

TCN Strategies for Smoke-Free Air Policy Implementation Teleconference Series

2009 Webinar 4:

Using Mass Media Campaigns to Build Support for, and Compliance with, Smoke-Free Laws

Wednesday, August 26, 2009 – 12 p.m. PT/1 p.m. MT/2 p.m. CT/3 p.m. ET

Agenda:

- I. Welcome – Madeleine Solomon, Moderator
- II. Introduction – Mikelle Robinson, Chair, Tobacco Control Network
 - [Tobacco Control Network website](#)
- III. Mass Media Campaigns
 - Karen K. Gutierrez, Director, Global Dialogue for Effective Stop Smoking Campaigns
- IV. OSH Media Campaign Resource Center
 - Jessica Spraggins, Health Education Specialist, Health Communications Branch, OSH/Media Campaign Resource Center/Cessation Resource Center
- V. Perspectives from the Frontlines
 - Dawn Berkowitz, Chief, Division of Federal and Special Tobacco Control Initiatives Maryland
 - Tim Filler, Consultant, Indiana Tobacco Prevention and Cessation Program
- VI. Q & A
- VII. Closing and Next Steps - Madeleine Solomon, Moderator