

2026 Maine Commercial Tobacco Treatment & Prevention Conference



Understanding the Emerging Nicotine Environment:
New Products, New Challenges, and New Opportunities

November 2, 2026 Augusta Civic Center Augusta, Maine

8:30am - 9:00am: Registration, Networking

9:00am - 9:15am: Welcome, Land Acknowledgement, Announcements

9:15am - 10:15am: Keynote Address - Augusta/Capital/Pinetree

New Nicotine Products and Marketing Claims: What Does the Science Say? *Kristy Marynak, PhD, MPP; CDC Foundation*

10:15am - 10:25am: Transition Break

10:25am - 11:10am: Breakout Session A

Session 1: York/Washington

Flavored Tobacco Policies and Youth Tobacco Product Surveillance: Understanding Products Reaching Youth Across Policy Environments,
Annie Mullin, MPH, Rutgers Institute for Nicotine and Tobacco Studies

Session 2: Piscataquis/Sagadahoc

More Than a QuitLine: Exploring the Maine QuitLink, *Amy Giles, MaineHealth Center for Tobacco Independence*

Session 3: Kennebec/Penobscot

Vaping: The Not So Hidden Environmental Crisis, *Matt Wellington, Maine Public Health Association*

11:10am - 11:20am: Transition Break

11:20am - 12:10pm: Plenary - Augusta/Capital/Pinetree

Setting the Standard: The Importance of Tobacco Treatment in the Cancer Patient, *Timothy Mullett, MD, MBA, FACS, UK Markey Cancer Center*

12:10pm - 12:50pm: Lunch Break, Networking

12:50pm - 1:35pm: Breakout Session B

Session 1: Kennebec/Penobscot

Foundations of Authentic Youth Engagement and Emerging Products Overview, *Nicolas Suarez, Campaign for Tobacco-Free Kids*

Session 2: Piscataquis/Sagadahoc

What People Are Searching, Asking, and Seeing: Communications in a Changing Nicotine Landscape, *Lisa Ardia & Elizabeth Rintz, Rinck Advertising*

Session 3: York/Washington

New Opportunities, New Connections: Expanding Access to Tobacco Treatment During Pregnancy and Beyond, *Laurie Adams, Baby & ME Tobacco Free Program*

1:35pm - 1:45pm: Transition Break

1:45pm - 2:30pm: Youth Panel - Augusta/Capital/Pinetree

From Perspective to Action: Youth Voices on Nicotine, Tobacco and Prevention, *Virtual Participation by Maine Teens*

2:30pm - 3:20pm: Plenary - Augusta/Capital/Pinetree

New and Emerging Nicotine Product Surveillance: E-Cigarettes & Oral Nicotine Pouches, *Elizabeth C. Hair, PhD, Truth Initiative*

3:20pm - 3:50pm: Wrap Up Session - Recently Added! - Augusta/Capital/Pinetree

Tobacco Tax and Sales Trends in Maine, *Sam Sturm, PhD, Johns Hopkins Bloomberg School of Public Health*

3:50pm - 4:00pm: Closing Remarks