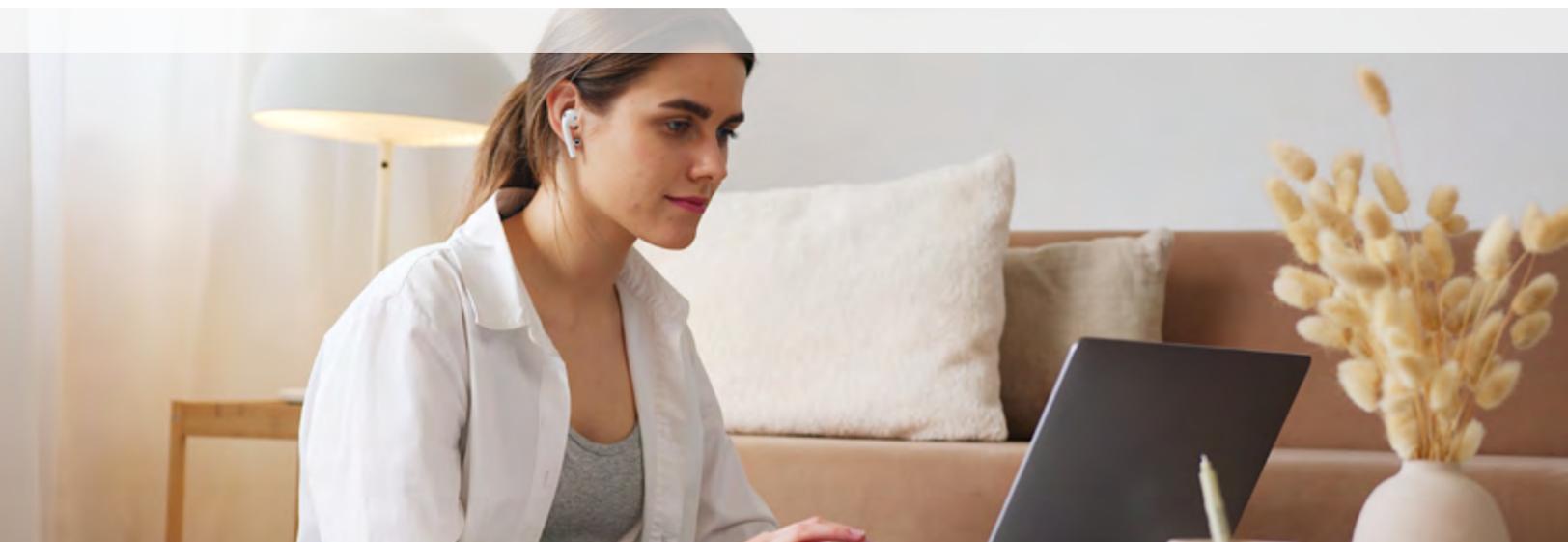


PRELIMINARY PRE-CONFERENCE WORKSHOP PROGRAM

WEDNESDAY, JANUARY 20, 2021

***Learning Objectives:** By the end of the session, participants will be able to:

TIME	TOPIC	SPEAKERS
10:00am – 10:05am	Welcome and Introduction	Pamela Heise
10:05am – 10:40am 30 mins presentation 5 mins Q&As	W1a. Implementing the Ottawa Model for Smoking Cessation in Any Setting <i>*1. Explain the key features of the Ottawa Model; 2. Describe the rationale for the program and the adaptability of implementation in a variety of clinical settings and specialty areas</i>	Sarah Buckner & Lori Scholtz, UOHI
10:40am – 11:50am 50 mins breakout activity 20 mins Q&As	W1b. Overcoming Implementation System Challenges! <i>* Identify 3 different scenarios and discuss how to implement a solution</i> <ul style="list-style-type: none"> • <i>What is the problem we are trying to solve? (Overview)</i> • <i>What are the potential options? (Objectives)</i> • <i>How will you action/implement? (Solution)</i> 	OMSC Team
11:50am – 11:55am	BREAK	
11:55am – 12:15pm 10 mins presentation 10 mins Q&As	W2. The Ottawa Model for Smoking Cessation at L’Hôpital Montfort: Sustained Team Work. <i>* Outline Montfort Hospital’s journey since the program implementation; Explain the interventions made to improve program metrics (Ask, Advise, and Act) and enhance the overall patient experience; Review the implementation of new strategies to maximize patient care and engaging providers.</i>	Mélika Poitras, Monfort Hospital
12:15pm – 12:45pm 20 mins presentation 10 mins Q&As	W3. A Lovely Cup of Ot-TEA-wa! All the Elements like a Perfect Cup of Tea. <i>*Review the adaptation of the Ottawa Model for Smoking Cessation in a hospital setting outside of Canada; Summarize the challenges to implementation and the strategies to overcome these barriers; Highlight the successes and future directions of the OMSC in an international setting.</i>	Heidi Croucher, Chris Pitt & Freya Howle, Public Health Dorset, NHS Foundation Trust
12:45pm	END OF WORKSHOP	



PRELIMINARY DAY 1 PROGRAM

THURSDAY, JANUARY 21, 2021

***Learning Objectives:** By the end of the session, participants will be able to:

TIME	TOPIC	SPEAKERS
10:00am – 10:15am	Introductory Comments	Sarah Mackler, UOHI
10:15am – 10:35am 15 mins presentation 5 mins Q&As	Clinical Smoking Cessation in 2021: Contemporary Issues and Contemporary Practice <i>*Interpret the philosophies and latest research underlying clinical smoking cessation interventions in the healthcare setting.</i>	Dr. Andrew Pipe and Dr. Robert Reid, UOHI
10:35am – 11:35am 45 mins presentation 15 mins Q&As	KEYNOTE PRESENTATION: Integrating Smoking Cessation Treatment in Large Scale Healthcare Institutions: Lessons Learnt and Future Practice <i>* Outline the planning, implementing and sustaining institution-wide integration of smoking cessation treatment for patients, as well as the lessons learnt and future directions for large-scale initiatives in smoking cessation</i>	Dr. John Granton, University Health Network
11:35am – 11:45am	BREAK	
11:45am – 12:15pm 20 mins presentation 10 mins Q&As	BREAKOUT SESSIONS T1. The Master Class: A Conversation with Dr. Andrew Pipe and Michael Cummings <i>*Outline landmark approaches to smoking cessation through an open and informed conversation with an international renowned tobacco cessation expert.</i> T2. The Emergency Room: A Missed Opportunity in Smoking Cessation <i>* Describe the rationale for the implementation of a smoking cessation program in an emergency unit and the obstacles that stand in the way</i> T3. Impacts of a Tobacco-Free Policy in an Inpatient Mental Health and Addictions Treatment Centre <i>* Outline the implementation of two tobacco control strategies simultaneously in an inpatient mental health and addictions centre and its effectiveness on successful quit rates</i>	Dr. Michael Cummings, MUSC Dr. Atul Kapur, University of Ottawa, & Dr. Kerri Mullen, UOHI Dr. Jean Costello, Homewood Research Institute
12:15pm – 1:15pm	LUNCH	

PRELIMINARY DAY 1 PROGRAM

THURSDAY, JANUARY 21, 2021

***Learning Objectives:** By the end of the session, participants will be able to:

TIME	TOPIC	SPEAKERS
1:15pm – 2:00pm 30 mins presentation 15 mins Q&As	What Do Smoker's Want From You? <i>* Explain the challenges and opportunities of people with experiences of mental illness and problematic substance use in reducing cigarettes and becoming smoke free! What should health care professionals know?</i>	Panel of People with Lived Experience, Moderated by the Canadian Mental Health Association - Ottawa
2:00pm – 2:45pm 30 mins presentation 15 mins Q&As	In Search of Better Weather: Insights from a Lifetime in Clinical Smoking Cessation and the Road Ahead <i>*Outline the evidence for policy change to integrate smoking cessation as a standard of care and examine the need to work collectively towards the common goal of reducing disease and premature deaths from smoking tobacco.</i>	Dr. Michael Cummings, MUSC
2:45pm – 2:55pm BREAK		
2:55pm – 3:25pm 20 mins presentation 10 mins Q&As	Health Information Systems/Virtual Care Systems <i>*Describe the current and upcoming innovative health information/virtual care systems.</i>	Dr. Hassan Mir, University of Ottawa Heart Institute
3:25pm – 4:25pm 45 mins presentation 15 mins Q&As	Zooming Into the Future of Virtual Counselling <i>*Outline the successes and challenges of health information systems/virtual care; Examine its practical uses for smoking cessation treatment and how best to use them to help patients; Identify future directions of smoking cessation virtual treatment.</i>	Panelists: Rosa Dragonetti, Centre for Addiction and Mental Health Jane Ling, North Durham Family Health Team Melissa Bastin, OntarioMD Moderator: Dr. Hassan Mir, University of Ottawa Heart Institute
4:25pm – 4:30pm	CLOSING REMARKS	Sarah Mackler, UOHI

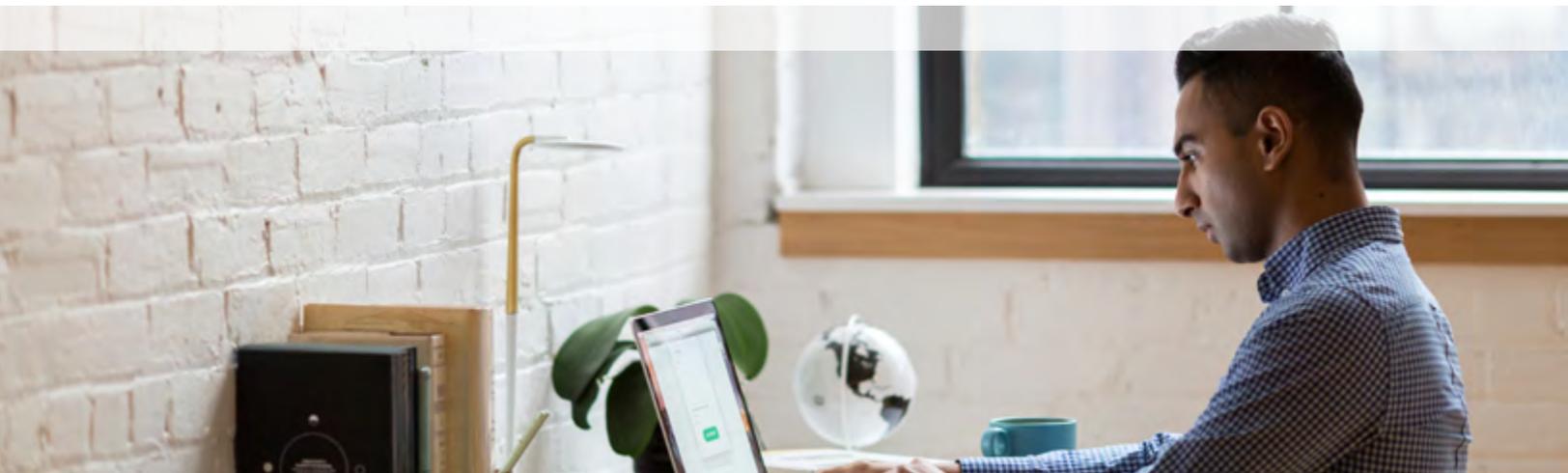


PRELIMINARY DAY 2 PROGRAM

FRIDAY, JANUARY 22, 2021

***Learning Objectives:** By the end of the session, participants will be able to:

TIME	TOPIC	SPEAKERS
10:00am – 10:05am	Introductory Comments	Sarah Mackler, UOHI
10:05am – 11:05am 45 mins presentation 15 mins Q&As	KEYNOTE PRESENTATION: Engaging Young People in Tobacco Cessation Treatment: Blending Innovation, Marketing, and Science for Public Health Impact <i>*Describe the opportunities, challenges, and lessons learned from a multidisciplinary effort to engage teens and young adults in tobacco cessation.</i>	Dr. Amanda L. Graham; Nicole Dorrlor; Dr. Elizabeth Hair, Truth Initiative
11:05am – 11:35am 20 mins presentation 10 mins Q&As	Tobacco Cessation in Canada’s Eastern Arctic: A Nunavut Perspective <i>* Describe the successes and challenges of implementing a tobacco cessation programming in remotely located Inuit populations.</i>	Kristy Ste-Marie, Government of Nunavut
11:35am – 11:45am	BREAK	
11:45am – 12:15pm 20 mins presentation 10 mins Q&As	BREAKOUT SESSIONS F1. Cytisine: What Is It And How Does It Help Patients? <i>* Summarize the latest evidence on cytisine and examine its practical uses.</i> F2. Cannabis And Tobacco Use In Cardiovascular Patients <i>* Describe cannabis and tobacco use trends in cardiovascular patients and explain the potential implications for clinical practice.</i> F3. Smoking Cessation among Head Injury Rehabilitation Patients <i>* Explain tobacco use, complications, and cessation strategies within head injury rehabilitation settings.</i> F4. Current Understanding Of The Biological Effects Of Vaping – An Overview <i>* Describe what is currently known on the biological effects of vaping as well as the ongoing research efforts to improve our understanding.</i>	Dr. Chris Bullen, University of Auckland Kate Walker, University of Ottawa Heart Institute Dr. Carolyn Lemsky, Community Head Injury Resource Services Dr. Mathieu Morissette, Université Laval
12:15pm – 1:15pm	LUNCH/NETWORKING BREAK	



PRELIMINARY DAY 2 PROGRAM

FRIDAY, JANUARY 22, 2021

***Learning Objectives:** By the end of the session, participants will be able to:

TIME	TOPIC	SPEAKERS
1:15pm – 1:45pm 20 mins presentation 10 mins Q&As	Rapid Fire Oral Presentations “5 mins, 3 slides!” <i>*Summarize new experiences, insights and interesting research results in the field of smoking cessation as presented by our conference delegates.</i>	Multiple Presenters Moderated By: Mustafa Coja, UOHI
1:45pm – 2:15pm 20 mins presentation 10 mins Q&As	Latest Evidence on the Practical Uses and Issues of E-cigarettes as a Smoking Cessation Tool <i>*Analyze Canada’s latest evidence on e-cigarettes as a smoking cessation aid and compare it to international evidence.</i>	Dr. Mark Eisenberg, McGill University
2:15pm – 2:25pm	BREAK	
2:25pm – 2:55pm 20 mins presentation 10mins Q&As	Smokin and a Tokin: Cannabis and Tobacco Co-Use 101 <i>*Describe the realities of tobacco users who co-use cannabis and the implications for helping co-users quit tobacco.</i>	Dr. Peter Selby, Centre for Addiction and Mental Health
2:55pm – 3:10pm	AWARDS CEREMONY AND CLOSING REMARKS	Dr. Andrew Pipe & Dr. Robert Reid, UOHI



SPEAKER BIOS

MELISSA BASTIN | PRACTICE ENHANCEMENT CONSULTANT | ONTARIO MD

Melissa Bastin is a Practice Enhancement Consultant with the EMR Practice Enhancement Program at OntarioMD. Melissa assists healthcare providers with workflow and optimized EMR use for improved patient care, population health management, efficiencies in healthcare and clinical value throughout Ontario. Working in the digitalhealth industry for 18 years, Melissa offers expertise in change management, quality improvement, EMR optimization.

DR. CHRIS BULLEN | PROFESSOR OF PUBLIC HEALTH AT THE SCHOOL OF POPULATION HEALTH; DIRECTOR OF THE NATIONAL INSTITUTE FOR HEALTH INNOVATION | UNIVERSITY OF AUCKLAND

Chris trained as a doctor at the University of Auckland, New Zealand (NZ) and after eight years working in rural health in Papua New Guinea, returned to train as a public health medicine specialist. He is a Fellow of the NZ College of Public Health Medicine and a Fellow of the Faculty of Public Health Medicine, Royal Australasian College of Physicians. He is Professor in Public Health and Deputy Head at the School of Population Health, University of Auckland, New Zealand and Director of the National Institute for Health Innovation, a leading NZ research centre that specialises in digital and pragmatic health interventions research. He is President of the Oceania chapter of the Society for Research in Nicotine and Tobacco (SRNT) Research. He has an international reputation for smoking cessation and tobacco control research, with more than 200 publications. His contributions to the understanding of novel smoking cessation interventions include randomised controlled trials of cytisine, mobile phone interventions, various NRT configurations, reduced nicotine cigarettes and e-cigarettes. Chris is an author on three current Cochrane systematic reviews of smoking cessation interventions and is leading the current revision of NZ's smoking cessation guidelines for the NZ Ministry of Health. Besides his work in New Zealand, he has visiting academic appointments at Zhejiang University, China, and the University of Malaya, Malaysia. Chris is married with three children and enjoys listening to and making music, and hiking in New Zealand's many national parks.

DR. JEAN COSTELLO | RESEARCH AND EVALUATION SCIENTIST | HOMEWOOD RESEARCH INSTITUTE

Jean Costello, PhD, is a Research and Evaluation Scientist at Homewood Research Institute (HRI). Since 2014, Dr. Costello has led HRI's evaluation program, working closely with program administrators, clinicians and researchers to identify evaluation needs and priorities as they relate to mental health and addiction treatment. Dr. Costello also leads the Recovery Journey Project (first established in 2015) which is an ongoing longitudinal, multi-site project designed to routinely collect, evaluate and report on recovery-oriented outcomes from patients who have received treatment for addiction and/ or mental health. The data collected is currently being used to monitor and evaluate treatment effectiveness, generate new knowledge about the recovery process, and help shape the future of mental health and addiction treatment in Canada.

Dr. Costello obtained her PhD from the School of Public Health & Health Systems at the University of Waterloo, where she is now an adjunct faculty member. Her graduate training focused heavily on program evaluation (i.e., approaches, designs, and methods) and included advanced knowledge and practice in developing program logic models. Her academic work to date has focused on the evaluation of programs, policies and behavioural mechanisms related to substance use and cessation.

HEIDI CROUCHER | PROJECT LEAD, PAN DORSET SMOKEFREE NHS | NHS FOUNDATION TRUST

Qualifying with a first class honours degree in 1999 Heidi has over 20 years midwifery experience with 6 of these specialising in tobacco control across Dorset.

In 2019 Heidi was head hunted to lead smoking cessation projects across the regions Integrated Care Systems and Heidi has proactively been the Regional Smoking in Pregnancy Champion for the National Smoking in Pregnancy Challenge Group.

Heidi is the Founder and CEO of SCAH – Smoking Cessation and Health which is an annual national conference that brings professionals together with an interest in smoking cessation to share the latest evidence based research and practices. Heidi is building a network of professional associations and was selected and sponsored to present at the 12th Annual Ottawa Conference ‘State of the Art Clinical Approaches to Smoking Cessation’ in the Rapid Fire competition.

Heidi has been recognised and rewarded by being nominated by her peers for several awards:
Cavell Nurses Trust Awards (2019) winner for ‘Going Above and Beyond in Patient Care’
Poole Hospital Wards (2019) SBL’s team winners for ‘Innovation and Improvement’
British Journal of Midwifery National Awards (2019) ‘Innovation in Practice’ finalist
Nursing Times Safety Awards (2017) ‘Patient Safety Improvement’ finalist

Since 2015 Heidi has been an active branch Royal College of Midwives Union Learning Rep, facilitating a large team of union members, identifying key learning needs, forming faculty’s, event managing and running national conferences.

Heidi has undertaken a number of publications, the most recent ‘The Poole approach to a smoke free pregnancy’ June 2020, British Journal of Midwifery

Heidi is the Principle Investigator for the Smoking in Pregnancy Incentive Research Trial at Poole Hospital NHS Foundation Trust and is part of the Bournemouth University Research COMPAQS team: CO Monitoring Pregnancy Aid to quit smoking team.

DR. NICOLE DORRLER | SENIOR VICE PRESIDENT, MARKETING AND MEDIA INVESTMENT | THE TRUTH INITIATIVE

Nicole Dorrler leads the team that produces the award-winning truth youth smoking and vaping prevention campaign, as well as the truth opioid awareness campaign. In her 10+ years at Truth Initiative, she has led numerous world-class agencies and internal staff to push the boundaries of public health and produce lifesaving creative that has helped shape a generation’s intentions surrounding tobacco. She has been a trailblazer in the use and role of mobile and online gaming to hack youth culture and reach increasingly broad audiences. She’s spent more than a decade developing and implementing creative, media, interactive, social, experiential, analytics, advocacy, data, marketing research and influencer marketing strategies for the truth campaign. Her work has also been instrumental in establishing campaign partnerships, driving brand positioning and developing benchmarks and success metrics.

Dorrler was the American Marketing Association’s 2016 Nonprofit Marketer of the Year and the recipient of the 2018 Chief Marketer Future CMO award. Under her leadership, the campaign has won more than 400 awards. She has more than 25 years of high-level marketing experience for brands including Volkswagen of America, Choice Hotels International, Hyatt Hotels & Resorts, Redskins and Bell Atlantic Mobile, which became Verizon. She completed a Georgetown digital marketing certificate program to advance her existing expertise.

ROSA DRAGONETTI | PROJECT DIRECTOR, ADDICTIONS RESEARCH AND EDUCATION, NICOTINE DEPENDENCE SERVICE | CENTRE FOR ADDICTION AND MENTAL HEALTH

Rosa Dragonetti is currently the Project Director of Addictions Research and Education at CAMH in the Nicotine Dependence Service. Rosa plays a key role in developing a strategy for education research and programming initiatives including the TEACH project. The TEACH project delivers a Certificate program in Tobacco Cessation Counselling to healthcare professionals. While TEACH offers training in person, under Rosa’s leadership, the team has been developing an extensive online program offering several courses to support the certificate program. Rosa also supports training for the STOP Program, PREGNETS, Canadaptt and various other tobacco-related projects. She has delivered many workshops across Canada and internationally. Rosa has co-authored several journal articles and book chapters.

DR. MARK EISENBERG | PROFESSOR | MCGILL UNIVERSITY

Dr. Eisenberg is a tenured Professor of Medicine at McGill University and a Staff Cardiologist at the Jewish General Hospital. He is the Director of Clinical Research of the McGill Cardiology Fellowship Program and an Associate Member of the McGill Department of Epidemiology, Biostatistics, and Occupational Health. In addition to his clinical responsibilities, Dr. Eisenberg is Director of the McGill MD-PhD Program, as well as Director of the Cardiovascular Health Services Research Group of the Jewish General Hospital and a Principal Investigator at the Centre for Clinical Epidemiology and Community Studies.

Dr. Eisenberg was born in Rochester, New York. He completed a BA in Chemistry in 1980 at Cornell University, followed by an MD at the University of Rochester. After completing his MD, Dr. Eisenberg did a residency in internal medicine at McGill University, a Masters of Public Health at Harvard University, a research fellowship in echocardiography and epidemiology and a cardiology fellowship at the University of California in San Francisco. Finally, in 1995, Dr. Eisenberg completed an interventional cardiology fellowship at the Cleveland Clinic.

In 2008-2009, Dr. Eisenberg spent a year in Israel as a visiting professor in the Department of Human Metabolism and Nutrition at the Joseph H. and Belle R. Braun Hebrew University, Hadassah School of Public Health and Community Medicine. During this sabbatical, he also completed an International Master's of Health Leadership at McGill University and wrote a book entitled, *The Physician-Scientist's Career Guide* (Springer-Humana Press).

Dr. Eisenberg is married and has five children. He is fluent in English, French, and Hebrew.

DR. AMANDA GRAHAM | CHIEF OF INNOVATIONS | THE TRUTH INITIATIVE

Dr. Amanda Graham is Chief of Innovations at Truth Initiative where she leads a cross-functional team that develops, evaluates, and markets digital products for tobacco cessation. Under her leadership and in collaboration with partners at the Mayo Clinic, Dr. Graham led the development of the EX Program, an enterprise digital tobacco cessation platform designed for employers and health plans, and This Is Quitting, a first-of-its-kind quit vaping program for teens and young adults.

For over 20 years, Dr. Graham's NIH-funded research has focused on digital tobacco cessation interventions. She is internationally recognized as a thought leader in web and mobile quit-smoking interventions and online social networks and has been awarded over \$15 million in research funding. She has published over 100 peer reviewed manuscripts and serves on National Institutes of Health study sections and numerous journal editorial boards.

Dr. Graham is Professor of Medicine (adjunct) at the Mayo Clinic College of Medicine and Science and Professor of Oncology (adjunct) at Georgetown University Medical Center/Lombardi Comprehensive Cancer Center. She earned her MS and PhD in Clinical Health Psychology from the University of Health Sciences/Chicago Medical School and completed a postdoctoral fellowship in Behavioral Medicine at Brown Medical School.

DR. JOHN GRANTON | HEAD, DIVISION OF RESPIROLOGY | UNIVERSITY HEALTH NETWORK

After graduating from the University of Western Ontario in pharmacology / toxicology, Dr. Granton completed medical school at McMaster University. He pursued training in internal medicine, respiratory medicine, and critical care at the University of Toronto and completed research training at the University of British Columbia.

He is the head of Respiriology at University Health Network, Mount Sinai Hospital and Women's College Hospital. He is a consultant in respirology and critical care at the Toronto General Hospital and Professor of Medicine at the University of Toronto. He established and remains the director of the pulmonary hypertension (PH) program at the University Health Network.

He is past chair of the Ontario Thoracic Society and Past President of the Canadian Critical Care Society. He is past chair of the board of the Ontario Lung Association, executive member of the Canadian Thoracic Society and chair of the national fundraising advisory committee for the Canadian Lung Association. His hospital administrative activities include chair of the Pharmacy and Therapeutics committee and president of the Medical Staff Association. His research interests are in pulmonary hypertension, and critical illness. He has published in several prominent journals including JAMA, NEJM, American Journal of Respiratory and Critical Care Medicine and the American Journal of Respiratory and Cell Biology.

DR. ELIZABETH HAIR | SENIOR VICE PRESIDENT | THE TRUTH INITIATIVE

Dr. Elizabeth (Beth) Hair oversees the health communication research at Truth Initiative, including the formative research of the truth campaign and the longitudinal evaluation of the campaign's effectiveness in communicating anti-smoking messages to young adults. In addition, she conducts research on youth use of traditional and emerging tobacco products. Dr. Hair has over two decades of experience in conducting research on child and family well-being, including issues related to health and mental health, health risk behaviors, vulnerable youth and the transition to adulthood. Previously, Hair was a senior research scientist at NORC at the University of Chicago. Her work has been funded by several major U.S. foundations and federal agencies, and she has published work in leading research journals including Tobacco Control, Nicotine and Tobacco Research, Development Psychology and the Journal of Adolescent Health. Hair earned her doctorate and master's degree from Texas A&M University.

FREYA HOWLE | MANAGER, CURE PROJECT | NHS FOUNDATION TRUST

Freya Howle, CURE Programme Lead, was appointed by Greater Manchester Cancer (the cancer programme of Greater Manchester's devolved health and social care system) in February 2018 to lead the planning and implementation of a 6 month pilot of CURE at Wythenshawe Hospital. Freya has continued in the CURE role to lead on the rollout of the tobacco addiction model across all of Greater Manchester's acute hospitals.

Freya has over 10 years' experience in the NHS across Birmingham & Manchester, from local hospital based roles to transformation management. Freya began her career as a ward clerk and receptionist and progressed through finance, governance and performance roles which eventually led to operational management positions at the Christie and Stockport NHS foundation Trust. Her in depth operational experience makes Freya well placed in a transformation role which has benefitted significantly from her experience of working in a hospital environment, in achieving NHS targets locally and nationally in addition to managing large administrative teams across multiple surgical services.

Freya moved from acute care based positions to the work as a Project Manager for the Macmillan Cancer Improvement Partnership (MCIP) where she designed and led an important piece of work with Cancer Champions based in Primary Care. This role ignited her passion to work in transformation that crosses NHS boundaries to impact across all of Greater Manchester, serving its people with the same quality of care and equity of access (?). She is committed to a multi-disciplinary, multi-agency approach to system change in order to meet the challenges of delivering safe and sustainable services for the people of Greater Manchester.

DR. CAROLYN LEMSKY | CLINICAL DIRECTOR | COMMUNITY HEAD INJURY RESOURCE SERVICES

Dr. Carolyn Lemsky is a board certified neuropsychologist with over 25 years of experience working in rehabilitation settings in the U.S. and Canada. For the past 20 years she has been the Clinical Director at Community Head Injury Resource Services of Toronto. She is also the director of the Substance Use and Brain Injury (SUBI) Bridging Project, a research and knowledge transfer initiative funded by the Ontario Neurotrauma Foundation. The mission of the SUBI project is to blend evidence-based practices in the fields of acquired brain injury and addictions care to create practical and effective models of care for people living with concurrent neurocognitive impairment, mental health disorders and problematic substance use. SUBI training and clinical materials have been used internationally to prepare addictions and mental health workers to accommodate the needs of people living with acquired brain injury. She has provided training and consultation across the US and Canada. In addition to frequent conference presentations, Dr. Lemsky has contributed book chapters and articles to the neuropsychology and brain injury literature.



JANE LING | PHARMACIST | NORTH DURHAM FAMILY HEALTH TEAM

Jane Ling is a practicing primary care pharmacist working at the North Durham Family Health Team in Port Perry and is an adjunct clinical assistant professor with the University of Waterloo, teaching smoking cessation at the School of Pharmacy. Previously, she was a community pharmacist for 30 years with Lovell Drugs Prescription Pharmacy at Glazier Medical Centre in Oshawa.

Jane is a founding member and President of CEASE (Central East Association for Smoking Elimination) www.ceasenetwork.com. Its mandate is to bring together a wide variety of healthcare advocates to share best practices and work together to provide smoking cessation support to patients. Its members include physicians, dentists, pharmacists, optometrists, nurses, physiotherapists, mental health therapists and representatives from healthcare organizations and industry.

Jane is also the founding member and President of Pharmacists for A Smoke Free Canada www.psfcnetwork.com whose membership includes smoking cessation champion pharmacists from across Canada. Its mandate is to promote the role of pharmacists in smoking cessation in the healthcare setting through professional development and advocacy.

She speaks about smoking cessation and COPD to healthcare providers, stakeholders and industry as well at many tobacco addiction related conferences across Canada. She developed the online Ontario Pharmacist Smoking Cessation Pharmacist Training Modules and received the Heather Crowe Smoke Free Ontario Award from the Ontario Ministry of Health <https://news.ontario.ca/mohlct/en/2016/05/recipients-of-heather-crowe-smoke-free-ontario-award.html>

DR. HASSAN MIR | CARDIOLOGIST AND ASSISTANT PROFESSOR OF MEDICINE | UNIVERSITY OF OTTAWA HEART INSTITUTE

Hassan Mir is a Cardiologist and Assistant Professor at the University of Ottawa Heart Institute (Division of Cardiology and the Division of Cardiac Prevention & Rehabilitation). His research interest are in cardiac prevention, smoking cessation, and evaluating digital health technologies to improve patient outcomes.

DR. MATHIEU MORISSETTE | ASSISTANT PROFESSOR | UNIVERSITÉ LAVAL

Dr. Mathieu Morissette obtained his undergraduate degree in microbiology from Université Laval in 2005 as well as a PhD in experimental medicine in 2010. He is associate professor at the Department of Medicine at Université Laval and researcher at the Quebec Heart and Lung Institute since August 2014. He cumulates more than 13 years of experience in experimental research on lung biology, smoking and chronic obstructive pulmonary disease. His laboratory pursues pre-clinical, translational and clinical research to better understand how the lungs respond to damage and how to improve the outcomes. Since 2015, he has been pursuing research on the pulmonary and systemic effects of vaping in pre-clinical and clinical setting.

DR. KERRI MULLEN | ASSOCIATE SCIENTIST | UNIVERSITY OF OTTAWA HEART INSTITUTE

Kerri-Anne has been with the University of Ottawa Heart Institute since 2006 where she and her team have worked with hundreds of healthcare organizations to implement and evaluate tobacco treatment, women's heart health, and cardiovascular disease prevention programs. She received her BSc at the University of Ottawa, her MSc at the University of Illinois, Urbana-Champaign, and her PhD in Population Health (Epidemiology) at the University of Ottawa. She is a Scientist with the Ottawa Heart Institute Research Corporation. Her work has been funded by the Ontario Ministry of Health and Long-Term Care, Health Canada, and the Canadian Institutes of Health Research. Kerri's research interests include program implementation and the health services, economic, and health impacts of prevention interventions.

DR. CHRIS PITT | NHS FOUNDATION TRUST

Chris Pitt has over 15 years working in Smoking Cessation; as a community advisor, service co-ordinator and leading Dorset HealthCare on the journey to becoming Smokefree. As passionate as ever about helping people to stop smoking and ending the enormous harm caused to our planet and population by tobacco.

Father of 2 sometimes challenging teenagers and 2 sometimes challenging Tibetan Terriers. Keen paddle surfer and snowboarder, with a love of both the beach and the mountains. Enthusiastic reader and music listener.

KATE WALKER | EVALUATION AND PROGRAM DEVELOPMENT LEAD | UNIVERSITY OF OTTAWA HEART INSTITUTE

Kate, a registered Physiotherapist, joined the Ottawa Model for Smoking Cessation (OMSC) team as an Outreach Facilitator in 2011. She is currently the Evaluation and Program Development Lead for the OMSC. Kate received her BSc and BPHE from Queen's University and her MScPT from McMaster University. She is currently pursuing her PhD in Population Health at the University of Ottawa.



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