



# WHERE'S THE MONEY? A FRESH LOOK AT SUSTAINING TOBACCO CONTROL PROGRAMS



A STRATEGY SESSION CO-HOSTED BY  
THE [CAMPAIGN FOR TOBACCO-FREE KIDS](#)  
AND THE [TOBACCO CONTROL NETWORK](#)

**MONDAY, JANUARY 14, 2013**  
**AT 12-1:30PM PT/1-2:30PM MT/2-3:30PM CT/3:00—4:30PM ET**

## Agenda

- I. **Welcome and Introductions** - *Madeleine Solomon*, Moderator; Director of Policy and Community Programs, Tobacco Technical Assistance Consortium (TTAC)
- II. **Overview of the Broken Promises report and related resources** - *Meg Riordan*, Director of Policy Research, Campaign for Tobacco-Free Kids
- III. **New funds from MSA to States** - *Danny McGoldrick*, Vice President of Research, Campaign for Tobacco-Free Kids
- IV. **Examples from State Health Departments and Advocacy Partners:**
  - **North Carolina** - *Jim Martin*, Director of Policy and Programs, North Carolina Dept. of Health and Human Services
  - **Wisconsin** - *Maureen Busalacchi*, Executive Director, Health First Wisconsin
  - **California** - *Kimberly Amazeen*, Vice President, Programs and Advocacy, and *Vanessa Marvin*, Director, Center for Tobacco Policy & Organizing, American Lung Association in California
- V. **Questions and Answers**