

DAY 1: Monday, Nov. 16

THE LANGUAGE

Changing how we talk about tobacco use

OBJECTIVE:

Introduce Indiana tobacco control partners to the language and culture of approaching commercial tobacco control as a social justice, health equity issue.

Day 1 Speakers



LINDSAY WEAVER, M.D., FACEP

Indiana Department of Health

Dr. Lindsay Weaver joined ISDH as chief medical officer on February 3, 2020. She brings to the role a passion for both emergency medicine and end-of-life care.

Dr. Weaver is an assistant professor of clinical emergency medicine at the Indiana University School of Medicine and practices emergency medicine at Methodist Hospital in Indianapolis. She is board certified in both emergency medicine and hospice and palliative care medicine.

She earned her undergraduate degree in biology at the University of Kentucky and graduated from the University of Louisville School of Medicine. She received residency training in emergency medicine and fellowship training in hospice and palliative medicine at Indiana University School of Medicine, and she completed a fellowship in ethics at the Charles Warren Fairbanks Center for Medical Ethics at Indiana University Health.

She has served as quality director for the department of emergency medicine and physician lead for the system sepsis steering committee at IU Health. She also served as executive director for the Indiana Patient Preference Coalition and as president of the Indiana Chapter of the American College of Emergency Medicine Physicians.

Dr. Weaver and her husband have five daughters.



DR. JULIE SWEETLAND

The Frameworks Institute

Dr. Julie Sweetland is a sociolinguist and a senior advisor at the FrameWorks Institute, a think tank that equips mission-driven communicators to lead productive public conversations. FrameWorks' unique approach to communications research shapes public discourse across the nation and around the world. Their impact was recognized in 2015 with the MacArthur Award for Creative and Effective Institutions, otherwise known as the "organizational genius grant." Since joining FrameWorks in 2012, Dr. Sweetland has led strategic reframing initiatives on issues like climate change, health equity, and childhood adversity, and has helped leading advocates, policymakers, and scientists frame their issues in ways that drive change. Julie has played a key role in the Tobacco Disparities Messaging Project since its inception in 2017.



REBECCA C.

CDC's "Tips from Former Smokers"® Campaign

Growing up in California, Rebecca, age 43, told herself she would never take up smoking. But around the age of 16, Rebecca started smoking her mother's discarded cigarettes to fit in with some older kids who smoked. Over the next 26 years, Rebecca's addiction to cigarettes grew until she was smoking a couple of packs a day.

Rebecca was 42 years old when she started feeling pain in her right pinky toe. The pain grew so intense that Rebecca ended up in the hospital. She was shocked to learn she had Buerger's disease, a condition of swollen or blocked blood vessels that typically affects the hands or feet first. Buerger's is almost exclusively linked to tobacco use.

Rebecca had surgery to restore blood flow to her toes, but the damage was already done. Three of her toes needed to be amputated. The decision was made to remove all five toes on Rebecca's right foot to ensure more stability. She had to adjust to using special shoe inserts and is not able to wear all the shoes she once could.

Rebecca quit smoking to stop Buerger's from coming back to other areas of her body, and she is determined to stay smokefree. To people who still smoke, Rebecca warns: "It becomes real when it happens to you. Don't let it happen to you."

DAY 2: Tuesday, Nov. 17

THE HISTORY

Framing tobacco use as a social justice issue

OBJECTIVE:

Define and increase awareness of basic concepts, ideas and history of commercial tobacco control work as a social justice, health equity issue.

Day 2 Speakers



DANIELLE PATTERSON

American Heart Association

Danielle Patterson currently serves as the Region Team Lead, Indiana Government Relations Director for the American Heart Association. As the lead lobbyist, Danielle is responsible for developing the Indiana prevention policy agenda for AHA and for advocating heart and stroke issues in the Legislature. Under her direction, AHA successfully advocated for better nutritional standards in Indiana schools; fitness centers to be equipped with an AED and trained staff person; a modest \$.44 increase in the tobacco tax; CPR training in schools, complete ordinance in Indianapolis; CPR requirements for 911 operators; and shared use law. Danielle served as chair of the Cardiovascular and Diabetes Initiative of Indiana; the Indiana Campaign for Smoke; and the Indiana Healthy Food Access Coalition.



KENNETH RAY, MPH

The Center for Black Health & Equity

Kenneth Ray, MPH earned a Bachelor Degree in Health Education from North Carolina Central University in Durham, North Carolina (1983) and a Master of Public Health Degree from Hunter College, City University of New York (1988). Mr. Ray has 38 years of experience in implementing evidence-based interventions in state and community settings. In addition, from 2013-2018, he held the position of deputy director for the Chronic Disease Section within the Georgia Department of Public Health providing supervision over SNAP, physical activity, nutrition and tobacco use prevention state and federal contracts.



STERLING FULTON, MHA

The Center for Black Health & Equity

Sterling M. Fulton, MHA is the Evaluation Director at The Center for Black Health & Equity. Prior to her position at The Center for Black Health & Equity, she served as a Program Director for NCCARE360, North Carolina's statewide social care networking system, and Program Associate for the NC Health and Wellness Trust Fund. She is a graduate of both Hampton University and The Pennsylvania State University. Sterling is the author of *The Brain Trust Planner* and *Love in Action; Overcoming the Destructive "Isms" in Today's Society*. Sterling serves on the boards of Unity of the Triangle and NC Museum and Science Center. She is the proud mother of two Eagle Scouts. Sterling enjoys spending time with her husband and their fur-baby, a rambunctious Shorkie named Cam.



DELMONTE JEFFERSON

The Center for Black Health & Equity

Delmonte Jefferson is the Executive Director of The Center for Black Health & Equity (formerly known as NAATPN, Inc.), a national organization that facilitates public health programs to benefit communities and people of African descent. He has worked more than 20-years in public health program administration managing and directing public health programs nationally and in states such as North Carolina, Louisiana, and Georgia. He has worked with national, state, and local legislators to help shape policies in support of smoke-free establishments and restrictions on the sale of menthol and other flavored tobacco products. Mr. Jefferson is chair of the Georgia Smoke-Free Tobacco Coalition and an officer on the board of directors with the North American Quitline Consortium. He has collaborate with a cross section of public, government and private sector entities to create programs and services that promote health justice for marginalized communities and disenfranchised populations.



HEATHER KENNEDY, PHD, MPH

UpRISE, Center for Public Health Practice

Heather Kennedy, MPH, PhD, is a youth engagement activist and scholar. As an activist, she has created over a dozen youth leadership groups and engaged teens in local, state, and federal policy advocacy. As a scholar she is involved in a variety of community engaged research and teaching activities that disrupt power imbalances in youth engagement. She has several peer-reviewed publications advancing the knowledge base for high-quality youth-adult partnerships. At 17, Heather learned the power of her voice, and ever since she has been a stalwart advocate for supporting adults to engage youth authentically.



ROD LEW

APPEAL (Asian Pacific Partners for Empowerment, Advocacy and Leadership)

Rod has over 30 years of experience in managing diverse community health programs and leading efforts toward achieving health equity. His experience includes leadership development, program implementation, advocacy, coalition building, community-based research, strategic planning, grants development and multimedia materials development.

Rod is the Founder and Executive Director of Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL), a national non-profit organization created in 1994 to address health justice issues for Asian Americans and Native Hawaiians and Pacific Islanders (AANHPIs). Through APPEAL, Rod has developed national models on cross cultural leadership, capacity building and policy change that have contributed to the growth of a national movement for AANHPIs and other priority populations on commercial tobacco, food, active living, opioids and health equity. Rod has given hundreds of presentations in 38 states and territories and 10 countries and trained more than 1500 community advocates from multiple priority populations.



DWANA "DEE" CALHOUN, MS

SelfMade Health Network (SMHN)

Dwana "Dee" Calhoun is the National Network Director of SelfMade Health Network (SMHN), the newest member of the Centers for Disease Control and Prevention (CDC) Consortium of National Networks to Impact Populations Experiencing Tobacco-Related and Cancer Health Disparities that specifically focuses on vulnerable populations with low socioeconomic status (SES) characteristics.

Ms. Calhoun has over 15 years of senior management experience combined in corporate and government sectors with responsibilities for divisions including: public health, healthcare quality improvement, medical compliance, and disease case management (chronic disease).

DAY 3: Wednesday, Nov. 18

THE ENVIRONMENT

Creating equity where we live, work and play

OBJECTIVE:

Begin a journey to gain a big-picture view of tobacco control as a social justice, health equity issue and plan effective ways to apply concepts and ideas to the future of tobacco control work in Indiana.

Day 3 Speakers



NICK TORRES

American Lung Association in Indiana

Nick Torres has worked in various roles of public policy and advocacy over the past 12 years. He currently serves as advocacy director for the American Lung Association in Indiana. In this role he oversees a broad public policy agenda at the state and local levels, including issues of tobacco control, healthcare access, and clean air. He also serves as Chair of Tobacco Free Indiana, a coalition of partners working to make Indiana a healthier state by promoting evidence-based tobacco control legislation.



ADAM BENSON

Truth Initiative

Adam Benson is a Senior Research Associate and the Geographic Information System Manager at Truth Initiative's Schroeder Institute. He is responsible for conducting and supporting research projects that evaluate tobacco control policies, with a particular focus on geospatial analyses and leveraging location-based information to explore health disparities. Adam has previously served as a research fellow and epidemiologist supporting the U.S. Environmental Protection Agency and the Georgia Department of Public Health, with experience in ambient air pollution, asthma prevention, occupational health, and the environmental impacts of industrial agriculture.



BRIAN KING, PHD, MPH

CDC Office on Smoking and Health

Dr. King provides scientific leadership and technical expertise related to multiple aspects of tobacco prevention and control. He joined the CDC and OSH in 2010 as an Epidemic Intelligence Service Officer, before which he worked as a Research Affiliate in the Division of Cancer Prevention and Population Sciences at Roswell Park Cancer Institute in Buffalo, New York. During his time at Roswell Park, his research focus was tobacco prevention and control. Dr. King has worked for 15 years to provide sound scientific evidence to guide tobacco control policy and to communicate this information to decision makers, the media, and the general public. He has authored or coauthored over 175 peer-reviewed scientific articles about tobacco prevention and control, was senior editor of the 2016 and 2020 Surgeon General's Report, lead author of CDC's "Best Practices for Comprehensive Tobacco Control Programs," and Senior Official for CDC's 2019 Emergency Operations Center activation for E-cigarette, or Vaping, Product Use-Associated Lung Injury (EVALI). He holds a PhD and MPH in epidemiology from the State University of New York at Buffalo.



SHIRLEY DUBOIS

2018 Joy of Smoke-Free Air Award Recipient

Shirley Dubois moved to Kokomo in January 1999 from Pittsburgh, Pennsylvania, and has a Bachelor and Master's Degree in Park and Recreation Administration and Health from Eastern Kentucky University. After moving to Kokomo, she became a substitute teacher and then choose to switch careers and work as the Howard County Tobacco Free Coordinator starting August 2007. Shirley is passionate about the health and wellness of her community and assisting people who are ready to quit tobacco product.

Shirley's favorite part of her job is educating the community and educating the youth to never start using tobacco. The Tobacco Free coalition was instrumental in the adoption and implementation of the Howard County comprehensive smoke-free air policy.

Shirley serves as a Park and Recreation Board member, Project Access board member, ACS/CAN advocacy chairman, Kokomo Head Start Wellness and Policy member and Psalms bible study.