



**TOBACCO. IT'S
ABOUT A BILLION
LIVES WORLDWIDE.**



UCSF Center for Tobacco
Control Research and
Education

UCSF Smoking
Cessation Leadership
Center

UCSF
University of California
San Francisco

ANNUAL SYMPOSIUM

APRIL 11, 2025

Welcome

I'm excited to welcome you to this year's *It's About a Billion Lives* Symposium, an event designed to deepen our understanding of and impact on efforts to end the tobacco epidemic. Co-hosted by the Center for Tobacco Control Research and Education and the Smoking Cessation Leadership Center, this symposium is a space to connect with leaders, learn from peers, and engage in discussions on tobacco research, policy, history, and archives. I look forward to the conversations and insights that will emerge over the course of our time together.

- **Pamela Ling, MD, MPH**

*Director, Center for Tobacco Control
Research & Education*



The History of the Symposium

The *It's About a Billion Lives* Symposium was founded in 2008 by the Center for Tobacco Control Research and Education to showcase the breadth of tobacco-related research at UCSF. The Smoking Cessation Leadership Center joined the symposium as a partner organization in 2023, bringing together two leading UCSF organizations with a shared commitment to tobacco control and cessation.

It was the first—and still the only—symposium dedicated solely to tobacco research being conducted at UCSF. Each year, invited faculty and fellows are invited to present their research on tobacco control, delivering a unique perspective that integrates basic research, behavioral science, and public policy. *It's About a Billion Lives* has continuously attracted a diverse audience including policymakers, advocates, and program leaders, and insights from the symposium have informed multiple tobacco control policies and programs both within UCSF and beyond.

Symposium Agenda

8:00 AM **Doors Open**

8:40 AM **Keynote: Are Cigarettes Defective? The Case of Menthol, an Initiation Defect**

Robert N. Proctor, PhD

9:20 AM **Keynote: The Menthol Ban: Key Positive Ripple Effects**

Valerie Yerger, ND

10:00 AM **Cardiovascular Impact of Tobacco and Cannabis Smoke Exposure**

Leila Mohammadi, MD, PhD

10:20 AM *Poster session on research on tobacco and related substances*

10:55 AM **Envisioning California's Endgame with American Indian Young Adults**

Sabrina Islam, PhD, MS

11:10 AM **Keynote: Menthol: A Case Example of Industry Regulatory Evasion**

Yolonda C. Richardson

11:50 AM **Discussant**

Catherine R. Lucey, MD, MACP

12:00 PM **Lunch**

Symposium Agenda

- 1:00 PM** **Archives and Why They Matter**
Polina Ilieva
- 1:15 PM** **Whoever controls the media controls the mind:
Media, Marketing and Tobacco Archives**
Robert K. Jackler, MD and Peter Kovacs, PhD
- 1:45 PM** **The Department of Justice Case against the
Tobacco Industry**
Sharon Eubanks, JD, MPH and Ruth Malone, RN, PhD
- 2:15 PM** **Leveraging AI for Document Analysis in
Archival Research and Publishing**
Geoffrey Boushey, MS
- 2:45 PM** **Break**
- 3:00 PM** **The Opioid Epidemic, Oral History, and Why
Stories Matter**
Amy C. Sullivan, PhD
- 3:40 PM** **Keynote Conversation: Community Archives –
Whose Story is told? Who Tells your Story?**
Braunz Courtney, Britt Creech, Ivy Jeanne, and Mary Howe
- 4:30 PM** **Why History Matters**
Brian Dolan, PhD
- 4:40 PM** **Reception**

Notes

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tobacco.ucsf.edu