



# Spring Tobacco Control Institute

Wednesday, March 29, 2023 | 8:30am-4:30pm CT

Arrowood Cedar Shore Resort & Conference Center | Oacoma, SD

## Draft Agenda

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- 8:30-9:00am CT REGISTRATION AND NETWORKING**
- 9:00-9:15 WELCOME AND HOUSEKEEPING**  
Hilary Larsen, South Dakota Tobacco Control Program
- 9:15-10:15 KEYNOTE: YOUTH AND VAPING**  
Meredith Berkman, Parents Against Vaping e-Cigarettes  
*This keynote presentation will discuss factors that have contributed to the youth vaping epidemic, and how to address it.*
- 10:15-11:15 STATE OF THE STATE**  
Laura Streich, Sierra Phelps, Rebecca Piroutek, and Laura Gudgeon, South Dakota Department of Health  
*This session will provide updates on state Department of Health and Tobacco Control Program initiatives, media campaigns, and tobacco-related data.*
- 11:15-11:30 BREAK & NETWORKING OPPORTUNITY**
- 11:30-12:15pm ROUNDTABLE DISCUSSION**  
Hilary Larsen, South Dakota Tobacco Control Program  
*In this session, participants will work in small groups to review data on a topic of choice and discuss how the data can inform their work.*
- 12:15-1:00 LUNCH**
- 1:00-2:15 BREAKOUT SESSIONS - ROUND 1**
- A. MEDIA PLANNING & BEST PRACTICES**  
Rebecca Piroutek, South Dakota Department of Health & Epicosity Media Vendor  
*In this session, participants will learn the best practices in using media and the basics of how to create a media plan.*
  - B. PROMOTING CESSATION**  
Kaitlyn Ashley, South Dakota Tobacco Control Program & Jenny Kerkvliet, South Dakota State University  
*This session will discuss disparities in tobacco use rates, describe SD QuitLine services, and introduce resources that can be used to promote cessation.*
  - C. YOU HAVE A POLICY - NOW WHAT?**  
Bronson Frick, American Non-Smokers' Rights Foundation  
*In this session, participants will hear about policy successes and get tips for continuing policy work beyond initial implementation.*
- 2:15-2:30 BREAK & NETWORKING OPPORTUNITY**
- 2:30-3:45 BREAKOUT SESSIONS - ROUND 2 (recurring)**
- 3:45-4:00 BREAK & NETWORKING OPPORTUNITY**
- 4:00-4:30 CLOSING**