

A National Conference

Driving Program Success

Exploring Innovation in Tobacco Control Web-based Systems

When:
April 26–27, 2006

Where:
**Doubletree Hotel Mission Valley
San Diego, California**

Conference Fee:
\$75



You Are Invited

The California Department of Health Services, Tobacco Control Section, and the Florida State University, Center for Information, Training, and Evaluation Services cordially invite you to attend the Driving Program Success conference. This timely and relevant conference will be held Wednesday, April 26 through Thursday, April 27, 2006, in San Diego, California.

Targeted Audiences

Tobacco control and prevention-related program directors, managers, evaluators, and information professionals at the federal, state, and international levels, as well as stakeholders from related national organizations.

Why You Should Attend

Driving Program Success will help jump-start your efforts to harness the virtual environment to support the implementation, management, and evaluation of tobacco control strategies. This timely and one-of-a-kind conference is designed to provide you with the knowledge needed to successfully design and implement Web-based systems. This conference also presents an opportunity to connect and collaborate with state and national tobacco control stakeholders and information technology experts.

Conference Planning Committee

California Department of Health Services Tobacco Control Section
CDC, Office on Smoking and Health
Florida State University, Center for Information, Training, and Evaluation Services
Minnesota Department of Health (DOH), Tobacco Prevention and Control Office
New York State DOH, Tobacco Control Program
Pennsylvania DOH, Division of Tobacco Prevention and Control
Tobacco Technical Assistance Consortium
Washington State DOH, Tobacco Control Program

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Keynote Speakers

Charles Mokotoff, Manager and Senior Administrator, National Institutes of Health (NIH), Enterprise Information Portal, U.S. Department of Health and Human Services

As manager and senior administrator of the NIH Portal, Mokotoff has full responsibility for portal logistics, architecture, operational functionality, and coordination of user liaison activities. The portal supports over 20,000 user accounts for activities ranging from Web collaboration to application integration and knowledge management with close to 200 communities, 600 active projects, and 75,000 documents.

Mokotoff is also Webmaster at the Center for Information Technology of the NIH, which is dedicated to serving the IT needs of all NIH institutes and centers.

John Pierce, Sam M. Walton Professor of Cancer Research and leader of the Cancer Prevention and Control Program at the University of California, San Diego Cancer Center

In 2005, the journal *Tobacco Control* listed Pierce as one of the more cited people in the field. He is one of the steering work group members who contributed to the conference report entitled, "Evaluating comprehensive tobacco control interventions: challenges and recommendations for future action," *Tobacco Control* (2002), 11, 1140–1145. This article provides a framework for designing Web-based systems to collect data that can be used to evaluate statewide comprehensive tobacco control programs.

Pierce's research team is known for producing population studies of tobacco use, introducing new measures (quit ratio, susceptibility to smoking, incidence of initiation), evaluating statewide tobacco control programs, and identifying the roles of smoke-free workplaces/homes and tobacco advertising/promotions on smoking behavior.

Conference Overview

Conference Goals

- Explore promising practices, current trends, future developments, and practical applications related to information management and technology and their use in tobacco control programs.
- Create an awareness of the breadth of information that can be collected through a Web-based system including data for program management, contract management, and evaluation, as well as looking at the data across time.
- Learn how innovative uses of technology can support program success at every level.
- Provide a vision for how tobacco control programs can take advantage of working in a virtual world.

Driving Program Success will provide participants opportunities to

Understand

- New paradigms and technology trends
- Lessons learned in developing state-administered Web-based tobacco control systems for local programs

Explore

- Planning and implementing Web-based systems
- Promising practices
- Data mining and designing useful reports
- Integrating evaluation efforts
- Envisioning portals to facilitate collaborative efforts
- Providing virtual information services

Connect and

- Network with colleagues from around the world
- Exchange ideas and share information
- Continue discussions postconference via a Web forum

Day 1—The Galaxy of Successful Web-based Systems

7:30–8:30	Continental Breakfast
7:30–10:30	Registration
8:00–5:30	Exhibitors Open
8:30–10:00	Plenary Session
10:15–11:45	Breakout Sessions
12:00–1:30	Dine and Discover
1:45–3:15	Sessions Repeat
3:30–5:00	Sessions Repeat

Dine and Discover

Dine and Discover provides attendees the opportunity to talk to experts and exchange ideas and information with colleagues while dining at a round table devoted to a hot topic in Web-based systems.

Day 2—The Galaxy of Portals and Virtual Information Services

7:30–8:30	Continental Breakfast
7:30–10:00	Registration
8:00–1:30	Exhibits Open
8:30–9:30	General Session
9:45–10:45	Breakout Sessions
11:00–12:00	Sessions Repeat
12:15–1:15	Lunch
1:30–2:30	Sessions Repeat
2:45–3:30	Closing Session

Conference Dimensions

Day 1: The Galaxy of Successful Web-based Systems

The first day of the conference will provide participants with the “nuts and bolts” knowledge necessary for the successful design and implementation of tobacco control Web-based systems.

The breakout sessions will include detailed information on

- planning for success
- design and development processes and considerations
- data mining and design of useful reports
- an integrated systems approach

Day 2: The Galaxy of Web-based Portals and Virtual Information Services

The second day of the conference will provide participants with an introductory knowledge of portals and virtual information services and their role in the future of tobacco control.

The Web portal represents a paradigm shift in business operations in that it has changed how we manage people and resources. Technology and software transcend time and space to allow effective and efficient collaboration. A portal provides

a personalized single interface for accessing information and tools. The first portals were information gateways that primarily integrated data silos. The portal has evolved to become the nexus of business management, knowledge management, and information-communication systems. The new and emerging trend in portals is collaboration.

Collaborative portals enable users to establish interactive, virtual project areas or community workspaces where teams of individuals can collaborate, communicate, conduct research, and plan activities cooperatively.

The breakout sessions will include an overview of

- planning and implementing a collaborative portal
- exploring collaborative tools

Virtual information services sessions will include an overview of

- components that can be offered in a virtual information service
- tips on how to tap into existing resources
- information collection and delivery strategies

Hotel Information

The special room rates at the Doubletree Hotel San Diego–Mission Valley are \$110 single and \$120 double occupancy. These rates are available until **Monday, April 3, 2006**. To make reservations, call (800) 222-TREE or (619) 297-5466 and ask for the special rate for National Conference on Tobacco Control. These special rates will be offered three days before and three days after our conference, based on availability. Regular rates for an overnight guest room can vary from \$179 per night to \$259 per night. Make your reservation today to ensure you receive the special group rate!

The Doubletree Hotel is located in the heart of the San Diego–Mission Valley District. Visitors can step outside the front doors of the hotel to hop on the trolley to downtown, Old Town San Diego, the Mexico–California border, and Mission Valley and Fashion Valley shopping malls. Sites like the world-famous San Diego Zoo, SeaWorld, and Legoland are also close by. The Doubletree Hotel offers a 24-hour complimentary fitness center, tennis courts, indoor lap pool, outdoor pool, and hot tub. Pets are welcome, and

guests can earn hotel points and airline miles through Hilton Honors Guest Reward Program. For further information regarding the hotel, visit their Web site at www.sandiegomissionvalley.Doubletree.com.

Airport Shuttle Information

The Doubletree Hotel offers a complimentary shuttle from the airport. Upon your arrival at the airport, call (619) 297-5466 and ask the hotel operator to connect you to guest services. It usually takes 15 to 20 minutes for the shuttle to arrive at the airport. To make a reservation for your return trip to the airport, contact guest services, which is located in the hotel lobby. The charge for the return trip is \$5 per person.

Parking

Self-parking at the Doubletree Hotel for overnight guests is \$10 per day with in and out privileges. Valet parking is \$15 per day with in and out privileges.

Exhibitor and Registration Form

Registration Information

The registration fee is \$75 per person on or before April 3, 2006, or \$90 per person after April 3 and includes continental breakfast and lunch on both days and all the conference materials. To register, complete the registration form below and mail or fax it with your payment.

Web Registration

You can also register via our Web site: <http://www.cce.csus.edu/conferences>. Individuals registering for the conference via the Web site may pay by credit card or indicate that a purchase order (PO) or check is forthcoming (in the payment section).

Registration at the door will be available.

Name: _____
Title: _____
Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Fax: _____
E-mail: _____

If you have special needs (dietary/disability), please indicate by April 3, 2006:

Exhibitor Information

There are a limited number of foyer exhibit spaces available at no cost with complimentary electrical and wireless Internet access. If you are interested in being an exhibitor, please check the box below. More specific information will be sent to you after confirmation of your request.

Yes, please register me as an exhibitor and conference attendee.

Method of Payment

You must select a payment option and initial below in order to be registered!

Notice: This is a binding payment agreement that reserves the enrollment space in the Driving Program Success conference for the person listed. Upon receipt of this form, CSUS will consider the person formally enrolled. The signer may be liable for any cost incurred for collection of fees. _____ (Please initial.)

Registration fee is \$75 per person on or before April 3, 2006, or \$90 per person after April 3.

Check enclosed. (Make payable to CSUS CCE.)

Amount: \$ _____ Check #: _____

Charge \$ _____ to VISA Mastercard Discover

(Note: American Express is not accepted. Charge will appear as "CSUS.")

Card #: _____

Exp. Date: _____

Signature: _____

Purchase Order #: _____ (Attach a copy.)

Cancellation Policy

Cancellations must be received in writing by April 3, 2006, and are subject to a \$25 fee. After that date, substitutions are allowed but no refunds will be made. No-shows will be billed the full registration fee.

Mail or fax payment and completed form to

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