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## NLTCN Bulletin

### National Latino Tobacco Control Network Announces

#### Office of Smoking and Health Media Network Bulletin

Dear NLTCN Network Members,

We are delighted to forward you the Office of Smoking and Health Media Network Bulletin, along with some important articles and links which we thought would be of interest to all.

Our thanks to Jessica Spraggins from OSH [cgz2@cdc.gov](mailto:cgz2@cdc.gov) for sending us this information. Please contact her if you have any questions.

Happy Spring!

Regards,

[Jean Leroux](#)

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#### Office on Smoking and Health Media Network

April 2009 E-Bulletin

Note: The monthly E-bulletins are posted on the OSH State Information Forum. Go to <Media Network Minutes and Materials>, click on <2009 Media Network E-bulletins>, then scroll down.

OSH Media-Related Meetings at the NCTOH. The Media Network Ancillary Meeting will be held June 9, with panels on new media, formative evaluation/market research, and new OSH

resources. Please RSVP to [Robin Hobart](mailto:Robin.L.Hobart@macrointernational.com) (Robin.L.Hobart@macrointernational.com) or [Jessica Spraggins](mailto:cgz2@cdc.gov) (cgz2@cdc.gov). The MCRC Ad Fest is on June 11, 5:30 - 6:30. If you want to showcase ads at the Ad Fest, please send them to Jessica Spraggins by May 18.

Call for Abstracts/PROPOSALS

[5th National Summit on Smokeless and Spit Tobacco](https://wisccharge.wisc.edu/extension/abstracts/smokeless_abstract.asp)

([https://wisccharge.wisc.edu/extension/abstracts/smokeless\\_abstract.asp](https://wisccharge.wisc.edu/extension/abstracts/smokeless_abstract.asp)). The deadline for abstract submissions has been extended to April 14.

### EVALUATION: Counter-Marketing or Media Analysis

[The Effect of Smoking Cues in Antismoking Ads on Smoking Urge.](#)

This study in the February 2009 issue of Nicotine and Tobacco Research [Epub ahead of print] showed that antismoking ads with smoking cues and weak antismoking arguments could produce boomerang effects on smokers through urge elicitation.

[Statewide Media Campaign Promoting Tobacco-free School Policies.](#) This article in the April 2009 issue of the Journal of School Health examines a NC media campaign promoting tobacco-free school policies from development, through implementation and evaluation.

[Mass Media Campaign for Youth.](#)

The Jan/Feb 2009 issue of Canadian Journal of Public Health evaluated a media campaign designed to a) denormalize tobacco use b) empower youth and c) increase awareness of the dangers of tobacco, using positive messaging.

[Worry May Get Smokers to Try Quitting.](#) This study in the March 2009 online issue of Annals of Behavioral Medicine showed that sending smokers anti-tobacco messages via their handheld computer or personal digital assistant spurred more than half to attempt quitting.

[Effects of Funding and Defunding of a State Tobacco Control Program.](#) The March 2009 issue of the Journal of Adolescent Health found that gains in reduced smoking uptake by youth were quickly lost upon defunding of Oregon's tobacco control program.

[Breast & Lung Cancer, and Tobacco Articles in Women's Magazines.](#) This study in the January 2009 issue of the Journal of Cancer Education showed that breast cancer was more frequently represented than lung cancer or tobacco use in women's magazines (1987-2003), despite the increase in lung cancer mortality, and a decrease in breast cancer mortality.

### RESOURCES: Tobacco-Related

[CDC Best Practices Tool.](#) The new Using Best Practices: Practical Lessons in Building and Sustaining Comprehensive Tobacco Control Programs tool from the CDC Office on Smoking and Health (OSH) and the Tobacco Technical Assistance Consortium (TTAC) is now available online.

[Tobacco Atlas Online.](#) The Tobacco Atlas online publication provides detailed tobacco-related information around the world.

[Business Kit.](#) The Partnership for Prevention and the Campaign for Tobacco-Free Kids have developed a business kit, Investing in a Tobacco-Free Future: How it Benefits Your Bottom Line & Community. The kit was mailed to every Fortune 500 company in the US.

[Smokes & Pollution.](#) This Ocean Conservancy report includes a Marine Debris Index, with a state-by-state breakdown of smoking-related trash in oceans, lakes, streams.

[Smokes & Fire.](#) The National Fire Protection Association has a variety of reports and fact

sheets on the relation between smoking and fire-related injury and death.

[Tobacco Control Policies are Egalitarian](#). This study in the April 2009 issue of Social Science & Medicine, found that clean indoor air laws and price increases appear to benefit all socio-economic and race/ethnic groups equally in terms of reducing smoking.

#### RESOURCES: General

[State-by-State Mobile Use Data](#). According to the National Center for Health Statistics, nearly 15% of all US households were wireless-only in 2007. Scroll to end of the release to see maps and tables by state.

[Media Use Study](#). A Council for Research Excellence study of media habits found that young boomers use digital platforms more than previously thought and that consumers under the age of 35 watch more live TV than expected.

[Social Networking Demographics](#). According to the latest Consumer Electronics Usage Survey from Accenture, Baby Boomers (born 1946-1964) are the fastest growing users of social networking sites and are also increasingly reading blogs. Gen Y interest in these services has plateaued. Choose the TWICE link for additional info on study.

[Beyond Advertising, Choosing a strategic Path to the Digital Consumer](#). This IBM Institute for Business Value report highlights findings from IBM's global advertising research on major advertising trends and shifts.

[2009 Social Media and Marketing Guide](#). Introduction and executive summary to Marketing Sherpa's 2009 Social Media Marketing & PR Benchmark Guide.

[Tailoring Ads to Demographic-based Preferences](#). In this Marketing Sherpa case study, a marketer shares how she: defined preferences of segments within a demographic, used those preferences to determine which ads were more motivating for which segments, and used the information to develop tailored ads for different segments.

[Marketing on Facebook](#). This March 2009 eMarketer article provides data about Facebook users and gives tips on how to build your brand on the social networking site.

[Mobile Marketing Idea](#). This March 2009 MarketingProfs article examines how mobile 2D barcoding allows instant one-to-one brand experiences.

#### OTHER TOBACCO PRODUCTS: Smokeless, Cigars, Hookahs

[The Acute Health Effects of Waterpipe Smoking](#). This article in the September 2008 issue of the Journal of Preventive Medicine and Hygiene reports that waterpipe smoking has significant effects on both the cardiovascular and respiratory system.

#### SECONDHAND SMOKE (SHS)/CLEAN INDOOR AIR (CIA)

[Smoke-free Policy in Acute Mental Health Wards](#). The Mar-Apr 2009 issue of General Hospital Psychiatry examines through case study how to avoid pitfalls when implementing a smoke-free policy in acute adult inpatient mental health wards.

#### TARGET POPULATION: African Americans

[Risk and Protective Factors for Tobacco Use among African American Students in VA](#). An article in the April 2009 issue of Preventing Chronic Disease found prevention programs that aim to increase school connectedness while decreasing youth risk behaviors might be useful in preventing cigarette use among African American adolescents.

[Parental Perspectives on Antismoking Discussions with Teens in Rural African American](#)

[Households](#). This study in the April 2009 issue of Preventing Chronic Disease provides insight into antismoking socialization efforts in rural African American families.

**TARGET POPULATION: American Indians/Alaska Natives**

[Cultural Identification and Smoking among American Indian \(AI\) Adults in an Urban Setting](#). This study in the March 2009 issue of Ethnicity and Health [Epub ahead of print] suggested that, among some groups of urban AIs, recreational smoking is associated with AI cultural identification.

**TARGET POPULATION: Asian/Pacific Islander Americans**

[Neighborhood Context and Smoking Prevalence among Asian Americans](#). This study in the March 2009 issue of the American Journal of Public Health looked at factors that affect smoking habits among Asian-Americans living in California.

[Correlates of Smoking Cessation among Filipino Immigrant Men](#). This study in the March 2009 Journal of Immigrant and Minority Health [Epub ahead of print] study offers suggestions for components of a cessation intervention for Filipino immigrant men.

**Target POPULATION: Hispanics/Latinos**

[Acculturation and Misclassification of Tobacco Use Status among Hispanic Men and Women in the US](#). This study in the February 2009 issue of Nicotine and Tobacco Research, [Epub ahead of print] finds that the association between tobacco use and acculturation among Hispanics is gender specific.

[Hispanic Web Use](#). This March 2009 MediaPost article reports research by Mintel finding that Hispanic consumers are bypassing other groups in Web savvy.

**TARGET POPULATION: Light/Intermittent Smokers**

[Light and Intermittent Smokers](#). According to the CDC, one-fifth of U.S. smokers are intermittent or occasional smokers. The February 2009 issue of Nicotine and Tobacco Research included 13 articles examining smoking patterns, trends, addiction, and health effects for this group of smokers. View the table of contents and read the abstracts.

[Nondaily Tobacco Use among Black and White Undergraduates](#). This study in the April 2009 issue of Addiction Research & Theory found that nondaily tobacco users were more likely than daily tobacco users to deny that use of tobacco has had a detrimental impact on their health.

**TARGET POPULATION: Tobacco Users**

[State-specific Prevalence and Trends in Adult Cigarette Smoking](#). This March 13, 2009 article in Morbidity and Mortality Weekly Report provides state-specific estimates and trends in adult cigarette smoking from 1998-2007.

[Smokeless Tobacco Use, Initiation, and Relationship to Smoking](#). This U.S. Substance Abuse and Mental Health Services Administration report showed a 30% increase in smokeless tobacco use among boys (12 -17) from 2002-2007. Use by adults remained stable.

[Spit Tobacco \(ST\) Use among High School Males in Rural CA](#). This study in the November 2008 issue of the Journal of Public Health Dentistry showed that ST use increased with year in school; was highest among rodeo athletes, and smokers. Students who believed there was no, or slight risk of, harm from ST use were more likely to use ST.

[The Influence of Self-involvement on Short Term Smoking Behavior](#). This study in the May 2009 issue of Addictive Behaviors found that personal involvement in generating anti-smoking

arguments can reduce short term smoking behavior.

[Impulsiveness and Cigarette Smoking](#). This article in the February 2009 issue of Psychosomatic Medicine, [Epub ahead of print] found reward seeking and disinhibitory traits were associated with smoking status but only disinhibition was associated with tobacco dependence, after controlling for reward seeking.

#### TARGET POPULATION: Women

[Quitting by 15th Week of Pregnancy Yields Large Benefits](#). This study in the March 27 online issue of British Medical Journal found that pregnant women who quit smoking before the 15th week reduce their risk to that of nonsmoking women for some detrimental effects.

[Life Course Socioeconomic Conditions, SHS Exposures and Cigarette Smoking in a Multiethnic Birth Cohort of U.S. Women](#). This study in the February 2009 issue of Cancer Causes and Control [Epub ahead of print] showed that early life conditions have enduring influences on women's smoking behavior in middle adulthood.

[Social Media for Women](#). Jeremiah Owyang's blog Web Strategy by Jeremiah provides statistics, lists and tips on social media marketing campaigns, and networks for women.

#### TARGET POPULATION: Youth/Young Adults

[Perceived Enforcement of School Tobacco Policy and Adolescents' Cigarette Smoking](#). The results of this study in the March 2009 issue of Preventive Medicine [Epub ahead of print] indicated that higher levels of perceived enforcement of anti-smoking policy at the school level were inversely associated with the prevalence of past-30-day smoking behaviors.

[Adolescents' Rationalizations to Continue Smoking](#).

This study in the May 2009 issue of Addictive Behaviors shows that disengagement beliefs were strongly negatively associated with motivation to quit, but only marginally inversely associated with cessation 1 year later.

[Young Adult Smoking Behaviory](#). This study in the March 2009 issue of the American Journal of Preventive Medicine [Epub ahead of print] examined psychographic and demographic factors associated with smoking and quitting behaviors among young adults.

[Types of College Smokers](#) This study in the March 2009 issue of the Canadian Journal of Public Health [Epub ahead of print] examined five types of smokers: heavy smokers, moderate smokers, social smokers, puffers, and no-context smokers. They varied in subgroups from year in school, Greek membership, and residence location.

#### TOBACCO CESSATION

[Partner Smoking](#). This study in the March 2009 issue of the Journal of Family Process found how smoking fits a couple's relationship (e.g. as irritant or ally) has implications for helping one or both partners quit.

[Women Help Chewers Quit](#).

This study in the March 2009 issue of Nicotine and Tobacco Research [Epub ahead of print] provided evidence that partner support can help encourage long-term tobacco abstinence among participants in smokeless tobacco cessation programs.

#### TOBACCO INDUSTRY MARKETING/ADVERTISING

[FTC Requires American Spirit to "Fix" Ads](#). Following an investigation of advertising by the Santa Fe Natural Tobacco Company, the Federal Trade Commission has required the company to add statements to the effect that no additives does not mean a safer product.

[The Impact of Tobacco Promotion at the Point of Sale \(POS\)](#). This review in the January 2009

issue of Nicotine and Tobacco Research showed that POS tobacco promotion influences key smoking-related behaviors and beliefs, increases susceptibility to smoking in youth, undermines smokers' quit attempts, and promotes relapse among ex-smokers.

#### [etail Cigarette Pack Displays & Unplanned Purchases](#)

This study in the March 2009 Online issue of Tobacco Control showed that POS tobacco displays act as a form of advertising, because they stimulate unplanned cigarette purchases, play an important role in brand selection, and tempt smokers trying to quit.

[Philip Morris Campaign Increases Teen Intent to Smoke](#). A report in the online International Journal of Environmental Research and Public Health found that PM's "Think. Don't Smoke" campaign had virtually no effect on changing teens' attitudes about tobacco or smoking initiation, and actually increased teens' intentions to smoke soon.

Information and links to non-Federal organizations are provided solely as a service to Media Network Members. Links do not constitute an endorsement of any organization by CDC or the Federal Government, and none should be inferred. CDC is not responsible for the content of the individual organization found at non-Federal links.

#### Michican Quitline Article March 2009

The Michigan Tobacco Quitline-A Perfect Storm  
-Kelly Niebel and Karen S. Brown, Michigan Department of Community Health

One press release.

That's all it took to generate a tidal wave of phone calls to the Michigan Tobacco Quit Line on Wednesday, March 11 and the days that followed. The response to a free nicotine replacement therapy campaign was so overwhelming, we were forced to shut down the Quit Line five days later. The calls were still coming in, but the money had run out - all of the Quit Line money ... for the entire year.

One press release.

That's what many say ignited this firestorm of a response that our Quit Line vendor, the American Cancer Society, has called "unprecedented." But at the Michigan Department of Community Health, we know the roots of this response go deeper than a well written press release - much deeper.

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#### Quit Line at a Glance

##### Protocol

The target population is the uninsured and Medicaid members.

The Quit Line has received 42,680 calls from October 2003 to October 2008. About 60% of all callers enroll.

Uninsured and Medicaid callers who enroll in quit line counseling receive up to 5 proactive calls centered around their quit date.

Uninsured enrollees can receive up to 2 months worth of the nicotine patch, gum or lozenge.

Enrollees must complete one call to get their first month of medication and four calls to receive their second month of medication.

Enrollees who complete four calls and use nicotine replacement medication have a quit rate of up to 40%.

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#### The Offer

About noon March 11 we announced the Michigan Tobacco Quit Line would offer free nicotine replacement products for people who want to quit smoking or chewing tobacco. The program was set to provide up to an eight-week supply of nicotine patches, gum or lozenges to callers 18 and older who met basic health requirements. The free nicotine replacement products would be available through April 30 or while supplies lasted.

This press release was identical to one our department issued for the August-September 2008 free nicotine replacement therapy campaign with the Quit Line. We did not utilize paid advertising for either campaign. But that's where the similarity ends.

#### The Response

Typically the Quit Line gets 20 to 40 calls every 15 minutes. A big day brings in 100 to 200 calls. Our 2008 free nicotine replacement therapy campaign resulted in 3,684 calls during a six-week period. But the response to our most recent campaign was anything but typical.

By 12:15 p.m. March 11 the Quit Line had received 4,300 calls. By midnight March 12, the Quit Line had logged 21,000 calls in a 24-hour period with reported wait times reaching more than 30 minutes - and some well over an hour - due to the heavy call volume. At one point, the Quit Line was receiving 200 calls every 15 minutes with 400 or more continuously on hold.

This was not a case of being unprepared. The Quit Line can handle 599 simultaneous calls. Our vendor had scheduled more staff for this free nicotine replacement therapy campaign than the 2008 event to be on the safe side. Still, in order to handle the flood of calls to the Quit Line, our vendor had to bring in all available staff to answer phones. All meetings and projects were cancelled in order to focus on incoming calls. At the peak of the call surge, 400 employees were fielding Quit Line calls.

On the afternoon of Thursday, March 12, we accepted our vendor's recommendation to limit Quit Line caller hold times to 3 minutes. The goal was to enable calls to get through the system and process as many calls as possible. While this measure did take the number of callers in the queue down to 200, it is a volume that did not recede further during the weekend.

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#### Quit Line at a Glance

##### Demographics

- The average caller is a white woman between the ages of 45 and 47.
- 44% are uninsured.
- 20% are enrolled in Medicaid.

##### Costs

###### Counseling:

Intake	\$25 per caller
Counseling	\$125 per enrollee
Printed Materials	\$10 per enrollee

##### Nicotine Replacement Therapy:

Patch	\$65-70	one month supply*
Gum	\$75	one month supply

Lozenge                      \$75                      one month supply

\* Price dependent upon dosage

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In order to serve Quit Line callers during those weekend hours, we allocated an additional \$300,000 to the initiative. After assessing our finances further Monday, March 16, we were forced to instruct our Quit Line vendor to cease acceptance of new calls after 2 p.m.

When the tally was completed, from March 12-16, our department incurred close to \$860,500 in Quit Line costs. Nearly \$433,000 was needed for Quit Line staff time while another \$315,000 was used for nicotine replacement therapy. Ultimately, from the time we issued that one press release until we shut the Quit Line down, we received more than 66,000 phone calls and enrolled 2,100 people.

As it turns out, calling this response unprecedented may be an understatement. And to think one press release started it all ... or did it?

#### Proverbial Perfect Storm

Times are challenging across the country as we find ourselves in the midst of a recession, but for years Michigan has been struggling to transform itself as hundreds of thousands of manufacturing jobs left our state, our country, and disappeared altogether. Michigan's unemployment rate has consistently ranked among the worst in the country - for several years. Our January unemployment rate of 11.6% led the country. We just learned that rate grew to 12% in February.

The bedrock of our state, the auto industry, is facing an unprecedented crisis of its own. Once known as the "Big Three", the downsized "Detroit 3" are fighting for their very survival. As more jobs get cut and more plants close up, our state budget remains hampered by structural deficits as revenues continue to plummet.

The fact is, people are still losing jobs at an alarming rate. Many who do have jobs are seeing wages and benefits slashed in order to maintain employment. That translates into a greater need for services in order to account for life's basic necessities, such as health care.

Currently 1 out of 6 Michigan residents is enrolled in Medicaid. Almost 35% of all Michigan children have their health care paid for by Medicaid or MICHild. We are tireless in our efforts to serve and reach out to our most vulnerable citizens, yet our state is still home to nearly 1.1 million people who have no health insurance.

Our March 11 press release touting free nicotine replacement therapy didn't cause the unprecedented response to our Quit Line. No, we believe that press release combined with extensive same-day media coverage of federal tobacco taxes increasing from 39 cents to \$1.01 per pack of cigarettes, served as the catalyst that finally pushed so many of our residents to the tipping point - and beyond.

What we have experienced here in Michigan is the proverbial perfect storm. Circumstances, events, and timing converged to create a situation where people are desperate enough to know they must change.

As tax hits, smokers call 'quitlines' for help



[http://www.usatoday.com/news/health/2009-04-02-smoking-hotlines\\_N.htm](http://www.usatoday.com/news/health/2009-04-02-smoking-hotlines_N.htm)

By Wendy Koch, USA TODAY

Quit-smoking hotlines are being swamped - some as much as four times their usual volume - by smokers ready to kick the habit after the largest-ever increase in the federal tobacco tax ([http://www.usatoday.com/money/perfi/taxes/2009-03-31-cigarettetax\\_N.htm](http://www.usatoday.com/money/perfi/taxes/2009-03-31-cigarettetax_N.htm)).

"We're seeing magnificent volume because of the tax," says Mary Kate Salley of Free & Clear, a Seattle company that runs "quitlines" for 17 states. She says the lines got 3,250 calls on Wednesday, the day the increase took effect, up 369% from the same day in 2008.

In 10 other states, calls were 163% higher than on the three previous Wednesdays, says Dawn Wiatrek of the American Cancer Society, which runs quitlines in 11 states.

MORE: House OKs FDA regulation of tobacco products

([http://www.usatoday.com/news/washington/2009-04-02-fda-tobacco\\_N.htm](http://www.usatoday.com/news/washington/2009-04-02-fda-tobacco_N.htm)).

Many state hotlines started to see an increase last month, when tobacco companies began raising prices in anticipation of the tax increase. Philip Morris USA raised the price of Marlboros 71 cents a pack, and R.J. Reynolds raised Camel 44 cents. The federal cigarette tax went up 62 cents to \$1.01 a pack.

The tidal wave of calls was "totally, totally unexpected," says Karen Brown of the Michigan Department of Community Health. On March 11, when her hotline offered free nicotine replacement products, it got 21,000 calls in the first 24 hours. Brown says 400 people fielded calls but couldn't keep up.

Smokers said they wanted to quit because of higher tobacco prices, says Brown, who helped work the phones. "I heard a lot of commitment," she says, as callers told her, "This is it!" Michigan provided so much counseling and medications, Brown says, "we're almost completely out of money." The state is now restricting its aid to low-income people.

All 50 states and Washington, D.C., have quitlines (800-QUIT-NOW) staffed with counselors, and more than half offer free nicotine patches, gum and lozenges, says Linda Bailey of the North American Quitline Consortium.

If smokers try to quit cold turkey on their own, Bailey says, their chance of success is 3%. If they get counseling, it is at least 16%, and if they add medication, it's about 30%.

"Quitlines are the most efficient way to help people quit," say Matthew McKenna, director of the Centers for Disease Control and Prevention's Office of Smoking and Health.

The tax increase helps fund State Children's Health Insurance Programs, which President Obama expanded this year. McKenna says "stronger discussion" is needed about using some of the revenue to help smokers quit.

**Cigarette Tax Boost Prods Some to Quit**

<http://www.washingtonpost.com/wp-dyn/content/article/2009/04/02/AR2009040204200.html?sub%3DAR>

By David Brown

Washington Post Staff Writer

Friday, April 3, 2009; Page A06

For Tonette Lancaster, it just got to be too much one day -- the worry, the guilt and the money.

"Cigarettes were \$6 a pack, and now it's almost \$7. It's like a bill," the 30-year-old, half-a-lifetime smoker said yesterday. "I just said, 'Enough is enough.'"

So Wednesday night she slapped on a nicotine patch she got free, along with lots of information and encouragement, from the District government. She hopes it inaugurates a cigarette-free life.

Lancaster, who is studying computer science at a downtown business college, is not alone in her newfound commitment to quit smoking.

In recent weeks across the country, telephone "quit lines" have registered a jump in calls in advance of this week's biggest-ever increase in federal tobacco taxes.

If the past is any guide, the sizable tax boost should have an immediate impact in getting many smokers to quit, and anti-smoking advocates were making the most of the moment yesterday. Much research has shown that smoking is an extremely "price sensitive" habit, with fewer people taking up cigarettes and more people putting them down every time a pack becomes more expensive.

The 62-cent tax increase was adopted this year as a way to fund the expansion of the State Children's Health Insurance Program. On Wednesday, the day the increase took effect, the District's quit line got 131 calls, a record. The same day a week earlier, it had 44 calls; a month earlier, 19.

"I'm in shock, quite frankly," said Debra Annand, director of health education services for the American Lung Association's District of Columbia office, which contracts with the local health department to provide smoking-cessation services.

"Obviously something happened to drive that call volume up," Annand said. "Lots of research has shown the number one thing that helps people quit is increasing the price."

"Several measures are proven to reduce tobacco use. Foremost is taxation," wrote the author of a report two years ago in the *Morbidity and Mortality Weekly Report*, a publication of the Centers for Disease Control and Prevention.

A national telephone number, 1-800-QUITNOW, connects callers to programs in all 50 states and the District. In March, it registered 203,374 calls, more than twice February's 91,316. In January, it got 76,685.

Normally, February and March have about the same number of calls, and fewer than January, which is a big month for quitting, said Linda A. Bailey, president of the North American Quitline Consortium.

In Washington, the number of calls tripled in March, to 1,757, compared with February. The increases in Maryland and Virginia were more modest -- not quite doubling in March in both states.

Various forces are at play in addition to the tax increase.

Virginia recently enacted a law that will ban smoking in most restaurants starting in December. "That may be contributing to some of this," Phil Giaramita, spokesman for the Virginia Department of Health, said yesterday.

Maryland's health department ran 67 quit-smoking spots on two Baltimore television stations in early March, and "we did see a bump" in calls after that, said Sara Wolfe, the state's quit-line coordinator.

Washington also has an advertising campaign underway. A TV spot featuring former Redskin Darrell Green drove Tonette Lancaster to the 800 number.

But the price of cigarettes appears to be the main driver of the recent rise in people seeking help.

Philip Morris raised the price of some brands more than a month ago, and some experts believe it was an attempt by the company to get some profit out of the unavoidable price bump ahead.

"More so than people not being able to smoke indoors, I am now getting calls from people who

say they just can no longer afford to smoke," said Dana Lefko, manager of mission services and advocacy at the American Lung Association's Maryland office.

Although the 62-cent increase is the steepest step-up in federal taxes, it is not the biggest tax increase ever.

New York City increased its local tobacco tax from 8 cents to \$1.50 in July 2002, the biggest single jump by any U.S. jurisdiction. Last year, New York state increased its tax on cigarettes to \$2.75 a pack.

In 2002, 21.5 percent of New Yorkers smoked -- a proportion that had not changed in a decade. In 2006, after the first tax increase and an ad campaign that graphically described the hazards of smoking, the smoking rate fell to 17.5 percent.

Yesterday afternoon, at a news kiosk near Central Park in Manhattan, a pack of Marlboros was a flat \$10.

Cigarette sticker shock tends to fade after a few years, causing the price-driven decline to flatten out. At the lung association's rowhouse office on Seventh Street SE, however, the shock is now in full force, said counselor Robert Wright.

Normally, three or four people wander in off the street each week to ask for help quitting. This week, it's been that many each day.

"I just got a young guy who said he was told a pack cost \$8, and he said, 'No way!' " Wright said.

District residents who call the 1-800-QUITNOW number are referred to Wright if they want to enroll in a program. The office follows a strict, evidence-based protocol and provides 10 weeks of nicotine-replacement therapy -- patches or lozenges -- to those who want it.

Nationwide, 28 jurisdictions provide nicotine replacement free. In Washington, clients have to pick up their first two-week supply, and their second, in person.

Which means they need to talk to Wright, a man on a mission. His business card has his cellphone number on it. Most of his clients are low-income -- 60 percent from Wards 7 and 8 -- and he regularly agrees to counsel some at night when their mobile minutes are free.

His required in-person counseling lasts 15 to 30 minutes and includes a carbon monoxide breath test.

Lancaster's test registered 18 parts per million (normal is less than 6) -- enough to tell her that "my lungs aren't operating like they should be," she said, but far below the 63 ppm that one of Wright's clients tested. By the second visit, if a client does not smoke, the number is back down to normal.

"That is the greatest motivating part right there. They are overjoyed -- and so am I," Wright said.

But of course that's not the end. Vigilance is also necessary. In 2007, just 29 percent of people who went through the program quit for good.

Also yesterday, the House approved a measure that would give the federal government the power to regulate tobacco for the first time. The bill, which passed 298 to 112, allows the Food and Drug Administration to regulate some of the ingredients in cigarettes and other tobacco products, along with the products' marketing, but stops short of allowing the agency to ban tobacco. Debate will now move to the Senate.

Staff writers Lyndsey Layton in Washington and Keith Richburg in New York contributed to this

report.

National Latino Tobacco Control Network

Jean Leroux

Technical Support

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