

2022 New Mexico

ACTion

Conference

*“Rejuvenation: Shame-Free Nicotine
Prevention in Our Communities”*



2022 NMACTion Conference Agenda Day 1



Day 1 Wednesday, April 27, 2022

| Time | General | Keynotes | Track 1 Hispanic/Latino Priority Population | Track 2 Health Equity in Commercial Tobacco Prevention/Control | Track 3 Policy & Advocacy in Public Health |
|---------------|--|----------|---|---|---|
| 08:30 - 09:00 | Virtual Doors Open - Check-In | | | | |
| 09:00 - 09:30 | Welcome and Introduction & Land Acknowledgement | | | | |
| 09:30 - 10:15 | KEYNOTE: Leading the Navajo Niłch' Éí Bee Íiná – Air is Life Act of 2021 - Hershel Clark, MPH | | | | |
| 10:15 - 10:20 | Raffle 1 & Introduction to Day's Schedule | | | | |
| 10:20 - 10:30 | Break and Meditation Videos | | | | |
| 10:30 - 11:35 | | | Mano a mano: Addressing tobacco-related disparities among Latinos via community-led research - Francisco Cartujano, MD | Behavioral Health and Tobacco 101 - Taslim van Hattum, LCSW, MPH | The Not So Sweet Truth About Flavored Tobacco: An Overview of the Public Health Problem and How Local Advocacy and Education Efforts Serve as a Solution - Molly Dinardo, BA & Claudia Rodas, BA |
| 11:35 - 12:35 | Lunch | | | | |
| 12:35 - 12:55 | Raffle 2 & Virtual Networking Activity Led by Alex Ross-Reed | | | | |
| 12:55 - 01:00 | Transition to Tracks | | | | |
| 01:00 - 02:05 | | | Smoking and Pregnancy: Understanding the Risks - Dr. Ruth Bernal | Youth-Focused and Culturally Competent Tobacco Cessation Strategies - Ahana Singh, MPH | Tobacco Taxes Support a Healthy Future for NM - Shelley Mann-Lev, MA; Bill Jordan, MA; and Mahesh Sita |
| 02:05 - 02:15 | Break and Meditation Videos | | | | |
| 02:15 - 03:20 | | | Breathe it in! Asthma, Culture and Language in Hispanic Families - Monica Toquinto, CHW | Health Justice Interventions for Smoking Cessation - Diana Mendoza & Mordecai Cohen Ettinger, MA | Synergy: A collective need for action through a three-layered landscape on flavored tobacco products - Amy Barkley; Chelsea Pritchard, & Tearza Valencia |
| 03:20 - 03:25 | Transition to General Session | | | | |
| 03:25 - 03:30 | Closing Remarks and Raffle 3 | | | | |

Please visit our website for a full list of speakers and bios: <https://newmexicoact.org/2022-nmaction-annual-conference/>

2022 NMACTion Conference Agenda Day 2

Day 2 Thursday, April 28, 2022

| Time | General | Keynotes | Track 1 Hispanic/Latino Priority Population | Track 2 Health Equity in Commercial Tobacco Prevention/Control | Track 3 Policy and Advocacy in Public Health |
|---------------|---|--|--|--|--|
| 08:30 - 09:00 | Virtual Doors Open - Check-In | | | | |
| 09:00 - 09:15 | Welcome Back, Introduction & Land Acknowledgement | | | | |
| 09:15 - 10:00 | KEYNOTE - One Size Does Not Fit All: Implications to Tobacco Control - <i>Dr. Ana-Paula Cupertino</i> | | | | |
| 10:00 - 10:30 | Virtual Trivia Game Facilitated by Alex Ross-Reed | | | | |
| 10:30 - 10:35 | Raffle 1 and Introduction to Day 2's Schedule | | | | |
| 10:35 - 10:45 | Morning Break/Meditation Video | | | | |
| 10:45 - 11:50 | | TBD - <i>Lilia Ashe</i> | Tailoring Tobacco Treatment for Sexual and Gender Minority Adults in New Mexico - <i>Tamara Stimatze, MS, Ph.D & Jaimee Heffner, PhD</i> | Reversing Preemption of Local Tobacco Control - Colorado Success Story 2019 and Beyond - <i>Jodi Radke, MA; Mandy Ivanov, MPH & Jill Bednarek, MSW</i> | |
| 11:50 - 01:00 | Lunch | | | | |
| 01:00 - 02:05 | | Getting to Know the Perspectives of the Latinx Community in NM to Achieve Health Equity - <i>Glenda Canaca</i> | Physical Effects of Nicotine on the Body- <i>Renaldo Wilson, MA</i> | Panel: Tobacco Prevention and Comprehensive Community Health Planning Councils - <i>Kristian Price, PS; Ursala Bowe, MA, Samantha Winters, BA; & Sharon Finarelli, MLS</i> Moderated by <i>Michael Kelly, MPH</i> | |
| 02:05 - 02:10 | Transition to General Session | | | | |
| 02:10 - 02:30 | Closing Remarks and Raffle 2 | | | | |
| 04:00 - 06:00 | In-Person Networking Event @ Sandia Casino 30 Rainbow Rd, Eagle A and Mountain View Terrace | | | | |

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6 CEU hours for Community Health Workers & Social Workers (NASW-NM)

2022 NMACTion Conference Track Descriptions



Hispanic/Latino Priority Population Track

| | |
|---|--|
| Presentation 1: Mano a mano: Addressing tobacco-related disparities among Latinos via community-led research - <i>Francisco Cartujano, MD</i> | TBD |
| Presentation 2: Smoking and Pregnancy: Understanding the Risks - <i>Dr. Ruth Bernal</i> | Learning Objectives: <ul style="list-style-type: none">• Increase how nicotine affect prenatal development• Increase how smoking during pregnancy affect the child learning process• Increase three consequences of smoking while pregnant |
| Presentation 3: Breathe it in! Asthma, Culture and Language in Hispanic Families - <i>Monica Toquinto, CHW</i> | Learning Objectives: <ul style="list-style-type: none">• Increase understanding of Hispanic family culture related to asthma and children• Increase awareness of photovoice model and relevance to community empowerment• Increase understanding of how the photovoice approach was effective for addressing this topic in this culture• Identify key elements of this project that may apply to other topics and communities |
| Presentation 4: TBD - <i>Lilia Ashe</i> | TBD |
| Presentation 5: Getting to Know the Perspectives of the Latinx Community in NM to Achieve Health Equity - <i>Glenda Canaca</i> | TBD |

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Health Equity in Commercial Tobacco Prevention/Control

| | |
|---|---|
| Presentation 1: Behavioral Health and Tobacco 101 - <i>Taslim van Hattum</i> | <p>Explore tobacco-related disparities among individuals with MH/SUD challenges and discuss strategies to address these disparities and improve mental wellbeing.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Learn how tobacco control intersects with health equity• Gain tools to enhance tobacco control and cessation efforts• Discover ways to frame tobacco use in mental health, addiction and recovery settings |
| Presentation 2: Youth-Focused and Culturally Competent Tobacco Cessation Strategies - <i>Ahana Singh</i> | <p>In this session, participants will learn about health education and outreach strategies in reaching youth and other vulnerable communities (e.g., immigrant communities, communities with access needs). The session will cover statistical and demographic information relevant to tobacco use, high-level overviews of outreach strategies, including the engagement of social media, and best practices in health education addressing substance misuse.</p> |
| Presentation 3: Health Justice Interventions for Smoking Cessation - <i>Diana Mendoza & Mordecai Cohen Ettinger</i> | <p>During this session we will talk about nicotine products as a part of the corporate polluter continuum, and how the Medical Industrial Complex profits from the illnesses it is causing – while simultaneously blaming and disempowering people as a part of the process. We will provide concrete actions for how to disrupt this in the health education you’re doing in the communities you serve. We will introduce you to Disability Justice Principles to be implemented at your own pace in your workspace and in your efforts towards smoking cessation in New Mexico.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Learn about the work of Health Justice Commons and our framework for understanding the Medical Industrial Complex from a health justice lens• Understand how nicotine products are harmful for our environment• Brainstorm ways to share educational information without harming or shaming• Get acquainted with 10 disability justice principle |
| Presentation 4: Tailoring Tobacco Treatment for Sexual and Gender Minority Adults in New Mexico - <i>Tamara Stimatze & Jaimee Heffner</i> | <p>In this presentation we will discuss the prevalence and consequences of commercial tobacco use among sexual and gender minority (SGM) individuals. We will then present an intervention framework and preliminary findings from our work to develop and evaluate a digital health intervention for tobacco cessation that is tailored for SGM young adults. We will also discuss future plan to culturally adapt the intervention for SGM adults living in New Mexico.</p> |
| Presentation 5: Physical Effects of Nicotine on the Body- <i>Renaldo Wilson</i> | <p>The specific ingredients of e-cigarette cartridges and vaping pens will be spoken of, and we will learn about how it effects the body and how this shifts in the body with chronic use.</p> <p>Objectives: To be able to speak to how vaping is negatively affecting youth of New Mexico and help better curb the rising numbers of nicotine users in New Mexico as a whole.</p> |

Policy and Advocacy in Public Health

Presentation 1:

The Not So Sweet Truth About Flavored Tobacco: An Overview of the Public Health Problem and How Local Advocacy and Education Efforts Serve as a Solution - *Molly Dinardo, & Claudia Rodas*

This presentation will provide an overview of the public health problem of flavored tobacco - their toxicity, high levels of nicotine concentration, and how the tobacco industry lures youth to use these products by marketing thousands of enticing flavors. In addition, this presentation will also provide case studies from Washington, California, Phoenix and other states and localities to provide examples of advocacy, policy, and education efforts to prevent youth access to flavors and inform key decision-makers on the importance of prevention efforts for public health.

Learning Objectives:

- Understand the toll of tobacco nationally and in New Mexico and why prevention and education efforts are needed.
- Identify the health risks of using flavored tobacco and flavored vaping products, including products like JUUL and Puff Bar, that have high concentrations of nicotine.
- Describe successes and barriers to addressing flavored tobacco products through state policy change, using case studies.

Presentation 2: Tobacco Taxes Support a Healthy Future for NM - *Shelley Mann-Lev, Bill Jordan & Mahesh Sita*

Learning Objectives:

- Explain how increasing tobacco taxes reduces nicotine use, especially for youth
- Demonstrate how to respond to challenges about impact on people living in poverty

Presentation 3: Synergy: A collective need for action through a three-layered landscape on flavored tobacco products - *Amy Barkley, Chelsea Pritchard, & Tearza Valencia*

Learning Objectives:

- Explain the current status of federal regulation of flavored tobacco products including e-cigarettes, menthol cigarettes, and flavored cigars; and state and local educational and advocacy work being done in New Mexico on flavored tobacco products
- Educate participants about the history of and timeline for federal tobacco product regulation and legislation. Enable participants to advocate for the implementation of effective regulation and policy related to flavored tobacco
- Enhance understanding of the importance and complementary role of local, state, and federal action on these issues

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Presentation 4:
**Reversing Preemption of
Local Tobacco Control -
Colorado Success Story 2019
and Beyond -Jodi Radke,
Mandy Ivanov, & Jill
Bednarek**

CDC Best Practices for Tobacco Control includes recommendations to combine community mobilization with local laws that limit youth access to tobacco products. However, many state preempt local jurisdictions from passing laws such as requiring retailers to have a license to sell tobacco. Colorado tobacco control partners were able to work together to educate decision makers about the need to remove a preemption clause in Colorado state law.

Learning Objectives:

- To discuss the successful collaboration of national, state and local tobacco control partners in highlighting the problem of Colorado law preemption of local tobacco control initiatives that lead to the successful removal of this preemption.

Presentation 5:
**Panel: Tobacco Prevention
and Comprehensive
Community Health
Planning Councils - Kristian
Price, PS; Ursala Bowe,
MA; Samantha Winters, BA;
& Sharon Finarelli, MLS;
Moderated by Michael Kelly,
MPH**

Come hear how Comprehensive Community Health Planning Councils throughout the state are working in multiple ways with the communities they serve. This is an excellent opportunity to look at collaborative opportunities that may be available with the Health Council that services your County or Tribal Community. For more information about health councils please visit www.nmhealthcouncils.org.

Learning Objectives:

- To understand the role of comprehensive community health planning councils in partnering with community based organizations to build healthy communities.
- To see examples of the tobacco prevention work that has been done in the communities served by health councils.
- To seek collaborative opportunities with the local county or tribal health council.

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