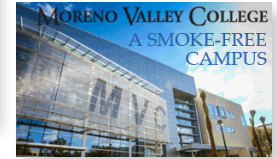
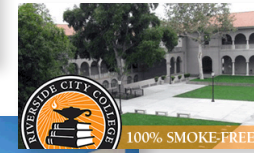


Smoke/Tobacco-Free College and University Workshop Series

February 2021



FRIDAY, FEBRUARY 12TH

9:00-9:15 am **WELCOME AND INTRODUCTIONS**

9:15-10:00 am **YOUNG ADULT ADDICTION: TRIGGER-BEHAVIOR-REWARD**
 Dr. Linda Hancock, Funny Nurse Practitioner, Health Educator & Policy Advocate

10:05-10:50 am **BREAKOUT SESSIONS**

PRODUCTS, PREVALENCE, & PERCEPTIONS: FINDINGS FROM COLLEGE FOCUS GROUPS

Andrea Fabillaran & Katelyn Mazman, CYAN

TOBACCO TREATMENT BEST PRACTICES: HOW CAMPUS-BASED HEALTH CENTERS CAN SUPPORT STUDENTS IN QUITTING

Moreen Sharma & Shannon Haggitt, CA Quits

MOTIVATIONAL INTERVIEWING: AN EFFECTIVE TECHNIQUE TO SUPPORT QUITTING TOBACCO

Dr. Gary Tedeschi, CA Smokers' Helpline

10:55-11:40 am **BREAKOUT SESSIONS**

USING SOCIAL MEDIA TO SUPPORT QUITTING:

Katelyn Mazman, CYAN

ENGAGING STUDENTS IN PEER-TO-PEER TOBACCO TREATMENT OUTREACH

Raeann Davis, UC Davis
 Natalie Macias, University of San Francisco

HOW CAMPUSES ARE OFFERING TOBACCO TREATMENT DURING COVID

Stephanie Lake, UC Davis
 Amber Lancaster, Santiago Canyon College

11:45-12:00 pm **CLOSING**

GENERAL SESSION (9:15-10:00AM)

YOUNG ADULT ADDICTION: TRIGGER-BEHAVIOR-REWARD

Speaker: Dr. Linda Hancock, Funny Nurse Practitioner, Health Educator & Policy Advocate

From puff bars to pot, college students face a plethora of potential addictions as they navigate the pandemic. This interactive and practical session will examine how research in neuroscience and mindfulness provides a creative new approach to both tobacco and cannabis. Using knowledge from her 30-year career in student health, Dr Hancock will provide insight into how college health professionals can support students in disrupting habit loops and addiction.

BREAKOUT SESSION #1 (10:05-10:50AM)

PRODUCTS, PREVALENCE, AND PERCEPTIONS: FINDINGS FROM COLLEGE FOCUS GROUPS

Speakers: Andrea Fabillaran & Katelyn Mazman, CYAN

With so many emerging tobacco and nicotine products, it's important to learn about the products young people are using and their perceptions to effectively support students in quitting tobacco. This session will review current young adult prevalence, highlight products young people use, and feature findings from CYAN's Spring 2020 focus groups.

TOBACCO TREATMENT BEST PRACTICES: HOW CAMPUS-BASED HEALTH CENTERS CAN SUPPORT STUDENTS IN QUITTING

Speakers: Moreen Sharma & Shannon Haggitt, California Quits

Health care providers have an important role in helping young adults quit tobacco. In this session, members of the California Quits team will present strategies for asking students about tobacco use, advising to quit, and how to easily refer to off-campus resources, including the California Smokers' Helpline.

MOTIVATIONAL INTERVIEWING: AN EFFECTIVE TECHNIQUE TO SUPPORT QUITTING TOBACCO

Speaker: Dr. Gary Tedeschi, CA Smokers' Helpline

Motivational interviewing (MI) is client-centered counseling used to support behavior change. In tobacco treatment, MI is recognized as one of the ten key guidelines for supporting individuals in quitting. In this session, participants will be guided through how to effectively use MI with young adult tobacco users.

BREAKOUT SESSION #2 (10:55-11:40AM)

USING SOCIAL MEDIA TO SUPPORT QUITTING

Speaker: Katelyn Mazman, CYAN

Social media is an effective tool for reaching young people and sharing health messages. In April 2020 - January 2021, CYAN developed, tested, and launched a social media campaign aimed at motivating quit attempts and supporting youth and young adults in quitting tobacco. Findings and lessons learned from this campaign will be shared in this session.

ENGAGING STUDENTS IN PEER-TO-PEER TOBACCO TREATMENT OUTREACH

Speakers: Raeann Davis, UC Davis & Natalie Macias, University of San Francisco

A panel of campus representatives sharing strategies for engaging student educators and ambassadors to do brief interventions and support quit attempts through Peer-to-Peer tobacco treatment and support strategies. A conversation on how students can be actively involved in the tobacco treatment efforts on campus.

HOW CAMPUSES ARE OFFERING TOBACCO TREATMENT DURING COVID

Speakers: Stephanie Lake, UC Davis & Amber Lancaster, Santiago Canyon College

Campus closures during the pandemic have posed some challenges when offering tobacco treatment for students. In this session, campus representatives will share examples of how they are providing support for students in quitting tobacco while campuses are closed to in-person learning.