



# STATE TOBACCO FUNDING: FROM CODE YELLOW TO CODE RED



REGIONAL STRATEGY SESSIONS HOSTED BY  
THE CAMPAIGN FOR TOBACCO-FREE KIDS AND THE TOBACCO CONTROL NETWORK

## Agenda

- I. **Welcome and Introductions** - *Karla Sneegas*, Chair, Tobacco Control Network / Assistant Commissioner, Indiana Tobacco Prevention and Cessation Commission
- II. **State Funding: From Code Yellow to Code Red** - *Danny McGoldrick*, Vice President of Research, Campaign for Tobacco-Free Kids
- III. **Preview of 2012 “A Broken Promise to Our Children” Report** - *Meg Riordan*, Director of Policy Research, Campaign for Tobacco-Free Kids
- IV. **Stories from State Health Departments and Advocacy Partners:**
  - Eastern region:
    - *Jeff Willett*, Director, New York Tobacco Control Program
    - *Russ Sciandra*, New York State Director of Advocacy, American Cancer Society
  - Southern and Midwestern regions:
    - *Sally Herndon*, Head, North Carolina Tobacco Prevention and Control Branch
    - *Pam Seamans*, Policy Director, North Carolina Alliance for Health
  - South Central and Western regions:
    - *Jeff Soukup*, Program Manager, Tobacco Free Nebraska
    - *Cindy Jeffrey*, Executive Director, Health Education Inc.
- V. **Summary** - *Karla Sneegas*
- VI. **Questions and Answers** – *Madeleine Solomon*, Moderator; Director of Policy and Community Programs, Tobacco Technical Assistance Consortium (TTAC)

## Dates and times:

### Eastern region:

Wednesday, November 9 @ 9:30-11:00am EST

CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT, Puerto Rico, Virgin Islands

### Southern and Midwestern regions:

Wednesday, November 9 @ 11:30am-1:00pm EST / 10:30am-12:00pm CST

AL, GA, FL, IL, IN, KY, MI, MN, MS, NC, OH, SC, TN, VA, WI, WV

### South Central and Western regions:

Thursday, November 10 @ 12:30-2:00pm CST / 11:30am-1:00pm MST / 10:30am-12:00pm PST

AK, AR, AZ, CA, CO, HI, IA, ID, KS, LA, MO, MT, ND, NE, NM, NV, OK, OR, SD, TX, UT, WA, WY, American Samoa, Guam, Mariana Islands, Micronesia, Palau

## Instructions to join the webinars:

The same meeting room will be used for each of the three webinars.

Use this link to join the online meeting for your region at the scheduled time:

<https://www.livemeeting.com/cc/8001256014/join?id=KR566W&role=attend&pw=XMw3-dr>

To join the audio conference, choose one of the following:

- Start Live Meeting client, and then in Voice & Video pane under Join Audio options, click Call Me. The conferencing service will call you at the number you specify. (Recommended)
- Use the information below to connect:  
Toll-free: +1 (888) 450-5996  
Toll: +1 (719) 955-1371  
Participant code: 937686

### First Time Users:

To save time before the meeting, check your system to make sure it is ready to use Microsoft Office Live Meeting: <http://go.microsoft.com/fwlink/?LinkId=90703>.

### Troubleshooting

Unable to join the meeting? Follow these steps:

1. Copy this address and paste it into your web browser:

<https://www.livemeeting.com/cc/ttac/join>

2. Copy and paste the required information:

Meeting ID: KR566W

Entry Code: XMw3-dr

Location: <https://www.livemeeting.com/cc/ttac>

If you still cannot enter the meeting, view the Live Meeting support page,

<http://support.pgi.com/us/en/conferencing/microsoft-office-live-meeting/overview>, or contact Carissa Beatty, TTAC, [cbeatty@emory.edu](mailto:cbeatty@emory.edu).