisor to the former Assistant Secretary for Health, Dr. Howard Koh; leading the HHS team that published and released the 50th Anniversary Surgeon General’s report: The Health Consequences of Smoking-50 Years of Progress in 2014; leading HHS’s partnership with the Office of Personnel Management to establish a comprehensive tobacco cessation benefit in the Federal Employees Health Benefits program in 2011; leading the development of the HHS/Labor/Treasury FAQ guidance document on tobacco cessation released in May 2014; and serving as the former Director of CDC’s Office on Smoking and Health where she led the CDC’s efforts to establish the National Quitline Program working in collaboration with HHS and tobacco control partners in 2004.

Megan Jacobs, MPH, is Lead, Integrated Product Design at Truth Initiative. There, she manages and designs concurrent innovations in web, mobile and social network applications, shepherding products from formative research through iterative development to launch. Her team’s suite of smoking cessation software applications includes a large, community-centric web-based adult cessation program (BecomeAnEX.org), novel young adult mobile program (This is Quitting). Megan connects with partner organizations to enable custom, tailored delivery of these smoking cessation resources to best meet the needs of smokers they serve. She earned her MPH at the Milken Institute School of Public Health at the George Washington University and is also a graduate of University of Michigan.

Jacalyn Jenssen is a Manager of Client Services at Optum. She has served on the Client Services team since joining the organization in 2012. Ms. Jenssen works closely with clients to review strategic priorities, integrate project specifications, and execute contract deliverables. She examines activities and results to ensure deliverables meet contract specifications and client goals. Additionally, Ms. Jenssen monitors client budgets and develops projections based on volume and trend data.

Ms. Jenssen has more than 7 years of account management experience in the healthcare industry. Before joining Optum, Ms. Jenssen worked at BroadReach Healthcare LLC on a management and leadership training program for medical doctors in Zambia. The program was a collaboration between the Zambian Ministry of Health, the Merck Foundation, and the U.S. Agency for International Development (USAID). She developed the program budget, created customized curriculum, and forged strong relationships with program stakeholders. Ms. Jenssen holds a Master's degree in Business Administration from the University of South Carolina.

Shelley Karn is the Project Director for the Tobacco Research & Evaluation Team with the University of Texas at Austin, Kinesiology and Health Education Department. The projects include community coalition evaluation as well as clinical interventions for systems change for tobacco cessation. Shelley also directs the development and implementation for a statewide college initiative focused on reducing life-long initiation for tobacco use. She has more than 15 years of experience in prevention initiatives including tobacco cessation, cancer control initiatives, comprehensive pregnancy prevention programs, nutrition education, and school health projects. Shelley is a Certified Healthcare Reform Specialist and works to incorporate simple solutions to adhere to the requirements of the new reform policy.

Jennifer Dickson Keith, MPH, CPH is the Director of Evaluation and Operations of PHMC’s Research and Evaluation Group. She has served on the PADOH Tobacco Prevention and Control Evaluation project for over ten years and has extensive experience in the tobacco prevention and control field. Jen earned a B.A. in Sociology at the College of New Jersey (formerly Trenton State) and an M.P.H. from the University of Michigan.

Paula Keller, M.P.H. is Director of Cessation Programs at ClearWay MinnesotaSM, an independent, non-profit organization that improves the health of Minnesotans by reducing the harm caused by tobacco through research, action and collaboration. She administers QUITPLAN® Services (Minnesota’s free population-based cessation services), oversees ClearWay Minnesota’s cessation policy work, and manages cessation evaluation activities. She has 15 years of tobacco control experience including work with quitlines, health systems change, cessation policy and increasing utilization of evidence-based treatment. She has also worked on public health initiatives for the federal government and
Laurie Krupski, PhD, has over a decade of experience providing robust planning, implementation, training and evaluation for wellness and tobacco cessation programs for the general, college and military populations. Her doctorate is in Counselor Education, she is a trainer of Tobacco Treatment Specialists and she is certified in Mindfulness, Health Education and Rehabilitation Counseling. As a clinical manager and health scientist, she regularly researches best practices and promotes evidence-based behavior change. Her latest contributions to the field of cessation involve comparing mono-therapy to combination therapy among heavy smokers and different forms of NRT among light smokers. Dr. Krupski has been with Roswell Park Cessation Services since 2012 as part of their leadership team managing clinical operations, trainings, and counseling protocols including the provision of phone and web-based cessation medications. She contributes regularly to quality assurance efforts and the use of multi-modal technologies to reach unique audiences and enhance compliance with care.

Randi B. Lachter, MPH, is Senior Cessation Manager at ClearWay MinnesotaSM, an independent, non-profit organization that improves the health of all Minnesotans by reducing tobacco use and exposure to secondhand smoke through research, action and collaboration. Randi currently oversees QUITPLAN® Services, Minnesota’s statewide cessation program designed to help all Minnesotans quit tobacco. She works closely with service contractors to ensure quality service delivery. She is involved in planning and implementing new initiatives to enhance services, program evaluation and supporting organizational efforts to promote services. She has been involved in tobacco cessation and policy work for more than 14 years through ClearWay Minnesota and the North American Quitline Consortium. She previously worked on a research project to reduce underage alcohol use in Northern Minnesota communities and in product development for the substance abuse treatment field and health care. She received her Masters in Public Health from the University of Minnesota and her BA from the University of Michigan.

Becky Lien has spent the past sixteen years conducting research and evaluation in the public health and mental health fields. She joined Professional Data Analysts in 2008 where she currently manages the statistical and analyses work. Becky conducts analysis that supports PDA’s evaluations, and coordinates with the other analysts at PDA to constantly improve the company’s methods. She enjoys many aspects of her work at PDA, but especially loves collaborating with her colleagues to find creative, effective, and efficient solutions for their clients. Becky received her Master’s Degree in Public Health (Epidemiology) from the University of Minnesota and her Bachelor’s Degree in Physics from Carleton College.

Becky has presented at the last two NAQC conferences and is looking forward to another great conference.

Amy V. Lukowski, PsyD, is clinical director of health initiatives programs at National Jewish Health in Denver, Colorado. She is a licensed psychologist, Tobacco Treatment Specialist (TTS) and a MINT (Motivational Interviewing Network of Trainers) trainer. Amy has expertise in working clinically with both individual patients and populations in overcoming dependence and creating health behavior change in the areas of tobacco cessation and weight management. Amy also serves as Associate Professor at National Jewish Health and the Department of Psychiatry at the University of Colorado Denver. Currently, she is responsible for the clinical leadership, staff training, aiding and monitoring the development and assessment of the program’s clinical quality assurance and quality improvement programs. She also serves as key member of senior management team and is involved with all aspects of the planning, budgeting processes, operational
Jo Masterson is fascinated by the convergence of mobile technology and behavior change… especially surrounding the area of healthcare. At 2Morrow, Jo leads the research and program development efforts to make behavior change programs more accessible by putting them directly in the hands of participants – via their smartphones. Focused on behaviors that lead chronic disease, 2Morrow’s nationally recognized smoking cessation program (SmartQuit) has been proven effective in 2 clinical trials and is used by states, employers and health plans to expand the reach of their tobacco cessation programs. The program can be integrated with telephone coaching or be used as a stand-alone program. Jo started her career as an RN and later earned a Master’s in Business Administration. She is a Certified Corporate Wellness Specialist who is trained in Acceptance and Commitment Therapy (ACT) and tobacco cessation. In 2000, Jo was named a 40 under 40 by the Puget Sound Business Journal. Masterson is the COO of 2Morrow which she cofounded in 2011.

Chad Morris, Ph.D., is a Professor at the University of Colorado School of Medicine, Department of Psychiatry where he directs the Behavioral Health & Wellness Program (BHWP) and Wellness Leadership Institute. He is also the Vice President of Spark Inspiration which offers corporate wellness solutions. While he began his career as a clinical psychologist studying and treating bipolar disorder and schizophrenia, he had the personal realization that it didn’t matter what psychiatric services he offered patients, if they were disabled or dying due to tobacco use and other modifiable behaviors. Therefore, in 2006 he created BHWP which is a multidisciplinary center of excellence for research, training, public policy, and clinical care. BHWP has now provided consultation to over 30 states, preparing providers and systems to deliver tobacco cessation and wellness services. Dr. Morris is also the principal investigator of a number of studies and clinical trials investigating the effectiveness of tobacco cessation strategies across the lifespan. Much of this work has focused on smokers with behavioral health conditions and other disparity populations. BHWP’s specialty is translational research and consultation. BHWP has created a strong foundation of peer-reviewed work and, at the same time, has built pragmatic evidence-based resources for healthcare clinicians, administrators, advocates, and peers. Chad Morris has also sat on local, state, and national boards. He is a past president of the Colorado Psychological Association and past Council of Representatives member for the American Psychological Association. He recently finished his term on the Colorado Governor’s Interagency Council on Homelessness. He brings his experience as a clinician, researcher, trainer, and leader to NAQC’s board position.

Tasha Moses is a Program Manager for the North American Quitline Consortium (NAQC) where she manages the eReferral portfolio. A passionate public health professional, Mrs. Moses’ background encompasses over 15 years of diverse experience in the non-profit, healthcare, government and business sectors. She has a reputation and successful track-record for designing and executing cross-sector initiatives and for forging multi-sectorial collaborations. Her background has afforded her the opportunity to serve as a content expert with organizations such as the American Cancer Society, Institute of Medicine, Health Services and Resources Administration, Office of the National Coordinator and the Centers for Disease Control on topics such as program administration and planning, development and delivery of workshops, technical assistance delivery to grantees and grant reviews. She holds a Dual Bachelor’s of Science Degree in Political Science and Sociology from Northeastern University and a Master’s of Public Administration Degree in Healthcare Administration and Policy from New York University.

Marci Nelson, Health Program Specialist with the Utah Department of Health Tobacco Prevention and Control Program, manages contracts that provide tobacco cessation medications and services to disparately affected populations across the state. She has been with the Tobacco Prevention and Control Program for sixteen years and has experience overseeing a variety of projects including Utah’s tobacco-free hospital campus initiative and Recovery Plus: Living Tobacco Free, a program to promote health and wellness for adults with mental illness and/or substance use disorders. Ms. Nelson also works with insurers to increase access to cessation services and oversees the program that trains healthcare professionals on the Clinical Practice Guideline for Treating Tobacco Use and Dependence. She earned her Bachelor of Science in Community Health Education from Brigham Young University and is a Certified Health Education Specialist (CHES).
Ann Marie Newman is a Sr. Outreach Coordinator with the Tobacco Research & Evaluation Team at the University of Texas at Austin. Her primary focus is to coordinate with health care systems across Texas in implementing the eTobacco Protocol. Her responsibilities include community outreach, training and demonstrating the value of the eTobacco Protocol, working with electronic medical records companies, and collaborating with other statewide entities that have an interest in tobacco cessation. Ann Marie’s background is in diversity and inclusion that includes work experience with the American Cancer Society, UNICEF-Mexico, and Kingston Legal Aid Clinic.

Judy A. Ochs is the Director of the Division of Tobacco Prevention and Control, Bureau of Health Promotion and Risk Reduction in the Pennsylvania Department of Health. Ms. Ochs joined the PA Department of Health as the Director the Division of Health Risk Reduction in 1999, and in 2000 became the Director of the newly created Division of Tobacco Prevention and Control. Prior to joining state government, Ms. Ochs worked in the healthcare industry including service as CEO and partner of a county based cardiac monitoring and long-term event monitoring service; Director of Development and Outreach for a cardiology practice that included implementation of a comprehensive program that enhanced outreach and a specialized research program for FDA approved cardiac drugs. Service has also included work in a hospital system to develop and launch one of the first Family Practice Residency programs in Pennsylvania and assist in the hospital accreditation process.

Katie Olson is the Health Outcomes Analyst at National Jewish Health. She is responsible for overseeing data collection and data management including analysis and reporting of all program projects. Katie received her Bachelors in Biomedical Science with a minor in chemistry and Masters in Public Health with an emphasis in epidemiology from Grand Valley State University.

Ms. Jane Parker is the Cessation Manager and the architect of the cessation program within Tobacco Free Florida, managing more than $115 million in contracts with Florida’s cessation providers. When moving to Florida state government in 1997, she brought over 20 years of private sector financial industry experience specializing in administration and human resources.

Working in the Bureau of Tobacco Free Florida since 2009, Ms. Parker brought her business approach to program development. Combining her vision and entrepreneurial spirit has resulted in effective public health programs that are innovative and efficient. The CareerSource Florida Program reaches disparate tobacco users and partners with another Florida agency with the mission of employing Florida’s unemployed citizens. This unique program was presented at the 2016 Society of Research on Nicotine and Tobacco’s Annual Meeting in Chicago.

Ms. Parker demonstrates a nothing-is-impossible attitude and approaches each day with the determination to be of service for the benefit of others. Having lost both parents to tobacco-related illnesses by the time she was 32, she is passionate about tobacco cessation.

Susan Pike, Operations Manager for Roswell Park Cessation Services, has 20 years’ experience in logistic management. With a Bachelor’s degree in Business Management and a Six Sigma Green Belt she has dedicated her career to process improvement, streamlining client experience and functional cost containment. As the lead project director for RPCS' quality assurance plans and SOP maintenance, she acts as the liaison to IT, data management, clinical management and coaching staff to orchestrate continued compliance and increased efficiencies. Overseeing the day to day activities of the contact center staff allows Ms. Pike to stay connected to the needs of the consumer while making operational recommendations and protocol enhancements.

Vance Rabius has a research faculty appointment at the University of Texas. He is the Research Director of the Tobacco Treatment Program at MD Anderson and an Adjunct Assistant Professor of Public Health. Dr. Rabius is a founding member of NAQC.

Dr. Rabius completed his BA at the University of Kansas in Economics and Psychology, his MA at Arizona State University in Social Psychology, and his PhD at the University of Texas, School of Public Health, in Behavioral Science, Biomedical Statistics, and Health Economics.

Prior to accepting a research faculty appointment at MD Anderson, Dr. Rabius was a Senior Scientist at the American Cancer Society (ACS), where he directed research related to smoking cessation at the National Cancer Information Center.
Dr. Barbara Schillo has over 20 years of experience in conducting applied research, managing research and public health programs, and organizational management and leadership. Dr. Schillo is currently a member of the four-person executive team that directs the operations of ClearWay Minnesota. As Vice President, she leads research and cessation programs, coordinates efforts to translate knowledge into initiatives that reduce tobacco use, and provides the organization strategic and administrative leadership. Prior to becoming a Vice President, Dr. Schillo served as the organization’s Director of Research Programs from 2001 to 2008. She currently serves on the Board of Directors for the North American Quitline Consortium and is a past Advisory Council Member.

During Dr. Schillo’s time at ClearWay Minnesota, she has worked to develop innovative tobacco cessation programs and has developed a nationally recognized research program that has advanced tobacco control science. She has a passion for engaging in research that advances policy, having been actively involved in helping to pass Minnesota’s
comprehensive smoking ban, a recent statewide tobacco tax increase, and other public policies. Dr. Schillo is active in sharing research findings with others and has published on the topics of tobacco control including quitlines, tobacco control mass media campaigns, tobacco-related disparities in priority populations, and tobacco policy.

Steven Schroeder, MD, is Distinguished Professor of Health and Healthcare at the University of California San Francisco, where he directs the Smoking Cessation Leadership Center (SCLC). A graduate of Stanford University and Harvard Medical School, he trained in internal medicine at Harvard and in epidemiology at the CDC. He held faculty positions at Harvard and George Washington University. Between 1990 and 2002 he was President of the Robert Wood Johnson Foundation, where he initiated programs in tobacco control that resulted in $500 million in grant expenditures during his tenure. The SCLC, which he founded in 2003, works with professional societies, federal and state organizations, and advocacy groups to both increase the number of smokers who attempt to quit and increase the probability of a successful quit. It has partnered with over 80 organizations, launched the "Ask, Advise, Refer (to a quitline)" alternative for busy clinicians, developed the blue card for 1 - 800-QUIT NOW (over 5 million now in circulation), broadened the range of clinicians involved in smoking cessation, and helped to focus more attention on the lethal combination of smoking and behavioral health conditions. A member of the National Academy of Medicine (formerly IOM), he chaired the American Legacy Foundation Board of Directors (now Truth Initiative), and served on the editorial board of the New England Journal of Medicine for 19 years. In 2014, he was named a public member of the Congressionally-mandated federal Interagency Committee on Smoking and Health.

Barry Sharp, MSHP, MACM, MCHES, has served as a health educator in the Texas Department of State Health Services since 1993, and currently is the manager of the Tobacco Prevention & Control Branch in the Health Promotion and Chronic Disease Prevention Section. Now in his 18th year in tobacco, he has served as the Tobacco Prevention & Control Program coordinator and was the initial coordinator of the Texas Youth Tobacco Awareness Program. He is a Master Certified Health Education Specialist (MCHES), with a bachelor’s degree in health promotion from the University of Texas at Austin, and master’s degrees from Texas State University in San Marcos and United Theological Seminary in Dayton, Ohio. He is a graduate fellow of both the National Public Health Education Leadership Institute and the South Central Public Health Leadership Institute. He is also an ordained deacon in the United Methodist Church focusing on health ministry.

Etta Short is a Public Health professional with over 25 years of experience managing behavior change and health promotion programs in clinical, government, non-profit and corporate settings. Her work responsibilities have included program development, adult education, instructional design, training, community organization, evaluation, cultural competency and materials development. Her expertise includes smoking cessation and prevention, weight management, and lifestyle behaviors.

Etta joined Optum, formerly Free and Clear, in 2005 to establish a Quit Coaching training program. As Director of Learning and Performance, she designed the Quit for Life new hire and continuing education curriculum.

She has served as Director of Clinical Development and Implementation since 2013. In this role, she provides oversight, expertise and leadership for the development of behavior change aspects of Quit for Life’s telephonic, face to face and digital coaching programs.

Etta supports the World Health Organization’s effort to develop and improve national quitlines in low and middle income countries by delivering quitline counselor and manager trainings internationally. She co-authored two training manuals on the treatment of tobacco dependence for WHO, “Training for tobacco quit line counsellors” and “Strengthening health systems for treating tobacco dependence in primary care – training for primary care service managers”.

Etta earned a bachelor’s degree in English Literature and a teaching credential from University of California at Los Angeles, a master’s in Public Health Education from the University of Washington and she is a graduate of the Northwest Public Health Leadership Institute.

Etta has dedicated her career to helping people achieve their health goals. She is personally committed to living a healthy lifestyle. She lives in Seattle Washington and enjoys the time she spends with her family making healthy meals, walking, running skiing and hiking.
David Spaulding is a Program Manager of MaineHealth’s Center for Tobacco Independence (CTI) in Portland, Maine. Since joining CTI in 2008, he has managed the Maine Tobacco HelpLine, which CTI operates on behalf of the Maine Centers for Disease Control. For the last four years he has focused his efforts on registration and referrals, collaborating with colleagues doing clinical outreach and media/promotion, and generally trying to extend reach. Prior to CTI, David worked in the areas of general management, organizational development, vocational rehabilitation, and domestic violence prevention. He has a B.A. in Psychology and graduate course work in Rehabilitation Counseling.

Joyce Swetlick has been involved in tobacco prevention and cessation for 26 years is very proud to be part of the NC Public Health Tobacco Prevention and Control Branch as the Director of Tobacco Cessation for the past eight years. Her responsibilities with the Branch include building infrastructure to advance evidence-based tobacco cessation through NC providers, public and private health plans/payers, employers and community groups; and managing the NC Tobacco Use Quitline, QuitlineNC.

Wayne Tormala has been working in the human services field for 41 years, where he has enjoyed a career in both the public and private sectors at the local, state, national and global levels. Wayne has directed programs across a wide range of issues, including world hunger, mental health, HIV/AIDS care and prevention, environmental conservation, poverty, economic development, and public health. In the past 15 years, Wayne has developed several national models of economic development and public health for high-risk, disparate populations. Wayne has performed extensive public-speaking and media work throughout his career in local, state, and national venues. He has served on several boards and commissions, and is currently serving as Chair of both the North American Quitline Consortium and the City of Phoenix Human Services Commission, the American Cancer Society’s CEO’s Against Cancer, Arizona Wellness Council, and the Governor’s Council on Aging.

Lori Travis, MS is a Program Manager of Evaluation for the MaineHealth Center for Tobacco Independence (CTI) in Portland, Maine. Lori has been working at CTI since 2013 doing program evaluation and data reporting for the Maine Tobacco HelpLine and Tobacco Treatment Training Programs. Prior to CTI she has worked as senior level analyst on various national level research projects at the Maine Medical Research Institute Center for Research and Evaluation. Lori has Masters in Statistics (MS) degree from the University of Southern Maine (2001) and has been using her analytic expertise professionally in both marketing and public health.

Vickie Tucker is currently the Division Director for Statewide Interventions within the Mississippi State Department of Health’s Office of Tobacco Control. She provides administrative oversight and direction regarding the development, implementation, and evaluation for programs and services including prevention, statewide healthcare provider associations, and cessation treatment services. She is also responsible for ensuring trainings for MSDH staff and other healthcare providers regarding tobacco-related 5 As as well as facilitating stakeholder meetings for the development of the 5-year tobacco control strategic plan.

Robert Vargas has been with Optum for 11 years supporting the growth of the Quit for Life© Program. As the current Clinical Director of the Quit for Life Program, he works on ensuring that current programs and protocols are founded in evidence and best practices. Robert has his Masters of Social Work Degree from the University of Washington with a focus in populations with mental health and chronic health conditions, and a Masters in Public Health Degree with an emphasis in Health Promotion and Behavioral Sciences from San Diego State University.

Dr. Robert Volk is a Professor in the Department of Health Services Research at the University of Texas MD Anderson Cancer Center in Houston, Texas. A decision scientist, he heads the Shared Decision Making Collaborative at MD Anderson where he was also named Outstanding Patient Educator in 2012 and received a President’s Recognition for Faculty Excellence award in 2016. His patient decision aids have received two Telly Awards and a platinum Hermes Creative Award for best film and video production in the area of health care. He serves as a member of the Steering Committee for the International Patient Decision Aid Standards (iPDAS) Collaboration, which recently published a series of standards for developers and users of patient decision aids. He is co-principal investigator of the John M. Eisenberg Center for Clinical Decisions and Communications Science, an AHRQ-funded center for translation of complex scientific information into materials for consumers, clinicians and policymakers. His recent PCORI funding focuses on promotion of informed decisions about lung cancer screening with low-dose computed tomography. Finally, he was recently named to the Advisory Panel on Communication and Dissemination Research for PCORI.
Ms. Sara Wolfe has been with the Maryland Department of Health and Mental Hygiene, Center for Tobacco Prevention and Control since August 2006. As the Chief of Cessation and Health Systems Initiatives, she oversees cessation efforts and several health system pilot projects such as developing electronic referrals to the Maryland Tobacco Quitline, and worked with the Maryland Medicaid Program to establish an administrative match for Quitline services. She assisted in establishing the Maryland Tobacco Quitline, and also manages media and health communication efforts which have been effective in reducing tobacco use prevalence among residents in Maryland. Ms. Wolfe holds a Master of Science in Health Promotion and Management from the American University and Bachelor of the Arts in Sociology, from Susquehanna University.