

# THE TOBACCO CONTROL NETWORK

*presents* THE HARVEY LEADERSHIP WEBINAR SERIES

## “Applying the “DeMarco Factor” to Tobacco Control Policy Change”

**WEDNESDAY  
MAY 11, 2011**

**3:00-4:30pm ET  
12:00-1:30pm PT**

### Agenda

- I. Welcome and Introduction, **Karla Sneegas**, Moderator; Chair, Tobacco Control Network (TCN)
- II. The Maryland Children’s Initiative: Raising Tobacco Taxes to Save Lives, **Vincent DeMarco**, Maryland Citizens' Health Initiative, and **Glenn Schneider**, Horizon Foundation
- III. The Nine Questions for Advocacy Campaign Planning, **Michael Pertschuk**, Co-founder, Advocacy Institute; former Chair, US Federal Trade Commission
- IV. Questions and Answers
- V. Closing Remarks

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