

PANEL SPEAKERS

Stacey Anderson, Honorary Lecturer in Epidemiology and Public Health, University of Nottingham (England)

Dr. Anderson was a Postdoctoral Research Fellow in UCSF's Tobacco-Related Disease Research Program from 2005 to 2007 and an American Legacy Postdoctoral Research Fellow at the UCSF Center for Tobacco Control Research and Education from 2003 to 2005. She has received multiple accolades in the area of tobacco research, including a Top 10 Research Paper of the Year and the Editor's Choice Research Paper in 2005 from *Tobacco Control*. Dr. Anderson has a PhD in Social Psychology and a Certificate in Health Services Research from UCSF.

Dorie Apollonio, Adjunct Assistant Professor, Dept. of Clinical Pharmacy, School of Pharmacy, UCSF

Dr. Apollonio, who has a doctoral degree in Political Science, specializes in health policy, tobacco control, and research translation. Her research uses multiple data sources, including internal industry documents, campaign finance disclosure data, and interviews, and combines qualitative and quantitative methods in considering the role that interest groups, particularly industries, play in affecting political decision making on public health. She trained as a quantitative methodologist and has extensive experience in research design and analysis.

Richard Barnes, Researcher, Center for Tobacco Control Research and Education, UCSF; Adjunct Assistant Professor of Law, UC Hastings College of the Law (Moderator)

After many years practicing law, Mr. Barnes devoted full-time to public policy advocacy as Volunteer Government Relations Manager for the American Lung Association of Oklahoma from 1997 to 2004. He is past Chair of the Oklahoma Alliance on Health or Tobacco, which led a successful campaign for smokefree workplaces and public places legislation in 2003. He served on the Oklahoma Governor's Task Forces on Tobacco and Youth and on Tobacco Use Prevention and Cessation, and on the Oklahoma Advisory Committee on Tobacco Use Prevention and Cessation created by the Oklahoma Legislature. He has received numerous awards for his leadership and skills in public policy advocacy, and has used those skills to train others in public health policy advocacy. Since July 2004, he has been a Researcher at the UCSF Center for Tobacco Control Research and Education and completed a Post-Doctoral Fellowship in the UCSF Health Services Research Training Program. He has published peer-reviewed articles about the tobacco industry documents in the UCSF Legacy Tobacco Documents Library and engaged in research and writing about the successes and failures of state tobacco control efforts. He teaches a public health advocacy course – directed to both scientists and attorneys – both at UCSF and at UC Hastings.

Neal Benowitz, Professor of Medicine, Biopharmaceutical Sciences, Psychiatry and Clinical Pharmacy; Leader, Tobacco Control Group, Comprehensive Cancer Center, UCSF

Professor Benowitz studies the human pharmacology of nicotine and nicotine addiction. He investigates nicotine's role in controlling cigarette smoking and the use of other forms of tobacco; individual variability in psychological and neuroendocrine responses to nicotine (taking into account gender, ethnicity, age, and genetic factors); the genetics and physiologic pathways of nicotine metabolism, and the pharmacologic activity of nicotine metabolites; innovative therapy approaches to smoking cessation; and interactions between nicotine and illicit stimulant drugs such as methamphetamine and cocaine. His laboratory has conducted several studies on the disposition kinetics, metabolism, and pharmacodynamics of nicotine, with an emphasis on the role of nicotine and maintaining nicotine addiction in causing tobacco-related diseases, including cardiovascular disease and cancer.

Ashutosh Bhagwat, Professor of Law, UC Hastings College of the Law

Professor Bhagwat, who has been a member of the UC Hastings faculty since 1994, was prior to that time a regulatory and appellate lawyer in Washington, D.C. He was law clerk to Hon. Richard A. Posner of the United States Court of Appeals for the Seventh Circuit and Hon. Anthony M. Kennedy of the United States Supreme Court. His primary research and teaching areas are administrative law, antitrust, constitutional law, economic regulation, and telecommunications. He has published books and articles on a wide variety of subjects, ranging from the structure of constitutional rights, to free speech law, to the California electricity crisis.

Daniel Dohan, Associate Professor, Philip R. Lee Institute for Health Policy Studies, School of Medicine, UCSF (Moderator)

Professor Dohan, who is the Associate Director for Training at the Institute for Health Policy Studies as well as the Director of the UCSF Pathway to Discovery in Health and Society, is a faculty member in the UCSF Department of Anthropology, History, and Social Medicine. His research examines disparities, organizations, and quality with an emphasis on cancer, focusing recently on examining how disadvantaged patients are recruited to participate in cancer clinical trials and how to measure quality of care in oncology. He is also completing a multi-year study of social stigma in the provision of cancer and emergency care to the poor and has examined the effects of welfare reform on poor people with substance abuse problems. His work is primarily ethnographic, or combines ethnographic and quantitative approaches. His PhD is in sociology; his book, *The Price of Poverty: Money, Work, and Culture in the Mexican-American Barrio*, is based on his dissertation.

Dennis Eckhart, Senior Assistant Attorney General, State of California

Mr. Eckhart heads the tobacco litigation and enforcement team of the California Office of the Attorney General. He is a member of the Community Advisory Board of the Technical Assistance Legal Center (TALC), which includes representatives from community organizations and government who ensure that TALC is responsive to emerging tobacco control policy needs.

David L. Faigman, John F. Digardi Distinguished Professor of Law, UC Hastings College of the Law (Moderator)

Professor Faigman, who has a degree in psychology as well as in law, writes in the areas of science and the law and constitutional law. He has written a lot about the use of, or failure to use, scientific research in legal decision-making, particular with respect to scientific evidence; he is a co-author of a four-volume treatise on *Modern Scientific Evidence* that has been widely cited by courts, including the US Supreme Court. He has also written *Laboratory of Justice: The Supreme Court's 200-Year Struggle to Integrate Science and the Law* and *Legal Alchemy: The Use and Misuse of Science in the Law* and he has served on a National Academies of Science panel investigating the scientific validity of the polygraph. He teaches courses in constitutional law and scientific methods for lawyers. Professor Faigman is the director of the UCSF/UC Hastings Law, Science, and Health Policy Consortium.

Jeanne Finberg, Deputy Attorney General, State of California

Ms. Finberg, a deputy attorney general for the State of California, was directing attorney of the National Senior Citizens Law Center, a legal advocacy and litigation organization for low-income seniors and people with disabilities, where she specialized in senior health issues, including Medicaid, long-term care, and Medicare Part D. She has litigated numerous class-action cases establishing and obtaining health and housing benefits for the poor, as well as protecting civil rights. At Consumers Union, she created and directed an advocacy project monitoring the conversion of Blue Cross from a nonprofit to a for-profit company, which resulted in the formation of two foundations worth more than \$3 billion dedicated to health care charity and which spawned similar conversion monitoring efforts nationwide.

Phillip Gardiner, Social and Behavioral Sciences Research Administrator, Tobacco-Related Disease Research Program (TRDRP), UC Office of the President

Mr. Gardiner, a trained survey researcher and evaluator, has been with UC's Tobacco-Related Disease Research Program for over a decade. He has written numerous articles on health disparities and African Americans' menthol cigarette use and is the editor of the TRDRP Newsletter, *Burning Issues*. He has been the Chairperson for Clear Way Minnesota's Priority Population Research Review Panel.

Stanton A. Glantz, Professor of Medicine and Director, Center for Tobacco Control Research and Education, UCSF

Dr. Glantz, the American Legacy Foundation Distinguished Professor of Tobacco Control and Professor of Medicine (Cardiology), conducts research on topics ranging from the health effects of secondhand smoke (with particular emphasis on the cardiovascular system) to the efficacy of different tobacco control policies. He has been a leading activist in the nonsmokers' rights movement since 1978, when he helped lead an unsuccessful state initiative campaign to enact a nonsmokers' bill of rights. He is the author of five books and over 150 scientific papers, including the first major review that identified involuntary smoking as a cause of heart disease and the landmark issue of the *Journal of the American Medical Association* (July 19, 1995) on the Brown and Williamson documents, which showed that the tobacco industry knew for three decades that nicotine was addictive and that smoking caused cancer. His book, *THE CIGARETTE PAPERS*, played a key role in the subsequent tobacco industry litigation. Another of his books, *TOBACCO WARS: INSIDE THE CALIFORNIA BATTLES*, chronicles a quarter century of battles against the tobacco industry in California. His work has attracted considerable attention from the tobacco industry, which twice sued the University of California unsuccessfully in an effort to stop his work. He is co-leader (with Dr. Neal Benowitz) of the UCSF Comprehensive Cancer Center Tobacco Program. Dr. Glantz has a PhD in Applied Mechanics and Engineering Economic Systems, and completed postdoctoral studies in Cardiology and Cardiovascular Research.

Sharon Hall, Professor of Psychiatry, School of Medicine, UCSF

Dr. Hall's research is on the treatment of drug abuse, especially tobacco dependence. She studies the treatment of comorbidities in special populations, and the complexities that they introduce into treatment. She has an ongoing study of behavioral relapse prevention and bupropion treatment for chronic smokers, and is studying the efficacy and cost-effectiveness of extended, age-specific relapse prevention and nicotine replacement treatment for older smokers. She is director of an NIH-funded Center Grant on Treatment of Complex Patients: Emphasis on Nicotine. She directs the Postdoctoral Training Program in Drug Abuse Treatment and Services Research at UCSF, funded by the National Institute on Drug Abuse.

Vera Harrell, Research Administrative Assistant, Department of Social and Behavioral Sciences, School of Nursing, UCSF

Ms. Harrell is the Assistant to Ruth Malone, Professor of Nursing and Health Policy at UCSF. Ms. Harrell assists with Dr. Malone's work examining how health policy problems and trends are constructed, maintained, and changed, the roles of media and industry, and the ethical dimensions of health policy issues.

Caroline Joyce, Director, Government Affairs, American Legacy Foundation (ALF)

Ms. Joyce works for the American Legacy Foundation, an organization committed to "building a world where young people reject tobacco and anyone can quit." ALF, the only national foundation dedicated exclusively to fighting tobacco, the nation's leading cause of preventable death, works to engage all Americans in the dialogue about tobacco and to foster an understanding about its harmful effects.

Paul Keye, President, Paul Keye & Partners, Culver City, CA

Mr. Keye is President of Paul Keye & Partners, an advertising agency formed in the early 1990s. He has worked in Los Angeles and New York for such clients as Maxwell House Coffee, Seagram, the Peace Corps, Xerox, Microsoft, and Lone Star Beer, and created "The Californias" campaign for the California Tourism Office. Mr. Keye was the creative director of the group that produced the "fried egg" spot for the Partnership for a Drug-Free America and the principal writer for the State of California's highly regarded tobacco education campaign. He has also created the advertising for a number of national, state, and local political campaigns.

Jaime King, Associate Professor of Law, UC Hastings College of the Law (Moderator)

Professor King, who has a PhD in Health Policy with a concentration in Ethics as well as a law degree, worked on intellectual property and environmental litigation matters after law school. Her doctoral thesis examined the role of regulation of individual medical decision-making. She has served as a research fellow at the American Society of Law, Medicine, and Ethics, a member of the Institutional Review Board at Brigham and Womens Hospital in Boston, and a Fellow at the Stanford Center for Law and Biosciences. Her current research projects focus on the legal and ethical implications of new medical technologies, such as genetics and neuroscience; health policy and health care reform; assisted reproduction; and mental health policy. She teaches courses in Health Law, Torts, and Genetics and the Law.

Lisa Kroon, Professor of Clinical Pharmacy, School of Pharmacy, UCSF

After completing residencies in General Practice and Hospital Pharmacy Administration at UCSF, Dr. Kroon joined the faculty in 1996. A Certified Diabetes Educator, she practices in the UCSF Diabetes Clinic, Diabetes Teaching Center, and Adult Primary Care Clinic, where she cares for people with diabetes and chronic illnesses. Her research interests include developing models of community pharmacy practice where pharmacists play an integral role in providing patient care; inter-professional education; colorectal cancer screening at the time of influenza vaccination in the community pharmacy setting; and tobacco cessation, including training of pharmacists and other health professionals using a comprehensive tobacco cessation curriculum.

Pamela Ling, Associate Professor in Residence, Department of Medicine, UCSF

Dr. Ling is a general internist who conducts research in social marketing approaches to promoting healthy behaviors among young adults. Her research expertise in tobacco industry documents centers on tobacco marketing and market research, and includes analyses of thousands of previously-secret tobacco industry documents detailing marketing strategies targeting young adults. She is translating market research strategies into both public health policy and clinical practice. Her tobacco research interests also include the global expansion of market research strategies developed in the USA by transnational tobacco companies, marketing to women, marketing and popular culture, marketing strategies that undermine smoking cessation, and cross-cultural studies of tobacco marketing and counter-marketing. She has also worked on public health media interventions for young people in HIV prevention, tobacco use, substance use, and other preventive health behaviors. In addition to her medical training, Dr. Ling has a masters degree in Public Health.

Calvin Massey, Professor of Law, UC Hastings College of the Law

Professor Massey, who has a masters degree in Business Administration in addition to his law degree, practiced law in San Francisco for a dozen years before joining the Hastings faculty. He has authored several books as well as some 50 articles, most of which involve matters of constitutional law. Among his books are AMERICAN CONSTITUTIONAL LAW: POWERS AND LIBERTIES and SILENT RIGHTS: THE NINTH AMENDMENT AND THE CONSTITUTION'S UNENUMERATED RIGHTS. Professor Massey teaches courses in Constitutional Law, Property, Trusts and Estates, and Corporations.

Steven A. Schroeder, Distinguished Professor of Health and Health Care, and Director, Smoking Cessation Leadership Center, UCSF

Before coming to UCSF, Dr. Schroeder was President and CEO of the Robert Wood Johnson Foundation. Under his leadership the Foundation made more than \$4 billion in grants and developed new programs in substance abuse prevention and treatment, care at the end of life, and health insurance expansion for children, among others. An internist with epidemiology training, Dr. Schroeder has held faculty appointments at Harvard and George Washington Universities as well as UCSF, and worked at the Centers for Disease Control. He has published extensively in the fields of clinical medicine, health care financing and organization, prevention, public health, and the work force. He currently serves on the boards of the Irvine Foundation and the Charles Drew University, the editorial board of the *New England Journal of Medicine*, the International Review Committee of the Ben Gurion University School of Medicine, and the Harvard Overseers. He is past chairman of the American Legacy Foundation and former member of the Council, Institute of Medicine, National Academy of Sciences. He has received numerous honors, among them six honorary doctoral degrees.

Valerie Yerger, Assistant Research Scientist, Department of Social and Behavioral Sciences, School of Nursing, UCSF

Dr. Yerger's doctorate is in Naturopathic Medicine. She is currently working on two research projects that focus on better understanding the public health aspects of tobacco use among African Americans and exploring ways to prevent tobacco use and encourage smoking cessation. The first project continues groundbreaking work researching tobacco industry documents to show how that industry sustains relationships with African American organizations and targets African Americans as consumers. The second project is a community-participatory study in San Francisco's Bayview-Hunters Point to assess residents' concerns about tobacco use and the presence of tobacco in their community and to seek culturally-tailored ways to help African Americans quit smoking and stay tobacco-free.

Leslie Zellers, Legal Director, Technical Assistance Legal Center (TALC)

Ms. Zellers is the legal director of the Technical Assistance Legal Center, where she oversees all aspects of the program's work. Prior to joining Public Health Law Program, TALC's parent organization, she conducted legal and policy work on tobacco prevention and childhood lead poisoning prevention for Contra Costa County and several nonprofit organizations. She has also practiced employment law.