



Healthy People in Healthy Places:

A Call to Action for Tobacco Prevention 2009

Wednesday, October 7, 2009

7:30 a.m. – 3:15 p.m.

Yakima Convention Center, Yakima, WA

PROGRAM AGENDA

PUBLIC HEALTH
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HEALTHIER WASHINGTON

Healthy Communities
Washington
Healthy people in healthy places

Washington State Department of
Health

*Healthy People in Healthy Places:
A Call to Action for Tobacco Prevention 2009*

Wednesday, October 7, 2009

7:30 a.m. – 3:15 p.m.

Yakima Convention Center, Yakima, WA

Purpose:

To enhance Tobacco Prevention and Control Program contractor knowledge and skills to prepare and support communities in the implementation of policies that can lead to sustainable change in tobacco use and exposure to secondhand smoke.

Intended Outcomes:

- Attendees will have enhanced knowledge and understanding of the implications of emerging science concerning smoke-free policies, secondhand smoke exposure, and heart attacks and be able to discuss ways these can be applied to current local program efforts.
- Attendees will be able to discuss ways to advocate and effect sustainable policy and systems change.
- Attendees will have enhanced knowledge and understanding of the Family Smoking Prevention and Tobacco Control Act of 2009 and will be able to discuss implications and next steps for tobacco prevention and control programs.
- Attendees will have a better understanding of policy options at the local level and be able to access and apply resources and tools available to their tobacco prevention and control efforts.

Featured Presenters/Speakers:

- **Stanton Glantz, PhD**, Professor of Medicine and Director, Center for Tobacco Control Research and Education, UC San Francisco
- **Jeannette Noltenius, PhD**, National Director, National Latino Tobacco Control Network, Indiana Latino Institute
- **Tricia Valasek, MPH**, Project Director, Tobacco Use Prevention and Control, National Association of Local Boards of Health (NALBOH)
- **Beverly J. May**, Director, Western Region and Ohio, Campaign for Tobacco Free Kids
- **Erin Dziedzic**, Washington State Government Relations Director, American Cancer Society Cancer Action Network (ACS CAN)
- **Karen Rutherford**, Wenatchee City Council, Chelan-Douglas Board of Health, Wenatchee City Park Board, Regional Support Network Governing Board/Developmental Disability Program for Chelan-Douglas Counties
- **Sandy Ciske, MN, RN**, Regional Health Officer, Public Health – Seattle and King County Public Health
- **Matias Valenzuela, PhD**, Lead Staff, Equity and Social Justice Initiative, Public Health – Seattle and King County

Participants:

Washington State Department of Health (DOH) Tobacco Prevention and Control Program and Healthy Communities Project staff, contractors, and invited partners.

PROGRAM AGENDA

- 7:30 – 8:00 a.m.** **Breakfast**
(Room C) *Meet with your Tobacco Prevention and Control Program Contract Manager*
- 8:00 – 8:15 a.m.** **Welcome and Program Updates**
(Room C) *Terry Reid, MSW, Unit Director, Tobacco Prevention and Control Unit, Washington State Department of Health*
- 8:15 – 9:15 a.m.** **Plenary 1: Smoke-free Policies and Heart Attacks – Emerging Science**
(Room C) *Stanton Glantz, PhD, Professor of Medicine and Director, Center for Tobacco Control Research and Education, UC San Francisco*
- 9:15 – 10:00 a.m.** **Plenary 2: Effective Advocacy for Policy and Systems Change -
Community Advocacy in Action**
(Room C) *Jeannette Noltenius, PhD, National Director, National Latino Tobacco Control Network, Indiana Latino Institute, and Tricia Valasek, MPH, Project Director, Tobacco Use Prevention and Control, National Association of Local Boards of Health (NALBOH)*
- 10:00 – 10:15 a.m.** **Break**
- 10:15 – 10:45 a.m.** **Plenary 3: Family Smoking Prevention and Control Act of 2009 (FDA)
Implications and Next Steps for State and Local Programs**
(Room C) *Beverly J. May, Director, Western Region and Ohio, Campaign for Tobacco Free Kids*
- 10:45 – 11:45 a.m.** **Plenary Panel:**
(Room C) *Moderator: Terry Reid, MSW, Unit Director, Tobacco Prevention and Control Unit, Washington State Department of Health*
Panel Members:
- **Jeannette Noltenius, PhD**, National Director, National Latino Tobacco Control Network, Indiana Latino Institute
 - **Tricia Valasek, MPH**, Project Director, Tobacco Use Prevention and Control, National Association of Local Boards of Health (NALBOH)
 - **Erin Dzedzic**, Washington State Government Relations Director, American Cancer Society Cancer Action Network (ACS CAN)
 - **Karen Rutherford**, Wenatchee City Council, Chelan-Douglas Board of Health, Wenatchee City Park Board, Regional Support Network Governing Board/Developmental Disability Program for Chelan-Douglas Counties
- 12:00-1:00 p.m.** **Concurrent Lunch Sessions**
- (Room A) **Networking Lunch**
(Room C) **or - Lunch Workshop: Smoking in the Movies**
Stanton Glantz, PhD, Professor of Medicine and Director, Center for Tobacco Control Research and Education, UC San Francisco
- 1:15-3:15 p.m.** **Concurrent Workshops (2 hours w/10 min. break)**
- (Room H) **Workshop 1: Closing the Gap in Tobacco Related Disparities: Linking Tobacco Use,
Social Determinants of Health, and Equity**
Sandy Ciske, MN, RN, Regional Health Officer, Public Health – Seattle and King County, and Matias Valenzuela, PhD, Lead Staff, Equity and Social Justice Initiative, Public Health – Seattle and King County
- (Room B) **Workshop 2: Family Smoking Prevention and Tobacco Control Act of 2009 (FDA) –
Implications and Next Steps for State and Local Programs**
Beverly J. May, Director, Western Region and Ohio, Campaign for Tobacco Free Kids, and Paul Davis, MS, Policy Lead/Secondhand Smoke Specialist, Tobacco Prevention and Control Program, Washington State Department of Health
- (Room G) **Workshop 3: Working with Policymakers**
Jeannette Noltenius, PhD, National Director, National Latino Tobacco Control Network, Indiana Latino Institute
- 3:15 p.m.** **Adjourn**

Plenary Abstracts and Workshop Objectives

8:15 – 9:15 a.m. Plenary 1: Smoke-free Policies and Heart Attacks – Emerging Science
Stanton Glantz, PhD, Professor of Medicine and Director, Center for Tobacco Control Research and Education, UC San Francisco

Evidence from animal and human studies indicates that secondhand smoke exposure can produce substantial and rapid adverse effects on the functioning of the heart, blood, and vascular systems that increase the risk of a cardiac event. Published studies conducted in a variety of communities, states, regions, and countries have reported that smoke-free laws appear to be associated with rapid and sizeable reductions in hospital admissions for acute myocardial infarctions among the general population. These findings suggest that smoke-free policies may be a highly cost-effective intervention for preventing heart disease morbidity and mortality. During this session, relevant studies and reports will be summarized and practical implications for policymakers and local programs will be discussed.

9:15 – 10:00 a.m. Plenary 2: Effective Advocacy for Policy and Systems Change - Community Advocacy in Action
Jeannette Noltenius, PhD, National Director, National Latino Tobacco Control Network, Indiana Latino Institute, and Tricia Valasek, MPH, Project Director, Tobacco Use Prevention and Control, National Association of Local Boards of Health (NALBOH)

Public policy change is a key to creating sustainable changes in tobacco use, exposure to secondhand smoke, and community norms. It is particularly important in addressing tobacco-related disparities. Establishing tobacco-free public policies requires that broad-based coalitions be formed to educate community leaders and policymakers on the importance of these policies. Jeannette Noltenius, PhD, National Latino Tobacco Control Network, and Trisha Valasek, MPH, Project Director, Tobacco Use Prevention and Control, National Association of Local Boards of Health (NALBOH) will talk about the need for community mobilization, the "do's and don'ts" of advocacy, and share numerous resources that can help local communities take action.

10:15 – 10:45 a.m. Plenary 3: Family Smoking Prevention and Control Act of 2009 (FDA) – Implications and Next Steps for State and Local Programs
Beverly J. May, Director, Western Region and Ohio, Campaign for Tobacco Free Kids

Passage of the Family Smoking and Tobacco Prevention Act has altered the landscape for tobacco prevention and control efforts. Local policy efforts should take advantage of the changes provided by this law. The new authority of the FDA over tobacco comes with a number of important components, all having different timelines for implementation. It also repeals some existing pre-emption on creating state and local policies. Participants will receive an overview of important provisions and the implementation timeline; opportunities for local policy made possible due to the removal of federal pre-emption; and need for continued tobacco prevention and control work.

10:45 – 11:45 a.m. Plenary Panel:
Moderator: *Terry Reid, MSW, Unit Director, Tobacco Prevention and Control Unit, Washington State Department of Health*
Panel Members:

- **Jeannette Noltenius, PhD**, National Director, National Latino Tobacco Control Network, Indiana Latino Institute
- **Tricia Valasek, MPH**, Project Director, Tobacco Use Prevention and Control, National Association of Local Boards of Health (NALBOH)
- **Erin Dziedzic**, Washington State Government Relations Director, American Cancer Society Cancer Action Network (ACS CAN)
- **Karen Rutherford**, Wenatchee City Council, Chelan-Douglas Board of Health, Wenatchee City Park Board, Regional Support Network Governing Board/Developmental Disability Program for Chelan-Douglas Counties

Objectives:

1. Participants will be better informed of resources to support local policy actions.
2. Participants will hear about a local policy success and lessons learned. Attendees will receive recommendations and key insights on practical steps contractors can make.
3. Participants will be better informed about how to engage and maintain linkages with policymakers as well as how to effectively communicate and frame messages and information when conducting policymaker outreach.
4. Participants will have an opportunity to ask questions about specific challenges or barriers that may exist in their communities and receive feedback on how they can be overcome.

12:00-1:00 p.m.

Lunch Workshop: Smoking in the Movies

Stanton Glantz, PhD, Professor of Medicine and Director, Center for Tobacco Control Research and Education, UC San Francisco

Objectives:

1. Participants will understand the strength and breadth of the scientific evidence demonstrating that smoking in the movies causes smoking among youth and young adults.
2. Participants will understand the impact that on-screen smoking has in terms of the numbers of youth who start smoking because of on-screen smoking.
3. Participants will understand simple cost-effective policy options for reducing the promotional value of movies for the tobacco industry.
4. Participants will be able to develop effective community-based interventions to promote these policies.

1:15-3:15 p.m.

Concurrent Workshops (2 hours w/10 min. break)

Workshop 1: Closing the Gap in Tobacco Related Disparities: Linking Tobacco Use, Social Determinants of Health, and Equity

Sandy Ciske, MN, RN, Regional Health Officer, Public Health – Seattle and King County, and Matias Valenzuela, PhD, Lead Staff, Equity and Social Justice Initiative, Public Health – Seattle and King County

Objectives:

1. Participants will learn the differences among cultural competence, disparities, and equity.
2. Participants will better understand the social determinants of health that contribute to tobacco use and health disparities.
3. Participants will be able to articulate three strategies to promote equity in local tobacco prevention programs.

Workshop 2: Family Smoking Prevention and Tobacco Control Act of 2009 (FDA) – Implications and Next Steps for State and Local Programs

Beverly J. May, Director, Western Region and Ohio, Campaign for Tobacco Free Kids, and Paul Davis, MS, Policy Lead/Secondhand Smoke Specialist, Tobacco Prevention and Control Program, Washington State Department of Health

Objectives:

1. Participants will learn major impacts of new federal legislation giving FDA authority to regulate tobacco.
2. Participants will be able to identify major milestones of the legislation and what dates the components are effective.
3. Participants will learn how emerging products such as dissolvable tobacco and e-cigarettes are impacted by new federal legislation.
4. Participants will have an enhanced understanding of implications for local programs and potential next steps.

Workshop 3: Working with Policymakers

*Jeannette Noltenius, PhD, National Director, National Latino Tobacco Control Network,
Indiana Latino Institute*

Objectives:

1. Participants will understand their role in local, state and national public health advocacy whether they be public health employees or staff of community-based organizations.
2. Participants will understand the difference between lobbying and advocacy/education, and the roles each coalition partner can play in seeking policy change.
3. Participants will understand how to identify the players in the Washington State Legislature, their histories and their previous voting record.
4. Participants will understand policymaker's perspectives and motivations (e.g. - they like to be visible in public settings, in the press, and they are always looking to get re-elected).
5. Participants will understand the ways of mobilizing communities to affect policy change, including the importance of: having a diverse constituency; collaboration by coalition partners; and clear and consistent messaging by all coalition members.
6. Participants will learn methods of engaging community leaders/policymakers and local media.

Presenters/Speakers

Terry Reid, MSW, Unit Director, Tobacco Prevention and Control Unit, Washington State Department of Health

Terry Reid received a Masters of Social Work degree from the University of Washington. He joined the Washington State Department of Health as Director of the Tobacco Prevention and Control Program in March 2001. To this position, he brought nearly 25 years of experience in state and local public health program and policy development. Before joining the Tobacco Prevention and Control Program, he worked with the Department of Health in developing the *Public Health Improvement Plan*. From 1979 to 1994, he managed and developed substance abuse and HIV/AIDS programs for the Tacoma-Pierce County Health Department. With his leadership, Washington's Tobacco Prevention and Control Program has helped make significant reductions in youth and adult tobacco use.

Stanton Glantz, PhD, Professor of Medicine and Director, Center for Tobacco Control Research and Education, UC San Francisco

Stanton A. Glantz, PhD, is Professor of Medicine (Cardiology), University of California, San Francisco. Professor Glantz has been a leading researcher and activist in the nonsmokers' rights movement since 1978, when he helped lead a state initiative campaign to enact a nonsmokers' rights law by popular vote (defeated by the tobacco industry). In 1983, he helped the successful defense of the San Francisco Workplace Smoking Ordinance against a tobacco industry attempt to repeal it by referendum. The San Francisco victory represented the first electoral defeat of the tobacco industry and is now viewed as a major turning point in the battle for nonsmokers' rights. He is one of the founders of Americans for Nonsmokers' Rights. In 1982 he resurrected the film "Death in the West," suppressed by Philip Morris, and developed an accompanying curriculum that has been used by an estimated 1,000,000 students. He helped write and produce the films "Secondhand Smoke," which concerns the health effects of involuntary smoking, and "120,000 Lives," which presents the evidence that smoking in the movies recruits adolescent smokers and practical solutions for reducing this effect.

Dr. Glantz conducts research on a wide range of issues ranging from the effects of secondhand smoke on the heart through the reductions in heart attacks observed when smoke-free policies are enacted, to how the tobacco industry fights tobacco control programs. His research on the effects of secondhand smoke on blood and blood vessels has helped explain why, in terms of heart disease, the effects of secondhand smoke are nearly as large as smoking. Consistent with what would be expected from the biology of secondhand smoke, he demonstrated a large and rapid reduction in the number of people admitted to the hospital with heart attacks in Helena, Montana, after that community made all workplaces and public places smoke-free. His work in this area was identified as one of the "top research advances for 2005" by the American Heart Association. He was one of the people who first argued that controlling youth access to tobacco products was not an effective tobacco control strategy and was one of the first people to identify the importance of young adults (not just teens) as targets for the tobacco industry and efforts at smoking cessation and tobacco use prevention.

He is author or co-author of numerous publications related to secondhand smoke and tobacco control, as well as many papers on cardiovascular function and biostatistics. He has written several books, including the widely used Primer of Biostatistics (which has been translated into Japanese, French, Russian, German, Italian, Japanese and Spanish); and Primer of Applied Regression and Analysis of Variance. In total, he is the author of 4 books and over 200 scientific papers, including the first major review (published in Circulation) which identified involuntary smoking as a cause of heart disease and the landmark July 19, 1995 issue of JAMA on the Brown and Williamson documents, which showed that the tobacco industry knew nicotine was addictive and that smoking caused cancer 30 years ago. This publication was followed up with his book, The Cigarette Papers, which has played a key role in the ongoing litigation surrounding the tobacco industry. His book Tobacco Wars: Inside the California Battles chronicles the last quarter century of battles against the tobacco industry in California. He also wrote Tobacco: Biology and Politics for high school students and The Uninvited Guest, a story about secondhand smoke, for second graders. He is now running two educational projects, SmokeFreeMovies.ucsf.edu, which is working to end use of movies to

promote tobacco, and TobaccoScam.ucsf.edu, which is countering tobacco industry efforts to corrupt the hospitality industry.

Working with the UCSF Library, he has taken the lead in making over 52 million pages of previously secret tobacco industry documents available to the entire world via the internet. This effort has helped to create a whole new area of scientific investigation based on tobacco industry documents.

He served for 10 years as an Associate Editor of the Journal of the American College of Cardiology and is a member of the California State Scientific Review Panel on Toxic Air Contaminants. He was elected to the Institute of Medicine in 2005. He has traveled widely and lectured on scientific and policy issues related to clean indoor air, smoking in the movies, and effective tobacco control strategies. His work has attracted considerable attention from the tobacco industry, which has sued the University of California (unsuccessfully) twice in an effort to stop Prof. Glantz's work. He is a Professor of Medicine (Cardiology) and American Legacy Foundation Distinguished Professor of Tobacco Control, as well as Director of the Center for Tobacco Control Research and Education.

Jeannette Noltenius, PhD, National Director, National Latino Tobacco Control Network, Indiana Latino Institute

Dr. Jeannette Noltenius is recognized nationally as a leader in the field of Latino and minority health, and an expert in tobacco and alcohol policy issues. She is also known internationally for her work with the Pan American Health Organization. An immigrant from El Salvador, she obtained a Master of Arts degree in Counseling Psychology from Antioch College in Keene, New Hampshire; a Masters in Economics; and a Doctorate in Social Sciences from the University of Paris 1, Sorbonne, in France. Dr. Noltenius has worked in Guatemala, Honduras, Costa Rica, Panama, Colombia, Ecuador, Guyana, Haiti, and France. She speaks Spanish and French.

She is National Director of the National Latino Tobacco Control Network and is Vice President of Strategic Solutions Washington, an independent public health and public policy firm based in Washington, DC. She provides technical assistance; training and strategic planning services on health and health care policy issues to clients nationally and internationally, among them: the American Cancer Society, the American Medical Association, the Center for Health Improvement, the Dana Farber Cancer Institute, the Tobacco Technical Assistance Consortium, Midwest Latino Health Research, Training and Policy Center, the Indiana Latino Institute, Adventist Health Care, Prevention, Inc., and the Summit Health Institute for Research and Education. Her firm works with recent immigrant communities around the world on issues of immigration and refugee policy.

She was the Executive Director of the National Latino Council on Alcohol and Tobacco Prevention (LCAT) from 1996 to 2002; a national non-profit organization that combats alcohol and tobacco use in adolescents and adults and addresses the health consequences these products have in the Latino community. Under her direction, LCAT became a national voice on these issues on Capitol Hill. She has helped build Latino leadership nationwide, utilized the media effectively in expanding knowledge of her community, most recently concentrating in the US-Mexico border region, the Midwest and the Mid-Atlantic states with large Central American and Mexican immigrant populations.

Dr. Noltenius is a founding member of 'Out of Many, One'; a multicultural coalition working to address inequities in health and health care in communities of color. She has also worked in community mental health settings utilizing psychodrama with children and families and at a psychiatric hospital and community mental health center.

Tricia Valasek, MPH, Project Director, Tobacco Use Prevention and Control, National Association of Local Boards of Health (NALBOH)

Tricia Valasek, MPH, is Project Director for the National Association of Local Boards of Health (NALBOH). Her primary focus areas include training, education, and technical assistance for tobacco use prevention and control, as well as chronic disease prevention. As Project Director, Tricia represents NALBOH's membership for assigned activities, including development and distribution of publications; promotion of NALBOH resources; representation at national, state, and local issue-related meetings, professional meetings and exhibits; and coordination of chronic disease and tobacco use prevention sessions at NALBOH's annual conference. Tricia also works directly with

NALBOH's Chronic Disease and Tobacco Use Prevention subcommittee to develop NALBOH's future education and training initiatives.

Prior to working for NALBOH, Tricia received her Master of Public Health in Epidemiology from The Ohio State University and a Bachelor of Science in Biology from Ohio Northern University. During her graduate education, Tricia worked for the Ohio Department of Public Safety and Nationwide Children's Hospital in Columbus, Ohio.

Beverly J. May, MPA, Director, Western Region and Ohio, Campaign for Tobacco Free Kids

Beverly May is Regional Advocacy Director for the *Campaign for Tobacco Free Kids*, a privately funded organization based in Washington D.C. established to focus the nation's attention and action on reducing tobacco use, especially among children. Beverly is based in Utah and her region includes Washington, Oregon, Alaska, Hawaii, Nevada, California, New Mexico, Arizona, Utah, Ohio, and International work in India.

Beverly provides support and technical assistance to state tobacco control coalitions and programs as they advocate for tobacco control policies and implement comprehensive tobacco prevention and cessation programs. She provides testimony in state legislatures on a variety of tobacco control issues, as well as speaking events at local and national conferences and other public forums.

She has more than 16 years of experience working in the area of policy change, with a focus on anti-tobacco issues. She has 25 years of experience with youth, with a focus on behavior and substance abuse and policy change. She currently serves as Incoming Chair for the Salt Lake Valley Board of Health; Past Chair for the American Heart Association, Utah Division; and Board Member for Westminster College and Homeless Youth Resource Center.

Beverly has a Bachelor of Science degree in Community Health Education and a Masters in Public Administration degree from the University of Utah. She has received numerous awards, including "Dedication in fighting Big Tobacco" from the American Lung Association in 2002; "C. Everett Koop M.D. - Certificate of Distinction" from the American Heart Association in 2002; "Friend of Children Award" from the Utah PTA in 2002; and "Heroine of the Year" from the Utah Public Health Association in 2005.

Erin Dziedzic, Washington State Government Relations Director, American Cancer Society Cancer Action Network (ACS CAN)

Erin Dziedzic is the American Cancer Society Cancer Action Network's Director of Government Relations for the state of Washington. She is the chief staff lobbyist for ACS CAN managing both state and federal issues such as access to care, cancer research, and tobacco control.

Prior to coming to ACS CAN, Erin was the Political Director for the House Democratic Campaign Committee, which works to elect Democrats to the State House. Erin has also worked as a legislative aide in Olympia and ran several successful legislative campaigns.

Council Member Karen Rutherford, Wenatchee City Council, State of Washington

Raised an Army brat, Karen spent her childhood traveling, always returning home to Eastern Washington to visit grandparents and relatives in the lower Yakima Valley. Eighteen years ago she moved to Wenatchee with her husband Peter to raise their young family. They love Wenatchee for its beauty and year round activities. Skiing, hiking and biking are favorite family pastimes. Karen is currently the Science Resource Coordinator for the Wenatchee School District.

Karen graduated from Walla Walla's Whitman College in 1978 with a degree in History/American Studies. She worked in the banking industry as a lending officer in Washington and Oregon. In 1985 she began her career in downtown development with the Cody Main Street Project as their Executive Director. She continued her work with the Main Street Project as a volunteer with the Wenatchee Downtown Association when she moved to Wenatchee in 1990. She served for many years on the WDA board and is a past president. Being in Cincinnati with the Wenatchee delegation to receive the Great American Main Street Award was the highlight of her Main Street career.

She has been active with the city's Historic Preservation Board and is a former board member of the Wenatchee Museum and Cultural Center and Habitat for Humanity. She is passionate about children excelling in math and science and is the regional director for the 'Math is Cool' program. During the summer she teaches a science class for elementary students that involves everything from racing solar powered mini cars to blasting pop bottle water rockets high in the sky!

Karen's current council/intergovernmental assignments include the Chelan Douglas County Board of Health; the Regional Support Network Governing Board/Developmental Disability Program for Chelan/Douglas Counties; the Wenatchee City Park Board; and the Wenatchee Valley Tourism Promotion Assessment Commission.

Sandy Ciske, MN, RN, Regional Health Officer, Public Health – Seattle and King County

Sandy Ciske is a Regional Health Officer at Public Health - Seattle & King County. She provides facilitative leadership across all components of the King County Equity and Social Justice Initiative; provides leadership for regional public health improvement activities for Seattle; and has provided leadership in the development of the Communities Count Initiative, whose mission is to improve community conditions through information advocacy.

Ms. Ciske has almost 30 years of clinical, research and management experience in diverse urban settings, including 23 years in a local public health department. She holds a Bachelor of Science degree in Nursing from the University of Wisconsin – Madison, and a Masters degree in Nursing with a focus on Community Health Care Systems from the University of Washington.

Matias Valenzuela, PhD, Lead Staff, Equity and Social Justice Initiative, Public Health – Seattle and King County

Matías Valenzuela, PhD, is one of the lead staff of the King County Equity and Social Justice Initiative. He works in the Director's Office for Public Health - Seattle & King County, where he leads health education programs and campaigns. He also serves as a public information officer and spokesperson for the department. His areas of expertise include health communications, development communications, and social marketing.

Dr. Valenzuela's MA and PhD are from the University of Washington's Department of Communication. Dr. Valenzuela is an Affiliate Assistant Professor at the University of Washington's School of Public Health and Community Medicine.

Paul Davis, MS, Policy Lead/Secondhand Smoke Specialist, Tobacco Prevention and Control Program, Washington State Department of Health

Paul Davis has been with the Washington State Department of Health Tobacco Prevention and Control Program since January 2004 and currently serves as the specialist for secondhand smoke, youth tobacco access, and other policy issues. Prior to working for the Department of Health, Paul worked as a community-based mental health and substance abuse treatment clinician and as a school-based substance abuse prevention/intervention specialist. He started his work with tobacco issues by teaching nicotine education classes in a drug treatment facility in the mid 1980's. Paul received his Masters of Science degree in Counseling from Oregon State University.

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