



**OTTAWA MODEL**  
FOR SMOKING CESSATION  
POWERED BY THE UNIVERSITY OF OTTAWA HEART INSTITUTE

**EIGHTEENTH ANNUAL OTTAWA CONFERENCE**  
**STATE OF THE ART CLINICAL APPROACHES TO SMOKING CESSATION**

## DAY 1 | FRIDAY, JANUARY 23, 2026

**7:30 - 8:30** | REGISTRATION AND CONTINENTAL BREAKFAST

**8:30 – 8:45**

**OPENING CEREMONY**  
Elder Karen MacInnis

**8:45 – 9:00**

**INTRODUCTORY COMMENTS**  
Mustafa Coja

**9:00 – 9:30**

**CLINICAL SMOKING CESSATION IN 2026**  
Dr. Hassan Mir and Dr. Andrew Pipe

**9:30 – 10:30**

**2025 CLINICAL GUIDELINES: WHAT YOU NEED TO KNOW FOR PRACTICE TODAY**  
Dr. Hassan Mir

**10:30 - 10:50** | BREAK / NETWORKING

**10:50 – 11:45**

**PANEL: THE TOBACCO SETTLEMENT: OPPORTUNITIES FOR TOBACCO CONTROL IN CANADA**  
Rob Cunningham, Les Hagen and Sarah Butson

**11:45 – 12:30**

**YELLOWKNIFE PRIMARY CARE CENTRE SMOKING CESSATION EXPERIENCE**  
Matthuschka Sheedy and Alana Kronstal

**12:30 - 13:30** | NETWORKING LUNCH AND MENTORING TABLES (Room 210)

**13:30 – 14:15**

**PATIENT PANEL: NAVIGATING THE REALITIES OF VAPING THROUGH LIVED EXPERIENCES**  
Panel of Current and Former People Who Vape

**14:15 – 15:00**

**KEYNOTE: CLEARING THE AIR: RECOMMENDATIONS FOR OUR YOUTH VAPING CRISIS**  
Dr. Tea Rosic

**15:00 - 15:20** | BREAK / NETWORKING

**15:20 – 16:15**

**SMOKING CESSATION IN DIVERSE CLINICAL SETTINGS**  
Dr. Sandra Ofori, Dr. Sean Gilman and Dr. Deborah Saunders

**16:15 – 16:30**

**CLOSING REMARKS**  
Mustafa Coja

**16:30 – 18:00 | RECEPTION AND POSTER SESSION**







**OTTAWA MODEL**  
FOR SMOKING CESSATION  
POWERED BY THE UNIVERSITY OF OTTAWA HEART INSTITUTE

**EIGHTEENTH ANNUAL OTTAWA CONFERENCE**  
**STATE OF THE ART CLINICAL APPROACHES TO SMOKING CESSATION**

## DAY 2 | SATURDAY, JANUARY 24, 2026

**7:30 - 8:30** | REGISTRATION AND CONTINENTAL BREAKFAST

**8:30 – 8:45**

**INTRODUCTORY COMMENTS**  
Mustafa Coja

**8:45 – 9:30**

**KEYNOTE: CURE PROJECT: NHS'S SYSTEM-WIDE IMPLEMENTATION**  
Dr. Matthew Evison

**9:30 – 10:15**

**SMOKING CESSATION IN CANCER CARE CONTINUUM**  
Dr. Nadia Minian and Shelley Hewitson

**10:15 - 10:30** | BREAK / NETWORKING

### BREAKOUT SESSIONS | 10:30 - 11:15

**S1**

**MENTAL HEALTH AND TOBACCO USE: ADDRESSING DUAL CHALLENGES FOR BETTER OUTCOMES** | Dr. Charl Els | **ROOM 209**

**S2**

**MASTER CLASS** | Dr. Matthew Evison, Moderated by Dr. Andrew Pipe  
**OTTAWA SALON ROOM**

**S3**

**NICOTINE IN PREGNANCY: WHAT CLINICIANS NEED TO KNOW (IN ENGLISH)**  
Dr. Maria Lopez Laporte | **ROOM 212**

**S4**

**PREVENTION ET SEVRAGE DU VAPOTAGE : STRATEGIES PRATIQUES POUR ATTEINDRE ET APPROCHER NOS JEUNES (EN FRANÇAIS)**  
Sylvain Quidot, Amélie Brunet | **ROOM 210**

### BREAKOUT SESSIONS | 11:30 - 12:15

**S1**

**MENTAL HEALTH AND TOBACCO USE: ADDRESSING DUAL CHALLENGES FOR BETTER OUTCOMES** | Dr. Charl Els | **ROOM 209**

**S2**

**MASTER CLASS** | Dr. Matthew Evison, Moderated by Dr. Andrew Pipe  
**OTTAWA SALON ROOM**

**S3**

**CONSOMMATION DE NICOTINE DURANT LA GROSSESSE : CE QUE LES CLINICIENS DOIVENT SAVOIR (EN FRANCAIS)**  
Dr. Maria Lopez Laporte | **ROOM 212**

**S4**

**VAPING PREVENTION AND CESSATION: PRACTICAL STRATEGIES FOR REACHING AND APPROACHING OUR YOUTH (IN ENGLISH)**  
Sylvain Quidot, Amélie Brunet | **ROOM 210**

**12:15 - 13:15** | NETWORKING LUNCH

**13:15 – 14:00**

**EMERGING NICOTINE PRODUCTS: USAGE TRENDS AND MARKET SHIFTS**  
Dr. David Hammond

**14:00 – 14:45**

**SMOKING, INFLAMMATION, & CARDIOMETABOLIC HEALTH**  
Dr. Hassan Mir

**14:45 - 15:00** | BREAK / NETWORKING

**15:00 – 16:00**

**RAPID FIRE ORAL PRESENTATIONS “5 MINS, 3 SLIDES!”**  
Multiple Presenters, Moderated By: Mustafa Coja

**16:00 – 16:30**

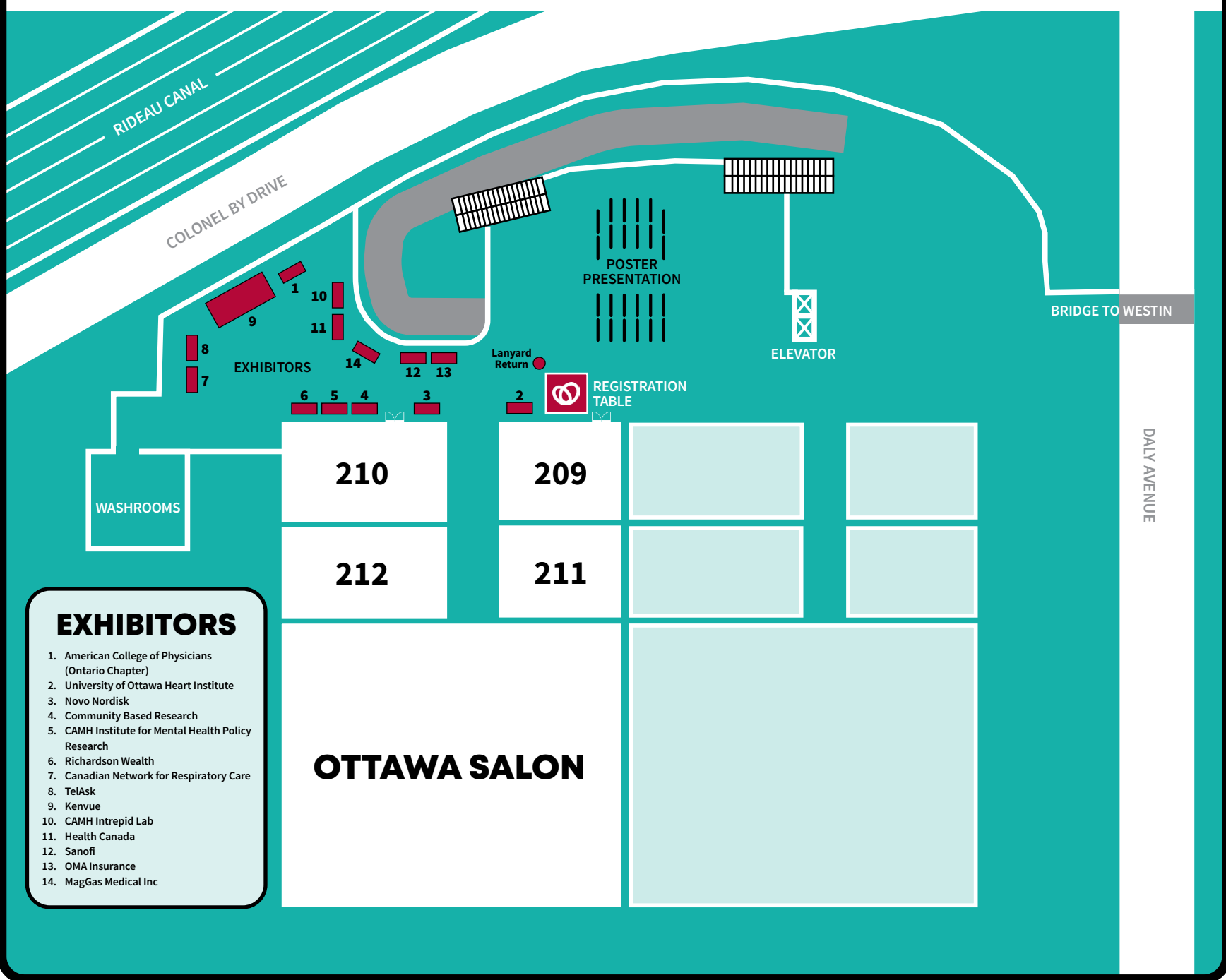
**AWARDS CEREMONY AND CLOSING REMARKS**  
Mustafa Coja

**16:30 - 16:45** | **CLOSING CEREMONY** | Elder Karen MacInnis



# ROGERS CENTRE FLOORPLAN

55 COLONEL BY DRIVE, OTTAWA, ON K1N 9J2



## WELCOME MESSAGE

On behalf of the University of Ottawa Heart Institute, we are delighted to welcome everyone to the 18th Annual Ottawa Conference: State of the Art Clinical Approaches to Smoking Cessation.

Eighteen years! What an incredible and surprising journey this has been. We are pleased to report the Ottawa Model for Smoking Cessation network continues to grow – we have now worked with over 500 healthcare sites across Canada to implement systematic approaches to smoking cessation.

The 2026 Ottawa Conference is yet another opportunity for us to share knowledge and to highlight the latest resources and research findings related to North America’s leading cause of preventable disease, disability and death – tobacco addiction.

As always, it is a privilege being able to welcome each of you to the conference. Over 200 of you – health professionals, researchers, students, policy makers and smoking cessation champions – are joining us for this in-person event.

We are extremely appreciative of the support from the Ontario Ministry of Health and Long Term Care, and thank you to Kenvue and Novo Nordisk for providing support for this event.

There are numerous dedicated people working behind the scenes to make this event happen. Thank you to the planning committee for their efforts in organizing the conference. To our distinguished presenters, your willingness to share your knowledge, experience, and perspectives is greatly appreciated. And, to our outstanding team – your hard work and positivity do not go unnoticed.

Finally, to all delegates, thank you for your involvement in smoking cessation, and your commitment to enhancing the health of our patients and communities. We are so pleased that you are here to celebrate eighteen years’ worth of accomplishments in the field of clinical smoking cessation.

Enjoy the conference, and we hope to see you again next year.



**KERRI-ANNE MULLEN, PhD**

University of Ottawa Heart Institute



**HASSAN MIR MD, FRCPC**

University of Ottawa Heart Institute



## SPEAKER EVALUATIONS

**FRIDAY,**  
**JANUARY 23**

**SATURDAY,**  
**JANUARY 24**

**OVERALL CONFERENCE**  
**EVALUATION**





## SPEAKER BIOGRAPHIES



**Amélie Brunet, M.Sc.** is the Evaluation Advisor at the Québec Council on Tobacco and Health, a leading public health organization dedicated to reducing tobacco use and vaping in Québec. Passionate about reducing health inequalities, she applies approaches focused on vulnerable populations, and the social determinants of health. She leads the development and coordination of evaluation strategies across a wide range of prevention and cessation programs. Amélie conducts qualitative and quantitative studies aimed at understanding the needs, experiences, and motivations of priority audience, including youth. She translates this research into practical insights that guide program design and ensure interventions are effective, evidence-informed, and responsive to real-world contexts.



**Sarah Butson** has worked for over fifteen years in the field of health promotion and chronic disease prevention. Serving as CEO of the Canadian Lung Association, she champions the cause of lung health, focusing on everything from prevention and care to ground-breaking research and discovery. She has a long history in tobacco control overseeing educational programs and awareness campaigns focused on preventing young people from smoking or vaping, supporting individuals to quit, and empowering them to take action. As someone who knows first-hand what it feels like when you can't breathe, she is passionate about creating an environment where lung health is prioritized so that her kids, and generations to follow, can grow up healthy and breathe freely.



**Rob Cunningham** is a lawyer and Senior Policy Analyst with the Canadian Cancer Society (CCS) who has worked in tobacco control for 38 years, since 1988. His background includes: author of the book *Smoke & Mirrors: The Canadian Tobacco War*; supporting the adoption of tobacco control laws at federal, provincial, municipal and international levels; appearing in court, including before the Supreme Court of Canada, in tobacco cases; and participation in negotiations and processes for the WHO Framework Convention on Tobacco Control. Recently, he was co-counsel for CCS in court proceedings overseeing the tobacco lawsuit settlement process.



**Dr. Charl Els** is an Occupational Psychiatrist and Addiction Physician. He is a past assistant registrar at the College of Physicians and Surgeons of Alberta. His time is divided between clinical practice in military personnel and law enforcement officers, research, and civil forensic practice. Academically, he serves as a Clinical Professor in the Department of Psychiatry, and the Department of Medicine. Els serves on the Advisory Board of Doctors Against Forced Organ Harvesting (DAFOH) - a recipient of the Mother Teresa Memorial Award for Social Justice in 2019. Els is also a recipient of the 2023 QE II Platinum Jubilee Award recognizing his contribution to mental health and addiction. His current research is funded by WCB Alberta and the Canadian Centre of Recovery Excellence.



**Matthew Evison, MD, MRCP (Respiratory Medicine), MBChB.** Qualified from Manchester University Medical School in 2004. Undertook specialist training in Respiratory Medicine 2008-2014 including a two-year fellowship in Thoracic Oncology at Wythenshawe Hospital, Manchester University NHS Foundation Trust, completing an MD degree in lung cancer diagnostics. Appointed as a Consultant in Respiratory Medicine (Thoracic Oncology) at Wythenshawe Hospital in 2014. Clinical Director for the Lung Cancer & Thoracic Surgery Directorate, MFT. Clinical Lead for the Greater Manchester regional tobacco control programme 'Making Smoking History'. Member of the British Thoracic Society Lung Cancer & Mesothelioma Specialist Advisory Group (SAG) & Member of the British Thoracic Oncology Group Steering Committee. IASCLC Committee member for Tobacco Control and Smoking Cessation. Royal College of Physicians Tobacco Advisory Group. MASHC Honorary Clinical Chair, Faculty of Biology, Medicine & Health, University of Manchester.



**Sean Gilman, MD, FRCPC** is a pulmonologist and the director of the Tobacco Treatment Program at the McGill University Health Centre. He earned his medical degree from McGill and completed his pulmonary and critical care training at Boston University. Before returning to Montreal in 2012, he practiced at Beth Israel Deaconess Medical Center, a Harvard teaching hospital in Boston. In addition to his active practice in pulmonary and sleep medicine, Dr. Gilman is passionate about clinical tobacco treatment and has been devoted to expanding access to evidence-based treatment for all Quebecers who smoke or vape.



**Dr. David Hammond** is a Professor in the School of Public Health at the University of Waterloo. His research focuses upon tobacco control and vaping in the areas of health communications, packaging, and product regulation, as well as cannabis and nutrition policies. Professor Hammond works closely with governments around the world and has served as an Advisor for the World Health Organization. Professor Hammond also serves as an Expert Witness in court cases, primarily on behalf of governments defending health regulations from legal challenges by the food and tobacco industries. Professor Hammond's research has been recognized by awards from CIHR, the Canadian Cancer Society, the Canadian Medical Association, the Royal Statistical Society of Canada, and the World Health Organization.



**Shelley Hewitson, RRT, BHSc.** is the Regional Program Manager for the Centre of Excellence for Clinical Smoking Cessation with Horizon Health in New Brunswick. She began her career at Horizon as a respiratory therapist, gaining experience across a broad range of healthcare settings. Since 2008, Shelley has focused her work on smoking and vaping cessation, joining the Population Health department in 2014 as a Regional Tobacco Control Leader. In her current role, she manages the expansion of the Ottawa Model for Smoking Cessation program, collaborating with over 110 clinical teams to implement, sustain, and embed clinical smoking/vaping cessation as a standard of care across the health system.



**Alana Kronstal** is the Manager of Health Promotion within the Office of the Chief Public Health Officer in the Northwest Territories. She holds a Bachelor of Science in Health Education from Dalhousie University and a Master of Arts (Studies in Policy and Practice in Health and Social Services) from the University of Victoria. Alana is an experienced program manager, with expertise in health policy, health promotion, and community development. As a lifelong northern resident, Alana has worked across the Canadian north and internationally in a wide range of health promotion capacities and currently resides in her home community of Yellowknife. Her passion is helping to facilitate community-driven responses to health challenges that reflect the unique skills, talents, and voices that each place holds



**Maria Lopez Laporte, MDCM, FRCPC** is a general cardiologist with a special focus in heart disease in pregnancy. She is currently practicing as a locum cardiologist in Cardio-Obstetrics at The Ottawa Hospital, while completing advanced training in echocardiography at the University of Ottawa Heart Institute. She graduated from McGill University Medical School in 2018. She completed her subspecialty training in internal medicine at McGill University in 2022, and in adult cardiology at the University of Ottawa Heart Institute in 2025. She is the current Trainee Representative in the Executive Steering Committee of the Canadian Women's Heart Health Alliance. She joined the OMSC group in 2024 and she has been involved in physician-to-physician training in smoking cessation as well as in the study of smoking and cessation strategies in pregnancy.



**Nadia Minian** is a scientist with the Institute for Mental Health Policy Research and INTREPID Lab at the Centre for Addiction and Mental Health (CAMH). She is also an associate professor at the Department of Family and Community Medicine and at the Department of Pharmacology and Toxicology and an Associate Member at the Institute of Medical Science at the University of Toronto. Dr. Minian's research makes use of insights from implementation science and behavioral health to facilitate the adoption of best practices by clinicians, leaders, organizations, and patients with the aim of improving the quality and equity of care and enhancing health outcomes.





**OTTAWA MODEL**  
FOR SMOKING CESSATION  
POWERED BY THE UNIVERSITY OF OTTAWA HEART INSTITUTE

**EIGHTEENTH ANNUAL OTTAWA CONFERENCE**  
**STATE OF THE ART CLINICAL APPROACHES TO SMOKING CESSATION**

## SPEAKER BIOGRAPHIES



**Dr. Hassan Mir** is a cardiologist, researcher, and assistant professor at the University of Ottawa Heart Institute. He is the Chair of the Ottawa Model for Smoking Cessation and the Co-Chair of the Virtual Care Heart team. Dr. Mir has a clinical and research interest in addressing smoking cessation and nicotine dependence. He is also passionate about developing, implementing, and evaluating digital health technology to improve patient care.



**Kerri-Anne Mullen, PhD** has been at the University of Ottawa Heart Institute since 2006, where she is a Scientist and Director of Prevention & Wellness Centre, the Canadian Women's Heart Health Centre, and the Ottawa Model for Smoking Cessation. She received her BSc (Hon.) from the University of Ottawa, her MSc from the University of Illinois, Urbana-Champaign, and her PhD in Population Health from the University of Ottawa. She trained as a Student Scientist at the Institute for Clinical Evaluative Sciences (ICES uOttawa) between 2010 and 2015 within the Primary Care & Population Health Research Program. Her research has focused on implementation, effectiveness, and cost-effectiveness of cardiovascular disease prevention programs, mainly focusing on tobacco cessation and women's heart health. She has received external funding from the Canadian Institutes of Health Research (CIHR), the Ontario Ministry of Health and Long Term Care, Health Canada, and the Public Health Agency of Canada.



**Sandra Ofori MBBS, MSc, PhD** is an Assistant Professor of Medicine in the Division of Cardiology at McMaster University, with a joint appointment in the Department of Health Research Methods, Evidence, and Impact (HEI), and is a Scientist at the Population Health Research Institute, a joint institute of McMaster University and Hamilton Health Sciences.

She is the Site Lead for Cardiology at Juravinski Hospital, Hamilton, and practices general and preventive cardiology and perioperative medicine at Hamilton Health Sciences and St. Joseph's Healthcare Hamilton. Dr. Ofori's research program focuses on improving perioperative outcomes and long-term cardiovascular health in adults undergoing surgery, with an emphasis on smoking cessation and virtual care using remote automated monitoring technologies. She leads the smoking cessation program within the Perioperative Care Research Group at the Population Health Research Institute.

Dr. Ofori is supported by Early Career Awards from the Department of Medicine and the PHRI Anesthesiology, Perioperative Care and Surgery Division. Her research program is funded by grants from the Ontario Centre of Innovation, the Population Health Research Institute, and the Hamilton Academic Health Sciences Organization. Nationally, she is an active member of the Canadian Cardiovascular Society and recently served on the writing committee for the Clinical Practice Update on Contemporary Approaches to Smoking Cessation. Dr. Ofori is an Associate Editor of Global Heart, the official journal of the World Heart Federation.



**Dr. Andrew Pipe, CM, BA, MD, LLD (Hons), DSc (Hons)** was formerly Chief of the Division of Prevention and Rehabilitation at the University of Ottawa Heart Institute and is a Professor in the Faculty of Medicine at the University of Ottawa. Dr. Pipe continues his clinical and research activities within the Division. He received his MD from Queen's University in Kingston, Ontario, in 1974. Dr. Pipe has been called Canada's foremost expert on smoking cessation. He was instrumental in the development of the widely adopted Ottawa Model for Smoking Cessation at the Heart Institute.



**Sylvain Quidot, Ph.D.**, serves as Scientific Advisor at the Quebec Council on Tobacco and Health (CQTS), where he leads strategic directions and ensures that all content aligns with evidence-based knowledge and best practices in tobacco and vaping prevention and cessation. His mandate is to transform science into actionable strategies by building bridges between research and practice. He works to make promising approaches accessible to both adults and youth, promoting innovative solutions that help reduce smoking prevalence and nicotine dependence. He has also published research on the use of digital technologies by vulnerable populations, contributing to a deeper understanding of health inequalities and the development of strategies to address them.



**Dr. Tea Rosic** is a Child and Adolescent Psychiatrist at the Children's Hospital of Eastern Ontario where she conducts clinical work and research in adolescent substance use and concurrent disorders. She is a Scientist and Junior Research Chair in Child & Adolescent Psychiatry at the CHEO Research Institute and an Assistant Professor in Psychiatry at the University of Ottawa.



**Dr. Deborah Saunders, BSc, DMD** is the medical director of the dental oncology department at the Northeast Cancer Centre (NECC) as well as the program lead for the Northeast Cancer Centre (NECC) Clinical Tobacco Intervention Program, which ranks among the top in the province. Dr. Saunders is a member of the Ontario Health Tobacco Initiative Research Committee and a strong advocate of tobacco intervention in the dental and oncology setting. She was SME for the TEACH online modules for Tobacco Intervention in the Dental Setting as well in the Oncology setting.

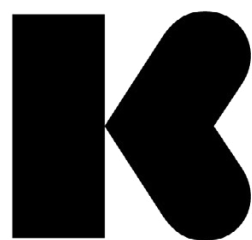
Her areas of clinical and research focus is on oral complications in cancer therapy with special emphasis on Head and Neck Cancer Survivorship and Tobacco Intervention economics, genomics and quit metrics. She is the Medical lead for the STOP Student Initiative, Ontario's only volunteer undergraduate student run program for patients with low health and technology literacy.



**Matthuschka Sheedy** is the Regional Manager of Primary Care, Yellowknife with the Northwest Territories Health and Social Services Authority. She holds a Bachelor of Nursing Science degree from Queen's University. Her background includes work in obstetrics, prenatal education, maternal-child resource development. She has lived in Yellowknife since 2019 and after her initial role as Manager of Maternal Child Services at Stanton Territorial Hospital, embraced the exciting work of supporting health care and health promotion in Primary Care. Her passion revolves around enabling staff to support clients and meeting them where they are at in their health journey.

**The University of Ottawa Heart Institute would like to thank the following organizations for educational grants in support of this event:**

**GOLD SPONSOR**



**kenvue**

**SILVER SPONSOR**

