

# INDIANA TOBACCO CONTROL

## PARTNER INFORMATION X-CHANGE 2020

## Agenda and Keynote Speakers

"Beginning the journey to equity in commercial tobacco control"

✦ **REGISTRATION NOW OPEN!** ✦

To attend all three days, please register for each day separately.

**Monday, Nov. 16**  
12-2:30 pm ET

### THE LANGUAGE

Changing how we talk about tobacco use



#### OBJECTIVE:

Introduce Indiana tobacco control partners to the language and culture of approaching commercial tobacco control as a social justice, health equity issue.

#### KEYNOTE SPEAKER

**Julie Sweetland**  
The Frameworks Institute

[REGISTER FOR DAY 1](#)

**Tuesday, Nov. 17**  
9 am-12 pm ET

### THE HISTORY

Framing tobacco use as a social justice issue



#### OBJECTIVE:

Define and increase awareness of basic concepts, ideas and history of commercial tobacco control work as a social justice, health equity issue.

#### KEYNOTE SPEAKER

**Delmonte Jefferson**, Executive Director  
The Center for Black Health and Equity

[REGISTER FOR DAY 2](#)

**Wednesday, Nov. 18**  
12-3 pm ET

### THE ENVIRONMENT

Creating equity where we live, work and play



#### OBJECTIVE:

Begin a journey to gain a big-picture view of tobacco control as a social justice, health equity issue and plan effective ways to apply concepts and ideas to the future of tobacco control work in Indiana.

#### KEYNOTE SPEAKER

**Brian King, PHD, MPH**, Deputy Director for Research Translation  
CDC's Office on Smoking and Health

[REGISTER FOR DAY 3](#)