



DRAFT AGENDA

September 28, 2026

8:00–9:00 AM: **Registration & Networking Coffee**

9:00–9:30 AM: **Welcome**

Tiffany Hall, Recover Alaska & USAPA Chair

Mike Marshall, U.S. Alcohol Policy Alliance (USAPA)

9:30–10:30 AM: **Opening Keynote: Changing What Is Possible**

Lisa Lacasse, President of the American Cancer Society Cancer Action Network (ACS CAN) **(NOT CONFIRMED)**

10:30–10:45 AM **Break**

10:45 –11:30 AM **Introducing the National Alcohol Prevention Policy Strategy (NAPPS)**

[Jacqueline Hackett](#), USAPA Consultant

11:30 –1:00 PM: **Strengthening NAPPS: Securing Feedback on Objectives & Goals**

Facilitators: Objective A

Regina LaBelle, Georgetown University Law Center

Marlene Lira, President, New Mexico Society of Addiction Medicine

Objective B

Dr. Priscilla Martinez-Matyszczyk, Alcohol Research Group

Maureen Busalacchi, Wisconsin Alcohol Policy Project

Groups report back

1:00–2:00 PM **Lunch: Where We've Been vs. Where We are Going**

Dr. David Jernigan, Boston University*

2:00 - 2:45 PM **Evidence Gaps and Research Opportunities**

Moderator: Dr. Alicia Sparks, Synergy Enterprises

2:45 - 3:00 **BREAK**

3:00 – 4:30 PM **The Message Box: Countering Big Alcohol Misinformation**

Moderators:

- Rick Collins, Hawaii Alcohol Policy alliance
- Heidi Buxley, Utah Prevention Coalition Association
- Jorge Castillo, Alcohol Justice
- Jason Vahling, Colorado Alcohol Impacts Coalition

4:30 - 5:30 **Networking Event**

September 29, 2026 (Morning)

8:00–8:45 AM: **Coffee & Donuts**

8:45–9:00 AM **Reflections from Day One**

Mike Marshall, USAPA

- Summary of key themes.
- Group observations.

9:00 - 10:30 AM **Strengthening NAPPS: Securing Feedback on Strategies & Tactics**

Facilitators: Strategies A, B, C

Regina LaBelle, Georgetown University Law Center

Marlene Lira, President, New Mexico Society of Addiction Medicine

Strategies D, E, F, G

Dr. Priscilla Martinez-Matyszczyk, Alcohol Research Group

Maureen Busalacchi, Wisconsin Alcohol Policy Project

Groups report back

10:30 - 10:45 AM **BREAK**

10:45 - 12:00 PM **From Strategy to Action: Launching a National Strategy**

Tiffany Hall, Recover Alaska & USAPA Chair