

Session Descriptions



Monday, April 7, 2025

Opening Session

A Vision for a Commercial Tobacco-Free Future

Maggie Mahoney, Public Health Policy Consultant

In this session, attendees will learn about the main themes and major conclusions of the 2024 U.S. Surgeon General's Report, "Eliminating Tobacco-Related Disease and Death: Addressing Disparities." The groundbreaking report describes the history of commercialization of tobacco, the industry's role in creating and sustaining health disparities, and strategies that can reduce tobacco-related disparities. The presenter will provide an overview of these topics, as well as the report's call to action to achieve a future free of commercial tobacco.

Yoga and Movement Break with Kirsten DeHaven

Kirsten DeHaven, E-RYT 500 and Doctor of Chiropractic Candidate

Take a 20-minute guided movement break to refresh your body and mind between sessions. This yoga and movement break will include gentle stretches, mindful breathing, and low-impact movements designed to relieve tension, improve circulation, and boost energy. No special equipment needed—just bring yourself and get ready to move!

Panel

Where We're at and Where We're Going: Navigating a Path Forward During Uncertain Times

Moderated by Mark Meaney, JD, MA, Director of Commercial Tobacco Control Programs, Public Health Law Center, including Carol McGruder, Joelle Lester, JD, Executive Director, Public Health Law Center; Ruth Malone, RN, PhD, Mary Harms Endowed Chair, Department of Social and Behavioral Sciences, School of Nursing, UCSF.

Breakout Session 1

Advancing Commercial Tobacco Retail Policies

Tobacco Retail Licensing 101: Basic and Advanced Policies

Marisa Katz, Public Health Law Center; Rachel Callanan, Public Health Law Center

The Public Health Law Center provides free legal technical assistance across Minnesota on a wide range of commercial tobacco control policies. This session focuses on tobacco retail licensing (TRL) ordinances for cities and counties, including policy provisions that meet minimum legal requirements. Presenters will then explore how jurisdictions can include additional public health-oriented provisions, such as restricting the sale of flavored tobacco products, and more. Attention will also be given to the process of requesting legal technical assistance and working with PHLC to ensure TRL ordinances and other policies are comprehensive, up to date, and protective of public health.

- Participants will assess federal, state, and local requirements related to tobacco retail licensing ordinances.
- Participants will identify additional point-of-sale policy provisions beyond minimum requirements that enhance public health protection.

What Motivates Local Policymakers to End Flavored Commercial Tobacco Sales?

Elyse Levine Less, Tobacco-Free Alliance; Emily Anderson, Association for Nonsmokers – MN; Molly Schmidtke, Association for Nonsmokers – MN.

Ending the sale of flavored commercial tobacco products, including menthol, is an effective public health strategy. This session explores the decision-making process behind comprehensive flavored tobacco bans and identifies factors driving policymakers to support them. Using insights from interviews with policymakers from Minnesota cities that enacted such policies, four main themes emerged around communication, messengers, reliable information, and motivators. Findings revealed the value of sustained, trusted relationships between policymakers and advocacy organizations that provide effective education and community mobilization. The session will equip participants with insights into decision makers' motivations, effective messaging techniques, and practical advocacy strategies.

- Participants will gain insights into the motivations and decision-making processes of policymakers who passed comprehensive flavored tobacco policies and learn practical strategies to engage policymakers in supporting such policies.

Engaging Youth in Commercial Tobacco Work

Fear Appeals in Tobacco Prevention: Considerations and Alternatives for Working with Youth and Partners

Madeline Bremel, Program Director, Minnesota Prevention Resource Center.

While fear appeals sometimes lead to changes in perceptions or behavior, they are far less effective than strategies that model skills and solutions to limit risk behaviors. Fear appeals can cause trauma and harm and often do not lead to any positive changes. This presentation will explore the research on fear appeals in prevention work, why they should be avoided, what can be used instead, and how to begin having conversations in your community around different approaches.

- Participants will recognize why fear appeals should be avoided in tobacco prevention.
- Participants will learn effective alternatives and conversation starters to replace fear appeals in prevention efforts.

Unfiltered Truth: Youth-Led Action Against Big Tobacco

Liz Johnson, American Lung Association; Chelsey Skogen, American Lung Association.

Big Tobacco continues to target youth with flavored nicotine products, fueling addiction and mental health risks. This interactive workshop explores Youth Voices Speaking Truth to Big Tobacco— that engages young people to expose harms and tactics caused by commercial tobacco and vaping. Participants will learn strategies to engage youth in advocacy, access program tools, and gain inspiration from firsthand stories. Through discussion and hands-on materials, attendees will leave equipped to launch or strengthen youth-driven campaigns in their communities. Together, we can elevate youth voices, drive policy change, and hold the tobacco industry accountable.

- Participants will engage youth in storytelling activities and share their experiences with others.
- Participants will explore toolkit resources and identify actions they will take or adjust based on the session.

Using Data to Advance Programs and Policy

Responder Bias Impacts Commercial Tobacco Use Data in Health Survey

Dr. Jonathan Rose, Executive Director of West African Collaborative.

The purpose of this presentation is to present culturally generated data on tobacco use, and to discuss how responder bias by a vulnerable population can skew data significantly. Recent survey studies from traditional mainstream sources show reduced rates of use for commercial tobacco products by all youth, with dramatic reductions for black youth. While research trends show a steady decline in use across demographic groups, significant disparities still exist. Studies led by and originating from within BIPOC communities often show marked disparities and higher rates of use than data from mainstream sources.

- Participants will analyze updated data on tobacco and vape use within West African communities.
- Participants will examine how responder bias among vulnerable populations can consistently and significantly impact data accuracy.

State and County Commercial Tobacco Profiles: Data Sources and Uses

Kat Panas, Surveillance Coordinator, Minnesota Department of Health; Sue Sing Lim, Evaluator, Minnesota Department of Health; Diana Zaato, Evaluator, Minnesota Department of Health.

This session will present on state and local commercial tobacco data from the Minnesota Student Survey, Counter Tools, and the commercial state and county profiles. Participants will learn about the background of these data sources and how they can be used in day-to-day commercial tobacco control and prevention work.

- Participants will compare the utility of various commercial tobacco data sources to determine their applicability for program development and evaluation.
- Participants will describe commercial tobacco profiles and apply them effectively to inform their work.

All You Need to Know About Quit Partner

Mike Sheldon, Minnesota Department of Health; Heidi Larson, Minnesota Department of Health.

This presentation will take an in-depth look at Quit Partner, Minnesota's free and comprehensive commercial tobacco treatment program. The program offers one-on-one phone coaching, free nicotine replacement therapy, email, text and online support. Quit Partner also provides specialized programs for pregnant or postpartum individuals, those living with mental illness or substance use disorders, and American Indian communities. My Life, My Quit, a free and confidential program for teens, offers age-appropriate support to quit vaping through text, chat, and phone coaching. The session will cover the program features, specialty programs, benefits, enrollment processes, coaching strategies, referral procedures, and marketing efforts.

- Participants will gain knowledge and tools to promote and implement Quit Partner resources in their communities.

Strengthening Commercial Tobacco Policies: Pricing and Collaboration Examples

The Price is Right: No Deals for Big Tobacco

Willow Anderson, Public Health Law Center; Katie Engman, Association for Nonsmokers – MN.

Discover how your community can combat commercial tobacco use through proven policy strategies. Learn how Minnesota cities, counties, and tribes can set minimum prices, prohibit coupons and discounts, and cap retail licenses to reduce commercial tobacco use, especially among price-sensitive youth. Join an experienced Program Director and public health attorney who will guide you through successful policy implementation, sharing real

Minnesota examples and practical steps for your community. Get insights on crafting effective policy language and learn about free legal technical assistance available to support your efforts.

- Participants will assess actionable policies to prohibit discounts and establish minimum prices for commercial tobacco products.
- Participants will compare effective license capping strategies to reduce commercial tobacco use in local communities.

Tobacco Policy Amendments in Minneapolis, Minnesota, Utilizing A Collaborative Approach

Evalyn Carbrej, Minneapolis Health Department.

In May 2024, Minneapolis adopted 4 amendments to its tobacco control policy. This session will share the collaborative approach between Minneapolis Health Department staff and community partners in developing the policies, engaging with community and policy makers, and lessons learned from the process. It will also share the pre-and post-ordinance implementation store assessments of the impact of the changes on the price of commercial tobacco products, use of coupons in tobacco product shops, and in-store promotions of commercial tobacco products. Participants will learn creative strategies to gain support for tobacco control measures that could be implemented in their community.

- Participants will understand the impact of tobacco control policies on the price and promotion of commercial tobacco products.

Where The Rubber Meets the Road: Lessons from Using a Racial and Health Equity Policy Analysis Tool

Gene Nichols; Chris Smith, Minnesotans for a Smoke-Free Generation; Chris Matter, Center for Racial and Health Equity, Blue Cross and Blue Shield of Minnesota.

This session will focus on the Minnesotans for a Smoke-Free Generation coalition's focus on racial and health equity and an equity analysis tool that it uses to conduct policy analyses and inform policy recommendations. The purpose of this session is to have participants learn about the importance of an equity analysis practice in commercial tobacco policy advocacy work and how to approach it. This presentation will include panel presenters with ample time for discussion and Q&A.

- Participants will understand the importance of incorporating an equity analysis practice in commercial tobacco policy advocacy work.
- Participants will identify key components of a racial and health equity policy assessment.

Breakout Session 2

Empowering Youth: Advocacy and Community Partnerships in Commercial Tobacco Prevention

Empowering Voices: Advancing Youth Advocacy

Jace Schroeder, myHealth for Teens & Young Adults; Katie Engman, Association for Nonsmokers – MN; Ashely Gardner, Healthy Community Initiative.

Youth are a primary target of the tobacco industry, yet they are not always given a seat at the decision-making table. Empowering youth and uplifting their voices in policy work is a key component in creating change. Youth are critical assets when they are given the platform to share their voice, time, and experiences. Through our work in commercial tobacco, we can support youth in developing skills to reach their potential while also creating thriving communities where commercial tobacco doesn't interfere with their successes. Ensuring youth have a seat at the table is key to advancing tobacco prevention efforts.

- Participants will identify roles that youth can play in the Policy, Systems, and Environmental Change process.

Empowering Youth: Strengthening Community Partnerships to Reduce Commercial Tobacco Use

Lia Burg, Washington County Public Health & Environment; Chelsey Skogen, American Lung Association; Vikram Sharma, Health Partners TLC member, Smokeless Tobacco Researcher at the Stepanov Lab, Senior at St. Croix Preparatory Academy.

Join us for a breakout session that explores local level partnership opportunities that empower youth in the fight against Big Tobacco. Learn about Youth-Led Commercial Tobacco Store Audits with Washington County Public Health & Environment, American Lung Association, and HealthPartners where youth leaders audited over 100 retail stores and collected data at the point of sale. Come engage with participants of this project and learn how youth voices are making an impact on the commercial tobacco landscape of our communities.

- Participants will examine effective strategies for engaging youth in commercial tobacco advocacy and policy change.
- Participants will define how data collection can inform strategies to reduce youth access to and exposure to commercial tobacco.

Minnesota's Smoke-Free Landscape: State Protections, Local Opportunities, and Emerging Issues

Marisa Katz, Public Health Law Center; Kelly Smeltzer, Minnesota Department of Health.

Join this session to refresh your knowledge about the Minnesota Clean Indoor Air Act (MCIAA) and other state/local smoke-free and commercial tobacco-free policies. Presenters will take you on a journey through the history and protections of the MCIAA. We'll explore the opportunities to expand on those protections with local laws, K-12 policies, and private worksite and smoke-free housing policies. Presenters will share the emerging challenges and public health protections in new state laws to legalize adult-use cannabis. We'll troubleshoot challenges attendees are currently facing in their local communities, including growing interest in allowing so-called cigar bars and hookah lounges.

- Participants will learn about statewide protections under the Minnesota Clean Indoor Air Act and explore emerging issues.
- Participants will identify opportunities to expand protections in employment, housing, and outdoor areas.

Reframing School Policies on Teen Vaping: From Punishment to Support

Taylor Blakeman, Carlton Cook Lake St. Louis Community Health Board; Liz Johnson, American Lung Association; Helen Bagshaw, Winona County Alliance for Substance Abuse Prevention (ASAP).

Schools often respond to teen vaping with punishment, but supportive policies lead to better outcomes. This session equips public health professionals with tools to advocate for policies that prioritize addiction recovery and community engagement. Join us to examine common barriers and explore public health resources for effective school policy change. Learn strategies to build community support for sustainable implementation, hear successes, and lessons learned from Winona and Northeast Minnesota. Gain practical insights to lead efforts that move beyond punishment, ensuring students receive the support they need for long-term health and success.

- Participants will increase their knowledge and confidence in advocating for supportive school vaping policies.
- Participants will identify concrete next steps for policy review, coalition-building, or other actions to advance implementation efforts.

Innovative Approaches to Tobacco Cessation: Lessons from Two Community-Informed Initiatives

Idalis Riley, Manager of Health Policy & Advocacy, NorthPoint; Lucy Faerber, MPH, Senior Program Manager, Advocates for Better Health; Amber Kerrigan, Senior Program Manager, Advocates for Better Health.

This presentation will share insights and outcomes from two community-driven projects led by NorthPoint Health & Wellness Center in collaboration with Advocates for Better Health and will emphasize culturally tailored approaches to support tobacco cessation in the Black community. The first project, Improving Culturally Tailored Tobacco Cessation Support (2023), utilized focus groups and qualitative data analysis to improve NorthPoint processes to encourage quit attempts. The second project, Supporting Tobacco Cessation with a 30-Day Challenge (2024), encouraged goal setting and utilized daily messaging to support participants in reducing commercial tobacco use during three structured challenges in June, July, and August 2024.

- Participants will assess strategies for collecting and applying community feedback to develop culturally tailored tobacco cessation programs.

Addressing Commercial Tobacco Health Equity in Minnesota's African born Community

Gemeda Bultum, Sub-Saharan African Youth & Family Services in Minnesota.

Addressing Commercial Tobacco Health Equity in Minnesota's African born Community. SAYFSM (Sub-Saharan African Youth and Family Services in Minnesota) addresses tobacco-related health disparities within the African-born community through culturally sensitive education and outreach. The organization employs multilingual resources, community engagement, and partnerships with faith-based groups and media to disseminate health information. By mapping the retail tobacco environment and advocating for tobacco control policies, SAYFSM aims to empower individuals to make informed health decisions. Our mission was focusing on fostering health equity, inclusion, and community empowerment to mitigate the adverse effects of tobacco use among African-born residents in Minnesota.

- Participants will examine the contributory factors of health disparities in tobacco-related health outcomes, including race, socioeconomic status, geography, and access inequities.
- Participants will assess health equity initiatives in tobacco control, measure their impact, and identify strategies to address existing gaps.

Closing Session

Policy Ain't Enough! Hard Won Lessons Learned in The Long Fight Against Big Tobacco!

Carol McGruder, co-founding member and Co-Chairperson of the African American Tobacco Control Leadership Council

Discussion and exploration of the African American Tobacco Control Leadership Council's fight to get and keep banning the sale of mentholated tobacco products on our collective agendas.

Tuesday, April 8, 2025

Opening Session

Where We're At and Where We're Going: Navigating a Path Forward During Uncertain Times – Part 2

Moderated by Mark Meaney, JD, MA, Director of Commercial Tobacco Control Programs, Public Health Law Center, including Carol McGruder, Joelle Lester, JD, Executive Director, Public Health Law Center; Ruth Malone, RN, PhD, Mary Harms Endowed Chair, Department of Social and Behavioral Sciences, School of Nursing, UCSF.

Panel

Keeping it Sacred: The Journey of Traditional Tobacco Reclamation in Minnesota Tribal Nations

Moderated by Dr. Jacob Walker-Swaney (Piqua Shawnee and Potawatomi Descent), including Mat Pendleton (Lower Sioux Indian Community), Gary Charwood (Leech Lake Band of Ojibwe) and Gina Boudreau (White Earth Nation).

This panel will showcase the impactful work of past and present Tribal Tobacco grantees alongside the American Indian Community Initiatives Unit. Panelists will discuss the Culture as Prevention framework, the evolution of their efforts over time, and how Tribal communities lead and shape their initiatives. Attendees will gain insight into the successes, challenges, and future directions of commercial tobacco prevention and control within Tribal communities.

Breakout Session 3

Weaving Youth, Schools, and County Policy in Greater Minnesota

Brea Hamdorf, Aitkin County Public Health; Liz Johnson, American Lung Association; Taylour Blakeman, Carlton Cook Lake St. Louis Community Health Board.

Discover Aitkin County's approach to commercial tobacco prevention, blending youth engagement, school policy co-design, and county ordinance updates. This session will explore how the county tackled challenges like industry interference, and the complexities of community values in rural prevention work. Join us to celebrate successes, lessons learned, and the role of youth voices in driving change. Attendees will leave with practical tools, actionable strategies, and gain inspiration to strengthen grassroots efforts and community relationships in their own areas. Join us for an honest reflection on advancing commercial tobacco prevention in Greater Minnesota.

- Participants will identify strategies for integrating youth, schools, and county policies, as measured by submitted key takeaways in session evaluations.
- Participants will reflect on their prevention journey by drafting ideas in a planning document and assessing their usefulness in follow-up evaluations.

Partnerships to Address Vape Waste

Addressing Nicotine Product Waste: Environmental and Public Health Impacts

Willow Anderson, Public Health Law Center; Molly Schmidtke, Association for Nonsmokers – MN; Maria Jensen, Recycling Electronics for Climate Action.

Explore the overlooked environmental and public health impacts of nicotine product waste, from cigarette butts to disposable vapes. This session examines how these products contribute to environmental pollution through toxic chemicals, heavy metals, and non-biodegradable plastics. Learn about innovative policy solutions and community-based strategies to address this growing problem, including extended producer responsibility policies and local bans on disposable nicotine products. Presenters will share successful initiatives that demonstrate the power of

collaboration between public health advocates, environmental organizations, and policymakers in tackling nicotine product waste.

- Participants will assess the environmental and public health harms caused by nicotine product waste.
- Participants will compare policy and community-based strategies to reduce nicotine product waste and its associated harms.

Comprehensive Vape Disposal and Cessation Support in Rural Minnesota High Schools

Jeremy Radtke, PACT for Families.

This session explores a comprehensive vaping prevention project implemented in rural Minnesota high schools. Participants will learn about the integration of secure vape disposal boxes with data-tracking QR codes and the "My Life, My Quit" cessation program as an alternative to suspension. The session will cover the project's purpose, methods, outcomes, and lessons learned. Through interactive discussions, case studies, and visual presentations, attendees will gain actionable insights to replicate or adapt this model in their own communities.

- Participants will evaluate the implementation of vape disposal boxes and data tracking in high schools within their service area.

Innovative Partnerships to Tackle Vape Waste and Youth Vaping

Elyse Levine Less, Tobacco-Free Alliance; Kjirsten Anderson, Dakota County Public Health.

This presentation highlights a collaborative approach to addressing vaping's environmental and health harms through innovative youth and community initiatives. Participants will learn about the youth-led Vape Waste Team's efforts to assess youth perceptions of vape waste and create targeted messages to promote safe disposal. The session will also explore Dakota County's school vape disposal program, which has improved storage and disposal practices while fostering greater environmental responsibility. Finally, participants will gain insight about the collaborative process behind the upcoming Safe Vape Waste Disposal Earth Day event, which combines environmental stewardship with vaping prevention.

- Participants will design youth-led, environmentally focused vaping prevention initiatives and vape waste disposal programs while fostering cross-sector collaboration to enhance these efforts.

State and Community Policy Actions

The 2025 State Legislative Session and Commercial Tobacco Efforts

Emily Myatt, American Cancer Society Cancer Action Network; Emily Anderson, Association for Nonsmokers – MN.

The Minnesota State Legislative session began on January 14 in an historic way. Join Minnesotans for a Smoke-Free Generation government relations and grassroots organizers for a conversation on the state legislative session, commercial tobacco policy opportunities, tobacco industry influence, and how evolving federal funding and dynamics may impact the state. Speakers will recap action in the 2023-2024 legislative sessions, including how that has informed policy priorities in 2025 and beyond.

- Participants will describe the current legislative landscape at the Minnesota State Capitol and its impact on commercial tobacco control efforts.
- Participants will understand the Minnesotans for a Smoke-Free Generation legislative agenda and identify opportunities for engagement.

Creating a Nicotine Free Generation

Chris Smith, Association for Nonsmokers – MN; Emily Anderson, Association for Nonsmokers – MN.

At what age do you want children to begin using commercial tobacco? Fifteen? Twenty? The near universal response is "never". Commercial tobacco use typically starts young, but it exacts its deadly toll years later. Fortunately, it's possible to create a generation free of nicotine addiction. Current policy sets an age after which addiction to nicotine is OK. Nicotine-free Generation ensures that today's youth never become addicted to commercial tobacco. This session will explore Nicotine Free Generation policies including experiences from communities that have adopted the policy and an overview of advocacy strategies and policy language.

- Participants will discuss the benefits of a Nicotine-Free Generation policy.
- Participants will explore organizing strategies to engage the community in pursuing a Nicotine-Free Generation.

Transformative Narrative and Talking Points in Commercial Tobacco Work

Annie Rosemurgy, University of Wisconsin-Madison Population Health Institute; Alan Talaga, University of Wisconsin-Madison Population Health Institute.

We will outline the foundational principles of narrative and define terms. Participants will learn how to differentiate messages, narratives and values/worldviews. We will then explore how people and groups with disproportionate power come to articulate dominant narratives which are often at odds with health equity goals. Next, we'll elaborate on a set of counter-narratives that align with and elevate the values of deep health equity. Finally, we will explore one potent form of messaging- talking points. We will demonstrate how centering transformative narrative in the generation of talking points creates messages that align with our shared health equity goals.

- Participants will be introduced to foundational concepts of narrative and examine how narratives connect to health equity.
- Participants will analyze a concrete example of message generation that centers transformative narratives and aligns with shared health equity goals.

Smoke-Free Housing Insights

The New Era of Smoke-Free Housing

Jackie Siewert, Hennepin County Public Health; Alex Eberhart, Association for Nonsmokers – MN; Rachel Callanan, Public Health Law Center.

The smoke-free housing landscape in Minnesota has changed - it's not just about commercial tobacco and voluntary policies anymore. We'll cover intersections of commercial tobacco and cannabis in smoke-free housing, gaps in smoke-free housing protections, and how to lay groundwork for equitable public smoke-free housing policies. If you are currently working on smoke-free housing or if you're simply smoke-free housing curious - this session is for you.

- Participants will assess the intersection of commercial tobacco and cannabis in smoke-free housing settings and identify practical applications and resources.
- Participants will evaluate the smoke-free housing policy landscape and apply steps towards policy change using a health equity lens.

Amplifying Resident Voices on Smoke-Free Housing

Jaclyn Frank, Association for Nonsmokers – MN.

This presentation will highlight ways that Live Smoke-Free amplifies resident voices related to secondhand smoke exposure in multi-unit housing. This will include a poignant compilation of voicemails we've received from residents exposed to secondhand smoke in their homes, and a demonstration of how we have been able to gather resident stories to advocate for policy change ranging from voluntary policy to public policy.

- Participants will illustrate secondhand smoke experiences of multi-unit housing residents and recognize the urgency of implementing smoke-free policies.
- Participants will develop strategies to amplify resident stories as a tool for policy advocacy.

Community Views on Smoke Free Policies: Lessons Learned from Minneapolis

Evalyn Carbrey, Minneapolis Health Department.

The Minneapolis Health Department is exploring potential city-wide policies to reduce disparities in the availability of smoke-free housing for people living on a limited income. To gather perspectives on potential policies from diverse communities in Minneapolis, the Health Department conducted five listening sessions with community members. Most participants reported they were regularly exposed to secondhand smoke, and felt they had no course of action to change that. There was overwhelming support for a citywide disclosure policy and strong support for a citywide smoke-free multi-unit housing policy. The results will be used to gain support for future policy change.

- Participants will explore methods to engage diverse community groups in potential policy work.

Integrating Commercial Tobacco Treatment into Behavioral Health

Improving Mental Health and Substance Recovery with Commercial Tobacco Treatment

Reba Mathern-Jacobson, American Lung Association.

In this session you will learn what motivates Minnesota mental health and substance use treatment providers to integrate treatment for commercial tobacco into their services, how they did it, and how it benefits their staff and the people they serve. Resources for engaging mental health and substance use professionals will be shared. Session will include slides with words and images, and time for Q&A.

- Participants will illustrate the bidirectional relationship between commercial tobacco use and mental health/substance use challenges, as well as their role in recovery.
- Participants will identify resources to support a commercial tobacco-free future for Minnesotans with mental health or substance use challenges.

Integrating Tobacco Cessation Services into Behavioral Health for Underserved Populations

Dr. Kavita Prasad, Zumbro Valley Health Center.

We outline our rationale for developing and integrating tobacco cessation services within behavioral health in an underserved population of adults and youth in Southeast Minnesota. Our partnerships with The Lung Mind Alliance and Mayo Clinic Nicotine Dependence Center, training of staff, and continued research on our model of care are highlighted. With the rise in vaping in youth, we describe our recent model of integrating a biopsychospiritual model of care into a local school by promoting tobacco education and wellbeing.

- Participants will understand the importance of implementing tobacco cessation services in behavioral health clinics for adults and youth.
- Participants will examine the impact of stress and a holistic approach to tobacco cessation initiatives that promote well-being.

Closing Session

Cannabis Policy in the United States: Implications for Public Health

Gillian Schauer, PhD, MPH, Executive Director, Cannabis Regulators Association.

This session will provide an overview of the changing landscape for cannabis policy across the U.S. with a focus on public health. Dr. Schauer will discuss emerging regulatory and public health challenges in: cannabinoid hemp and novel cannabinoids, evolving product forms and functions, consumer safety, and engagement from and overlap with the alcohol and commercial tobacco industries.

Cannabis and Substance Use Prevention (CSUP) Program

These sessions are specifically designed for Cannabis and Substance Use Prevention (CSUP) grantees and those directly involved in cannabis and substance use-related prevention efforts.

Breakout Sessions

What Research Shows is NOT Effective in Substance Misuse Prevention

Erin Ficker, Great Lakes Prevention Technology Transfer Center

In the world of substance misuse prevention, we often hear about what does work—research-backed strategies that make a real impact. But what about the methods that don't work? Surprisingly, many communities continue to use outdated, ineffective, or even harmful prevention practices despite decades of research showing they fail to deliver. This session will explore the common yet misguided approaches still in use, shedding light on why they don't work and the unintended consequences they can create. We'll also dive into practical strategies for prevention professionals to overcome the resistance they often face when challenging long-held beliefs and entrenched practices. Join us to rethink the status quo, equip yourself with the knowledge to advocate for change, and help build more effective prevention efforts in your community.

Overview of the Strategic Prevention Framework

Madeline Bremel and Nicki Linsten-Lodge, Minnesota Prevention Research Center

We use lots of different frameworks to guide our work in Public Health: The Strategic Prevention Framework (SPF) is one such framework that was developed specifically to support substance misuse prevention work. In this presentation we will go over the basics of the SPF as they apply to prevention work in Minnesota. We will talk about the statewide system of support that is in place to guide local entities through each stage of the SPF. In addition to learning about the SPF, the spirit of this presentation comes from the understanding that we are all experts. Besides connecting participants with resources, information, and support, attendees will also have the opportunity to learn from each other.

Facilitated Networking

Traci Warnberg-Lemm, Social Motion

Join us for an interactive session to connect with colleagues and gain fresh ideas to strengthen cannabis and substance misuse prevention efforts. Through guided peer conversations you will explore what is working, what is challenging and what is next for your community. Gather ideas, actionable next steps, resources to support your work and valuable state-wide connections.

Planning Committee

- LaRaye Anderson, American Indian Specialist, Minnesota Department of Health
- Katie Engman, Program Director, Policy & Compliance, Association for Nonsmokers – MN
- Heather Hirsch, Grants and Prevention Initiatives Supervisor, Minnesota Department of Health
- Paula Keller, Commercial Tobacco Prevention and Control Coordinator, Minnesota Department of Health
- Heidi Larson, Commercial Tobacco Cessation Programs Coordinator, Minnesota Department of Health
- Pat McKone, Director, American Lung Association in Minnesota
- Pa Houa “PH” Moua, Community Health Specialist, Olmsted County Public Health
- Suzanne Nash (Bois Forte Ojibwe), Director of Tobacco Prevention and Cultural Health Programs, Indigenous People’s Task Force
- Eugene “Gene” Nichols, Community Partner
- Idalis Riley, Manager of Health Policy & Advocacy, NorthPoint Health & Wellness Center