

**“Increasing Access to Effective Treatments: The Case for More Flexible Regulatory Policy”**

**February 20, 2007  
10:00 AM – 5:00 PM**

**10:00 – 10:15** Introduction and Welcome

**10:15 – 11:30**

Session 1: Underutilization of Evidence-Based Treatment and Misperceptions of NRT Safety and Efficacy

Speakers:

Saul Shiffman, Ph.D., University of Pittsburgh and Pinney Associates  
Lynn Kozlowski, Ph.D., State University of New York at Buffalo  
Andy Hyland, Ph.D., Roswell Park Cancer Institute

**11:30 – 12:30**

Session 2: Driving Consumer Demand by Better Understanding the Smoker

Speakers:

Carlo DiClemente Ph.D., Professor and Chair, Department of Psychology, University of Maryland, and C. Tracy Orleans, Ph.D., Distinguished Fellow/Senior Scientist Robert Wood Johnson Foundation: "Designing for Demand: Views from the Consumer Demand Roundtable"  
Kay Kahler Vose, MA, Director, Health and Social Marketing Group, Porter Novelli, Washington DC: "Inside the Minds and Habits of Smokers: What do Quitters Want?"  
Peter Coughlan, Ph.D., Director, Transformation Group, IDEO, Palo Alto, CA: "Needed: A consumer-centered paradigm for tobacco cessation products and services. Designing for Demand: Core Principles and Design Strategies"

**12:30 – 12:45** Break and Pick-Up Box Lunches

**12:45 – 1:45**

Session 3: TENTATIVE: Just Ask A Woman-moderated interviews with smokers

**“Increasing Access to Effective Treatments: The Case for More Flexible Regulatory Policy”**

**February 20, 2007  
10:00 AM – 5:15 PM**

*Continued*

**1:45-2:45**

Session 4: Evidence-Based Regulatory Change Abroad

Speakers:

Robert West, IUnited Kingdom

Dr. Nick Wilson, Wellington School of Medicine & Health Sciences,  
University of Otago, New Zealand

**2:45 – 3:00** Break

**3:00 – 3:45**

Session 5: What the evidence suggests the U.S. FDA ought to do to improve access to  
stop smoking treatments

Labeling and use indications for approved medications

Speaker:

Jonathan Foulds, Ph.D., University of Medicine and Dentistry of New Jersey,  
School of Public Health

Oversight of ineffective cessation treatments

Speaker:

Matt Barry, Campaign for Tobacco-Free Kids

**3:45 – 4:00** Break

**4:00 – 5:00**

Session 6: Expert Roundtable Discussion

Moderator: Mitch Zeller, Pinney Associates and Harvard School of Public Health

Participants:

FDA Representative (tbd)

Neal Benowitz, Ph.D., University of California San Francisco

Karl Fagerstrom, Ph.D., Smokers Information Centre

Dr. Tim McAfee, Free & Clear

Sarah Perl, MPH, New York City Department of Health and Mental Hygiene