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CDC OFFICE ON SMOKING AND HEALTH DIRECTOR TO SPEAK AT STATE CONFERENCE ON SMOKING CESSATION

Dr. Tim McAfee to deliver keynote address at 2011 Strategies in Tobacco Treatment conference

OKLAHOMA CITY (June 21, 2011) – Doctors and other medical professionals from around the state will hear Dr. Tim McAfee, CDC director of the Office on Smoking and Health, at the inaugural Strategies in Tobacco Treatment conference, June 23-24, at the Embassy Suites Conference Center in Norman.

The two-day conference will serve as a statewide resource to health care professionals who are using evidence-based strategies to help patients quit tobacco use. In addition to Dr. McAfee, featured speakers will include Rob Adsit, director of Outreach Programs for the Center for Tobacco Research and Intervention at the University of Wisconsin, Dr. Robert McCaffree of the OU College of Medicine, and Dr. Thad Leffingwell of Oklahoma State University.

“From a medical perspective, one of the most important things health professionals can do is help their patients quit tobacco,” said Tracey Strader, TSET executive director. “In addition to the fact that smoking causes so many health problems, research shows that physicians and other medical staff who address tobacco with their patients can at least double the chances that their patients will quit smoking. It just makes sense for all health professionals to learn about and apply the best practices in treating tobacco use.”

The conference is being sponsored through a collaborative with the Oklahoma Tobacco Settlement Endowment Trust, the Oklahoma State Department of Health, the Oklahoma Hospital Association, the Oklahoma Health Care Authority, the Oklahoma Insurance Department, and the Oklahoma Department of Mental Health and Substance Abuse Services.

The conference begins at 7:30 a.m., June 23 in Norman. On-site registration is available. The registration fee is \$125 for both days, or \$75 per day. In addition to the plenary and keynote speakers, the conference will also feature a variety of breakout sessions with the latest information on tobacco treatment and cessation topics.

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The Oklahoma Tobacco Settlement Endowment Trust (TSET) serves as a partner and bridge builder for organizations working towards shaping a healthier future for all Oklahomans. TSET provides leadership at the intersections of health by working with local coalitions and initiatives across the state, by cultivating innovative and life-changing research, and by working across public and private sectors to develop, support, implement and evaluate creative strategies to take advantage of emerging opportunities to improve the public's health. TSET – Better Lives Through Better Health. To learn more go to: www.tset.ok.gov.