

IMPLEMENTING THE TOBACCO CONTROL ACT: ADVICE TO FDA

PROGRAM SCHEDULE

August 28, 2009

- 9:30 am: Registration and welcome
- 10:00 – 11:00 am: **Federal, State, and Local Government Collaboration** in achieving the goals of the law.
- Dorie Apollonio**, Adjunct Assistant Professor, Dept. of Clinical Pharmacy, School of Pharmacy, UCSF
Dennis Eckhart, Senior Assistant Attorney General, State of California
Jeanne Finberg, Deputy Attorney General, State of California
Caroline Joyce, Director, Government Affairs, American Legacy Foundation
Leslie Zellers, Legal Director, Technical Assistance Legal Center
Moderator: **Richard Barnes**, Researcher, Center for Tobacco Control Research and Education, UCSF; Adjunct Assistant Professor of Law, UC Hastings College of the Law
- 11:15 – 12:15 pm: **Advertising, Marketing, Sale, and Distribution of Tobacco Products:** What provisions of the new law will be most effective in reducing tobacco use? What, if any, are the First Amendment challenges to advertising and marketing restrictions?
- Stacey Anderson**, Honorary Lecturer in Epidemiology and Public Health, University of Nottingham (England)
Ashutosh Bhagwat, Professor of Law, UC Hastings College of the Law
Pamela Ling, Associate Professor in Residence, Department of Medicine, UCSF
Calvin Massey, Professor of Law, UC Hastings College of the Law
Moderator: **David L. Faigman**, John F. Digardi Distinguished Professor of Law, UC Hastings College of the Law
- Lunch break* Pre-registrants with lunch tickets will join panelists and organizers for lunch in the Skyroom, 100 McAllister Street.
- 1:30 – 2:30 pm: **KEYNOTE ADDRESS:**
Professor Stanton A. Glantz, Professor of Medicine, UCSF, and Director, Center for Tobacco Control Research and Education, UCSF

2:30 – 3:30 pm:

Smoking Cessation and Tobacco Addiction: How can the law's many provisions be effectively used to help reduce dependency on tobacco products? How can those provisions best be mobilized to maximize the impact on specific population subgroups that have special tobacco use issues?

Neal Benowitz, Professor of Medicine, Biopharmaceutical Sciences, Psychiatry and Clinical Pharmacy; Leader, Tobacco Control Group, Comprehensive Cancer Center, UCSF

Sharon Hall, Professor of Psychiatry, School of Medicine, UCSF

Lisa Kroon, Professor of Clinical Pharmacy, School of Pharmacy, UCSF

Steven A. Schroeder, Distinguished Professor of Health and Health Care, and Director, Smoking Cessation Leadership Center, UCSF

Moderator: **Jaime King**, Associate Professor of Law, UC Hastings College of the Law

3:45 – 4:45 pm:

Prevention of Tobacco Use: What provisions of the law will be most effective in preventing people from starting to use tobacco? What actions by FDA would have the maximum impact on youth and other groups at particular risk because of historic targeting by tobacco industry marketing with resulting high tobacco use?

Phillip Gardiner, Social and Behavioral Sciences Research Administrator, Tobacco-Related Disease Research Program, UC Office of the President

Vera Harrell, Research Assistant, Department of Social and Behavioral Sciences, School of Nursing, UCSF

Paul Keye, President, Paul Keye & Partners, Culver City, CA

Moderator: **Daniel Dohan**, Associate Professor, Philip R. Lee Institute for Health Policy Studies, School of Medicine, UCSF