

Current Trends in Tobacco Use

 LIVE WEBINAR SERIES 

SERIES DESCRIPTION

This series provides information on the current trends in tobacco use including sessions on: tobacco use treatment, use among American Indians, nicotine addiction, women and tobacco use, emerging products, and currently available cessation resources.

MAHEC has partnered with the Western Carolina University (WCU) Department of Social Work and MountainWise to provide an interprofessional webinar series to update healthcare professionals on current trends and treatment options to encourage better health outcomes for individuals using tobacco products.

TARGET AUDIENCE

Our target audience includes nurses, psychologists, social workers, mental health and substance use counselors, and other professionals interested in this subject.

SERIES OBJECTIVES

At the conclusion of this series, participants will be able to:

- List current populations who use tobacco and their pattern of use
- Discuss the importance of cultural norms that influence smoking behaviors
- State the impact of tobacco use
- Give examples of new and emerging tobacco products and how they are marketed
- Describe culturally appropriate tobacco use prevention and effective evidence-based strategies for cessation

PROVIDED BY



IN COLLABORATION WITH



Department of Social Work



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PRESENTING FACULTY

SESSION 1

CONTEMPORARY TOBACCO USE TREATMENT

James Davis, MD, is a practicing physician and associate professor at Duke University. He is director of the Duke Smoking Cessation Program, medical director of the Duke Center for Smoking Cessation, and co-director of the Duke-UNC Tobacco Treatment Specialist Training Program.

SESSION 2

TOBACCO AMONG AMERICAN INDIANS

Lisa Lefler, PhD, is an applied medical anthropologist. She is Director of Culturally Based Native Health Programs at Western Carolina University and is founder and Executive Director of the Center for Native Health, Inc. She is also a faculty member in the Cherokee Studies Program at WCU, serves on the EBCI Cultural IRB, and is co-founder of the annual Rooted in the Mountains Symposium at WCU. Her publications include several edited volumes: *Anthropology: Weaving Our Discipline with Community* (2020), *Southern Foodways and Culture* (2013), *Under the Rattlesnake: Cherokee Health and Resiliency* (2009), and *Southern Indians and Anthropologists: Culture, Politics, and Identity* (2002) with Frederic Gleach. Co-authored with Cherokee elder Thomas Belt, *Sounds of Tohi* is currently under review at University of Alabama Press in their Contemporary American Indian Series.

SESSION 3

THE NEW LOOK OF NICOTINE ADDICTION

Tobin Lee, BS, received his Bachelor of Science degree in Health Science Education with a specialization in Community Health Education from the University of Florida. He is the Region 1 Tobacco Prevention Manager with MountainWise in Franklin, NC. MountainWise is facilitated by Macon County Public Health and supported by the following public health departments in the WNC region: Cherokee County, Clay County, Graham County, Haywood County, Jackson County, Swain County, and Transylvania County Departments of Public Health.

SESSION 4

WOMEN AND TOBACCO USE:

EMERGING PRODUCTS AND CESSATION RESOURCES

Megan Williams, MSPH, MSW, is a Research Associate at the Center for Maternal and Infant Health at UNC Chapel Hill, where she works on a variety of maternal and child health issues. A major focus of her work is the dissemination of evidence-based maternal and child health information to providers in Western North Carolina, with a focus on the prevention and cessation of tobacco use in reproductive-age women. Megan has experience at both local and state-level public health agencies, with a focus on the health and well-being of women and families.



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SESSION 1: WEDNESDAY, FEB 10, 2021

Contemporary Tobacco Use Treatment

ATTENDANCE Join us live via webinar
SESSION DATE Wednesday, February 10, 2021
SESSION TIME 1:00 pm–4:00 pm (3.0 hours)

DESCRIPTION

This three-hour presentation provides an overview of significant changes in the U.S. population who use tobacco, the morbidity and mortality of current tobacco use, and the challenges that we face when trying to help this population stop using tobacco. We will discuss evidence-based approaches to tobacco treatment with a focus on the evidence for medication and several examples of behavioral treatment. Finally, we will integrate this evidence in a way that provides meaningful guidance to a provider working with this population.

OBJECTIVES

Upon completion of this session, participants will be able to:

- Identify major characteristics of the current tobacco use population that impacts how we approach treatment
- Recognize common disease processes related to smoking
- Identify core principles in evidenced-based tobacco dependence pharmacotherapy
- Describe several effective behavioral approaches to the treatment of tobacco use

CREDIT DESIGNATION

NAADAC: 3.0 **NBCC:** 3.0 **CEUs:** 0.3
Nurses: 3.0 **Psychologists:** 3.0 **Contact Hours:** 3.0

SESSION 2: FRIDAY, MARCH 5, 2021

Tobacco Among American Indians

ATTENDANCE Join us live via webinar
SESSION DATE Friday, March 5, 2021
SESSION TIME 12:00 pm–1:00 pm (1.0 hours)

DESCRIPTION

Tobacco use has been viewed as one of the major health risks among American Indian populations. However, tobacco continues to be used as a sacrament of ancient tradition. This presentation will include the expertise and perspectives of Native traditionalists and health professionals regarding the use and abuse of this important medicinal and ceremonial plant.

OBJECTIVES

Upon completion of this session, participants will be able to:

- Explain the evolution of smoking behaviors and tobacco usage among American Indian populations
- Discuss the importance of cultural norms that impact smoking behaviors
- Discuss contemporary issues regarding tobacco use among American Indian populations, including youth
- Provide insight as to the importance of cultural integration of knowledge in contemporary treatment policies with American Indian populations

CREDIT DESIGNATION

NAADAC: 1.0 **NBCC:** 1.0 **CEUs:** 0.1
Nurses: 1.0 **Psychologists:** 1.0 **Contact Hours:** 1.0

SESSION 3: TUESDAY, MARCH 16, 2021

The New Look of Nicotine Addiction

ATTENDANCE Join us live via webinar
SESSION DATE Tuesday, March 16, 2021
SESSION TIME 11:30 am–12:30 pm (1.0 hours)

DESCRIPTION

After this one-hour presentation, participants will be able to identify new and emerging tobacco products that are popular among adolescents and young adults. Attendees will learn about aggressive marketing tactics used by the tobacco industry (e.g., Altria, Juul) to target youth and discuss the potential harms and risks of vaping products used by young people.

OBJECTIVES

Upon completion of this session, participants will be able to:

- Name new and emerging tobacco products
- Identify marketing tactics used by the tobacco industry to target youth
- Describe the potential harms and risks to young people who use them

CREDIT DESIGNATION

NAADAC: 1.0 **NBCC:** not applicable **CEUs:** 0.1
Nurses: 1.0 **Psychologists:** 1.0 **Contact Hours:** 1.0

SESSION 4: FRIDAY, APRIL 16, 2021

Women and Tobacco Use: Emerging Products and Cessation Resources

ATTENDANCE Join us live via webinar
SESSION DATE Friday, April 16, 2021
SESSION TIME 12:00 pm–1:30 pm (1.5 hours)

DESCRIPTION

This presentation will include an overview of tobacco use in North Carolina, the health implications for female tobacco users, and an evidence-based screening and brief counseling framework (the 5 As). Emerging tobacco products (e.g., e-cigarettes, vapes) and health effects will be discussed, along with education and resources for women of reproductive age to prevent them from, or to help them quit, smoking.

OBJECTIVES

Upon completion of this session, participants will be able to:

- Describe tobacco use patterns in reproductive-age women
- Explain the risk of tobacco use to women's health
- List three tobacco prevention and cessation resources for women

CREDIT DESIGNATION

NAADAC: 1.5 **NBCC:** 1.5 **CEUs:** 0.2
Nurses: 1.5 **Psychologists:** 1.5 **Contact Hours:** 1.5

CREDITS



NAADAC: This course has been approved by MAHEC, as a NAADAC Approved Education Provider, for educational credits. NAADAC Provider #165445. MAHEC is responsible for all aspects of their programming.



NBCC: MAHEC has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 5514. Programs that do not qualify for NBCC credit are clearly identified. MAHEC is solely responsible for all aspects of their programs.

Nursing Contact Hours

MAHEC is approved as a provider of nursing continuing professional development by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Credit awarded commensurate with attendance. Participants must attend at least 1 hour for each session in order to receive credit.

Psychologists: MAHEC is recognized by the North Carolina Psychology Board as an approved Provider of Category A Continuing Education for North Carolina Licensed Psychologists.

CEUs: MAHEC designates this live continuing education activity as meeting the criteria for CEUs as established by the National Task Force on the Continuing Education Unit.

Contact Hours: MAHEC designates this live continuing education activity as meeting the criteria for contact hours.

FULL SERIES CREDIT DESIGNATION

NAADAC: 6.5 **NBCC:** 5.5 **CEUs:** 0.7
Nurses: 6.5 **Psychologists:** 6.5 **Contact Hours:** 6.5

REGISTRATION

Session 1 early registration deadline: February 3, 2021

Session 2 early registration deadline: February 26, 2021

Session 3 early registration deadline: March 9, 2021

Session 4 early registration deadline: April 9, 2021

The registration fees include administrative costs and educational materials. If your registration is received after the respective deadline, the total fee will be the registration fee + \$15.00.

MAHEC has a pay-up-front policy for all CE programs. The only exceptions will be for pre-approved programs where an individual payment plan is appropriate. Registrations that are received without accompanying payment will not be processed and participants who have not paid the course fee will not be admitted into the program.

Unless otherwise noted in course materials, the following cancellation policy applies to all programs:

- Cancellations must be in writing (via fax, email, or mail)
- Cancellations received more than 2 weeks prior to the event will receive 100% refund
- Cancellations received between two weeks and two full business days prior to the first day of the event are refunded at 70% of the registration fee subject to a minimum \$25 cancellation fee
- No refunds or credits will be given for cancellations received less than 2 full business days prior to the event
- No vouchers will be issued in lieu of a refund
- Transfers/substitute(s) are welcome (please notify us in advance of the program)

MAHEC assumes permission to use audio, video and still images from this program for promotional and educational purposes. Please speak with a staff member if you have any concerns.

Current Trends in Tobacco Use

 **LIVE WEBINAR SERIES** 

REGISTRATION FORM

**CLICK HERE
TO REGISTER**

Updated contact information below

By registering for this series or sessions therein, you are granting permission for your contact information to be shared with WCU Dept. of Social Work, a collaborating partner of this education event.

NAME _____

CREDENTIALS _____

SOCIAL SECURITY # XXX-XX-____ (last 4 digits required)

OCCUPATION _____

EMAIL ADDRESS _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME COUNTY _____

HOME # _____ WORK # _____

EMPLOYER _____

DEPARTMENT _____

EMPLOYER'S ADDRESS _____

CITY _____ STATE _____ ZIP _____

WORK COUNTY _____

Full payment must accompany all submitted registrations unless a payment plan has been approved in advance. Registrations received without accompanying payment will not be processed.

Check is enclosed Credit card information provided

Visa MasterCard Discover Card American Express

ACCOUNT # _____

EXP ____ / ____ CODE ON BACK OF CARD _____ (3 digits)

NAME ON CARD _____

SIGNATURE _____

Program announcements will be sent to your email unless you opt out from receiving MAHEC emails. We never share our mailing lists.

Please remove my name from the MAHEC mailing list.

SESSION 1 (WEDNESDAY, FEBRUARY 10, 2021)

General Session Fee \$28.00 \$43.00 if after 2/3/2021

WCU Students/Staff* FREE (must register to attend)

MAHEC Employees FREE (must register to attend)

*Must register with a WCU email address to qualify for this rate.

SESSION 2 (FRIDAY, MARCH 5, 2021)

General Session Fee \$28.00 \$43.00 if after 2/26/2021

WCU Students/Staff* FREE (must register to attend)

MAHEC Employees FREE (must register to attend)

*Must register with a WCU email address to qualify for this rate.

SESSION 3 (TUESDAY, MARCH 16, 2021)

General Session Fee \$28.00 \$43.00 if after 3/9/2021

WCU Students/Staff* FREE (must register to attend)

MAHEC Employees FREE (must register to attend)

*Must register with a WCU email address to qualify for this rate.

SESSION 4 (FRIDAY, APRIL 16, 2021)

General Session Fee \$28.00 \$43.00 if after 4/9/2021

WCU Students/Staff* FREE (must register to attend)

MAHEC Employees FREE (must register to attend)

*Must register with a WCU email address to qualify for this rate.

SPECIAL BUNDLE RATE FOR THE FULL SERIES

All Four Sessions \$85.00 \$100.00 if after 2/3/2021

Send completed registration form to:

Event #64848

MAHEC Registration

121 Hendersonville Road, Asheville, NC 28803

Fax: 828-257-4768

HAVE A QUESTION?

Contact the Program Planner

Scott Melton, MDiv

scott.melton@mahec.net or 828-257-4402



Special Services

828-348-3630

REGISTRATION INFORMATION 828-257-4475

FAX REGISTRATION 828-257-4768

ONLINE REGISTRATION

EMAIL

MAIL MAHEC Registration

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registration@mahec.net