

2025 Tobacco Recovery is Recovery Conference

Denormalizing Tobacco Use in Behavioral Health

| Conference Learning Objectives: | | |
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| <p>Upon completion of the conference attendees will be able to:</p> <ul style="list-style-type: none"> • Identify all PA STFRI education, training and messaging resources • Describe tobacco industry targeting that has led to high rates of tobacco use in the behavioral health treatment and recovery community. • Identify strategy to denormalize tobacco use and advance recovery-oriented tobacco use disorder interventions. | | |
| 12:30 – 12:45 (15 Minutes) | <p>Welcoming Comments</p> <ul style="list-style-type: none"> • Conference Learning Objectives <p>PA STFRI updates: Review content and availability of current resources for provider and community education and training</p> <ul style="list-style-type: none"> • Monthly Instructor-led Webinars • On-Demand eLearning • Tobacco Treatment Specialist Training • PA STFRI Website Resources • PA STFRI 2025 media toolkit | Ryan Coffman |
| 12:45 – 1:45 (60 Minutes) | <p>Keynote Presentation: How Today’s Tobacco Advertising Uses The Same Persuasion Techniques That It Did In The 1930s -1950s</p> | Robert Jackler, MD Stanford University Research Into the Impact of Tobacco Advertising |
| 1:45 – 2:00 (15 Minutes) | <p>Lived Experience Testimonial: Tobacco Recovery Champion</p> | Judy Rosser Executive Director Blair Drug and Alcohol Partnerships |
| BREAK – 15 Minutes | | |
| 2:15 – 2:45 (30 Minutes) | <p>Grounding in Compassion: Trauma, Tobacco Use and Recovery</p> | Youlim Song National Council for Mental Wellbeing |
| 2:45 – 3:45 (60 Minutes) | <p>BH MCO Tobacco Integration Project Overview</p> <ul style="list-style-type: none"> • Polling Exercise | Tony Klein Bill Stauffer |
| 3:45 - 4:00 (15 Minutes) | <p>Summary and Closing Comments: PA STFRI Next Steps</p> <ul style="list-style-type: none"> • Stakeholder collaboration to advance a PA model of tobacco denormalization, community advocacy and service performance standards • Closing Comments/Evaluation Instructions | Ryan Coffman |