



AGENDA...

**New York State Cessation Center Collaborative Statewide Conference Call**

**How the Tobacco Industry Gets & Keeps Your Patients Hooked – an Update**

**January 6, 2010**

**12:00 Noon – 1:00 pm**

**- Call-in Information -**

1-800-410-9784 (no participant code needed)

**At the prompt, please state your name, county and the number of participants listening.**

**150 lines available. Please share phone lines whenever possible.**

**Register Online at...<http://www.nysmokefree.com/ConfCalls>**

**Questions about registration? Contact [patricia.bax@roswellpark.org](mailto:patricia.bax@roswellpark.org)**

A program for Physicians, Nurse Practitioners, Physician Assistants, Nurse, Respiratory Therapists, CASAC, and other Allied Health Professionals

OBJECTIVES...

- Recognize how tobacco industry marketing influences people to start and keep smoking.
- Describe how they (as health care clinicians) can incorporate this knowledge into their cessation interventions with patients.

AGENDA...

**11:45 AM Pre-conference call workgroup – speakers meet to discuss logistics of call**

**12:00 PM Introduction & Welcome – Annie Beigel, Manager of Cessation Programs, New York State Department of Health Tobacco Control Program**

**How the Tobacco Industry Gets & Keeps Your Patients Hooked – an Update**

**Michael Cummings, PhD, MPH**

**Chairman – Department of Health Behavior, Roswell Park Cancer Institute**

This program has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for CME (ACCME) through joint sponsorship with the University at Buffalo School of Medicine and Biomedical Sciences and the NYS Tobacco Cessation Center Collaborative Statewide Conference Call Series.

The University at Buffalo is accredited by the ACCME to sponsor CME for physicians.

The UB School of Medicine & Biomedical Sciences designates this educational activity for a maximum of

*1.0 AMA PRA Category 1 Credit(s)™.*

Physicians should only claim credit commensurate with the extent of their participation in the activity.

This activity has been submitted to the New York State Nurses Association for approval to award contact hours.

The New York State Nurses Association is accredited as an approver of continuing nursing education by the American Nurses

Credentialing Center's Commission on Accreditation.

CASAC Clock Hours OASAS approved

Application has been made to the American Association for Respiratory Care (AARC) for continuing education contact hours for respiratory therapists.

**Download program materials online at...**

**<http://www.nysmokefree.com/newweb/pageview.aspx?p=5520>**

If you encounter any difficulty accessing program materials please email

**Terry Miller at [tamiller@kingstonhospital.org](mailto:tamiller@kingstonhospital.org)**

**Next Call March 3, 2010**

**Tobacco Dependence: A Grand Rounds Presentation**

**Steven A. Schroeder MD**

**Smoking Cessation Leadership Center at University of California San Francisco**