



Paso del Norte Tobacco Control Network Summit Agenda

November 1st, 2024
8:00 am- 1:30 pm MT

7:30 am - 8:00 am

Check-In & Breakfast

8:00 am - 8:05 am

Welcome & Opening Remarks
Paso del Norte Health Foundation

8:06 am - 9:06 am

**Main Session-Youth Cannabis Use |
National Trends and Harms**

*Scott Gerbert, MBA, Director of Outreach and Strategic Partnerships,
Stanford REACH Lab, Division of Adolescent Medicine, Department of
Pediatrics, Stanford University School of Medicine*

9:10 am - 10:10 am

**Main Session- What's New? |
Emerging Tobacco and Vapor Products**

*Adrian Bertrand, MS, CHES, Senior Research Associate, Schroeder
Institute at the Truth Initiative*

10:10 am - 10:30 am

Networking Activity

10:40 am - 11:20 am

**Local Panel-Evidenced Based Tobacco Treatment and
Interventions across Populations in El Paso County, TX**

*Jessica Anne Romero, PA-C, MPAS, Deputy Medical Director, Project Vida
Andrea Rangel, M.Ed, LCDC, LPC, YFOPC Program Director, Aliviane
Nadia Martinez, BS, CHES, TTS, CCHW, Regional Tobacco Prevention
and Control Coordinator PHR 9/10, Texas Department of
State Health Services
Dr. J. Art Camacho, LCSW, DSW, Tobacco Cessation Lead Clinician, El
Paso Veterans Affairs Healthcare*

11:40 am - 12:13 pm

**Local Panel-Coordinated Strategies for Youth Tobacco &
Vaping Prevention in the Paso del Norte Region**

*Jessica Garcia, MPH, Program Specialist I, Unified Prevention
Coalition of Doña Ana County
Sgt. Juan Daniel Villalobos, National Guard, Drug Demand Reduction
Outreach (DDRO), New Mexico Joint Counter Drug Task Force
(NMJCDTF)
Kristen Ortega, MPH, Smoke Free Project Coordinator, Action for
Healthy Kids in partnership Paso del Norte Health Foundation*

12:15 pm - 1:15 pm

**Main Session- Place Matters |
Tobacco & E-Cigarette Retailer Proximity to Schools & Parks**
Jacob Delbridge, MPH, Project Director, Counter Tools

1:20 pm - 1:30 pm

Auditorium
Closing Remarks
Paso del Norte Health Foundation



Scott Gerbert

MBA, Director of Outreach and Strategic Partnerships, Stanford REACH Lab, Division of Adolescent Medicine, Department of Pediatrics, Stanford University School of Medicine

For 30+ years, Mr. Gerbert has been an educator, serving as a teacher, district administrator (Student Services Coordinator, San Ramon Valley Unified School District in California, serving over 34,000 students), and county administrator (Director at the Alameda County Office of Education), leading schools, districts, and county-wide programs around tobacco and cannabis prevention, along with other health and wellness topics. He has been a certified classroom teacher, both elementary and secondary levels, and has been involved in tobacco prevention efforts in California since 1997 and has been the chair or co-chair for the Alameda County Tobacco Control Coalition for the last 7 years. He joined the team at Stanford's REACH lab in 2022, working to find additional ways to empower and educate communities to combat the Triangulum of tobacco, vaping, and cannabis, along with other health disparities and health inequities. His work centers around improving health and wellness literacy and lifting up youth voice and agency, while decreasing health disparities and health inequities.

Adrian Bertrand

MS, CHES, Senior Research Associate, Schroeder Institute at the Truth Initiative

Adrian Bertrand is a Senior Research Associate at the Schroeder Institute at Truth Initiative. Trained in public health and health promotion, his research focuses on emerging tobacco products, youth tobacco access, social media tobacco product advertising, and policy evaluations. Adrian has co-authored research evaluating the effectiveness of statewide flavor restrictions on tobacco product sales, the rise of Smart Vapes in the US market, how social media influencers' comply with advertisement regulations, and has evaluated identification and age verification by online e-cigarette retailers. Expecting to graduate in 2025, Adrian is currently a Doctoral Candidate at George Washington University's Milken Institute of Public Health, where his dissertation investigates the association between acculturation and e-cigarette initiation among Hispanic youth.

Jacob Delbridge

MPH, Project Director, Counter Tools

Jacob has more than a decade of experience in varied roles in public health policy, most notably in commercial tobacco prevention and control and cannabis dependence prevention. He has worked in academia, state government, and in the non-profit sector, developing expertise in stakeholder engagement, policy analysis, technical assistance, and program planning. Jacob earned a Master of Public Health from the University of Washington and Bachelor's degrees in International Relations and in Political Science from the University of California, Davis. His professional experience and training in public health policy has fueled his commitment to advancing equity-centered policy approaches that support community health and resilience.