



Paso del Norte Tobacco Control Network

Summit Agenda

October 21st, 2026

9:00 am – 3:30 pm MT

8:30 am – 9:15 am

Check-In & Breakfast

9:00 am – 9:25 am

Celebration Borderland Heritage

9:30 am – 9:50 am

Welcome & Opening Remarks

9:55 am – 10:55 am

Keynote Session – Main Ballroom

Youth Nicotine Use in a Changing Landscape: What It Means for Tobacco Control and Public Health Practice

Brian King, PhD, MPH, Executive Vice President of U.S. Programs, Campaign for Tobacco-Free Kids

10:56 am – 11:05 am

Transition to Breakout Sessions

11:06 am – 12:10 pm

Breakout Session A – Main Ballroom

Across Cultures: Acculturation, Vaping, and Tobacco Use Among New Latino Immigrants

Adrian Bertrand, DrPH, MS, CHES, Research Manager, Schroeder Institute at the Truth Initiative

Breakout Session B – Franklin Room

From Practice to Progress: Lessons Learned from a Lung Cancer Screening and Tobacco Cessation Initiative

Claudia Sanchez, RN, BSN, RN Cancer Navigator, The Hospitals of Providence

Breakout Session C (Spanish Session) – Cristo Rey Room

[Mom, Dad, Listen to Me: Building Trust and Meaningful Conversations with Teens]

Rosa Flores, Executive Director, Proyecto M.A.M.A., EPCC Family Friendly Campus Services, El Paso Community College

12:10 pm – 12:20 pm

Transition from Breakouts Sessions

12:20 pm – 12:55 pm

Main Ballroom

Networking Lunch

1:00 pm – 1:20 pm

Main Ballroom

25-year anniversary of City of El Paso Smoke Free Ordinance Recognition

1:21 pm – 1:30 pm

Transition to Breakouts Sessions

1:31 pm – 2:35 pm

Breakout Session A – Main Ballroom

Creating Opportunities for Change: School-Based Diversion and Intervention for Youth Vaping

Priscilla Cortez, ACPS, Principal Director of Prevention Services, Aliviane Victor Pineda, Facilitating Opportunities Program Coordinator, Administrative Services, Socorro Independent School District

Breakout Session B – Franklin Room

VapeFree El Paso in Action: Strategies, Success Stories, and Community Engagement in Vaping Prevention and Oral Health

Claudia Lozano, PhD, MPH, Senior Program Director, Office of Interpersonal Education, Community Health Outreach and Education, Texas Tech Health El Paso

Alyssa C. Benavides, PhD, MPA, Managing Director, Office of Interpersonal Education, Community Health Outreach and Education, Texas Tech Health El Paso

Breakout Session C (Spanish Session) – Cristo Rey Room

[The Changing Landscape of Tobacco, Vaping, and Cannabis in Mexico: Implications for Border Communities]

Ing. Luis Carlos Contreras Cenicerros, [State-Level Mexican Observatory of Mental Health and Addictions, Secretary of Health, Chihuahuan Institute of Mental Health, State Commission of Addiction Attention, Government of the State of Chihuahua, Mexico]

2:36 pm – 2:45 pm

Transition from Breakouts Sessions

2:46 pm – 3:30 pm

Closing Remarks & Evaluation