

ConsumerDemand

Innovations in Building Consumer Demand
for Tobacco Cessation Products and Services

A STRATEGIC INITIATIVE OF THE NATIONAL TOBACCO CESSATION COLLABORATIVE (NTCC)

NATIONAL CONFERENCE AGENDA | DAY ONE

Thursday, May 3

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| 8:30am | Continental Breakfast |
| 9:00 – 9:30am | Welcome and Conference Overview
<i>Frank Vocci, Carlo DiClemente, C. Tracy Orleans</i> |
| 9:30 – 10:30am | Radical Breakthrough, Transformative Change – What Does It Take?
<i>Peter Diamandis</i> |
| 10:30 – 11:00am | Modeling Breakthroughs In Treatment Use and Population Quit Rates:
What Could We Achieve and How?
<i>David Levy, David Abrams</i> |
| 11:00 – 11:15am | BREAK |
| 11:15 – 12:00pm | Taking the Consumer Perspective
<i>Kay Kahler Vose, Matt Barry</i> |
| 12:00 – 1:45pm | LUNCH: “JUST ASK A WOMAN” Interactive Session with Smokers |
| 1:45 – 2:30pm | Redesigning Products and Services to Better Meet Consumers’ Needs
<i>Peter Coughlan, Myra Muramoto, Caroline Renner</i> |
| 2:30 – 3:15pm | Marketing in Ways that Reach into Smokers’ Lives
<i>Mike Wesnofske, Frank Vitale, Randi Lachter</i> |
| 3:15 – 3:30pm | BREAK |
| 3:30 – 4:15pm | Seizing Policy Changes as Cessation Opportunities
<i>Danny McGoldrick, Marjorie Paloma, Jen Friedman</i> |
| 4:15 – 5:15pm | Multi-Strategy Innovations: Insights from Efforts Achieving Breakthroughs
in Treatment Use and Demand
<i>Sarah Perl, Tim McAfee, Larry An</i> |
| 5:15 – 5:30pm | Planning for Day 2
<i>Carlo DiClemente, C. Tracy Orleans</i> |
| 5:30 – 6:30pm | Reception/Networking |

NATIONAL CONFERENCE AGENDA | DAY TWO

Friday, May 4

- 8:30am **Continental Breakfast**
- 9:00 – 9:10am **Welcome and Day 2 Overview**
Carlo DiClemente, C. Tracy Orleans
- 9:10 – 9:50am **Consumer Demand Research and Surveillance Needs**
Pebbles Fagan, Ann Malarcher, Gary Giovino
- 9:50 – 10:30am **Morning Keynote: Michael Fiore**
- 10:30 – 10:45am **BREAK**
- 10:45 – 12:00pm **Breakthrough Strategies and Innovations Activity**
Peter Coughlan
- 12:00 – 1:30pm **LUNCH: INNOVATION IN ACTION—UPDATES ON ONGOING INITIATIVES**
- “Become an Ex” program—*Donna Vallone*
 - Chantix—*Pfizer representative*
 - Potential FDA Regulation—*Mitch Zeller*
 - Future Treatment Research—*Frank Vocci*
- 1:30 – 2:30pm **Synthesis Discussion**
Saul Shiffman (moderator)
- Challenges and Opportunities
 - Activities and Priorities
 - Collaboration
- 2:30 – 3:00pm **Adjournment/Where Do We Go From Here?**
Carlo DiClemente, C. Tracy Orleans