

AGENDA

A stylized illustration of the Statue of Liberty, rendered in a dark blue, sketch-like style. The statue is holding a trumpet in its right hand, which is positioned at the top of the frame. A vibrant, wavy orange ribbon flows from the trumpet, spiraling down the length of the statue's arm and body. The background is a solid light blue with some faint, abstract brushstrokes.

March 22 & 23, 2022 Spring Tobacco Control Institute

Join the Virtual Meeting:

March 22nd: zoom.us/j/99043584488

March 23rd: zoom.us/j/91446731302

AGENDA

Spring Tobacco Control Institute

Day One—March 22, 2022

- 8:45 – 9:00 am CT** **Meeting Room Open and Virtual Networking Opportunity**
- 9:00 – 9:15** **Welcome and Housekeeping**
HILARY LARSEN, *South Dakota Department of Health*
- 9:15 – 10:25** **Session I—Tobacco Prevention and Control in the United States: Where We’ve Been, Where We Are, and Where We’re Headed**
HENRAYA MCGRUDER, *PhD, Office on Smoking and Health, CDC and United States Public Health Services*
In this keynote session, Dr. McGruder will discuss patterns of tobacco use in the United States, the negative effects of tobacco use, and proven and emerging strategies to promote cessation.
- 10:25 – 10:35** **Break**
- 10:35 – 11:35** **Session II—State of the State**
KILEY HUMP, GENO ADAMS, SIERRA PHELPS, & LAURA GUDGEON, *South Dakota Department of Health*
The Department of Health will provide legislative and programmatic updates and share progress towards the 2020–2025 Tobacco Control State Plan objectives.
- 11:35 – 11:45** **Break**
- 11:45 – 1:00** **Session III—Understanding Cultural Humility: How a Culturally Humble Approach Can Help to Improve Tobacco Control and Health Outcomes**
RACHEL MARQUEZ, *Emory Centers for Public Health Training and Technical Assistance*
Rachel will discuss cultural humility and its relation to tobacco control and describe key pillars to successful culturally specific interventions.

Day Two—March 23, 2022

- 8:45 – 9:00 am CT** **Meeting Room Open and Virtual Networking Opportunity**
- 9:00 – 9:05** **Welcome and Award Presentation**
- 9:05 – 9:45** **Roundtable Discussions**
 - Promoting Tobacco Cessation, CHERYL PITZL & KAITLYN ASHLEY
 - Elevating Evidence-Based Practices, SANDRA MELSTAD & TYNELL MILLNER
 - Working with People of Low SES, KACEE REDDEN & JOAN LINDSTROM
 - Making Your Communications Stand Out, REBECCA PIROUTEK & SIERRA PHELPS
 - Incorporating Evaluation into Your Work, JENNIFER KERKVLITDuring this session, participants will engage in facilitated small group discussions about topics related to tobacco prevention and control work.
- 9:45 – 10:55** **Session IV—Keeping Tobacco Sacred**
RAE O’LEARY, *Missouri Breaks*
MARLA C. BULL BEAR, *Lakota Youth Development*
JERRILYN ROUSSEAU, *Sisseton Wahpeton Oyate*
ERIC JENS, *Tribal Education Department*
Panelists will describe factors contributing to high commercial tobacco rates amongst American Indian populations, describe traditional use of čanšaša, and describe efforts to promote čanšaša traditions.
- 10:55 – 11:05** **Break**
- 11:05 – 12:15** **Session V—Tobacco Use, ENDS and other Emerging Trends in Youth and Young Adults with Mental Health and Substance Use Challenges**
TASLIM VAN HATTUM, *National Council for Mental Wellbeing*
Taslim will provide information on the effects of tobacco use on the youth and young adults, the effects of ENDS on the behavioral health populations, and resources for prevention and treatment.
- 12:15 – 12:30** **Closing**

PRESENTER BIOS

WELCOME

Hilary Larsen is the Tobacco Program Coordinator for the South Dakota Department of Health. She recently served as the Southeast Region Tobacco Prevention Coordinator and has been with the Tobacco Control Program since 2016. She graduated with a BS in Exercise Science and a master's degree in Nutrition, Exercise, Food Sciences with a thesis focusing on school wellness policies from South Dakota State University.

KEYNOTE — Tobacco Prevention and Control in the United States: Where We've Been, Where We Are, and Where We're Headed

HENRAYA MCGRUDER, PHD is a senior research scientist and project officer (public health advisor) in the Office on Smoking and Health, CDC, and a Lieutenant Commander in the United States Public Health Services. Dr. McGruder has been at CDC since 2002 and began her career there as an Epidemic Intelligence Service officer. Her main task at CDC is to monitor and track performance on tobacco control indicators for 5 states: Illinois, Minnesota, Wisconsin, South Dakota, and North Dakota. She is a subject matter expert in tobacco cessation, mainly via telephone quitlines, and health disparities. Dr. McGruder holds a bachelor's degree in psychology from Hampton University and master's and Ph.D. in neuropsychology from Howard University.

STATE OF THE STATE

Kiley Hump, MS is the Administrator of the Office of Disease Prevention and Health Promotion within the South Dakota Department of Health. She started that position in January 2016 but has held other positions within the Department of Health since 2013. Kiley graduated from South Dakota State University with a BS in Health, Physical Education and Recreation and then received her master's degree in Health Promotion Management from Nebraska Methodist College in Omaha, NE.

Geno Adams began his work for the State of South Dakota in 2006 as a fisheries biologist for Game, Fish and Parks in Chamberlain. In 2008, he moved to Pierre to become the Senior Fisheries Biologist working with Missouri River Fisheries. A few years later, Geno moved into the Fisheries Program Administrator position where he supervised fisheries staff around the state. Geno received a bachelor's degree from Iowa State University and a master's degree from South Dakota State University, both in Wildlife and Fisheries Science.

In July 2021, seeking a new challenge, Geno started as the Medical Cannabis Program Administrator for the Department of Health. Since that time, he has helped stand up the newly formed medical cannabis program. Knowing little about the cannabis industry, the first six months on the job have been full of learning opportunities for Geno and those around him. He looks forward to continuing working towards a fully functional medical cannabis program in South Dakota.

Sierra Phelps serves as the Tobacco Program Director for the South Dakota Department of Health. Sierra has previously held different positions within South Dakota state government. She has been with the South Dakota Tobacco Control Program since September 2020. Sierra has a master's degree in Criminal Justice with an undergrad focusing on Human Services. Sierra has a passion for helping others and working in a rewarding field.

Laura Gudgeon has been the Chronic Disease Epidemiologist with the South Dakota Department of Health for one year. She has previous hospital experience at Avera and Sanford Health with Cancer Registry and Quality Risk Management. She graduated from The College of St. Scholastica with a Master of Science degree in Health Information Management. Laura looks forward to applying data analysis with public health in South Dakota.

UNDERSTANDING CULTURAL HUMILITY — How a Culturally Humble Approach Can Help to Improve Tobacco Control and Health Outcomes

Rachel Marquez is the Program Manager for Priority Populations and Health Equity at the Emory Centers for Public Health Training and Technical Assistance. In her role, she is responsible for developing and facilitating training, writing and editing training products, and working to drive health equity initiatives in chronic disease prevention efforts. Her focus on priority populations comes from her experience working with indigent, immigrant, and refugee populations addressing health care inequality needs and improving access to care.

Rachel is passionate about work that connects and empowers individuals. Her experience includes connecting clinical services and community assets so that everyone has equitable access to health information, clinical services, behavioral supports and living conditions to optimize their opportunities for long and healthy lives. Rachel holds a bachelor's degree in Biology from Grand Canyon University and a Master's in Public Health from Grand Canyon University. She lives in Burlington, NC with her husband and three children.

KEEPING TOBACCO SACRED

Marla C. Bull Bear is a wife, mother, grandmother, member of the Milks Camp Community of the Rosebud Sicangu Nation in South Dakota, and is the founding Executive Director of the Lakota Youth Development. It is the first Native American organization accredited as a prevention services provider through the State of South Dakota, and provides alcohol and drug prevention and independent living services to Native Americans on and off the nine tribal nations in South Dakota.

Marla received her master's degree in Community Counseling from Sinte Gleska University (SGU), a tribal university located on the Rosebud Reservation. She has served as member and chairwoman of the Board of Regents for Sinte Gleska University. She also has served as an adjunct faculty for their Human Services Department and is certified to teach a variety of Human Services courses at both the undergraduate and graduate level.

In addition, Marla has served the state in various capacities including serving on the State Alcohol and Drug Advisory Council and Mental Health Advisory Councils. Her life experiences have included expanding her expertise to include Equine Assisted Therapy (EAP) and Auricular Acupuncture.

Rae O'Leary is a member of the Turtle Mountain Band of Chippewa. She conducts research and leads public health initiatives for Missouri Breaks, which is in Eagle Butte, SD on the Cheyenne River Sioux Reservation. Rae has led the Canli Coalition for the past 13 years, and it was her leadership that influenced the CRST Tribal Council to pass one of the strongest smoke-free air policies in Indian country. She also had the opportunity to testify to the U.S. Congress on the youth e-cigarette epidemic and JUUL's attempts to target Native people.

Jerrilyn Rousseau works at the Department of Education at the Sisseton Wahpeton Oyate. She has been working in the Education department in various positions and capacities for the past two years. This past December she became the Niya Wakan Liaison, which involves two grants the department received, Tobacco Disparities and Community/School Partnership.

Eric Jens Sr. is a teacher at Enemy Swim Day School and has also served as the Dakota Iapi Yukini Project Curriculum Specialist with the Tribal Education Department in Sisseton, SD. He has been a teacher of Dakota Language/Culture for approximately 13 years, teaching K–12 at the local tribal school and at the college, teaching beginner to advanced level courses. In 2020, Eric received an Associate of Arts degree in Dakota Studies from Sisseton Wahpeton College. Teaching in any capacity is a difficult job, but he loves teaching culture and language to those who want to learn.

TOBACCO USE — ENDS and other Emerging Trends in Youth and Young Adults with Mental Health and Substance Use Challenges

Taslim Van Hattum, LCSW, MPH is the Senior Director of Practice Improvement & Consulting at the National Council for Mental Wellbeing. Taslim is a public health social work professional with more than 15 years of experience in program design and implementation, training and technical assistance design and delivery, and facilitation and interactive meeting design with public health departments, public health agencies, schools, community based organizations and community health organizations (community behavioral health organizations, addiction treatment organizations, school based health centers, community health centers & federally qualified health centers).

SOUTH DAKOTA DEPARTMENT OF HEALTH TOBACCO CONTROL PROGRAM RESOURCES:



(AMERICAN INDIAN)



(YOUTH & PREVENTION)



(CESSATION)



(GRANTS, TRAINING, DATA)