



# NATIONAL LATINO TOBACCO CONTROL NETWORK NLTCN

NLTCN Winter Newsletter

December 2008

## Network Steering Committee Meeting

[New Clinical Practice Guidelines  
Released](#)

[Join the Network](#)

[USMBHA and the Bi National  
Forum on Tobacco Control](#)

## US-Mexico Border

The US Mexico Border Health Association, the NLTCN and the US Mexico Border Health Commission are working together to make tobacco an important issue in border communities. The Third US-Mexico Border Tobacco Policy Forum took place in Ciudad Juarez on October 7th, 2008. The purpose of the meeting was to consolidate the creation of a Directory of tobacco control experts and advocates in the border and strategize and mobilize communities on both sides of border to address the pressing issues of tobacco control policies and programs.

National Tobacco Control Legislation passed in Mexico at the end of August and regulations are being developed. The Campaign for Tobacco Free Kids will be collaborating to educate policy makers on effective and comprehensive policy initiatives and community mobilization. On the US side advocates need to start gathering support for a State Clean Indoor Air Policy for

## Greetings from the National Director

Dear colleagues,

Welcome to the **National Latino Tobacco Control Network (NLTCN)**! *Building healthier Latino Communities by reducing tobacco use.*

Many of you are just joining our Network and did not receive our Fall Newsletter, you can see it at [LatinoTobaccoControl.Org](http://LatinoTobaccoControl.Org). We are part of the [National Network Initiatives](#) funded by the CDC. The National Latino Tobacco Control Network (NLTCN) started operating in July 2008 under the leadership of the [Indiana Latino Institute, Inc. \(ILI\)](#). We have our mission, goals and objectives on our [website](#). There you will find our network's Steering Committee members. This Committee sets policy for the Network.

In order to broaden our perspectives and insight, we are delighted to announce the creation of our Advisory Committee which will be providing the network with ideas, input from the field and expert advise on our activities.

In order to broaden our perspectives and insight, we are delighted to announce the creation of our Advisory Committee:

[Carlene E. Henriques, CHES](#)

Health Program Coordinator - Chronic Disease Prevention Program  
County of Sacramento - Department of Health & Human Services

[Christine Ortiz](#)

Founder  
The Knowledge Laboratory

[Cynthia Serna](#)

Grassroots Development Director

Texas to be re introduced in 2009. The NLTCN will support the Tobacco Control Border network and their efforts on both sides of the border.

***Latino VOICE:  
Indiana's Youth Against  
Tobacco***

VOICE is a youth-led movement addressing the messaging and tactics used by the tobacco industry to promote tobacco use. ILI implemented a Latino VOICE group in Hamilton, Lake, Marion, Porter and Tippecanoe counties and collaborated with the existing youth VOICE program in their local areas.

The youth in all of the mentioned counties have put forth efforts to obtain signatures for "Hazlo por tu Familia" pledges where people promise not to allow tobacco smoke in their homes or cars. They also gave time to educate other youth, community organizations and Latino businesses on the benefits of a smokefree environment. Some county youths have assisted in doing peak flow testing at health fairs and have distributed information on the Indiana Tobacco Quitline.

The Hamilton

American Cancer Society Cancer Action Network Great West Division

[Jesse Nodora, DrPH](#)

Research Assistant Professor  
Family & Community Medicine  
College of Medicine  
Arizona Cancer Center

[Juan Carlos Vega, MLS](#)

Activist Librarian & Consultant

[Julia Valdez](#)

New Mexico Advocacy Director  
American Heart Association / American Stroke Association  
South Central Affiliate

[Maribel Quiala, L.C.S.W.](#)

Southeast Coordinator  
National Latina Health Network

[Nora D. Manzanilla](#)

Program Director  
Office of the Los Angeles City Attorney  
Tobacco Enforcement Program

[Dr. Olivia Carter-Pokras](#)

Associate Professor  
Department of Epidemiology and Biostatistics  
University of Maryland College Park School of Public Health

[Rosemary Flores](#)

Executive Director  
Family Leadership Initiative

[Sally Herndon Malek, MPH](#)

Head, Tobacco Prevention and Control Branch  
NC Division of Public Health

The Advisory and Steering Committees will meet once a year and help guide the NLTCN activities.

We also have a National Directory of experts and advocates working on Latino tobacco control around the country. To join our network, please email [Jean Leroux](#), or visit [The National Latino Tobacco Control website](#).

We are looking forward to working with you to improve the health of Latino communities.

Sincerely,

[Aida McCammon](#),

President/CEO, Indiana Latino Institute, Inc.  
National Director, NLTCN

County VOICE group played a significant role in the American Cancer Society's annual Great American Smokeout (GASO), November 20, 2008.

GASO is a day aimed at increasing awareness about the risks of tobacco use and ways to help tobacco-users quit. The Hamilton county Latino VOICE group in collaboration with the Boys and Girls Club of Noblesville VOICE group held a Drop Dead Event outside the Old Courthouse. Drop Dead is an activism event that publicly demonstrates the negative effects of tobacco use.

Way to go Latino VOICE groups!!!!

## Our Funders

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[Centers for Disease Control and Prevention \(CDC\)](#)

[American Legacy Foundation](#)

[Campaign for Tobacco Free Kids](#)

## Prenatal Prevention and Education

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Indiana Latino Institute, Inc.  
445 N.Pennsylvania, Suite 800 - Indianapolis, IN 46204  
office: (317)472-1055 fax (317)472-1056

## Steering Committee Meeting

On September 17, 18, and 19th, the Network's Steering Committee met in Indianapolis to develop a Five Year Strategic Plan for the Network and determine the processes and procedures for managing the network. The Steering Committee is composed of 11 organizations who will be leading the Network activities:

- Indiana Latino Institute (ILI), the lead agency
- US Mexico Border Health Association (USMBHA)
- Hispanic/Latino Partnership Unidos por la Salud (UNIDOS) (previously known as the California Hispanic/Latino Tobacco Education Network/ Partnership), University of Southern California
- Midwest Latino Health Research, Training and Policy Center, University of Illinois at Chicago (MLC)
- Indiana Tobacco Prevention and Cessation (ITPC)
- National Association of Chronic Disease Directors (NACDD)
- Campaign for Tobacco Free Kids (CTFK)
- ETR Associates
- ClearWay Minnesota Tobacco Technical Assistance Consortium (TTAC)
- Dominican Women's Development Center (DWCD)
- HMA Associates

The Network's daily operations are directed by four members of the Management Committee: ILI, USMBHA, UNIDOS and MLC. It meets monthly.

The Meeting took place concurrently with the ITPC Partners' Exchange in order to start integrating the work of the Steering Committee Members and to give an award to the Indianapolis Airport for going smoke free!

## New Clinical Practice Guidelines Released

The new Clinical Practice Guideline, [Treating Tobacco Use and Dependence: 2008 Update](#), was released recently in Chicago at the American Medical Association. Copies will be held in the [NCI warehouse](#) and will be available for online ordering. <http://www.cancer.gov/help>

## Latino Campaign Wins Prestigious DC 2008 Media Awards

The District of Columbia Tobacco Free Media Campaign has received a total of five national media awards for excellence. Congratulations to our media partners, Elevation and Global Ad1.

Partners of the Indiana Latino Tobacco Control Coalition (ILTCC) in various counties around Indiana gave a number of presentations regarding the dangers of smoking and second-hand smoke while promoting the Indiana Tobacco Quitline in prenatal environments such as community clinics and other community based organizations.

Please visit us at

[National Latino Tobacco Control Network](#)

Join Our Mailing List!

4 Davey Awards (2 Gold and 2 Silver) were handed out for Deja las Excusas. Deja de Fumar and DCTF 800-QUIT NOW.

1 Marcom Award (Gold) was awarded for the DCTF 1-800-QUIT-NOW Communication Plan.

#### About the Davey Awards

The largest and most prestigious awards competition exclusively for the "Davids" of creativity the finest small firms, agencies and companies in the world. David defeated the giant Goliath with a big idea and a little rock - the sort of thing small firms do each year. The annual International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than big budgets.

The Davey Awards may be for smaller organizations, but the judges have big reputations. The Davey is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. IAVA members include executives from organizations such as Condè Nast, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, Fry Hammond Barr, HBO, Monster.com, MTV, Polo Ralph Lauren, Sotheby's Institute of Art, Victoria's Secret, Wired, and Yahoo! and many more.

#### About the MarCom Awards

Marcom is an international competition for marketing & communication professionals. The Mission of the MarCom Creative Awards is to honor excellence and recognize the creativity and hard work of marketing and communication professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops and freelancers. Oftentimes, the success of a marketing or communication program is difficult to measure in terms of return on investment, so the MarCom Creative Awards gives winners the opportunity to show that their work is highly regarded within the creative industry.

The competition has grown to perhaps the largest of its kind in the world. A look at the winners shows a range in size from individual communicators to media conglomerates and Fortune 500 companies.

[Gambling with Lives](#)

**The NY Times printed an editorial that supports smokefree casinos in Atlantic City, NJ.**



Editorial  
Gambling With Lives  
Published: November 17, 2008

**Gambling With Lives**

Asked to choose between the casinos and the health of the people who work in them, Atlantic City has sided with the casinos. The City Council voted in October to allow smoking in the city's gambling parlors for at least another year - a complete cave-in to the industry and a cruel insult to hundreds of dealers, waiters and other casino workers who will continue to be exposed to the demonstrable risks of secondhand smoke.

Six months ago, following testimony from employees about the discomforts and dangers of working in a smoke-filled atmosphere, the Council voted 9 to 0 to make the casinos smoke-free as of Oct. 15. But after heavy pressure from casino executives, who complained that revenue had dropped 10 percent after the ban took effect and warned of bigger losses down the road, the Council reversed course and voted to suspend the ban for a year. The suspension began on Sunday.

So much for political courage.

Under the moratorium, Atlantic City's casinos will still be required to make 75 percent of their floor space smoke-free. But even that will provide less clean air than one might expect, mainly because there are few partitions between the smoking and nonsmoking areas.

The Council certainly needed to take a far more skeptical look at industry's claims that the ban - and not the weakening economy - caused the revenue loss. They would have quickly discovered that revenues at casinos in Las Vegas, which allow smoking, also have dropped drastically, and the casino industry almost everywhere is suffering. In addition, many gamblers have told reporters that they like a smoke-free atmosphere.

The eventual outcome is unclear. One councilman, John Schultz, had this to say after voting to suspend a ban that he had originally supported: "Gaming is about smoking, drinking and gambling. It all goes together. It's all sin."

Perhaps, but it seems the greater sin is to threaten the health and, indeed, the lives of the people who work in the casinos.

**Campaign for Tobacco-Free Kids Press Release**

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FOR IMMEDIATE RELEASE: December 15, 2008

CONTACT: Joel Spivak, 202-296-5469  
U.S. Supreme Court Ruling Allowing Light Cigarette Lawsuits  
Is Victory for Consumers and Health

Statement of Matthew L. Myers

President, Campaign for Tobacco-Free Kids

WASHINGTON, DC (December 15, 2008) - The U.S. Supreme Court today handed down a major victory for consumers and public health by ruling that smokers can use state consumer protection laws to sue Philip Morris and other tobacco companies for deceptive marketing of "light" and "low-tar" cigarettes. Today's ruling poses a significant legal threat to the tobacco industry and is an important step toward holding cigarette manufacturers accountable for decades of deceptive and harmful marketing of "light" cigarettes. This decision, in a Maine case called *Altria Group, Inc., v. Good*, clears the way for more than 40 "light" cigarette lawsuits in more than 20 states to move forward. These lawsuits contend that cigarette manufacturers violated state consumer protection laws by marketing some cigarette brands as "light" and delivering "lowered tar and nicotine" to smokers despite knowing that these claims were not true.

Today's ruling comes on the heels of decisive action last month by the Federal Trade Commission (FTC) prohibiting tobacco companies from claiming that tar and nicotine ratings on cigarette packs are government approved. The FTC found that the machine test currently used to measure tar and nicotine exposure (called the "Cambridge Filter Method" or "FTC method") is flawed, does not provide useful information to consumers and is likely to mislead consumers.

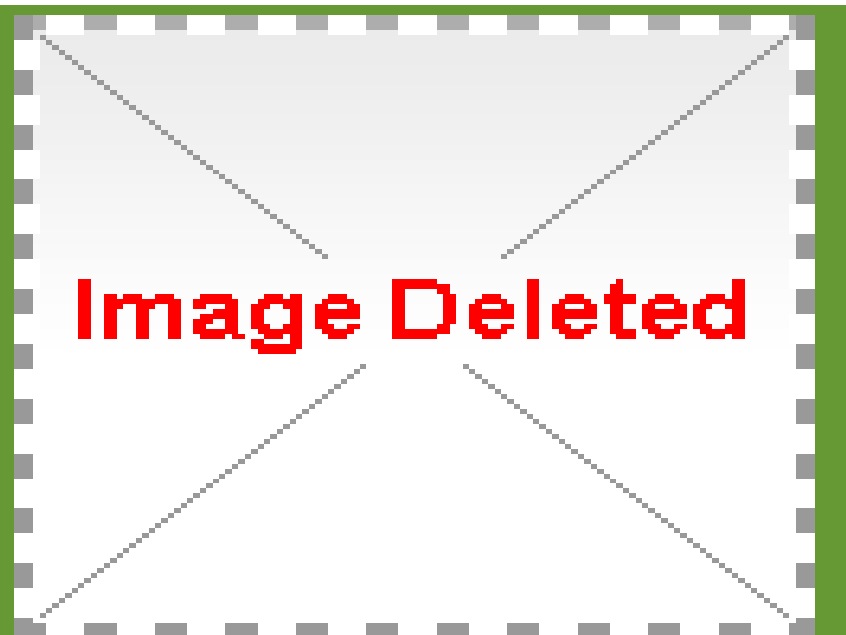
While the Supreme Court ruling and the FTC's action are important steps in holding the tobacco industry accountable, they also underscore the need for legislation pending before Congress to grant the U.S. Food and Drug Administration (FDA) regulatory authority over tobacco products and marketing. The lack of regulation has allowed the tobacco industry to get away with the deceptive marketing of "light" and "low-tar" cigarettes, which continues today, and leaves the industry free to find new ways to deceive consumers in the future. The legislation before Congress would finally ban deceptive terms such as "light" and "low-tar." It would grant the FDA authority to strictly regulate any health claims about tobacco products to ensure they are scientifically proven and are not marketed in ways that encourage new smokers to start or discourage current smokers from quitting. The FDA would also have authority to require new testing methods, as sought by the FTC action, to more accurately measure levels of tar, nicotine and other constituents in tobacco products, to use this information to require changes in tobacco products and to decide whether to publicly release this information.

The U.S. House of Representatives on July 30 voted 326 to 102 to approve this legislation, and it has 60 sponsors in the Senate, including President-elect Barack Obama and Senate Majority Leader Harry Reid. This legislation presents the incoming Administration and Congress with the opportunity for an early, bipartisan victory that would significantly improve the nation's health. We urge the new Congress to move quickly to enact this legislation when it

convenes in January.

Numerous public health authorities, including the National Cancer Institute in a landmark 2001 report, have found that cigarette manufacturers for decades have deceptively marketed "light" and "low-tar" cigarettes as reducing smokers' health risks despite knowing from their own research that this was not the case. The scientific evidence is clear that machine-based measures of tar and nicotine do not provide meaningful information about the amounts of tar and nicotine that smokers actually receive or about the relative health risks of different cigarettes. That is because the tobacco industry has been able to design cigarettes to undermine the validity of the test and because the machine test does not take into account the way actual smokers adjust their smoking behavior, for example by taking more or deeper puffs or blocking ventilation levels to maintain nicotine levels.

In an August 2006 ruling that the tobacco companies have violated civil racketeering laws, U.S. District Court Judge Gladys Kessler found that the tobacco company defendants "falsely marketed and promoted 'low tar' and 'light' cigarettes as less harmful than full-flavor cigarettes in order to keep people smoking and sustain corporate revenues."



**1-800-QUIT-NOW**

The Indiana Tobacco Quitline is ready for the increase in calls that occurs during the beginning of the new year as smokers around the state attempt to honor their resolutions to quit smoking.



**P.A.T.A. (Padres, Abuelos, y Tios en Accion) *Contra el Tobacco* - (Parents, Grandparents, Uncles & Aunts in Action *Against Tobacco*)**

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In Indiana, the P.A.T.A. program works to build healthy bodies and minds through physical activity (soccer) and education regarding the harmful impact of tobacco on participants and their families.

ILI in collaboration with La Liga Latina Fútbol Soccer held the P.A.T.A. *Contra el Tobacco* Tournament on August 31, 2008, at Kuntz Stadium, Indianapolis, IN.

During this activity 100 Latinos were educated, over 300 educational materials were distributed, 23 peak flows were taken and 30 P.A.T.A. pledges were collected, promising that they would not permit smoking in their homes, cars, on the playing fields and/or at soccer activities.

**INTERNATIONAL COOPERATION**

On November 18th, 2008, the USMBHA coordinated and facilitated a forum on social mobilization to address use and abuse of alcohol, tobacco and other drugs, at the LXII Annual Meeting for the "Sociedad Mexicana de Salud Pública" in Tampico, Tamaulipas. In this forum the presenters and over 100 participants are highly recognized nationwide public health professionals.

During this forum facilitators and participants had the opportunity to revise important concepts, components, and tools related with community mobilization such as community events, logic model benefits, strategic interventions and the use of the media to advocate for policy changes.

**MINDING TOBACCO IN THE MIDWEST**

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In Indianapolis a comprehensive statewide smoke-free statute will be introduced in the upcoming legislative session:

[Clear the air of smoke and mirrors](#)

Illinois Tobacco Quitline - See page 8 of the following link:

[Illinois Tobacco Quitline](#)

Columbus, Ohio and Indianapolis, Indiana will serve as test market for new tobacco products: [R.J. Reynolds Preps](#)

[Dissolvable Tobacco](#)

[SMOKE FREE INDY COALITION ASKS CITY-COUNTY COUNCIL FOR A COMPREHENSIVE SMOKE FREE WORKPLACE LAW IN MARION COUNTY](#)



[Smoke Free Indy to Present to the Indianapolis City-County Council](#)

## CDC, OSH Project Officer Position Announcement

To All:

The CDC has posted the announcement of a Health Education Specialist position, GS-1701-13, (Project Officer) in the Office on Smoking and Health, Program Services Branch. We expect to fill two project officer positions from this announcement. The announcement will be open from 12/16/08 through 12/31/08.

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We want to broadcast this opportunity to as many of our colleagues and partners as possible. Interested individuals should apply at [www.USAJobs.opm.gov](http://www.USAJobs.opm.gov). Candidates external to CDC, please apply using Announcement HHS-CDC-D2-2009-0082. Candidates who are current or past Federal Employees, internal candidates, please apply using Announcement HHS-CDC-T2-0182. Candidates are encouraged to finalize the application completely and to submit their application before 11:59 pm on 12/31, including the submission of any required documentation as noted in the announcement.

Thank you for your interest.

## Join the Network and the National Directory

The NLTCN is creating a National Directory of tobacco control, alcohol and other drugs and health disparities experts, researchers, advocates and community based organizations searchable by state. Join our Network and you will receive emails with important information as well as become an active member. Send us your job opportunities, calendar of events, programs and materials and we will share them with the Network. To join, please email to [Jean Leroux](mailto:Jean.Leroux@indianalatin.com) at [jleroux@indianalatin.com](mailto:jleroux@indianalatin.com). Please forward this email to anyone else in your organization who would like to receive news from the Network. They can sign up using the link at the bottom of this email. If you have any questions, please call Jean at (317) 472-1055.

Your ideas, concerns, materials, programs, knowledge and participation are essential for a successful Network. Our National Coordinator [Dr. Jeannette Noltenius](mailto:Dr.Jeannette.Noltenius@sswdc.com) will be happy to hear from you and post your job announcements and other items in our website and distribute them through our Newsletter. Please contact her at [jnoltenius@sswdc.com](mailto:jnoltenius@sswdc.com) and/or at (202) 328-1313

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