

## ***Clearing the Air*<sup>®</sup> Virtual Institute**

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### **Series One Sessions (October 2021 – May 2022):**

#### **Session 1 – Welcome & Intro: Where We Are and Why Smokefree Air is Critical to Protect Public Health**

Thursday, October 14, 2021

10-11:30 AM PT/ 1-2:30 PM ET

Instead of trying to meet in person, we will provide a series of virtual CTA sessions, each focusing on an emerging issue and/or organizing tool/resources and strategies honed over the years or from recent campaign experiences, all designed to help the movement continue to make progress and to maintain the gain. The first few session topics have been selected; we are open to your suggestions for future topics that would be helpful to you, your partners, and your grassroots constituents.

#### **Session 2 – Smoke is Smoke: The Latest & Greatest Smokefree Research & Policy Guidance**

Thursday, November 18, 2021

10-11:30 AM PT/ 1-2:30 PM ET

While the public health field has access to more than 50 years' worth of data on the science of secondhand smoke, the tobacco industry continues to shift their products to maintain profitability and recruit new customers. To maintain the integrity of current protections, and expand access to smokefree air, we must respond to emerging threats like secondhand marijuana smoke, e-cigarettes, and exempting smoking venues like cigar bars. We will revisit tired industry tactics like ventilation as a solution and renormalizing indoor smoking with counter points based on the latest research and policy guidelines to best prepare your coalition for excellence in smokefree advocacy.

#### **Session 3 – Creating a Winning Coalition**

Thursday, December 9, 2021

10-11:30 AM PT/ 1-2:30 PM ET

On this installment of the Clearing the Air webinar series, we will hear from an incredible panel of smokefree advocates who will share recent examples and lessons learned. Featured campaigns include Smokefree Shreveport, Tobacco Free Vigo County (IN), Navajo Nation Air is Life, Musicians for a Smokefree Tennessee, and Smokefree Atlantic City and CEASE casino worker advocacy.

As we prepare for 2022, the panel will reflect on themes of “embracing the impossible,” building strength through partnerships, and how small steps can add up.

Panelists include **Danny O’Halloran**, **Chris Moyer**, **Gregory Powell**, **Jamie Kent**, **Hershel Clark, MPH**, and **Brandon Halleck**.

#### Session 4 – Ready, Steady, GO! Smokefree Air 2022

Thursday, January 13, 2022

10-11:30 AM PT/ 1-2:30 PM ET

Join us for a discussion about model policy language, FDA premarket authorization, lessons learned straight from the field, and an update on what is on the radar from tobacco industry interference, marijuana on-site consumption, and expanding smokefree protections.

Panelists include: ANRF’s **Laura Walpert**, JD, Senior Policy Analyst, and legal expert **Mark Meaney**, J.D., MA, of the Public Health Law Center.

#### Session 5 – Cultivating Champions! How to Encourage Champions to Climb the Ladder of Engagement

Thursday, February 10, 2022

10-11:30 AM PT/ 1-2:30 PM ET

Every tobacco control policy effort needs at least one “champion” on the decision-making body that will collaborate intensely with the coalition on the policy effort. But how do we recruit and work with potential champions and then encourage them to become even more involved and engaged? During this session, we’ll hear directly from great policy champions and learn more about cultivating dedicated supporters for tobacco control policies.

Panelists: The **Honorable Delegate Thomas Walker, Jr.**, decision maker champion from Navajo Nation; **Dr. Patricia Nez Henderson**, representing the Air is Life coalition; and **Danny O’Hallaron**, ANRF New Jersey Consultant.

#### Session 6 – Smokefree Really is the New Normal: Policy Implementation & Maintenance Best Practices

Thursday, March 10, 2022

10-11:30 AM PT/ 1-2:30 PM ET

Join us for an engaging deep dive into Policy Implementation and Maintenance Best Practice and hear about very recent examples in the tobacco control movement. Just because a law is enacted, effective, and popular does not necessarily guarantee its continued success. Learn about the measures and steps needed to ensure your policy hits a home run locally with lots of community support and buy-in not only immediately but also for years to come.

Panelists include: **Onjewel Smith**, ANR/F Southern States Strategist; **Jim D. Martin**, MS, Director of Policy and Programs with the NC Tobacco Prevention and Control Branch (TPCB), Division of Public Health, NC Department of Health and Human Services; **Jeanie Donovan**, MPH, MPA, Deputy Director Population Health & Disease Prevention, New Orleans Health Department; and **Sarah Babcock**, MPH, Chief Administrative Assistant for Jefferson Parish.

#### Session 7 – De-Mystifying Marijuana: The What, Why & How for Addressing Secondhand Marijuana Smoke in Smokefree Policies

Thursday, April 14, 2022

10-11:30 AM PT/ 1-2:30 PM ET

As the trend toward normalizing public smoking of marijuana grows, we need to be aware that more laws will likely be proposed to weaken smokefree protections and allow for broader use of smoking marijuana in public places and even in workplaces. Join policy experts, research scientists and tobacco control professionals for a timely session about how to maintain the smokefree gain and protect the public from exposure to secondhand marijuana smoke.

Panelists include: **Thomas Roterling**, Associate Research Specialist at the University of California San Francisco (UCSF); **Bob Curry**, Marin County Tobacco Control Project Director, Marin County Health and Human Services; and ANR/F's **Liz Williams**, **Onjewel Smith**, **Traci Kennedy**, and **Char Day**.

#### Session 8 – The Preemption Paradigm: Taking Down the Tobacco Industry Tactic

Thursday, May 12, 2022

10-11:30 AM PT/ 1-2:30 PM ET

The power of local people to impact policies and procedures is essential. The Tobacco Industry has long championed preempting local options for passing strong smokefree laws as a strategy to stifle strong and innovative local tobacco control measures. Join us for a lively discussion on how key states are battling preemptive strikes and gaining ground for local laws and policies. You will hear from **Jamie Kent**, Musicians for Smokefree Tennessee; **Juliana Frederick Curry**, Coalition for Tobacco Free West Virginia; **Greg Puckett**, County Commissioner Mercer County West Virginia; and **Jeremy Kourvelas**, Smokefree TN Coalition Member.

#### **Series Two Sessions (September 2022 – May 2023)**

##### Session 9 – Smokefree Casinos: Spotlight on CEASE and the Fight for Smokefree Air in New Jersey's Casinos

Wednesday, September 14, 2022

10-11:30 AM PT/ 1-2:30 PM ET

These are important times for smokefree workplaces. Join us for an engaging deep dive into the smokefree casino battle in New Jersey. Learn about recent research and hear how the smokefree casinos campaign has kept nimble and adapted quickly so that every possible effort could be put into play to protect casino worker health in New Jersey. It is all coming together for a “hopefully” victorious end!

Panelists include **Traci Kennedy**, ANR/F Midwest States Strategist; **Michael Tynan**, Public Health Analyst, Office on Smoking and Health; **Chris Moyer**, ANR Foundation consultant; **Pete Naccarelli**, co-leader of CEASE; and **Danny O’Halloran**, ANR Campaign Manager.

### Session 10 – Marijuana Industry Threats to Smokefree Air Protections

Wednesday, November 9, 2022

10-11:30 AM PT/ 1-2:30 PM ET

Most states have now legalized marijuana. What does that mean for tobacco control? During this session, you will learn about stunning conclusions from the most recent scientific research on secondhand marijuana smoke and how to take a substantiated stand against industry attempts to carve out exemptions for smoking indoors. You will also hear the latest tactics used by the industry for smoking marijuana/cannabis indoors and what that means for your local laws and policies.

Panelists include scientific researchers **Dr. Wayne Ott**, Adjunct Professor at the Department of Civil and Environmental Engineering, Stanford University; **Dr. Suzaynn Schick**, Associate Professor of Medicine in the Division of Occupational and Environmental Medicine at the University of California, San Francisco; **Liz Williams**, ANR/F Project & Policy Manager; and **Char Day**, ANR/F Program & Training Specialist.

### Session 11 – Getting Ahead on Legislative Session 2023

Wednesday, January 11, 2023

10-11:30 AM PT/ 1-2:30 PM ET

As we kick off 2023, experts from the field will provide their forecast for what to expect and how to get ahead of issues related to smokefree air this upcoming legislative session. Don’t get left out in the cold – hear what to expect from Big Tobacco and bills on watch in key states. Rather than freeze with inaction, mark your calendars for upcoming smokefree anniversaries and celebrate the milestones as well as draw attention to closing gaps. We look forward to starting the New Year with you all!

Hear from featured speaker Cathy Callaway, Senior Director, State and Local Campaigns, American Cancer Society Cancer Action Network; and panelists **Traci Kennedy**, ANR/F Midwest States Strategist; **Onjewel Smith**, ANR/F Southern States Strategist; **Liz Williams**, ANR/F Project & Policy Manager; and **Char Day**, ANR/F Program & Training Specialist.

## Session 12 – Saving Hearts and Lives: 20 Year Anniversary of the Helena Heart Attack Study

10-11:30 AM PT/ 1-2:30 PM ET

Wednesday, March 8, 2023

The Helena Heart Attack Study was groundbreaking in providing evidence that strong smokefree laws lead to significant reductions in heart attack hospitalization rates. This led to many other studies around the world on the immediate and tangible health benefits of community-wide smokefree policies.

During our March installment of the Virtual Clearing the Air Series, the original study authors and a panel of advocates will discuss the data, stories, industry interference and advocacy lessons from Montana that connect directly with the smokefree challenges of today.

Speakers include **Dr. Stanton A. Glantz**, University of California San Francisco; **Dr Richard Sargent**, co-author of the Helena heart attack study; **C.B. Pearson** (from the original campaign); **Bronson Frick**, ANR/F Director of Advocacy; and **Char Day**, ANR/F Program & Training Specialist.

## Session 13 – Messengers & Messages to Close the Gaps in Smokefree Protections

Wednesday, May 10, 2023

10-11:30 AM PT/ 1-2:30 PM ET

**ANR Communications Strategist Chris Moyer** will be facilitating this conversation around centering campaigns on championing the right messenger or tactic for the job. Though the science is clear on the hazards of secondhand smoke It sometimes isn't enough if this message isn't delivered in the right way, by the right messenger. **It takes communications** – to bring urgency to the problem, and the need for sound public health solutions.