

NM ACT

New Mexico Allied Council on Tobacco



“Breathing New Life: Fostering Resilient Tobacco-Free Communities”

2021 New Mexico
ACTion
Conference

conference keynotes

2021 New Mexico
ACTion
Conference

Day 1, May 12th 9:30am

Justice in the Air: Reframing Commercial Tobacco as a Social Justice Issue

Dr. Julie Sweetland is a sociolinguist and serves as a Senior Advisor at the FrameWorks Institute, where she leads efforts to diffuse the organization's cutting-edge, evidence-based reframing recommendations throughout the nonprofit sector. How can we connect commercial tobacco prevention efforts to the larger movement for racial justice and health equity? What ways of talking about health disparities might set us back rather than move us forward? New research offers us evidence to guide our strategic communications decisions.



Julie Sweetland, PhD

Day 2, May 13th 9:30am

**Deep Breath!
Now Open Up and Say,
"Ha!"**



Brad Nieder, MD, CSP
"The Healthy Humorist®"

Not the stereotypical motivational speaker, this funny doctor does NOT deliver rah-rah-you-can-do-it-cheerleading and hackneyed acronyms of gobbledygook. That's just not his style. Rather, this conference keynote speaker uses his medical

background and sense of humor to engage and uplift. You will be motivated to change your perspective, lighten up and laugh more. You'll be inspired to choose optimism and increase your level of joy at work and in life ... in short, to be happier!

Nicotine Dependency Treatment Track



Successful Cessation – *Clinical Pearls*

Carly Floyd, PharmD,
Ph.C, AAHIVP, CDCES

This session will discuss varied ways to assist a person in nicotine cessation, including motivational interviewing, as well as give an overview of medication options available.



Emerging Systems Change: Opt-out vs. Opt-in Treatment Model

Rebecca Padilla, BA, CTTS

Comprehensive, evidence-based tobacco use dependency treatment has been recognized as an important factor to providing the best possible treatment outcomes and quality of life for patients in in-patient, outpatient, and behavioral health settings. The standard “opt-in” approach targets patients who feel ready to quit, but this may limit the number of patients who are able to receive treatment, and evidence suggests that tobacco users quit at the same rate regardless of their perceived readiness. Learn more about how an “opt-out” approach as a standard of care is a promising trend in health system interventions with outcomes linked to increased utilization of evidence-based cessation and recovery treatment services.

Heat Not Burn: Hybrid of the Combustible and Electronic Cigarette

Phillip Cordova, BS



Maegan Sanders, MS



Monica Patten, MS



Participants will be able to understand and identify heat-not-burn tobacco products such as IQOS and how they work; a brief overview of product history and its evolution.; and gain an understanding of what a Food and Drug Administration Modified Risk Tobacco Product is and the risks associated with these emerging products. One will be able to identify industry marketing strategies and review current New Mexico statutes related to heat-not-burn products.

PANEL- Experiences in Recovery from Tobacco Use Dependency

(Moderator: Kenneth Winfrey, LCSW, RYT)



Cheryl Gould, DNP, PMHNP-BC



Brandi Young



Roderick Rodriguez

Tobacco use dependency is a chronic relapsing condition, and the road to recovery is often long and winding. Join us for a panel discussion featuring people who have successfully recovered from their addiction to tobacco products like cigarettes, e-cigarettes and chewing tobacco. This panel features real people who had the courage to quit for good and are living with the benefits of recovery. Learn how they approached their recovery, their motivating factors and valuable tips and inspiration to further tobacco dependency use treatment in your community.



An In-Depth Look at How Stress can Contribute to Tobacco Use and Nicotine Dependency

Tyre Richards, LVN BSHA

In this presentation, attendees will discover the role stress plays on the body and how easily it is to get trapped in a vicious cycle of high stress and increased tobacco use. Participants will learn strategies to reduce stress and increase resiliency therefore decreasing tobacco use.

African American Population Track

Overall track objectives are to inform critical elements of commercial tobacco-free African American programming in New Mexico; address the impact of commercial tobacco in African American communities physically, behaviorally, and systemically, and to review key strategies of engagement when working in African American communities in New Mexico.



United Black Lives of New Mexico

Jay Blackwell, MA

This intersectional panel shares voices, data, knowledge, and key lessons about African American communities across New Mexico. This information is presented in unity to remind us all of the reality of the wholeness. As professionals seeking resilience, we are accountable to individuals, families, systems, and communities. These elements will be discussed concerning smoking, vaping, and the impact of commercial tobacco in New Mexico Black communities.



Data and the African American Community in New Mexico

Cynthia Jacobs, MLA

The goal of this presentation is to shed some light on data and its connections to the African American community in New Mexico. We will address any apprehension participants may have about data; share frameworks for data that are more community-facing and inclusive; and offer participants the opportunity to engage directly with some data.



Public Health Messaging and Tobacco Prevention:

Strategies for Building Momentum through Effective Communication Tools

Ruthy Watson, Ph.D

We will explore some of the innovations in health promotion and prevention related to commercial tobacco use prevention while also exploring health communication messaging in other areas that can be applied to this topic in New Mexico. We will discuss traditional messaging in health promotion and commercial tobacco prevention/cessation; identify communication tools and channels; and create messaging strategies for commercial tobacco prevention to apply in our communities.



Blacks, Tobacco Use, and Diabetes

Lisa M. Taylor, DNP, RN, FNP-BC

We will address the prevalence of commercial tobacco in the Black community, while also addressing the increased risk of diabetes secondary to commercial tobacco use. We will review and discuss the pathophysiology of commercial tobacco use and diabetes in Blacks and discuss clinical implications/next steps.



Tobacco as a Racial Justice Issue

Kenneth B Winfrey, LCSW, RYT

Tobacco companies have made strategic financial contributions, worked to align themselves with black leaders and politicians, and mounted huge oppression campaigns against local policy effort to restrict menthol tobacco products. Participants will gain an understanding between mental illness and nicotine; an understanding of the interaction between oppression and the experience of risk in determinants of health; and an understanding of the interaction between the civil rights movement, Black culture, and the tobacco industry in the U.S.

Policy and Advocacy in Public Health Track

2021 New Mexico **ACTion** Conference

Smoke-Free Tribal Casinos

We will provide an overview of leading a national smoke-free Tribal casino campaign. We will focus on the significance of ceremonial tobacco, Tribal sovereignty, and culturally-responsive tobacco prevention strategies. We will discuss how to build collaborative partnerships to engage effectively with Tribal leaders and Tribal gaming leaders alike. Learn the latest trends in smoke-free casino data and industry evaluation results on patron smoking preferences. Take-aways- simple action steps to support smoke-free Tribal casinos and other Tribal entities.



Clinton Isham

Recreational Cannabis Through a Public Health Lens

We will describe the current legal status of cannabis in New Mexico and other states, and what is known about cannabis use; cannabis from a public health lens, summarizing the evidence about what effects - both positive and negative - may be expected from legalization, and specifically how legalization of cannabis use and sales could affect commercial tobacco prevention and control efforts in New Mexico.



Hayley Peterson, MPH



Julia Dilley, PhD MES

Grab your coffee or tea and join us for an informative discussion among distinguished speakers from New Mexico and California, specifically addressing the smoke free multi-housing policies. Liz Williams (ANR) will present about evolving California local ordinances for smoke free at home apartments and condos and how it has impacted the living environment for their residents. Additionally, Linda Siegle (NM Lobbyist) and Patricia Torn (Former NM Community Organizer), will share their inspiring story of the evolution of New Mexico's Clean Indoor Air Campaigns/ Ordinances, including the Dee Johnson Clean Indoor Air Act passed into law in June 2007. Together, they will also discuss how pre-emption can negatively affect the development of robust local ordinances and state laws.

Coffee Talk: Conversation on Local Tobacco Related Ordinances as Labs/Incubators for Eventual State Law



Liz Williams



Linda Siegle

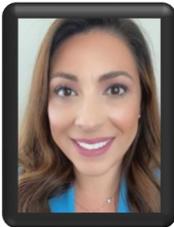


Patricia Torn, MPH

JoAnna Strother



Mahesh Sita



Brian Hummell

Moderated by Laurel McCloskey, MPH, CPH

Panel: Fostering Cooperation Among Active Organizations for Policy Development and Advocacy

Active organizations in the State of New Mexico, including, American Heart Association, American Lung Association, American Cancer Society Action Network, and the New Mexico Public Health Association will join together for an exciting panel discussion with health professionals who are experienced in commercial tobacco policy development and advocacy. Enjoy discussion about an array of topics on a macro and micro level for commercial tobacco policy. The overall goal includes educating attendees about current policies in place for commercial tobacco, the importance of organization collaboration and partnerships, and the role of lobbying in New Mexico.

Youth and Young Adults Speak Out on the Dangers of Vaping!

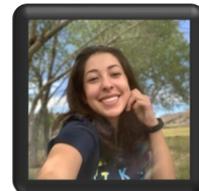
Moderated by Carlye Hausbeck, MSW

A panel of a previous vape user, Adam Hergenreder, who recently received national attention speaking out against the big tobacco company, JUUL, who according to the lawsuit "easily target and manipulate youth by using advertisements designed to fulfill powerful psychological needs like popularity, peer acceptance, and a positive self-image - the same techniques used by big tobacco in decades past." Adam will share his personal story of how he succumbed to this type of manipulation and how that led to a severe vape-related illness that almost took his life. Other panelists will also include a young adult and youth volunteer from the New Mexico's campaign Evolvement and No Minor Sale who will discuss their experience with peer pressure and their efforts to strengthen tobacco prevention policies in New Mexico.

Adrianna Casaus



Adam Hergenreder



Jaemann Gonzales

Day 1 Schedule of Events

[Click Here For Information](#)

Day 1, Wednesday, May 12th, 2021

- 8:30 – 9:00 Virtual Doors Open
- 9:00 – 9:30 Welcome & Introductions *plus* Land Acknowledgement
- 9:30 – 10:15 KEYNOTE: Julie Sweetland, PhD
Justice in the Air: Reframing Commercial Tobacco as a Social Justice Issue
- 10:15 – 10:20 1st RAFFLE and Introduction to Day 1 Schedule
- 10:20 – 10:30 Break – Join us in a Guided Breathing Exercise
- 10:30 – 11:45



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Keynotes:

Wednesday, May 12th, 2021
9:30 AM



Julie Sweetland, PhD
Justice in the Air: Reframing Commercial Tobacco as a Social Justice Issue

Thursday, May 13th, 2021
9:15 am



Brad Nieder, MD
"The Healthy Humorist®"
Deep Breath! Now Open Up and Say, "Ha!"

Nicotine Dependency	African American Population	Policy & Advocacy in Public Health
Successful Cessation – Clinical Pearls Carly Floyd, PharmD, PhC, AAHIVP, CDCES	United Black Lives of New Mexico Jay Blackwell, MA	Coffee Talk: Conversation on Local Tobacco Related Ordinances as Labs/Incubators for Eventual State Law – Liz Williams, Linda Siegle, Patricia Torn, MPA
11:45 – 12:15 LUNCH BREAK	12:15 – 12:45 Game of JEOPARDY!	12:45 – 12:50 2 ND RAFFLE
12:50 – 12:55 Transition to Session Tracks	12:55 – 2:10	
Nicotine Dependency	African American Population	Policy & Advocacy in Public Health
Heat Not Burn: Hybrid of the Combustible and Electronic Cigarette Maegan Sanders, MS Phil Cordova, BS Monica Patten, MS	Data and the African American Community Cynthia Jacobs, MLS	Recreational Cannabis Through a Public Health Lens Julia Dilly, PhD, MES Hayley Peterson, MPH
2:10 – 2:20 BREAK - Join us in a Yoga Energizer exercise with <i>Kenneth Winfrey</i>	2:20 – 3:35	
Nicotine Dependency	African American Population	Policy & Advocacy in Public Health
PANEL: Experiences in Recovery from Tobacco Use Dependency Cheryl Gould, DNP, PMHNP-BC Roderick Rodriguez Brandi Hollenbeck Moderator: Kenneth Winfrey, LCSW, RYT	Public Health Messaging and Tobacco Prevention: Strategies for Building Momentum through Effective Communication Tools Ruthy Watson, PhD	PANEL: Fostering Cooperation Among Active Organizations for Policy Development & Advocacy JoAnna Strother Brian Hummell Mahesh Sita Moderator: Laurel McCloskey, MPH, CPH
3:35 – 3:40 Transition back to General Session	3:40 – 3:45 3 rd RAFFLE & Closing Remarks	

Day 2 Schedule of Events

[Click Here
For Information](#)

Day 2, Thursday, May 13th, 2021

- 8:30 – 9:00 Virtual Doors Open
- 9:00 – 9:15 Welcome & Introductions *plus* Land Acknowledgement
- 9:15 – 10:00 KEYNOTE: Brad Nieder, MD (*The Healthy Humorist*)
Deep Breath! Now Open Up and Say, "Ha!"
- 10:00 – 10:30 Networking Session with Alex Ross-Reed
- 10:30 – 10:35 4th RAFFLE and Introduction to Day 2 Schedule
- 10:35 – 10:45 BREAK – Join us in a Yoga Energizer exercise with *Kenneth Winfrey*
- 10:45 – 12:00



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Julie Sweetland, PhD

*Justice in the Air: Reframing
Commercial Tobacco as a Social
Justice Issue*

Thursday, May 13th, 2021

9:15 am



Brad Nieder, MD

"The Healthy Humorist®"
*Deep Breath! Now Open Up and
Say, "Ha!"*

Nicotine Dependency	African American Population	Policy & Advocacy in Public Health
The Opt-Out Treatment Model: Automatic Referrals to Increase Treatment for Tobacco Dependence Rebecca Padilla, BA, CTTS	Blacks, Tobacco Use, and Diabetes Lisa M. Taylor, DNP, RN, FNP-BC	Smoke-free Tribal Casinos Clinton Isham

12:00 – 12:30 **LUNCH BREAK**
12:30 – 1:45

Nicotine Dependency	African American Population	Policy & Advocacy in Public Health
Break the Cycle: An In-Depth Look at How Stress can Contribute to Tobacco Use and Nicotine Dependency Tyre Richards, LVN BSHA	Tobacco as a Racial Justice Issue Kenneth Winfrey, LCSW, RYT	Youth & Young Adults Speak Out on the Dangers of Vaping! Adam Hergenreder Jaeann Gonzales Adrianna Casaus Moderator: Carlye Hausbeck, MSW

1:45 – 1:50 Transition to General Session



1:50 – 2:00 Closing Entertainment by **Jovian Henio**

2:00 – 2:15 Final RAFFLE and Closing Remarks
~ FDA Announcement and CEU follow-up

Meet Our Presenters

2021 New Mexico ACTION Conference



Jay Blackwell, MA

Mr. Blackwell is the current Director of Programs at Umoja Behavioral Health PC in Albuquerque, NM where he continues to utilize his extensive background in public health, community development and organizational excellence by participating in several community and regional activities. He previously consulted with the US Department of Health and Human Services in the Office of Minority Health and Resource Center. There, he focused on assisting underfunded and underserved communities and organizations. For the last two decades, his professional services in the public health field have included assisting his clients improve health care access and treatment services to at-risk populations. Mr. Blackwell is considered an expert trainer and facilitator in organizational infrastructure and resource development strategies and techniques.



Phillip Cordova, BS

Phil holds a Bachelor's Degree in Exercise Science and began his health-focused career over 10 years ago, working as a Health Educator for a Diabetes Prevention Program at Isleta Health Clinic in Isleta Pueblo. Phillip also spent about 3 years working at the University of New Mexico's Prevention Research Center as a Health Educator for a Nutrition and Physical Activity based program called CHILE Plus. Since July 2016, Phillip has been the Northwest Regional Health Educator for the New Mexico Tobacco Use Prevention and Control program (TUPAC), where he provides training and technical assistance to various health offices to include Healthcare Providers, Dental Services, WIC staff, and Public Health Office staff. He also delivers trainings, presentations and provides assistance to school districts school, board members, school administrators, teachers, coaches, security and other school staff throughout the Northwest Region. He is also the contract monitor for TUPAC's youth engagement contract, Evolvment. Phillip has a passion and goal to protect New Mexico youth from the initiation and use of commercial tobacco products.



Julia Dilley, PhD MES

Julia Dilley is a Senior Research Scientist and Epidemiologist with Multnomah County Health Department and State of Oregon Public Health Division. For more than 20 years Julia has supported public health systems in Washington, Oregon, Alaska, and New Mexico. Much of her research focuses on public health effects of cannabis, alcohol, and tobacco policies, and improving public health data quality for surveillance and evaluation. She is the principal investigator for a federally funded research study of cannabis legalization impacts in Washington and Oregon, focused on the role of city and county policies and local-area cannabis market variation. She also co-chairs a national subcommittee of the Council of State and Territorial Epidemiologists (CSTE) that is developing cannabis surveillance best practices.

Meet Our Presenters

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Carly Floyd, PharmD, Ph.C, AAHIVP, CDCES

Carly is a graduate of the University of New Mexico College of Pharmacy – PharmD & BS in Spanish. Her Board Certifications: is with the American Academy of HIV Pharmacists (AAHIVP) Carly is also a Pharmacist Clinician. Her interests are the outdoors and spending time with her family. She has 4 children, 3 of them are adopted from China. She claims to be “a huge adoption advocate”.



Cheryl Gould, DNP, PMHNP-BC

Cheryl Ann Gould, DNP, PMHNP-BC is a Psychiatric Nurse Practitioner with the private, non-profit organization, Care for the Homeless. She works in their clinic at the 30th Street-Bellevue Men’s Shelter, an 840-bed homeless shelter in New York City. She received her Master’s in Nursing from Rutgers University and was one of the first board-certified psychiatric nurse practitioners. She received her Doctor of Nursing Practice from Frontier Nursing University. Her quality improvement project for her DNP was “Implementing Right Care for Effective Tobacco Treatment in an Urban Mental Health Clinic”. She is currently restructuring the tobacco treatment program at the Bellevue Men’s Shelter.

In her career, Cheryl has worked in a variety of behavioral health settings and has always been struck by the normalization of tobacco use. This normalization contributed to her becoming a two-pack a day smoker. As a former smoker, Cheryl is focused on helping others to successfully quit tobacco.



Adam Hergenreder

Adam knows firsthand how dangerous and damaging vaping and e-cigarettes can be. In high school, after experimenting with Juul products and vaping, he developed an addiction to nicotine, vaping multiple times a day. This harmful habit took a toll on his health and his life. Eventually Adam developed severe trouble breathing and other symptoms causing significant damage to his lungs and leading to a prolonged hospitalization. After multiple days in the hospital, he was told he had significant and permanent damage to his respiratory system because of vaping and needed to modify his activities and lifestyle - a very tough reality for a teenager. Prior to becoming sickened, Adam was a varsity wrestler at Warren High School in northwest suburban Illinois and also played football. He had planned to pursue a career as a firefighter, but limits on his physical abilities now changed all of that.

Since that frightening and life-changing injury caused by vaping, Adam has dedicated himself to educating other teens and young adults on the dangers of vaping. He has spoken to youth and school groups, a variety of media outlets around the state, country and globe, as well as testified before Illinois lawmakers as they consider legislation to safeguard young consumers from the dangers of vaping.

Adam has attended college courses and is working as he redirects his life and plans his future.



Brian Hummell

Brian Hummell is the Arizona/New Mexico Director of Government Relations for the American Cancer Society Cancer Action Network – the advocacy arm of the American Cancer Society. Starting his 11th year with ACS CAN, Brian has led and built coalitions to achieve significant legislative success for Arizona’s cancer community, including Medicaid expansion and a number of other access to care issues at the state level and tobacco regulation at the local level and added New Mexico to his portfolio in 2021. In 2014, Brian received both the ACS CAN National Advocacy Leadership Award and the C-Change President’s Award. In 2017 he was the recipient of the Prevent Cancer Foundation Laureate Award for Advocacy.



Clinton D. Isham

Clinton Isham is currently the Tribal Relations Consultant, Americans for Nonsmokers’ Rights Foundation. Clinton leads a national campaign for commercial-tobacco smokefree Tribal governments and casinos. Between 2015-2019, Clinton led a statewide commercial-tobacco prevention and control program for the 11 Tribes in Wisconsin. He is a proud alumnus of the Tribal college, College of Menominee Nation, and the University of Wisconsin - Green Bay and is a citizen of the Lac du Flambeau Band of Lake Superior Chippewa Indians.



Cynthia Jacobs, MLA

Cynthia D Jacobs is a multi-faceted professional with project management, research and design strengths skills who has impacted the field by demonstrating her ability to learn quickly, be flexible, and has made significant contributions to small businesses and organizations in her community. She provides tailored consulting services including operations, customer outreach and engagement, content creation, data mapping and analysis, graphics, and other designs for small businesses, organizations, and startups. She is continuing her post graduate work at the University of New Mexico where she is pursuing her 2nd Masters in Landscape Architecture and Historic Preservation.

Meet Our Presenters

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Rebecca Padilla, BA, CTTS

Rebecca Padilla is a life-long resident of New Mexico and serves as the National Manager for Tobacco Programs and tobacco cessation content expert for the American Lung Association. Rebecca manages a national project that offers expert technical assistance to State, Territorial and Local Tobacco Control Programs, health systems and community partners to further health systems change efforts that integrate tobacco use dependency treatment in clinical and community health settings, as part of a multi-year cooperative agreement with the CDC. She has served as both a Local and National Manager for American Lung's signature health education programs and has acquired national recognition as a Mayo Clinic Certified Tobacco Treatment Specialist (CTTS). Utilizing her expertise and passion to promote lung health, Rebecca provides a scientific approach and evidence-based strategic review of the Lung Association's tobacco programs and resources to ensure all organizational efforts align with the latest evidence in effective tobacco dependency treatment to support the advancement of health equity throughout the nation.



Monica Patten, MS

Monica Patten holds a Master of Science degree from the University of New Mexico. During and after completing her masters she worked at UNM Cancer Research Center in Epidemiology and Cancer Control as a Research Scientist in smoking cessation. For the past 12 years, she has worked as the Northeast Region Health Educator for the Tobacco Use Prevention and Control Program (TUPAC). Monica has 24 years of experience in tobacco control. She currently monitors the Young Adults Prevention contract which supports the No More NM campaign, and a Native American contract. She also works with the Have a Heart campaign with the Native American tribes in New Mexico and the Kids for Smoke-Free Air Challenge. She provides technical assistance and training on tobacco-related topics for the northeast region in New Mexico



Hayley Peterson, MPH

Hayley Peterson is the Drug Overdose Morbidity Epidemiologist in the Substance Use Epidemiology Section at New Mexico Department of Health. Hayley's work focuses on substance use and misuse and related public health outcomes including emergency department syndromic surveillance for drug overdose. In recent years, Hayley has increasingly focused on cannabis-related public health outcomes and policy changes in New Mexico.



Roderick Rodriguez

Roderick Rodriguez is a 40-year-old man. He is a husband and father of eight. Last November he made the best decision for himself and his family to stop smoking after 26 years. With the help of the team at Southwest Care he found success with the program. He is proud to say that with hard work and dedication he is no longer a smoker. He is as happy that he can be, an example not only to his family but for others around him.

Meet Our Presenters

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Meagan Sanders, MS

Maegan has a Master of Science degree from Eastern New Mexico University and spent several years focused on corporate wellness before working in tobacco control in 2016. Located in Roswell, Maegan is the Southeast Regional Health Educator for the Tobacco Use Prevention and Control program. Working with community partners and public health staff in the region to provide education and resources on the negative health effects of tobacco and nicotine addiction. She is also a contract monitor for TUPAC's environmental strategies contract which provides technical assistance to New Mexico school districts to adopt comprehensive tobacco free policies through the 24/7 campaign, as well as education and community engagement related to tobacco sales licensing and the point-of-sale with the No Minor Sale campaign.



Linda Siegle

Linda Siegle is president of a consulting company focused on lobbying the legislature for non-profit agencies and strategic planning. She is a former member of the Santa Fe County Health Policy Commission and has served as chair of various state councils and committees.



JoAnna Strother

Senior Director | Advocacy
AZ, CO, NM, NV, UT
American Lung Association

As the senior director of advocacy, JoAnna Strother oversees and provides strategic direction for the American Lung Association's Western Division overseeing seven states for their public policy priorities. JoAnna works on a broad range of issues at both the federal, state, and local level.



Lisa M. Taylor, DNP, RN, FNP-BC

Dr. Lisa M. Taylor, DNP is an assistant professor at UNM's College of Nursing. She obtained her Bachelor of Science in Nursing (BSN) at the University of WA in Seattle and her Master of Science in Nursing (MSN) and her Doctorate of Nursing Practice (DNP) at Vanderbilt University. Her primary clinical interest is in improving access to care for and ensuring patients consistently receive evidence-based diabetes/endocrinological care, particularly in the Black community. She is also the nurse practitioner for Umoja Behavioral Health and Wellness where she provides consultation and coaching for patients living with diabetes and other endocrine health issues.



Patricia Torn, MPH

Fifty years experience as trainer/educator... preschoolers through adults; Retired from the City of Albuquerque December of 2001 as community organizer and community policing liaison between neighborhood associations and the Albuquerque Police Department; Worked in various positions in New Mexico for the past 19 years, either cancer related, tobacco related or both including with the American Cancer Society, People Living Through Cancer, American Lung Association, Cancer Support Now and currently as an independent contractor as program educator for Smoke-free At Home NM, with the Apartment Association of New Mexico.



Ruthy Watson, Ph.D

Dr. Ruthy Watson is a native Philadelphian who currently calls New Mexico home. She is Director of HU-CARES, the Center for Advocacy, Resources, Education and Support. During her career, Dr. Watson has held faculty positions at several universities and community colleges including New Mexico Highlands University where she was in the Exercise Science and Sport department as the coordinator of the Health Promotion and Wellness degree concentration. Dr. Watson and the HU CARES team work with students and faculty, community members where the focus is on prevention, education and advocating in cases where personal safety, mental health and academic challenges may persist.



Liz Williams

Liz Williams is a Project and Policy Manager at Americans for Nonsmokers' Rights and the ANR Foundation. She provides technical assistance support, trainings, and resources to public health professionals, advocates, and the public on issues related to secondhand smoke and smokefree policy change efforts, including multi-unit housing, college campuses, outdoor spaces, e-cigarettes, secondhand marijuana smoke, and preemption. Liz has worked for ANR and the ANR Foundation since 2002.



Kenneth B Winfrey, LCSW, RYT

Kenneth Winfrey is a yoga psychotherapist specializing in work with populations experiencing social disparities as determinates of behavioral health. Enhanced intervention supports holistic wellness through YogaSkills® Kemetic (Ancient Egyptian) Yoga Psychotherapy and Groups as well as prevention health education. He has been integral to smoking prevention and cessation efforts in NM since 2003.

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Adrianna Casaus

Adrianna Casaus is currently a junior attending Cuba High School in Cuba, NM. Adrianna has been a member of Evolvment New Mexico since 2018 and a member of the Evolvment Leadership Team, a unique group of New Mexico high school youth who lead the tobacco-free movement in their schools and communities. Since her time in Evolvment, Adrianna has contributed 135 hours of volunteer time to the program and has participated and/or led over 50 ENM events. In addition to Evolvment, Adrianna plays a lead role in sports and several other school-based clubs in Cuba. Adrianna shares her home with several younger siblings and is passionate about creating a healthier future for them when they grow up. In the future, Adrianna hopes to attend college after graduating in 2022 from Cuba HS. Adrianna leads in her community with passion, commitment, and a vision for the future.



Jaeann Gonzales

Jaeann Gonzales is a 2nd-year undergraduate student at the New Mexico Institute of Mining and Technology in Socorro, New Mexico who is currently working towards a Bachelor of Science in Chemical Engineering. Originally from Albuquerque, New Mexico Jaeann began her work in public health in 2016. Her main goals are not only to complete schooling and continue on to a fulfilling career but also to give back to her community at the same time. As a sophomore in high school, Jaeann joined the Evolvment youth engagement program, beginning her tobacco control and advocacy journey. She had the opportunity to speak with key legislators in New Mexico, speak at conferences, and present to school boards about the work being done in her high school through the 24/7 campaign and in her community and around the state through the No Minor Sale campaign.



Carlye Hausbeck, MSW

Carlye Hausbeck is a Sr. Program Manager for Rescue Agency where she leads teams to work with high school youth on public health policy initiatives. Carlye oversees Evolvment NM, the largest youth led movement in New Mexico, where high school students all over the state work on tobacco policy initiatives including but not limited to, comprehensive tobacco-free school policies, tobacco retail licensing and tobacco flavor bans at the state level. Carlye has a Masters of Social Work from the University of Southern California.



Laurel McCloskey, MPH, CPH

Laurel McCloskey, a native New Mexican, is a proven public health leader with experience in health policy, clinical research, non-profit communications, program development, and community advocacy. Since 2011, she has served as the Executive Director of the Chronic Disease Prevention Council, working to coordinate chronic disease efforts statewide by focusing on the areas of arthritis, cancer, diabetes, heart disease and stroke, obesity, and tobacco use. This work involves the facilitation of the New Mexico Shared Strategic Plan for Prevention and Control of Chronic Disease 2012-2016. Laurel has worked to coordinate successful partnership facilitation, create a non-profit, champion chronic disease media development, and engage workgroup activities to affect chronic disease outcomes. This includes managing the statewide tobacco control policy coalition, the New Mexico Allied Council on Tobacco. Laurel earned a B.A. from Washington University in St. Louis in 2003, studying International Studies and Psychology, and completed her M.P.H. at Johns Hopkins University in 2010.



Tyre Richards

Tyre Richards is a licensed nurse, Certified Brain Health Coach, Lifestyle Strategist, International Speaker, Navy Veteran and mom of two. Tyre has more than two decades of corporate business and government experience providing consulting, training and leadership services to executive teams. Tyre has overcome significant challenges in her personal and professional life that have equipped her to guide leaders along their success journey. She helps high performance leaders and entrepreneurs overcome the cognitive consequences of chronic stress, burnout and chronic fatigue so they can think clearer, develop deeper relationships and build the psychological strength to cope with adversity. Tyre partners with corporations to promote workplace well-being, increase employee resiliency, energy, wellness, engagement and creativity.



Mahesh Sita

Mahesh Sita is the Government Relations Director for the American Heart Association in New Mexico. Mahesh worked as a journalist in Chicago, Green Bay, Wis., and Albuquerque before working for various state governmental agencies in New Mexico under two different administrations. He has experience in public policy, public affairs, communications, marketing and project management. He's passionate about public health issues, especially affecting those living in low-and moderate-income communities, and communities of color. Mahesh lives in Santa Fe with his wife, Susan, and two dogs – Bella and Bailey. He loves to golf, swim and go on long hikes with his beloved pets.



Julie Sweetland, PhD

Julie Sweetland is a sociolinguist and serves as a Senior Advisor at the FrameWorks Institute, where she leads efforts to diffuse the organization's cutting-edge, evidence-based reframing recommendations throughout the nonprofit sector. Since joining FrameWorks in 2012, she has led the development of powerful learning experiences for nonprofit leaders and has provided strategic communications guidance for advocates, policymakers, and scientists nationwide and internationally. Prior to joining FrameWorks, Julie was actively involved in improving teaching and learning for over a decade as a classroom teacher, instructional designer, and teacher educator. At Center for Inspired Teaching, she served as director of teaching and learning and helped to found a demonstration school with an embedded teacher residency. As founding director of the Center for Urban Education, she launched a graduate teacher preparation program for the University of the District of Columbia. Julie's linguistic research has focused on the intersection of language and race; on the role of language variation and language attitudes on student learning; and on effective professional learning for teachers. Her work has appeared in publications such as the Journal of Sociolinguistics, Educational Researcher, and Education Week, and she is the co-author of African American, Creole, and Other Vernacular Englishes in Education. She is a graduate of Georgetown University and lectures regularly at her alma mater. She completed her MA and PhD in linguistics at Stanford University.

Biography) of Dr. Brad Nieder Frankenstein. Pepper. Jekyll. Dre. J. If he's not already, Brad Nieder, MD, CSP*, will soon be on your list of favorite doctors. And unlike some of those mentioned above, he's actually a real physician! He's also a funny motivational keynote speaker and master of ceremonies. Yes, Dr. Brad—"The Healthy Humorist®"—is unlike any other doctor you've encountered. Described as "Jerry Seinfeld with an 'MD,'" the funny doctor was infected with the comedy bug while watching Johnny Carson's "Tonight Show" monologues from the foot of his parents' bed. Dr. Brad dispenses humor, inspiration and education, it just may be the best preventive medicine available! Dr. Brad has been a professional keynote speaker for nearly 20 years. He earned the Certified Speaking Professional (CSP) designation in 2011 and is simply one of the best conference speakers and clean comedians in the meetings industry today.



Brad Nieder, MD, CSP
"The Healthy Humorist®"

Jovian earned his Bachelor Degree in Psychology from UNM and a Bachelor of Science Degree in Electronic Engineering Technology from Eastern New Mexico University. His professional background includes experience in commercial tobacco control in Native American communities; identifying best practices and developing strategic approaches to assist Native American communities to reduce commercial tobacco use, supporting tobacco cessation programs. Jovian's experience and passion centers on eliminating exposure to commercial tobacco secondhand smoke, secondhand aerosol, and supports efforts of commercial tobacco smoke-free environments. Jovian is currently serving as the NM ACT Capacity Building Chair assisting with building opportunities for promoting coalition partnerships, organization sustainability, and engagement.



Jovian Henio, BA, BS

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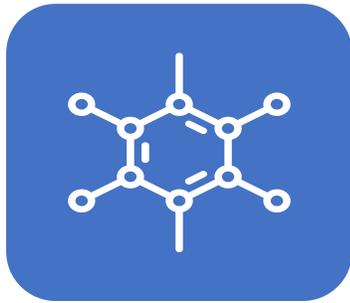
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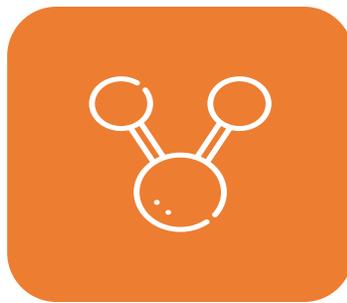
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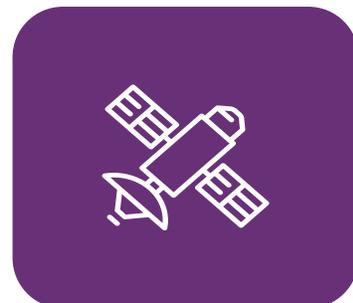
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**Community Health
Workers**
7 CEUs



NASW-NM
7 CEUs, 5 of which are
Cultural Credits



**ACPE (pharmacy
credit), for Carly
Floyd's session
only, including a
CEU for the
following:**

- CME
- CNE
- Dental credit
- Psychology credit



2021 Conference Theme designed by Josiah Concho

2021 Conference Packet Compiled, Designed and Produced by Trish Garduño