



BECOMING A PLAYER IN TOBACCO PRICING: TIPS AND TOOLS FOR TOBACCO PROGRAM MANAGERS PRESENTED BY THE TOBACCO CONTROL NETWORK (TCN)

Wednesday, March 23, 2011

@ 12-1:30pm PT/1-2:30pm MT/2-3:30pm CT/3-4:30pm ET

Agenda

- I. Welcome & Introduction – **Alison Sipler**, Moderator; *Program Manager*, Tobacco Control Network (TCN)
- II. Introduction to the **TTAC Pricing Strategies Toolkit**, **Madeleine Solomon**, *Director, Community Programs and Policy Initiatives*, Tobacco Technical Assistance Consortium (TTAC)
- III. Pricing Strategies: Internal Advocacy, **Karen Girard**, *Program Manager*, Oregon Tobacco Prevention & Education Program
- IV. Message Development and Leveraging Internal and Community Resources, **Rachel M. Iverson**, *Assistant Director*, New York State Tobacco Control Program
- V. South Carolina's Tax Increase – One State's Experience, **Sharon Biggers**, *Director*, South Carolina Division of Tobacco Prevention and Control
- VI. Questions and Answers
- VII. Closing Remarks