



**E- Bulletin**

**Boletín**

January 2010

**Dear Jean,**

You are receiving this e-Bulletin because of your relationship with the National Latino Tobacco Control Network (NLTCN)/Latinos Saludables Sin Tabaco.

Visit our website [www.LatinoTobaccoControl.org](http://www.LatinoTobaccoControl.org) to browse our National Directory and check out the upcoming events. If you wish to post an event, please email the information to [jlroux@indianalatin.com](mailto:jlroux@indianalatin.com).

We thank the CDC for allowing us to share the following information with our subscribers and we look forward to hearing from you!

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Estimados colegas,

Estan recibiendo este boletin por su relación con la red latina nacional para el control de tabaco, Latinos Saludables Sin Tabaco.

Visite nuestro sitio en el web [www.latinotobaccocontrol.org](http://www.latinotobaccocontrol.org) para ver nuestro Directorio Nacional y lista de eventos. Si desea compartir información sobre algún evento, por favor envíe su email a [jlroux@indianalatin.com](mailto:jlroux@indianalatin.com).

Le agradecemos al CDC el permitirnos compartir la siguiente información con nuestros miembros y esperamos recibir noticias de usted muy pronto.

#### **CONFERENCES/TRAININGS/EVENTS**

- **"Mind the Gap: What the U.S. Can Learn from the U.K.'s New National Tobacco Control Strategy"** The Warner Series Lecture, to be held January 12, 2010 Noon- 2:00 pm eastern time,

will be available at [www.legacyforhealth.org](http://www.legacyforhealth.org).

- [2010 Kick Butts Day Website Open for Business](#). Kick Butts Day is March 24. The 2010 Kick Butts Day website is live and the free activity guide is available.
- [Building Staff Buy-In for Tobacco-Free Policies](#). Listen to the recording and access slides from this SAMHSA and the Smoking Cessation Leadership Center (SCLC) webinar.

## EVALUATION: COUNTER-MARKETING OR MEDIA ANALYSIS

- [TOBACCO COVERAGE IN PRINT MEDIA: THE USE OF TIMING AND THEMES BY SUPPORTERS AND OPPOSITION PRIOR TO A FAILED TOBACCO TAX INITIATIVE](#). *TOBACCO CONTROL* (DECEMBER 3, 2009, EPUB AHEAD OF PRINT). AN EXAMINATION ON HOW TOBACCO ISSUES WERE PRESENTED IN MISSOURI'S PRINT MEDIA LEADING UP TO THE 2006 ELECTION.
- [THE ROLE OF TOBACCO-SPECIFIC MEDIA EXPOSURE, KNOWLEDGE, AND SMOKING STATUS ON ATTITUDES TOWARD TOBACCO CONTROL](#). *NICOTINE AND TOBACCO RESEARCH* (DECEMBER 17, 2009, EPUB AHEAD OF PRINT). RESULTS SUGGEST THAT KNOWLEDGE OF THE NEGATIVE EFFECTS OF TOBACCO AND SMOKING STATUS ARE ASSOCIATED WITH ATTITUDES TOWARD TOBACCO CONTROL AND THAT EXPOSURE TO TOBACCO-SPECIFIC INFORMATION IN THE MEDIA PLAYS A ROLE ONLY IN SOME INSTANCES.
- [THE ROLE OF TOBACCO-SPECIFIC MEDIA EXPOSURE ON ADULT ATTITUDES TOWARD POLICIES TO LIMIT THE PORTRAYAL OF SMOKING IN MOVIES](#). *TOBACCO CONTROL* (DECEMBER 11, 2009, EPUB AHEAD OF PRINT). MEDIA CAMPAIGNS TO PREVENT TOBACCO USE AND EXPOSURE TO SECONDHAND SMOKE HAVE HAD VALUE BEYOND THE INTENDED IMPACT OF SINGLE-ISSUE CAMPAIGNS; THEY SEEM ALSO TO BE ASSOCIATED WITH SHAPING PERCEPTIONS OF SOCIAL NORMS ABOUT TOBACCO, AND IDEAS ABOUT REGULATING THE PORTRAYAL OF SMOKING IN MOVIES.
- [INDUCING WORD-OF-MOUTH BY ELICITING SURPRISE - A PILOT INVESTIGATION](#). *JOURNAL OF ECONOMIC PSYCHOLOGY* (2003). FREQUENCY AND AMOUNT OF WOM ARE LARGER FOR NEGATIVELY AND POSITIVELY SURPRISING EXPERIENCES THAN FOR NON SURPRISING EXPERIENCES OF THE SAME KIND AND THAT THE INTENSITY OF SURPRISE IS SIGNIFICANTLY CORRELATED WITH POSITIVE AND NEGATIVE WOM.

## MARKETING/COMMUNICATIONS CAMPAIGNS

- EX has partnered with ESPN to raise awareness about quitting smoking through the ESPN2 outdoors mini-show Bassmaster Elite Series. The show features anglers and long-time smokers, Zell Rowland and Kevin Wirth making a wager to see who can finally quit for good. The show began airing on November 22, 2009 and will be available on the EX [website](#) for viewing after the 12 EX episodes have been aired.
- [CDC Mobile](#). Help CDC evaluate mobile technology for delivering health messages. Subscribe to CDC's free mobile pilot to see how a mobile campaign works by receiving health messages via mobile text messaging. Text mcdc to 87000 from your mobile device.
- [10 Most Innovative Viral Video Ads of 2009](#). Josh Warner of Feed Company compiled a list of the most viral videos of '09. The best use sophisticated effects while remaining true to the home video aspect of online videos. They also engage the viewer.

## RESOURCES

### Tobacco-Related

- **A Broken Promise to Our Children: The 1998 State Tobacco Settlement 11 Years Later.** States are collecting record amounts of revenue from the 1998 tobacco settlement and tobacco taxes, but have cut funding for programs to reduce tobacco use more than 15% in the past year, according to a report released by a coalition of public health organizations.

1. [Full report](#)

2. [Chart ranking the states](#)
3. [State-specific press releases](#)

- [Legal Update](#). The Fall 2009 issue of the Tobacco Control Legal Consortium newsletter provides updates on legal cases and features the publication, "Infiltration of Secondhand Smoke into Condominiums, Apartments and Other Multi-Unit Dwellings: 2009."

### General Media/Communications

- [Upcoming Facebook Changes](#). *iMedia Connection* (December 3, 2009). Facebook recently announced a series of changes to its platform, and the roadmap has a substantial impact on how brands approach building a Facebook presence.
- [Beware Social Media Snake Oil](#). *Business Week* (December 3, 2009). Hordes of marketing "experts" are promoting the value of wikis, social networks, and blogs. All the hype may obscure the real potential of these online tools.
- [Debunking Six Social Media Myths](#). *Business Week* (February 19, 2009). Before you take the plunge, bear in mind the many myths that surround social media.
- [Brands to Adopt a Comprehensive Social Media Strategy](#). Whitepaper by John Bell of Ogilvy Public Relations Worldwide on the adoption of social media by brands.
- [Social Media Partnerships](#). *iMedia Connection* (December 1, 2009). Partnerships can create visibility by promoting your content across multiple web properties and niche audiences can be targeted through social networking sites centered around a particular theme (e.g., female-oriented networks such as iVillage, gay social networking communities such as Jake, parents-oriented ones like CafeMom, or black social networks like Black Planet).
- [How U.S. Adults Use Radio and Other Forms of Audio](#). *Media Post: Engage Gen Y* (December 24, 2009). Younger people remain committed to their radios, according to a recently released Nielsen white paper.
- [Internet Radio Advertising](#). *The Wall Street Journal* (December 1, 2009). Online spots are being thrown in as a sweetener for advertisers buying time on a station's regular broadcast. Advertisers who buy on streamed radio typically pay about half the rate per thousand listeners that they do for regular broadcast ads.
- [Email Marketing: 'When' is Just as Important as 'What.'](#) *Marketing Vox* (December 28, 2009). Timing in an email marketing campaign - what day or even what time of day the send button gets hit - is as important as crafting the message and selecting which segmented group of customers will receive it.
- [2009 Multicultural Marketing Study](#). An analysis of newly-collected data from Florida State University's Center for Hispanic Marketing Communication, DMS Research, and Captura Group that examines the patterns of social media behaviors of different ethnic/ cultural groups in the U.S. including: Hispanics who prefer English; Hispanics who prefer Spanish; non-Hispanic whites; African-Americans and Asians in the United States.
- [Percent of Blogging Seniors Only 1/10 of a Point Behind Teens](#). *Media Post Research Brief* (December 15, 2009). A NielsenWire Online study examines what seniors do when they are online.
- [The Connected Consumer](#). *Media Post Research Brief* (December 25, 2009). According to the Nielsen third quarter Three Screen Report, DVR and online video continue to show considerable growth in time spent. This article summarizes key findings of the report.

## OTHER TOBACCO PRODUCTS

### Smokeless, Cigars, Hookahs

- [Waterpipe Tobacco and Cigarette Smoking: Direct Comparison of Toxicant Exposure](#). *American Journal of Preventive Medicine* (December 2009). Relative to cigarette smoking,

waterpipe use is associated with greater CO, similar nicotine, and dramatically more smoke exposure.

- [Perceptions of Hookah Smoking Harmfulness](#). *Tobacco Induced Diseases* (December 18, 2009). Compared to cigarettes, there appears to be a lack of knowledge about the harmfulness of smoking hookah among users regardless of their demographic background.
- ['Moist Snuff' Is Contaminated With Harmful Substances](#). *Chemical Research in Toxicology* (October 27, 2009). This category of tobacco products contains surprisingly high levels of certain toxic and cancer-causing substances.
- [Chinese "Herbal" Cigarettes Are as Carcinogenic and Addictive as Regular Cigarettes](#). *Cancer Epidemiology, Biomarkers and Prevention* (December 2009). The findings showed that herbal cigarettes did not deliver fewer carcinogens than regular cigarettes.

## PACKAGE DESIGN & WARNING LABELS

### [ADOLESCENTS' RESPONSE TO TEXT-ONLY TOBACCO HEALTH WARNINGS](#).

*EUROPEAN JOURNAL OF PUBLIC HEALTH* (DECEMBER 3, 2009, EPUB AHEAD OF PRINT). TEXT WARNINGS HELP COMMUNICATE THE DANGERS ASSOCIATED WITH SMOKING AND, RESULTANTLY, PROMPT A SMALL NUMBER OF SMOKERS TO FORGO CIGARETTES AND TAKE ACTION TO AVOID WARNINGS, BUT DEPTH OF PROCESSING IS LOW AND WARNINGS DO NOT APPEAR TO BE ACHIEVING THEIR FULL POTENTIAL AMONG SMOKERS.

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

- [ANR Foundation Smokefree Lists](#). January 2010 quarterly update to the lists and maps of U.S. municipalities and states with 100% smokefree laws now in effect. **41%** of the US population is now covered by a strong smokefree law (covering all workplaces, all restaurants and bars).
- [Prevalence and Predictors of Smoke-free Policy Implementation and Support among Owners and Managers of Multiunit Housing](#). *Nicotine and Tobacco Research* (December 3, 2009, Epub ahead of print). Few Western New York MUH owners and managers have implemented smoke-free policies in their buildings, but most are receptive to doing so.
- [Changes in Child Exposure to Secondhand Smoke after Implementation of Smoke-free Legislation](#). *BMC Public Health* (November 24, 2009). Smoke-free legislation in Wales did not lead to displacement of smoking from public places to home (a concern raised by opponents).

## TARGET POPULATIONS

### Asian/Pacific Islander American

- [Use of Cigarettes, Cigars and Blunts among Southeast Asian American Youth and Young Adults](#). *Health Education Research* (December 3, 2009, Epub ahead of print). Smoking was found to constitute a social construct within which use of cigarettes, cigars and blunts were somewhat interchangeable.

### Hispanic/Latinos

- [Between Two Worlds: How Young Latinos Come of Age in America](#). *Pew Hispanic Center* (December 11, 2009). This report takes an in-depth look at Hispanics ages 16-25, a phase of life when young people make choices that -- for better and worse -- set their path to adulthood attitudes, values, social behaviors, family characteristics, economic well-being, educational attainment and labor force outcomes.

- [Latinos Online: Narrowing the Gap](#). *Pew Hispanic Center Pew Internet & American Life Project* (December 22, 2009). From 2006-2008, internet use among Latino adults rose from 54% to 64%.
- [Does Proximity to Retailers Influence Alcohol and Tobacco Use Among Latino Adolescents?](#) *Journal of Immigrant and Minority Health* (November 20, 2009, Epub ahead of print). Alcohol and Tobacco (A&T) use was associated with distance from respondents' home to the nearest A&T retailer.
- [Acculturation Differentially Predicts Smoking Cessation among Latino Men and Women](#). *Cancer Epidemiology, Biomarkers and Prevention* (December 2009). Greater acculturation predicted higher abstinence rates, but this relationship was restricted to men.
- [Cognitive Susceptibility to Smoking: Two Paths to Experimenting among Mexican Origin Youth](#). *Cancer Epidemiology, Biomarkers and Prevention* (December 2009). The results suggest that tailoring primary prevention programs by a youth's susceptibility status may increase the efficacy of prevention efforts among Mexican origin youth.
- [Exposure to Smoking Imagery in the Movies and Experimenting With Cigarettes among Mexican Heritage Youth](#). *Cancer Epidemiology, Biomarkers and Prevention* (December 2009). For Mexican-born youth, exposure to smoking imagery in the movies was the strongest independent predictor of new experimentation and may be an important part of the acculturation process associated with smoking initiation.

#### Tobacco Users

- [Patterns of Dual Use of Cigarettes and Smokeless Tobacco among U.S. Males](#). *Tobacco Control* (December 11, 2009, Epub ahead of print). The results show that although dual daily use of ST and cigarettes is relatively uncommon in the USA, concurrent ST use is more common among adolescent and young adult male smokers.
- [Use of Menthol Cigarettes](#). Office of Applied Studies, Substance Abuse and Mental Health Services Administration (November 19, 2009). Data from the National Survey on Drug Use and Health (NSDUH) that shows menthol cigarette use is more common in new smokers than in long-term smokers.

#### Women and Girls

- [Communicating with Moms \(With Kids at Home\)](#). A CDC *This Just In...* report on the latest trends in moms' media usage. *This Just In...* reports provide a summary of new health marketing and communication research and trends, spotlighting findings with communication practice implications for CDC and its public health partners.
  - [http://www.cdc.gov/healthmarketing/pdf/AudienceInsight\\_moms.pdf](http://www.cdc.gov/healthmarketing/pdf/AudienceInsight_moms.pdf)
  - [http://www.cdc.gov/healthmarketing/pdf/ThisJustIn/TJI\\_18\\_200912.pdf](http://www.cdc.gov/healthmarketing/pdf/ThisJustIn/TJI_18_200912.pdf)

#### Youth/Young Adults

- [What Prevents Young Adolescents From Smoking?](#) *Health Policy* (November 20, 2009, Epub ahead of print). The most important and frequently mentioned motives for not smoking were health-related arguments (78.1%). Except for cancer, main health risks of tobacco consumption like cardio- and cerebrovascular diseases or COPD were hardly perceived.
- [Perceived Parental Reactions and Peer respect as Predictors of Adolescent Cigarette Smoking and Alcohol Use](#). *Addictive Behaviors* (March 2010). Perceived parental reaction to use and peer respect for use may be important contributors to adolescent cigarette smoking and alcohol use.
- [Characterizing and Comparing Young Adult Intermittent and Daily Smokers](#). *Substance Use and Misuse* (2009). Low intermittent smokers were much less likely to consider

themselves as smokers, feel addicted, or smoke with friends than high intermittent smokers and daily smokers were more likely to feel addicted and have trouble quitting smoking than high intermittent smokers.

- [College Student Smokers' Cognitive Appraisal of High-risk Activities](#). *Journal of American College Health* (Nov-Dec 2009). College smokers' assessment of high-risk behaviors influenced their intended involvement. Risk perception change may therefore alter their involvement in high-risk behaviors.

## TOBACCO CESSATION

- [NTCC Cessation Toolkit](#). The National Tobacco Cessation Collaborative (NTCC) has developed a toolkit, *Designing for Innovation*, to address the need to refine and adapt tobacco cessation products and services in order to build consumer demand for them.

## TOBACCO INDUSTRY MARKETING/ADVERTISING

- [Changes in Age Trajectories of Smoking Experimentation during the California Tobacco Control Program](#). *American Journal of Public Health* (November 17, 2009, Epub ahead of print). An investigative study that looked at population-level changes in smoking initiation during California's Tobacco Control (CTC) Program from 1990-2005, a period during which tobacco industry marketing practices also changed.

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**Sincerely,**

Jean Leroux  
National Latino Tobacco Control Network

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