

# AGENDA

**March 27, 2019**  
**Spring Tobacco Control Institute**

Highland Conference Center  
Mitchell, SD



**SPONSORED BY** SOUTH DAKOTA DEPARTMENT OF HEALTH – TOBACCO CONTROL PROGRAM,  
BLACK HILLS SPECIAL SERVICES COOPERATIVE, AND EMORY CENTERS FOR TRAINING AND TECHNICAL ASSISTANCE



# AGENDA

## Spring Tobacco Control Institute

### March 27, 2019

- 8:30 – 9:00am**      **Registration & Networking Opportunity**
- 9:00 – 10:00**      **Welcome, Housekeeping, and State of the State** – *Winchester/Remington/Beretta Room*  
ROSHAL ROSSMAN, KILEY HUMP, JACOB PARSONS, & ASHLEY MILLER, *SD Department of Health*  
HOLLY RIKER, *Hot Pink, Ink*  
This session will review progress on the South Dakota Tobacco Control State Plan, new tobacco-related state data, and media-related updates.
- 10:00 – 11:00**      **Keynote Presentation: Tobacco Tour** – *Winchester/Remington/Beretta Room*  
RONNIE TRENTHAM, *seven-time oral, head and neck cancer survivor*  
In this keynote session, Ronnie Trentham will share his personal story of surviving oral, head and neck cancer. He has educated over 25,000 people about the dangers of tobacco use and encourages others to use their unique abilities and talents to make their communities better, healthier places.
- 11:00 – 11:10**      **Break**
- 11:10 – 11:50am**      **Roundtable Discussions** – *Winchester/Remington/Beretta Room*  
SARAH ANDERSON-FIORE, *Emory Centers for Training and Technical Assistance*  
This year's Institute will include a Roundtable Discussion session, in which small groups will explore specific tobacco control topics, including why each topic is important, typical challenges faced, and factors that can lead to success.
- 11:50 – 12:40pm**      **Lunch & Informal Networking** – *Benelli Room*
- 12:45 – 2:00**      **Breakout Session – Round 1**
- A. Healthcare System Strategies that Promote Cessation** – *Browning Room*  
JACOB PARSONS, *SD Department of Health*, JENNY KERKVLIIET, *South Dakota State University*,  
CHERYL PITZL, *South Dakota QuitLine*  
This breakout session will provide an overview of strategies that promote cessation in the healthcare sector, including increasing QuitLine utilization and implementing tobacco-free policies.
- B. Traditional Tobacco vs. Commercial Tobacco** – *Weatherby Room*  
TERRA HOUSKA, *Great Plains Tribal Chairmen's Health Board*  
This breakout session will illustrate the difference between traditional tobacco and commercial tobacco. It will explain what traditional tobacco is and when, where, and how it is used.
- C. Motivational Interviewing as a Method for Having the Tobacco Conversation**  
– *Winchester/Remington/Beretta Room*  
LINELLE BLAIS, *Emory Centers for Training and Technical Assistance*  
This breakout session will provide an overview of key principles and techniques of Motivational Interviewing (MI) and how MI can be used to motivate different stakeholders, from tobacco users to decision makers, to behave in ways that support tobacco control efforts.
- 2:00 – 2:30**      **Break & Community Showcase** – *see HANDOUT for list of exhibitors* – *Lobby*  
During this casual poster session, presenters will share a story about their organization's recent work in tobacco control. Attendees will be able to visit with the presenters, learn about their work, and ask questions.
- 2:30 – 3:45**      **Breakout Session – Round 2**
- A. Healthcare System Strategies that Promote Cessation** – *Browning Room*  
**B. Traditional Tobacco vs. Commercial Tobacco** – *Weatherby Room*  
**C. Motivational Interviewing as a Method for Having the Tobacco Conversation**  
– *Winchester/Remington/Beretta Room*
- 3:45 – 4:00**      **Break & Last Networking Opportunity**
- 4:00 – 4:30**      **Closing Remarks and Awards\*** – *Winchester/Remington/Beretta Room*  
ROSHAL ROSSMAN, *South Dakota Department of Health*  
RONNIE TRENTHAM, *seven-time oral, head and neck cancer survivor*
- 4:30**      **Adjourn**

*\*must be present to win awards*

# PRESENTER BIOS

## KEYNOTE: TOBACCO TOUR

**Ronnie Trentham** is a seven-time oral, head and neck cancer survivor who has spent over ten years speaking to and encouraging thousands of people across several states by telling his survivor story. The year before his initial diagnosis in 2003, Ronnie had become involved with his local Relay for Life and his passion for helping others led him to being named the 2010 American Cancer Society's Hero of Hope for Oklahoma. He continued to speak at Relay for Life events all across the state and in October of 2014 he was given the honor of the ACS 2015 Global Hero of Hope. Ronnie began volunteering with the Cherokee Nation's Tobacco Tour program in October of 2009 telling his survivor story. Through this program and individual presentations, he has spoken to almost 25,000 students and educating them about the dangers of tobacco use. Ronnie continues to tell his survivor story and faces the challenges of life with a positive attitude. He encourages others to use their unique abilities and talents to make their communities better, healthier places.

## STATE OF THE STATE

**Roshal Rossman** is the Northeast Region Tobacco Prevention Coordinator for the South Dakota Department of Health Tobacco Control Program. She is based out of Black Hills Special Services in Watertown, SD and has served in this position since January 2010. Roshal earned a BS in Health Promotion with minors in Health Education and Health Science from South Dakota State University in 2009.

**Kiley Hump, MA** is the Administrator of the Office of Chronic Disease Prevention & Health Promotion (OCDPHP) within the South Dakota Department of Health. She started that position in January 2016 but has held other positions within the Department of Health since 2013. Kiley graduated from South Dakota State University with a BS in Health, Physical Education and Recreation and then received her Master's degree in Health Promotion Management from Nebraska Methodist College in Omaha, NE.

**Jacob Parsons** is the Tobacco Control Program Director for the Office of Chronic Disease Prevention & Health Promotion (OCDPHP). He started that position in June 2016, but has held other positions within the Department of Health since 2014. Jacob graduated from The University of South Dakota with a BBA in Health Services Administration. He lives in Pierre and enjoys coaching youth hockey and spending time on the river with his wife, Katie. *Jacob will also be presenting in the Healthcare System Strategies that Promote Cessation session.*

**Ashley Miller, MPH** has worked as the Chronic Disease Epidemiologist for the South Dakota Department of Health for over 5 years. She received her MPH from the University of Iowa, and worked at Sanford Research prior to coming to the Department of Health.

**Holly Riker** grew up appreciating granite spires, tall trees, clear lakes, and motorcycles in the beautiful Black Hills. Writing was always a passion and, after brief tours in Colorado and New Jersey, she made her way to Wichita State University where she survived two Kansas-sized tornadoes and escaped with a BA in Mass Communication. She eventually returned to the Hills, began her career as a copywriter and has spent the last 25 years expanding her professional repertoire to include account management, strategic planning, brand building, and social media. She has worked with a variety of clients including law firms, corporations, banks, casinos, restaurants, politicians, and health and medical entities. Holly continues to be inspired by her clients' passion for their work, humbled by the opportunity to positively impact the lives of her fellow South Dakotans, and her enthusiasm for the marketing and advertising business continues to grow and change along with the industry.

## ROUNDTABLE DISCUSSIONS

**Sarah Anderson-Fiore, MPH, CHES** is a Manager for Planning and Evaluation at the Emory Centers for Training and Technical Assistance. In her role, Sarah has managed projects, developed and facilitated trainings and meetings, written and edited training products, and performed evaluation. She works with the South Dakota Tobacco Control Program to coordinate the Community/School Partnership Grantee webinar series, the Spring Tobacco Control Institute, and staff development workshops. Sarah earned a BS in Biology from the University of Maryland and an MPH from Emory University, and is a Certified Health Education Specialist (CHES).

## HEALTHCARE SYSTEM STRATEGIES THAT PROMOTE CESSATION

**Jacob Parsons** is the Tobacco Control Program Director for the Office of Chronic Disease Prevention & Health Promotion (OCDPHP). He started that position in June 2016, but has held other positions within the Department of Health since 2014. Jacob graduated from The University of South Dakota with a BBA in Health Services Administration. He lives in Pierre and enjoys coaching youth hockey and spending time on the river with his wife, Katie.

**Cheryl Pitzl** is the Wellness Program Manager for Avera Corporate Health Services Department in Sioux Falls, SD where she has worked for the last 16 years. Cheryl has been a part of the South Dakota QuitLine Tobacco Control program since 2006. She has worked with the development of specific programming and health coaching training and processes for the QuitLine services. Cheryl enjoys helping or assisting people succeed in their goals of becoming tobacco free. Once they've accomplished one goal, it's wonderful to see their confidence grow in other parts of their lives as well. *"If it is important to you, you'll find a way, if not you'll make an excuse."* - Ryan Blair

**Jenny Kerkvliet, MA, LPC** is the Director of the Population Health Evaluation Center at South Dakota State University. For the past fifteen years, she has worked in both clinical and community settings focused on health promotion and behavior change. Jenny is an evaluator for the South Dakota QuitLine and additional programs in the SD Department of Health. She earned a Bachelor of Science degree in Family and Consumer Sciences from South Dakota State University, a Master of Arts in Counseling Psychology from Saint Mary's University, and is licensed as a Professional Counselor. Jenny and her husband, Jason, are raising their two children on the family farm near Brandt, SD.

## TRADITIONAL TOBACCO VS. COMMERCIAL TOBACCO

**Terra Houska** is an enrolled member of the Oglala Sioux Tribe and she was born and raised in the Black Hills Region of South Dakota. She is a graduate of Haskell Indian Nations University with a Bachelor's Degree in Environmental Science with an emphasis in Biology. At Great Plains Tribal Chairmen's Health Board, as a Tobacco Control Health Educator, she works with 17 different tribes in 4 different states. She brings knowledge of medicinal plants and traditional Lakota plant use. In her spare time she loves spending time with her three children Sinte, Mato and Zanni and enjoys hiking, traveling, dancing and beading or sewing.

## MOTIVATIONAL INTERVIEWING AS A METHOD FOR HAVING THE TOBACCO CONVERSATION

**Linelle M. Blais, PhD** is the Executive Director of the Emory Centers for Training and Technical Assistance, Associate Research Professor in the Department of Behavioral Science and Health Education, and Associate Director, Executive MPH Program, Prevention Science Track at the Rollins School of Public Health at Emory University. As a health psychologist, Linelle's interests include individual and organizational change, community engagement and program development, strategic planning and evaluation, and translation of science to practice. Prior to joining Emory, Linelle was an Executive at the American Cancer Society, and a research associate at the Cancer Prevention Research Center at the University of Rhode Island, where she worked on development of the stages of change model.