Mayo Clinic Nicotine Dependence Seminar:
Counselor Training & Program Development

October 14 – 17, 2001

Siebens Medical Education Building
Rochester, Minnesota

Course Co-Directors:
Richard D. Hurt, MD
Kay M. Eberman, MS
COURSE DESCRIPTION

The Nicotine Dependence Seminar will focus on the Mayo Clinic approach to patient care for nicotine dependence. The Mayo model will be discussed in-depth and will focus on counseling skills, pharmacologic therapy, relapse prevention, and program components. The process of developing a program to deliver nicotine dependence services will also be covered during the seminar.

INTENDED AUDIENCE

This program is oriented toward healthcare professionals who are interested in incorporating nicotine dependence treatment into their practice. Chemical dependency counselors, respiratory therapists, nurses, social workers, psychologists, physicians, and other allied health professionals will find the seminar of interest. Attendees will have opportunities to meet informally with faculty members to discuss specific program and patient needs.

COURSE LEARNING OBJECTIVES

At the conclusion of this course, participants should be able to:

• Intervene with patients who use tobacco, providing appropriate counseling.
• Identify and be able to recommend pharmacologic aids for tobacco cessation.
• Identify the four components recommended for nicotine dependence counseling.
• Identify the stages of readiness for change (transtheoretical model) and diagnostic criteria for nicotine dependence.
• Explain the role of addiction approaches for nicotine dependence counseling.
• Describe motivational interviewing approaches to therapy.
• Describe a program model for the delivery of nicotine dependence services.

Attendance at this Mayo course does not indicate nor guarantee competence or proficiency in the performance of any procedures which may be discussed or taught in this course.

CREDIT

Mayo Foundation is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. Mayo Foundation designates this educational activity for a maximum of 24.5 hours in category 1 credit towards the AMA Physician’s Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

Nurses, social workers, psychologists and other health care professionals will be provided a certificate of attendance for requesting credits in accordance with state nursing boards, specialty societies, or other professional associations.

DATE & LOCATION

The Mayo Clinic Nicotine Dependence Seminar will be held October 14-17, 2001. Course headquarters will be located in the Siebens Medical Education Building on the Mayo Clinic Campus, Rochester, Minnesota. Meeting facilities are easily accessible by skyway and pedestrian subway, which connect Mayo Clinic to shops, theaters, restaurants, and hotels.
PARKING

Parking is available in hotel, city, and Mayo patient/visitor ramps. The cost for parking is not included in the registration fee. A map indicating the location of downtown parking facilities will be mailed with the registrant confirmation letter.

REGISTRATION

To register, complete the attached registration form and return by mail or FAX with the appropriate registration fee. The registration fee includes tuition, comprehensive course syllabus, continental breakfasts, refreshment breaks, specified luncheons, reception, and tour. *Although it is not Mayo School of Continuing Medical Education policy to limit the number of registrants for a course, conference room facilities may necessitate closing of enrollment; therefore, early registration is strongly advised.* A letter of confirmation will be sent upon receipt of payment and completed registration form. On-site registration will be conducted from 12:30 - 1:30 p.m. on Sunday, October 14, 2001, in the Siebens Medical Education Building, Mayo Clinic Campus.

CANCELLATION POLICY

Your registration fee, less a $50 administrative fee, will be refunded when written notification is received by the Mayo School of Continuing Medical Education before September 30, 2001 (fax#: 507-284-0532). No refunds will be made after September 30, 2001.

LODGING ACCOMMODATIONS

Blocks of guestrooms have been reserved at special group rates at each of the following downtown Rochester hotels. To ensure accommodations and the discounted rate, please make your reservations by September 22, 2001, and identify yourself as a participant in the Mayo Clinic Nicotine Dependence Seminar.

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hilton Garden Inn</td>
<td>225 South Broadway</td>
<td>800-445-8667/507-285-1234</td>
<td>$89 single/double</td>
</tr>
<tr>
<td>Radisson Plaza Hotel</td>
<td>150 South Broadway</td>
<td>800-333-3333/507-281-8000</td>
<td>$99 single/double</td>
</tr>
<tr>
<td>Kahler Grand Hotel</td>
<td>20 Second Avenue SW</td>
<td>800-533-1655/507-282-2581</td>
<td>$89 single/double</td>
</tr>
<tr>
<td>Rochester Marriott Hotel</td>
<td>101 First Avenue SW</td>
<td>877-623-7775/507-280-6000</td>
<td>$159 single/double</td>
</tr>
<tr>
<td>Kahler Inn and Suites</td>
<td>9 Third Avenue NW</td>
<td>800-533-1655/507-289-8646</td>
<td>$75 single/double (standard) $95 single/double (suite)</td>
</tr>
</tbody>
</table>

The hotels listed above are connected by skyway and pedestrian subway to conference facilities, downtown shops, restaurants, and theaters. For additional accommodation options, you may also wish to visit the Rochester Convention and Visitors Bureau website at www.rochestercvb.org.
TRAVEL ARRANGEMENTS

Rochester, Minnesota, is a friendly city that greets thousands of visitors from around the world each year. The city is serviced by a modern international airport with multiple flights daily from Chicago and Minneapolis via American or Northwest Airlines. Access to and from the airport is provided by taxi cab and shuttle service. The airport is located approximately 10 driving miles from the Mayo Clinic campus.

American Airlines is the official carrier for this Mayo course. Reduced airfares are available for participants by calling American Airlines at 800-433-1790/817-267-2222. Reference this course as Index#9988, AN#13H1AA. You may contact the designated travel agency, Corporate Travel, for additional assistance with airfare or ground transportation arrangements by calling 800-526-4540/ 507-282-9121.

OPTIONAL ACTIVITIES

Tour of Mayo Clinic
Public tours of Mayo Clinic are provided each day of the week beginning at 10:00 am, except for holidays. The tours originate from Judd Auditorium, Subway Level of the Mayo Building, and last approximately 1.5 hours. The tour includes a 20-minute film on the history and operation of Mayo Clinic plus visits to points of interest in the Mayo, Plummer, and Hilton Buildings. Please make advance reservations by calling 507-538-1091.

Mall of America Trip/Transportation
Mall of America, the largest fully-enclosed retail and family entertainment complex in the United States, is an easy 90-minute drive or shuttle ride from Rochester, Minnesota. Along with 500 retail stores, restaurants, and nightclubs, the mall features Knott’s Camp Snoopy, the world’s largest indoor theme park, and UnderWater World, a walk through an aquarium featuring 15,000 fish. You may reserve shuttle service by contacting Rochester Direct at 507-280-9270.

FACULTY DISCLOSURE

As a provider accredited by ACCME, Mayo Foundation must ensure balance, independence, objectivity and scientific rigor in its educational activities. All faculty participating in a Mayo Foundation activity are required to disclose commitments to and/or relationships with pharmaceutical companies, biomedical device manufacturers or distributors, or others whose products or services may be considered to be related to the subject matter of the educational activity. Faculty will also disclose any off-label and/or investigational use of pharmaceuticals or instruments discussed in their presentation. Disclosure of these commitments and/or relationships will be published in course materials so those participants in the activity may formulate their own judgments regarding the presentation.
FACULTY

Nicotine Dependence Center Staff
Physicians
Lowell C. Dale, MD    J. Taylor Hays, MD    Richard D. Hurt, MD

Clinical Coordinator
Kay M. Eberman, MS

Research Coordinator
Ivana T. Croghan, PhD

Nicotine Research Center
Kristin S. Vickers-Douglas, PhD

Survey Research Center
Kenneth P. Offord, MS

Staff
Barbara L. Dallavalle, MA    Patricia L. Fisher, MA    Melissa A. Hall
Adrienne S. Dormody, MA    Diana L. Friemann    Pam R. Krenik
Patrick T. Draper, MSW    Thomas R. Gauvin, MA    Debra P. Skare, MA

Mayo Clinic Staff
Billing and Insurance Collections
John J. Leimer, Jr.

Communications
Roshelle A. Plutowski

Health Connection
Jeannie M. Boness, RN

Information Services
Brian T. Welp

Psychiatry and Psychology
Steven I. Altchuler, MD, PhD    Matthew M. Clark, PhD    Christi A. Patten, PhD

PANEL PRESENTERS

CentraCare Health Foundation (St. Cloud, Minnesota)
Terri Shipshock, Director of Community Initiatives

Indiana University Tobacco Treatment Program
Ardon G. Christen, DDS, MSD

Mayo Health System: Red Cedar Clinic (Menomonie, Wisconsin)
Susan K. Orme, Disease Management Strategies Coordinator
Arden G. Christen, DDS, MSD
Professor and Acting Chair, Department of Oral Biology in the School of Dentistry, Indiana University. Dr. Christen received his DDS degree from the University of Minnesota in 1956, a Master of Science in Dentistry degree from Indiana University in 1965, and a Master of Arts from Ball State University in 1973. He is the author of over 250 articles published in medical and dental literature. As a long-time consultant to the National Cancer Institute, he has served as Technical Expert to Surgeon General Koop’s Advisory Committee for the development of the report "Health Consequences of Using Smokeless Tobacco" (1986) and was co-author of the 1990 Surgeon General’s Report entitled, "The Health Benefits of Smoking Cessation". He currently serves as Co-Director of the Indiana University Nicotine Dependence Program, Cancer Pavilion, Indiana University Cancer Center.

Edward T. Creagan, MD
Dr. Creagan is the American Cancer Society Professor of Clinical Oncology, the John and Roma Rouse Professor of Humanism in Medicine, and a Professor at Mayo Medical School. He has just completed his term as The President of the Mayo Clinic Staff. He has been a practicing physician at Mayo Clinic for 27 years and was previously at the National Cancer Institute. He is the author of 400 scientific papers and has given approximately 600 presentations throughout the world. He is an associate medical editor of MayoClinic.com, and the books Mayo Clinic on Healthy Aging and A Guidebook for Cancer Patients and Families.

Stephen S. Hecht, PhD
Dr. Hecht is the Wallin Professor of Cancer Prevention at the University of Minnesota Cancer Center. Previous positions include work with the American Health Foundation, as Director of Research, Chief of the Division of Chemical Carcinogenesis, and Section Head of Organic Chemistry for the Division of Environmental Carcinogenesis. He is a graduate of the Massachusetts Institute of Technology, with a degree in organic chemistry. His work in tobacco research and treatment includes contributions to the Surgeon General’s Report on Passive Smoking and Health (2002), member of the Science Advisory Board for the National Center for Toxicology Research (FDA), and member of several editorial boards. He has been the recipient of numerous honors and awards including the Alton Ochsner Award Relating Smoking and Health. He has published widely with 497 articles including those on tobacco-specific lung carcinogens.

Unto E. Pallonen, PhD
Dr. Pallonen holds degrees from the University of Helsinki, Finland, and the University of Minnesota where he received his PhD in Behavioral Epidemiology. His post doctoral fellowship was at the University of Southern California at Los Angeles. Currently, he serves as Associate Research Scientist in the Health Media Research Laboratory, the Comprehensive Cancer Center and the Department of Health Behavior and Health Education at the University of Michigan. His recent work with tobacco research and intervention includes expert system interventions, adolescent nicotine dependence measurements, and computer based interventions for adolescents.

Herbert H. Severson, PhD
Associate Professor of Counseling Psychology, University of Oregon, and Research Scientist for the Oregon Research Institute in Eugene, Oregon. Dr. Severson is a graduate of the University of Wisconsin, Madison WI, with a degree in Educational Psychology. Dr. Severson has long been involved with research on the topic of smokeless tobacco, and has published widely on the subject. His particular interests are addressing tobacco use through dental practices, and tobacco prevention and treatment for young people.
Program Schedule

SUNDAY, OCTOBER 14, 2001

12:30 p.m. Registration and Exhibits
1:30 p.m. Welcome and Overview of Nicotine Dependence Treatment Approaches
          Richard D. Hurt, MD
2:15 p.m. Treatment Model Overview
          Kay M. Eberman, MS
3:00 p.m. Refreshment Break and Exhibits
3:15 p.m. Nicotine Dependence Education Programs
          Lowell C. Dale, MD
4:00 p.m. Motivational Interviewing
          Thomas R. Gauvin, MA
4:45 p.m. Q & A Discussion
5:00 p.m. Adjourn

MONDAY, OCTOBER 15, 2001

7:30 a.m. Continental Breakfast
8:00 a.m. Pharmacotherapy for Tobacco Dependence
          J. Taylor Hays, MD
8:45 a.m. Individual Treatment: The Consultation (Theory and Practice)
          Adrienne S. Dormody, MA
9:30 a.m. Q & A Discussion
9:45 a.m. Refreshment Break
10:00 a.m. Bedside Interventions: Hospital Services
           Lowell C. Dale, MD
10:45 a.m. Computerized Expert Systems: Treatment for Adolescents
           Unto E. Pallonen, PhD
11:30 a.m. Social Support in Tobacco Dependence Treatment
           Christi A. Patten, PhD
12:15 p.m. Q & A Discussion
12:30 p.m. Luncheon
1:30 p.m. Treating Nicotine Dependence in Alcoholics
          Richard D. Hurt, MD
2:15 p.m. Psychiatric Co-Morbidity in Smokers
          Steven I. Altchuler, MD, PhD
MONDAY, OCTOBER 15, 2001 (continued)

3:00 p.m.  Q & A Discussion

3:15 p.m.  Refreshment Break

3:30 p.m.  Panel Presentation: Implementing Programs
- CentraCare Health Foundation (St. Cloud, MN)
  Terri Shipshock, Director of Community Initiatives
- Indiana University Tobacco Treatment Program
  Arden G. Christen, DDS, MSD
- Mayo Health System: Red Cedar Clinic (Menomonie, WI)
  Susan K. Orme, Disease Management Strategies Coordinator

5:00–7:00 p.m.  Reception and Guided Tours of the Mayo Clinic Nicotine Dependence Center
  All Nicotine Dependence Center Staff

TUESDAY, OCTOBER 16, 2001

7:00 a.m.  Hot Breakfast Buffet

7:15 a.m.  Breakfast Discussion Groups
  Nicotine Dependence Center Staff
  • Adolescent Treatment Issues
    Christi A. Patten, PhD
  • Chemical Dependence Practices: Tobacco Dependence Issues
    Patricia L. Fisher, MA
  • Depression and Psychiatric Co-Morbidity
    J. Taylor Hays, MD
  • Group Programs
    Adrienne S. Dormody, MA
  • Physical Activity: Role in Treatment for Young Adults
    Kristin S. Vickers-Douglas, PhD
  • Physician Intervention and Leadership
    Richard D. Hurt, MD
  • Relapse Prevention
    Barbara L. Dallavalle, MA
  • Services in Hospital Settings
    Thomas R. Gauvin, MA
  • Spit Tobacco Treatment
    Lowell C. Dale, MD
  • Telephone Counseling
    Jeannie M. Boness, RN
  • Weight Management Issues in Cessation
    Matthew M. Clark, PhD
8:30 a.m. Residential Treatment
   J. Taylor Hays, MD

9:15 a.m. Group Therapy: Theories and Practice in Nicotine Dependence
   Adrienne S. Dormody, MA

10:00 a.m. Q & A Discussion

10:15 a.m. Refreshment Break

10:30 a.m. Weight Management in Tobacco Treatment
   Matthew M. Clark, PhD

11:15 a.m. Approaches to Lung Cancer Prevention Based on
Understanding Tobacco Carcinogens
   Stephen S. Hecht, PhD

12:00 p.m. Q & A Discussion

12:15 p.m. Luncheon Presentation
   The Art and Science of Public Speaking: How to Sell the
   Brooklyn Bridge
   Edward T. Creagan, MD

1:30 p.m. Spit Tobacco Treatment
   Herbert H. Severson, PhD

2:15 p.m. Dentistry: Tobacco Treatment Issues
   Arden G. Christen, DDS, MSD

3:00 p.m. Q & A Discussion

3:15 p.m. Refreshment Break

3:30 p.m. The Role of Exercise in Tobacco Dependence Treatment and
Relapse Prevention
   Kristin S. Vickers-Douglas, PhD

4:15 p.m. Panel of Ex-Tobacco Users
   Patricia L. Fisher, MA

5:00 p.m. Adjourn
WEDNESDAY, OCTOBER 17, 2001

7:30 a.m.      Continental Breakfast
               NDC Staff Available to Answer Questions

Track A

Program Development

8:30 a.m.    Program Design, Staffing, and Record Keeping
             Kay M. Eberman, MS

9:30 a.m.    Data Management
             Melissa A. Hall
             Brian T. Welp

10:30 a.m.   Marketing & Reimbursement: Financial Issues
             John J. Leimer, Jr.
             Roshelle A. Plutowski

11:30 a.m.   Lunch (on your own)

Track B

Counseling Applications

8:30 a.m.    Motivational Interviewing: Applications
             Thomas R. Gauvin, MA

9:30 a.m.    Individual Treatment Plans
             Patrick T. Draper, MSW

10:30 a.m.   Preventing Relapse: Applications
             Patrick T. Draper, MSW
             Thomas R. Gauvin, MA

11:30 a.m.   Lunch (on your own)

Counseling Applications

1:00 p.m.    Motivational Interviewing: Applications
             Thomas R. Gauvin, MA

2:00 p.m.    Individual Treatment Plans
             Patrick T. Draper, MSW

3:00 p.m.    Preventing Relapse: Applications
             Patrick T. Draper, MSW
             Thomas R. Gauvin, MA

4:00 p.m.   Adjourn

Program Development

1:00 p.m.    Program Design, Staffing, and Record Keeping
             Kay M. Eberman, MS

2:00 p.m.    Data Management
             Melissa A. Hall
             Brian T. Welp

3:00 p.m.    Marketing & Reimbursement: Financial Issues
             John J. Leimer, Jr.
             Roshelle A. Plutowski

4:00 p.m.   Adjourn
Mayo Clinic Nicotine Dependence Seminar:
Counselor Training and Program Development

October 14-17, 2001

To register, complete and return this registration form by mail or fax. The registration fee includes tuition, comprehensive course syllabus, continental breakfasts, refreshment breaks, specified luncheons, reception, and tour. Pre-registration is required. A letter of confirmation will be sent upon receipt of payment and completed registration form. Enrollment is limited; early registration is encouraged.

Mail or FAX form with payment to:
Mayo School of Continuing Medical Education
200 First Street SW
Rochester, MN 55905
Telephone: 800-323-2688
Fax: 507-284-0532
Website: www.mayo.edu

(Please print or type all information. You may duplicate this form for multiple registrations.)

Name________________________________________________Degree_____________________
Institution________________________Medical Specialty_________________________

What is your preferred mailing address? Choose one: Work Home
City __________________________State/PV____ZIP/PC________Country__________

Home Address_________________________________________________________________
City __________________________State/PV____ZIP/PC________Country__________
Business Phone (_______)___________________Home Phone (_______)___________________
Int’l Phone (country code)_________________(city code)_____(phone)_________________
FAX (______)____________________E-mail address_________________________________

Check box if you have special accommodation/dietary needs. If so, please indicate your needs here:

BREAKFAST DISCUSSION GROUPS:
Please rank your preference for Tuesday morning’s breakfast sessions (1=most desirable, 11=least desirable)

- Adolescent Treatment Issues
- Chemical Dependence Practices
- Depression & Psychiatric Co-Morbidity
- Group Programs
- Physical Activity: Role in Treatment for Young Adults
- Physician Intervention and Leadership
- Relapse Prevention
- Services in Hospital Settings
- Spit Tobacco Treatment
- Telephone Counseling
- Weight Management Issues in Cessation

TRACK SELECTION:
Please indicate which track you wish to follow for the Wednesday sessions:

Track A - Program Development(am)/Counseling Applications(pm)
Track B - Counseling Applications(am)/Program Development(pm)

PAYMENT

Physician Fee: $480 __________
Non-Physician Fee: $240 __________
Total Payment Enclosed: __________

Check Enclosed (make checks payable to Mayo Foundation)
Credit Card: □ Visa □ MasterCard □ Discover

Card Number Expiration Date
Signature Date