



2022 Statewide Summit Creating Connections for Change

September 20-21, 2022 | Best Western Premier Helena Great Northern Hotel

Session Descriptions

Keynote: Culture of Care – Kassie Runsabove

In the culture of care, presentation attendees will learn the stories fostered by years of experience working in Tribal Communities and collaborations with state and funding partners led by Kassie Runsabove.

Plenary: Legislative Panel – Kristin Page-Nei, Amanda Cahill, Dr. Cathy White, Rob Cook, Lynda Vande Sandt

Hear from a panel of experts on what to expect at the upcoming legislative session, what to educate legislators on when it comes to commercial tobacco use, how to effectively communicate and build relationships with legislators and how to mobilize community members to influence change. The panel will be moderated by Kristin Page-Nei, American Cancer Society Cancer Action Network's Government Relations Director, and consist of the following individuals:

- Amanda Cahill, Social Policy Analyst and Clinical Professor of Social Work
- Rob Cook, former House Representative for District 18 and current lobbyist for American Cancer Society Cancer Action Network
- Dr. Catherine White, retired pediatrician, Montana Chapter of American Academy of Pediatrics champion on nicotine and tobacco prevention and cessation
- Lynda Vande Sandt, Tobacco Education Specialist for Liberty County

Community Readiness Assessments – Kerry Pride & John Firehammer

Determining the degree to which a community is ready to take action on an issue is an essential founding process in local tobacco policy work. How does the community and local leaders think about an issue? To what extent are local resources – people, time, funds, etc. – available to support policy change efforts? This session will provide an overview of community health assessments (CHAs) and community health improvement plans (CHIPs) and how TES can get involved and delve into the different ways to identify community readiness for policy change at the local level.

Digital Media/Marketing – Asher Agency

This session will cover Digital and Social Media Marketing 101 – with an overview of what’s available in the digital realm and the strengths/weaknesses of each channel. In addition, this session will cover how to define a target audience and call-to-action, and it will highlight practical ways to use Basecamp materials and similar Digital/Social assets to promote your message in your local area.

Plenary: E-cigarettes & Other Novel Products – Kris Minard

Tobacco products are constantly changing. What vaping devices are showing up in Montana schools these days? “Stealth Vaping” has become a big industry and makes vaping even easier to hide. Nicotine traditionally comes from the tobacco plant, but now there are synthetic varieties as well....and nicotine is not the only chemical you’ll find in vaping devices these days. Join us in this session as we identify new tobacco products and accessories and discuss current laws and policies covering their use.

ReACTing in Montana – Natalee Bohrer, Matthew Waite

Natalee Bohrer and Mathtew Waitewill present on being a reACTor in Montana, including how they educate and advocate for laws designated to protect Montana teens from the harms of Big Tobacco products.

Engaging Behavioral Health Organizations in Tobacco Control Efforts – Tamanna Patel

Tobacco – related disparities disproportionately impact individuals with mental health and substance use challenges and can further be exacerbated in rural, frontier and tribal communities. Partnering with local organizations who serve individuals with behavioral health conditions is an essential and effective approach to tobacco cessation among this population. This session will explore strategies to meaningfully engage local, public health, and mental health/substance use organizations in geographically and culturally diverse communities.

Plenary: Growing Public Advocacy and Partnership – Patricia Nichols

Meaningful engagement of community members creates momentum and sustainability for tobacco use education and policy promotion. The participation of volunteers enables the implementation of program activities that would not be efficient for paid staff to conduct and can also create links between tobacco use education activities and other community/tribal education or health promotion programs. Participants will be able to do the following: 1). Learn easy activities to identify, assess, and recruit diverse members and representation in large and small-sized communities, 2). Consider youth (reACT), young adult, and adult outreach activities and ongoing membership coordination and 3). Understand how to mobilize local community advocates to work with decision-makers in advancing tobacco policy.

Plenary: Maintaining the CIAA – New Threats to Smoke-free Laws – Liz Williams

This session will provide an overview of threats to smokefree air protections, including cigar bars, hookah lounges, preemption, and the legalization of marijuana, with a focus on risks posed by secondhand marijuana smoke. Examples will be shared from other states that are facing similar challenges to keeping their smokefree air laws strong. Participants will also hear about key messages for protecting health and maintaining the smokefree gain, and resources to provide additional information on these topics.

Networking Breakout Sessions

The Networking Breakout Sessions will give Tobacco Education Specialists the opportunity to connect with one another and discuss specific MTUPP deliverables within the Chronic Disease Prevention and Health Promotion Bureau Task Order. To view the deliverables to be discussed within each breakout session, please see the **Catalyst Deliverables** document included in your Summit packet. Tobacco Education Specialists should pick one breakout session during the first hour and pick a different breakout session during the second hour. While these breakout sessions are tailored to Tobacco Education Specialists, other partners in tobacco prevention and control are welcome to attend and engage in conversation.