

**DAY 1 | FRIDAY, JANUARY 24, 2025**

**7:30 - 8:30 | REGISTRATION AND CONTINENTAL BREAKFAST**

**8:30 – 8:45**

**OPENING CEREMONY**  
Elder Verna McGregor

**8:45 – 9:00**

**INTRODUCTORY COMMENTS**  
Mustafa Coja

**9:00 – 9:30**

**CLINICAL SMOKING CESSATION IN 2025**  
Dr. Hassan Mir and Dr. Kerri-Anne Mullen

**9:30 – 10:30**

**CONTEMPORARY APPROACHES TO SMOKING CESSATION: CLINICAL PRACTICE UPDATE**  
Dr. Hassan Mir, Dr. Kerri-Anne Mullen, Javad Heshmati, and Dr. Mark Eisenberg

**10:30 - 10:50 | BREAK / NETWORKING**

**10:50 – 11:35**

**VAPING: PATTERNS AND PREVALENCE**  
Dr. David Hammond

**11:35 – 12:30**

**KEYNOTE: SMOKING AND VAPING (AND MY RESEARCH ODYSSEY!)**  
Dr. Mark Eisenberg

**12:30 - 1:30 | LUNCH**

**1:30 – 2:15**

**CLIMATE CHANGE, SMOKING CESSATION, AND CARDIOVASCULAR HEALTH**  
Dr. Samantha Green

**2:15 – 2:55**

**INCORPORATING SMOKING CESSATION INTO ALTERNATIVE MODELS OF CARE**  
Dr. Susan Kilborn

**2:55 - 3:15 | BREAK**

**3:15 – 4:15**

**NICOTINE POUCHES: CLINICAL IMPLICATIONS**  
Dr. Hassan Mir

**4:15 – 4:30**

**CLOSING REMARKS**  
Mustafa Coja

**4:30 - 6:00 | WINE AND CHEESE POSTER SESSIONS**





**DAY 2** | SATURDAY, JANUARY 25, 2025

**7:30 - 8:30** | REGISTRATION AND CONTINENTAL BREAKFAST

**8:30 - 8:45** | **INTRODUCTORY COMMENTS**  
Mustafa Coja

**8:45 - 9:30** | **KEYNOTE: SMOKING CESSATION AND CONCURRENT ALCOHOL / SUBSTANCE USE**  
Dr. Peter Selby

**9:30 - 10:15** | **WHAT DO OUR PATIENTS WANT FROM QUIT [VAPING] EXPERTS?**  
Panel of Current and Former People Who Vape

**10:15 - 10:30** | BREAK

**BREAKOUT SESSIONS** | 10:30 - 11:15

**S1** **MASTER CLASS** | Dr. Peter Selby, Moderated by Dr. Andrew Pipe  
**OTTAWA SALON ROOM**

**S2** **PREGNANCY, LACTATION AND SMOKING CESSATION**  
Dr. Kerri-Anne Mullen, Dr. Ana Samaan Werlang | **ROOM 212**

**S3** **COMMERCIAL TOBACCO CESSATION IN INDIGENOUS COMMUNITIES**  
Panel Discussion | **ROOM 210**

**S4** **REMOVING BARRIERS: ADVOCATING FOR FREE AND ACCESSIBLE TOBACCO TREATMENT (IN ENGLISH)** | Dr. Sean Gilman | **ROOM 209**

**BREAKOUT SESSIONS** | 11:30 - 12:15

**S1** **MASTER CLASS** | Dr. Peter Selby, Moderated by Dr. Andrew Pipe  
**OTTAWA SALON ROOM**

**S2** **PREGNANCY, LACTATION AND SMOKING CESSATION**  
Dr. Kerri-Anne Mullen, Dr. Ana Samaan Werlang | **ROOM 212**

**S3** **COMMERCIAL TOBACCO CESSATION IN INDIGENOUS COMMUNITIES**  
Panel Discussion | **ROOM 210**

**S4** **ÉLIMINER LES BARRIÈRES : PLAIDOYER EN FAVEUR D'UN TRAITEMENT DE TABAGISME GRATUIT ET ACCESSIBLE (EN FRANÇAIS)** | Dr. Sean Gilman  
**ROOM 209**

**12:15 - 1:30** | LUNCH

**1:30 - 2:15** | **RAPID FIRE ORAL PRESENTATIONS "5 MINS, 3 SLIDES!"**  
Multiple Presenters

**2:15 - 2:30** | BREAK

**2:30 - 3:15** | **SOCIAL MEDIA, YOUTH VAPING UPTAKE AND VAPING CESSATION**  
Dr. Laura Struik & Ryan Fahey

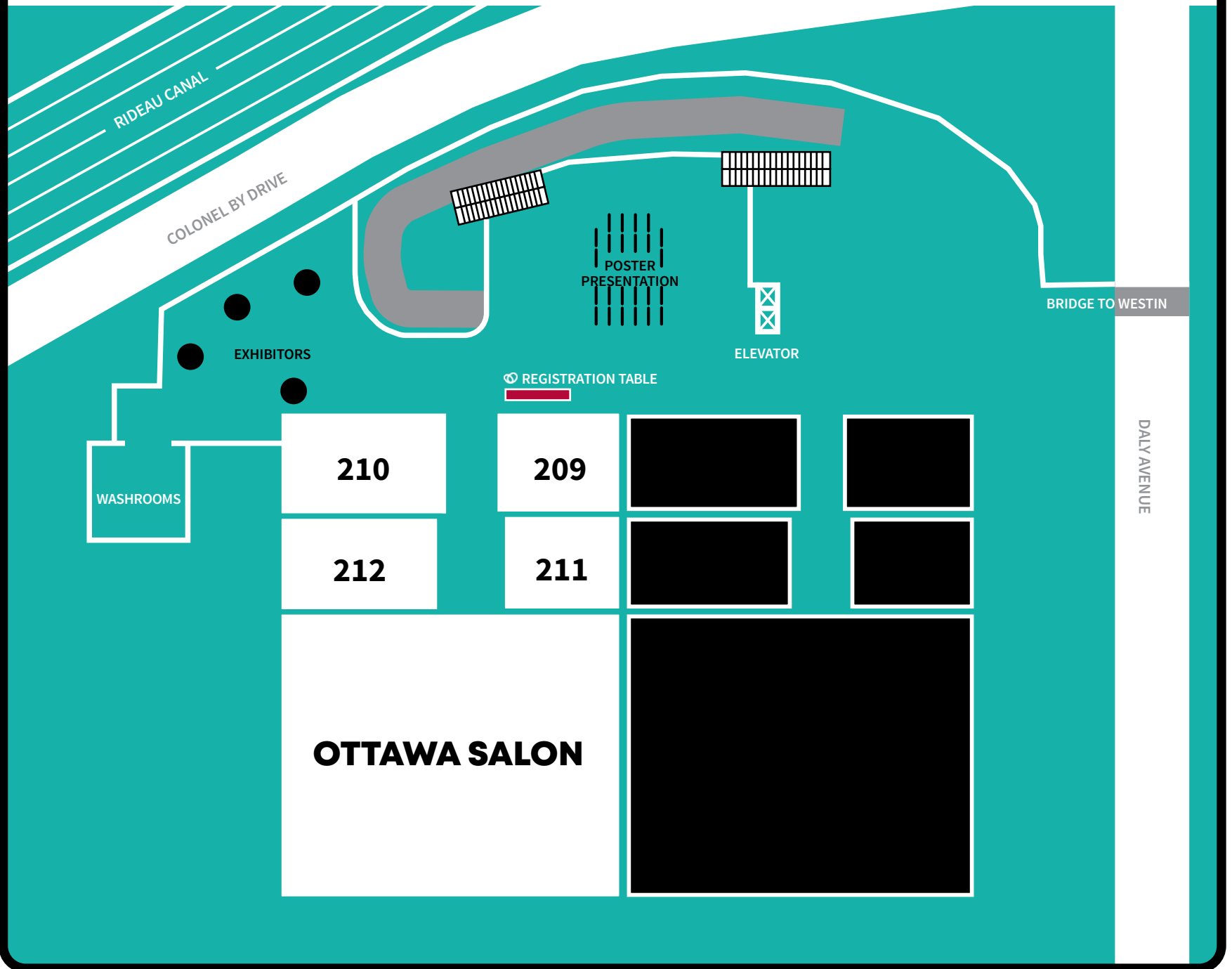
**3:15 - 3:45** | **AWARDS CEREMONY AND CLOSING REMARKS**  
Dr. Hassan Mir, Dr. Kerri-Anne Mullen & Dr. Andrew Pipe

**3:45 - 4:00** | **CLOSING CEREMONY** | Elder Verna McGregor



# ROGERS CENTRE FLOORPLAN

**55 COLONEL BY DRIVE, OTTAWA, ON K1N 9J2**



## WELCOME MESSAGE

On behalf of the University of Ottawa Heart Institute, we are delighted to welcome everyone to the 17th Annual Ottawa Conference: State of the Art Clinical Approaches to Smoking Cessation.

Seventeen years! What an incredible and surprising journey this has been. We are pleased to report the Ottawa Model for Smoking Cessation network continues to grow – we have now worked with over 500 healthcare sites across Canada to implement systematic approaches to smoking cessation.

The 2025 Ottawa Conference is yet another opportunity for us to share knowledge and to highlight the latest resources and research findings related to North America’s leading cause of preventable disease, disability and death – tobacco addiction.

As always, it is a privilege being able to welcome each of you to the conference. Over 200 of you – health professionals, researchers, students, policy makers and smoking cessation champions – are joining us for our return to a fully in-person event.

We are extremely appreciative of the support from the Ontario Ministry of Health and Long Term Care, and thank you to Kenvue for providing educational grants to support this event.

There are numerous dedicated people working behind the scenes to make this event happen. Thank you to the planning committee for their efforts in organizing the conference. To our distinguished presenters, your willingness to share your knowledge, experience, and perspectives is greatly appreciated. And, to our outstanding team – your hard work and positivity do not go unnoticed.

Finally, to all delegates, thank you for your involvement in smoking cessation, and your commitment to enhancing the health of our patients and communities. We are so pleased that you are here to celebrate seventeen years’ worth of accomplishments in the field of clinical smoking cessation.

Enjoy the conference, and we hope to see you again next year.



**KERRI-ANNE MULLEN, PhD**

University of Ottawa Heart Institute



**HASSAN MIR MD, FRCPC**

University of Ottawa Heart Institute



# SPEAKER EVALUATIONS

**FRIDAY,**  
**JANUARY 24**

**SATURDAY,**  
**JANUARY 25**

**OVERALL CONFERENCE**  
**EVALUATION**

## SPEAKER BIOGRAPHIES



**Mark J. Eisenberg, MD MPH** is a James McGill Professor of Medicine at McGill University and a Staff Cardiologist at the Jewish General Hospital. He is an Associate Member of the McGill Department of Epidemiology, Biostatistics, and Occupational Health and serves as Director of the McGill MD-PhD Program. He also leads the Cardiovascular Health Services Research Group at the Jewish General Hospital and is a Senior Investigator at the Centre for Clinical Epidemiology and Community Studies. Dr. Eisenberg earned his MD from the University of Rochester, completed residency in Internal Medicine at McGill University, and obtained a Master of Public Health from Harvard University. He completed a research fellowship in Echocardiography and Epidemiology, a cardiology fellowship at the University of California, San Francisco, and an interventional fellowship at the Cleveland Clinic.

A recognized expert in smoking cessation, Dr. Eisenberg has conducted three key clinical trials —ZESCA, EVITA, and E3. The ZESCA and EVITA trials assessed the efficacy of bupropion and varenicline, respectively. The E3 Trial was the first North American study to demonstrate nicotine e-cigarettes' efficacy for quitting smoking. He currently leads the ASAP Trial, evaluating varenicline and nicotine e-cigarettes for smoking cessation in people at high cardiovascular risk.



**Ryan Fahey (Ba HKin, B.Ed, CPT)** is a Lead for Programs and Resources at PHE Canada. He is passionate about wellness, physical education, and healthy schools as well as the intersections between health, education, play, and innovation. Originally from Mi'kma'ki, Ryan started a career teaching, coaching, and running a mobile personal training business out of his hatchback. Over the past decade, Ryan has worked provincially, nationally, and internationally in various roles within education. Recently, Ryan led the Students Together Moving To Prevent Tobacco Use (STOMP) project across Canada aimed at curbing commercial tobacco use among youth. Currently Ryan is also leading the mobilization of the Blueprint for Action in schools. Ryan is also an established author in the personal growth and well-being space and in his free time you can find him walking the trails on PEI with his wife Amber, daughter Sophia and their dog Dash.



**Dr. Sean Gilman** is a pulmonologist and director of the tobacco treatment program at the McGill University Health Center. A graduate of McGill Medical School, he then completed his pulmonary/critical care training at Boston University and worked at Beth Israel Deaconess Medical Center in Boston before returning to McGill in 2012. In addition to his pulmonary and sleep medicine practice, he is currently working on expanding the reach and accessibility of tobacco treatment for all Quebecers who smoke and vape.



**Dr. Samantha Green** is a family physician at St. Michael's Hospital and at Inner City Health Associates. She has served on the Board of Directors of the Canadian Association of Physicians for the Environment. She is the co-director of Temerty Medicine's Taking Action on Planetary Health certificate program, and is co-chair of the CanMEDS 2025 planetary health committee.



**Dr. David Hammond** is a Professor in the School of Public Health at the University of Waterloo. His research focuses upon tobacco control and vaping in the areas of health communications, packaging, and product regulation, as well as cannabis and nutrition policies. Professor Hammond works closely with governments around the world and has served as an Advisor for the World Health Organization. Professor Hammond also serves as an Expert Witness in court cases, primarily on behalf of governments defending health regulations from legal challenges by the food and tobacco industries. Professor Hammond's research has been recognized by awards from CIHR, the Canadian Cancer Society, the Canadian Medical Association, the Royal Statistical Society of Canada, and the World Health Organization.



**Dr. Susan Kilborn** received her DVM degree from the Western College of Veterinary Medicine at the University of Saskatchewan. After several years of emergency and critical care practice in Winnipeg, she completed a post-graduate degree in epidemiology and acid-base physiology - DVSc program in Clinical Studies at the Ontario Veterinary College, University of Guelph.

She became board certified in the American College of Veterinary Internal Medicine in 1995. Dr Kilborn currently sees referral internal medicine cases in Ottawa, consults for Antech Diagnostic Laboratories, and is the Chief Logistics Officer and One Health Director for Community Veterinary Outreach.

Community Veterinary Outreach is a Canadian and US registered charity that provides pro bono veterinary care to pets of unhoused, street-involved, and vulnerably housed adults and youth, while providing health and social services for the clients. Dr Kilborn oversees the OMSC Tobacco Cessation and Reduction program that is now imbedded within six of the eleven Vet Outreach regions across Canada, with more to come.



**Dr. Hassan Mir** is a cardiologist, researcher, and assistant professor at the University of Ottawa Heart Institute. He is the Chair of the Ottawa Model for Smoking Cessation and the Co-Chair of the Virtual Care Heart team. Dr. Mir has a clinical and research interest in addressing smoking cessation and nicotine dependence. He is also passionate about developing, implementing, and evaluating digital health technology to improve patient care.



**Kerri-Anne Mullen, PhD** has been at the University of Ottawa Heart Institute since 2006, where she is a Scientist and Director of Prevention & Wellness Centre, the Canadian Women's Heart Health Centre, and the Ottawa Model for Smoking Cessation. She received her BSc (Hon.) from the University of Ottawa, her MSc from the University of Illinois, Urbana-Champaign, and her PhD in Population Health from the University of Ottawa. She trained as a Student Scientist at the Institute for Clinical Evaluative Sciences (ICES uOttawa) between 2010 and 2015 within the Primary Care & Population Health Research Program. Her research has focused on implementation, effectiveness, and cost-effectiveness of cardiovascular disease prevention programs, mainly focusing on tobacco cessation and women's heart health. She has received external funding from the Canadian Institutes of Health Research (CIHR), the Ontario Ministry of Health and Long Term Care, Health Canada, and the Public Health Agency of Canada.



**Dr. Andrew Pipe, CM, BA, MD, LLD (Hons), DSc (Hons)** was formerly Chief of the Division of Prevention and Rehabilitation at the University of Ottawa Heart Institute and is a Professor in the Faculty of Medicine at the University of Ottawa. Dr. Pipe continues his clinical and research activities within the Division. He received his MD from Queen's University in Kingston, Ontario, in 1974. Dr. Pipe has been called Canada's foremost expert on smoking cessation. He was instrumental in the development of the widely adopted Ottawa Model for Smoking Cessation at the Heart Institute.



**Dr. Peter Selby** is a Senior Scientist and Senior Medical Consultant at the Centre for Addiction and Mental Health (CAMH). He is the Vice-Chair, Research and Giblon Professor in Family Medicine, University of Toronto. His research focuses on innovative methods to understand and treat addictive behaviours and their comorbidities. He uses technology to combine clinical medicine and public health methods to scale up and test health interventions. His cohort of >400,000 treated smokers in Ontario is an example of this. He has received grant funding totaling over 100 million dollars from CIHR, NIH, and Ministry of Health and has published >200 peer reviewed publications. His most recent programme of research utilizes a Learning Health Systems approach to investigate how technology equitable collaborative care can enhance the delivery of evidence-based interventions to the patient while providing a more satisfying experience of care for patients and providers across systems.



**Dr. Laura Struik, PhD, RN** is an Assistant Professor at the School of Nursing, UBC Okanagan; Canadian Cancer Society Emerging Scholar; and Michael Smith Health Research BC Scholar

Dr. Struik's research background is in the area of youth health promotion and cancer prevention, with a specific focus on nicotine product use. Her research program is focused on understanding nicotine product use among youth, and developing and testing innovative solutions for preventing uptake among youth, as well as supporting youth in cessation. A hallmark of Dr. Struik's work is the extensive engagement of youth in the all aspects of the research process, ultimately leading to youth-driven solutions to address the issue of nicotine product use in this demographic.

**The University of Ottawa Heart Institute would like to thank the following organizations for educational grants in support of this event:**

