

## EDUCATIONAL OBJECTIVES

*After attending this conference, participants should be able to:*

- Discuss the history of the close association between the United States government and the tobacco industry for the last 100 years
  - Describe the response of the tobacco industry and the United States government to the health implications of tobacco over the last 50 years
  - Identify the outcome of the largest racketeering trial in United States history
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- Discuss some of the candidate genes associated with smoking behavior
  - Identify the role nicotine may play in modulation of mood
  - Describe examples of pharmacogenetic research in the treatment of nicotine dependence
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- Discuss the prevalence of tobacco use among youth, why teens start using tobacco, the stages of tobacco initiation and cessation, and development of nicotine dependence among young tobacco users
  - Identify why young people are a valuable target market for tobacco companies and evaluate multiple sources of tobacco advertising and promotions
  - Enumerate the effective strategies for tobacco use prevention and cessation including the strategies based on modern computer technologies
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- Identify several sociodemographic characteristics associated with tobacco-related disparities
  - Identify key evidence-based smoking cessation programs that have the potential to reduce disparities
  - Identify several mechanisms that might underlie socioeconomic disparities in tobacco use and cessation
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- Describe the burden of tobacco use in Texas
  - Describe activities conducted by the Texas Department of State Health Services to implement comprehensive tobacco prevention and control programming
  - Describe successes of the comprehensive program

## CONFERENCE GOAL

The conference goal is to enhance the existing medical knowledge of local health professionals by providing up-to-date data on tobacco addiction and disparities in tobacco usage, as well as outlining the latest innovations in smoking cessation approaches and programming for both adults and youth, contributing to a more informed and effective health care delivery system in Southeast Texas.

## TARGET AUDIENCE

This conference should be of value to all physicians, physician assistants, nurse practitioners, nurses, and other medical professionals whose patients currently suffer from tobacco addiction and/or smoking-related illnesses or have the potential to develop in these areas. The forum is also intended for medical professionals interested in identifying and implementing preventative measures to reach both youth and adults, recognizing disparities in tobacco usage.

## EDUCATIONAL METHODS

Lectures • Panel Discussions

## EVALUATION

Immediately following the Health Forum, a course evaluation form will provide participants with the opportunity to review sessions, speakers, and course objectives; assess the potential impact of course content on their individual practices; identify future educational needs; and comment on any perceived commercial bias in the presentations. A post-event evaluation will be sent to participants to determine the extent to which their practices were modified based on the knowledge gained from the conference.

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
BEAUMONT, TX  
PERMIT NO. 337

**Julie Rogers "Gift of Life" Program**

PMB #46, 148 S. DOWLEN ROAD, BEAUMONT, TEXAS 77707

ADDRESS SERVICE REQUESTED

**FREE REGISTRATION**  
**Educational Health Forum**  
Thursday, October 5, 2006

## Julie Rogers "Gift of Life" Program and Jefferson County Medical Society

in partnership with the  
**Lamar University Department of Nursing,  
Dauphin Cancer Screening & Prevention Center,  
and The University of Texas M. D. Anderson  
Cancer Center, Academic Sponsor**

present the

## 7TH ANNUAL HEALTH FORUM: SMOKING CESSATION AND PREVENTION THURSDAY, OCTOBER 5, 2006

9:15 a.m. - 4:00 p.m.

(Registration 8:30 a.m. - 9:15 a.m.)

Montagne Center, Lamar University

**LECTURES PROVIDED BY**  
**The University of Texas  
M. D. Anderson Cancer Center**

*Featured Speaker*

**Alexander V. Prokhorov, MD, PhD**  
**Professor, Behavioral Science**

*Guest Speakers*

Paul M. Cinciripini, PhD  
Joel S. Dunnington, MD  
Philip P. Huang, MD, MPH\*  
David W. Wetter, PhD

\* Texas Department of State Health Services

- 5.7 contact hours for nurses
- 5.5 credits for physicians  
(of which 2.25 credits are for ethics/physician responsibility)
- Complimentary lunch & door prizes
- No registration fee

**SUPPORTED BY**

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**JEFF ALFORD, MD • AIYANADAR BHARATHI, MD**

**JOSEPH M. FINLEY, MD • JOSEPH KONG, MD, FACR**

**ADVANCED CARDIOVASCULAR SPECIALISTS, LLP:**

**DOCTORS THOMAS A. LOMBARDO, T. RANDOLPH LOMBARDO,**

**SCOTT R. SHERRON, JEFFREY A. KLEM, AND STEVEN K. SOUDI**

**DAVID TEUSCHER, MD, EVENT ADVISOR**

**THURSDAY, OCTOBER 5, 2006**

- 9:15 a.m. – 9:30 a.m.** Welcoming Remarks
- 9:30 a.m.– 10:15 a.m.** “A History of Non-Regulation of Tobacco: *The Most Dangerous Product in the World*” \*\*  
*Joel S. Dunnington, MD*
- 10:15 a.m.– 10:30 a.m.** Break
- 10:30 a.m.– 11:15 a.m.** “Nicotine Modulation of Mood: Genetic Influences on a Smoking Phenotype”  
*Paul M. Cinciripini, PhD*
- 11:15 a.m.– 11:45 a.m.** Panel Discussion  
*Dr. Dunnington & Dr. Cinciripini*
- 11:45 a.m.– 12:30 p.m.** Lunch
- 12:30 p.m. – 1:15 p.m.** “Challenges & Successes in Persuading Youth to Adopt Tobacco Free Lifestyles” \*\*  
*Alexander V. Prokhorov, MD, PhD*
- 1:15 p.m. – 2:00 p.m.** “Disparities in Smoking and Smoking Cessation” \*\*  
*David W. Wetter, PhD*
- 2:00 p.m. – 2:15 p.m.** Break
- 2:15 p.m. – 3:00 p.m.** “Where did the Texas Tobacco Settlement Money Go? An Overview of the Texas Tobacco Prevention Initiative”  
*Philip P. Huang, MD, MPH*
- 3:00 p.m. – 3:30 p.m.** Panel Discussion  
*Drs. Prokhorov, Wetter, and Huang*
- 3:30 p.m. – 4:00 p.m.** Closing Remarks

The University of Texas M. D. Anderson Cancer Center has implemented a process whereby everyone who is in a position to control the content of an educational activity must disclose all relevant financial relationships with any commercial interest that could potentially affect the information presented. M. D. Anderson also requires that all faculty disclose any unlabeled use or investigational use (not yet approved for any purpose) of pharmaceutical and medical device products. Specific disclosure will be made to the participants prior to the educational activity.

Agendas are subject to change because we are always striving to improve the quality of your educational experience. M. D. Anderson may, as needed, substitute faculty with comparable expertise in the event of illness, scheduling conflicts, or other such reasons.

Audiotaping or videotaping is prohibited.

**CONFERENCE LECTURERS**

- Alexander V. Prokhorov, MD, PhD**  
Professor  
Department of Behavioral Science  
The University of Texas M. D. Anderson Cancer Center
- Paul M. Cinciripini, PhD**  
Professor and Deputy Chair  
Director, Tobacco Research and Treatment Program  
Department of Behavioral Science  
The University of Texas M. D. Anderson Cancer Center
- Joel S. Dunnington, MD**  
Associate Professor  
Department of Diagnostic Radiology  
The University of Texas M. D. Anderson Cancer Center
- David W. Wetter, PhD**  
Professor and Chair  
Department of Health Disparities Research  
The University of Texas M. D. Anderson Cancer Center
- Philip P. Huang, MD, MPH**  
Medical Director  
Chronic Disease Prevention  
Texas Department of State Health Services

**CONTINUING EDUCATION**

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of The University of Texas M. D. Anderson Cancer Center and the Julie Rogers “Gift of Life” Program. The University of Texas M. D. Anderson Cancer Center is accredited by the ACCME to provide continuing medical education for physicians.

The University of Texas M. D. Anderson Cancer Center designates this educational activity for a maximum of 5.5 *AMA PRA Category 1 Credits*™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

\*\* Three presentation(s) have been designated by The University of Texas M. D. Anderson Cancer Center for 2.25 *AMA PRA Category 1 Credits*™ in medical ethics and/or professional responsibility.

This program provides 5.7 Nursing Continuing Education Contact Hours.

The University of Texas M.D. Anderson Cancer Center is an approved provider of continuing nursing education by the Texas Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation. This activity meets Type 1 criteria for mandatory continuing education requirements toward relicensure as established by the Board of Nurse Examiners for the State of Texas.

**PRESENTING ORGANIZATIONS**

The **Julie Rogers “Gift of Life” Program** is a special cooperative effort of Memorial Hermann Baptist Hospitals, the Julie & Ben Rogers Cancer Institute, the Dauphin Cancer Screening & Prevention Center, the University of Texas Medical Branch (UTMB) at Galveston and its local clinics, the UTMB Cancer Stop Program, local physicians, and The University of Texas M. D. Anderson Cancer Center.

Since its inception, the “Gift of Life” has provided more than 11,300 free mammograms and 3,600 free prostate cancer screenings for individuals in Southeast Texas, with follow-up medical care available for eligible clients. In addition, the program has conducted almost 400 Sidney “Chief” Dauphin educational outreach programs that stress the importance of early detection.

The “Gift of Life” has expanded its program scope to include smoking cessation and prevention. Its activities in this area include ASPIRE (a smoking prevention and cessation program developed by M. D. Anderson Cancer Center and The University of Texas School of Public Health), introduced into Beaumont Independent School District and now part of the District’s permanent curriculum, and “Don’t Smoke Your Life Away,” a community-wide anti-tobacco campaign targeting both adults and adolescents.

The mission of the **Jefferson County Medical Society** is to serve as an advocate for its physician members in providing ethical, quality, cost-effective medical care for all Southeast Texans.

**HEALTH FORUM COMMITTEE**

Jeff Alford, MD • Jane Angel, MD • Denise Boutte, RN  
Henri deS. Clarke, MD • Eileen Deges Curl, PhD, RN • Rita Davis, RN  
Joseph M. Finley, MD • Iva Hall, PhD, RNC • Jan Hallmark, RN  
John Abe Henderson, III, MD • Gay-Lynne Jones, RN  
Joseph Kong, MD, FACR • Lourdes Kong, BSN, RN  
Brenda Nichols, DNSc, RN, FRCNA • Lois Rutman, RN  
Gale Simmons (Executive Officer, Jefferson County Medical Society)  
David Teuscher, MD • Ruth Langham Williams, BSN, RN

**CONTINUING EDUCATION PLANNING COMMITTEE**

*Alexander V. Prokhorov, MD, PhD*  
*Maureen Cagley, MBA*  
*Joyce E. Dains, DrPH, JD, RN, FNP, BC, NAP*  
*Nancy A.S. Luca, PhD*  
*Shirley Roy, MPH*  
*Alison Ruffin, BA*  
*Jessica Walters, BS*

**HEALTH FORUM REGISTRATION FORM**

**Space is limited.** Please register today to ensure participation. Please complete and return this form to:

**BY MAIL** Julie Rogers “Gift of Life” Program  
PMB #46, 148 S. Dowlen Road  
Beaumont, TX 77707

**BY EMAIL** [giftoflifebmt@yahoo.com](mailto:giftoflifebmt@yahoo.com)

**BY FAX** 409-833-2662

**THURSDAY, OCTOBER 5, 2006**

**Registration 8:30 a.m. - 9:15 a.m.**

**Program 9:15 a.m. - 4:00 p.m.**

*Montagne Center, Lamar University*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

\*Daytime Phone \_\_\_\_\_

\*Fax \_\_\_\_\_

\*Email \_\_\_\_\_

*\*Above information required to receive your confirmation notice.*

Degree \_\_\_\_\_

If student, expected date of graduation: \_\_\_\_\_

**REGISTRATION DEADLINE:**

**THURSDAY, SEPTEMBER 28, 2006**

For more information or to register by phone, please call 409-833-7992.

*Please mark your choice for lunch:*

- Vegetarian  Chicken Salad  Roast Beef  Turkey & Swiss  
 Please check if you wish to be informed of future events.