



National Latino Tobacco Control Network
Latinos Saludables Sin Tabaco
June 2012 e-Newsletter

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EMERGING Promising Practices

NLTCN EMERGING PROMISING PRACTICES

NLTCN is pleased to highlight a new resource available on our website in English and in Spanish: "Emerging Promising Practices" of recent initiatives spearheaded by NLTCN members and partners to work with Latino and other minority communities, states and coalitions to promote policies and programs to reduce tobacco use. We hope that these publications will serve as a valuable resource for community leaders, public officials, and other stakeholders who seek to empower Latinos to engage in tobacco control and to help build capacity to achieve health equity. To date, the following Emerging Promising Practices have been published:

- [Mobilizing Faith Communities in Support of Tobacco Control Policies: Creation of the Hoosier Faith and Health Coalition](#)
- [Smoke-Free Latino Soccer Leagues: Reaching Far Beyond the Target Audience & Creating Policy Change](#)
- [Smoke-Free Latino Businesses in Indiana: From Outreach to Engagement in Policy Change](#)
- [Achieving a Smoke-Free San Antonio: Engaging Latino Communities in Tobacco Control](#)

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NLTCN LEADERS MAKING A DIFFERENCE



Jesse N. Nodora, DrPH

Primary Expertise: Disease/Research Topics: Behavior Change, Cancer, Cancer Disparities, Cancer Prevention, Cancer Prevention/Control among ethnic minorities

Secondary Expertise: Disparities, Health Behavior, Lifestyle, Interventions, Tobacco Control

Population Speciality: General Population

Dr. Jesse Nodora is currently an Assistant Professor with the UC San Diego School of Medicine and the Moores UCSD Cancer

Center in San Diego, California. He is a recognized leader in cancer disparities and prevention and he has extensive experience working on tobacco control issues. From 1995 to 2005, he served as a community projects administrator and then evaluation administrator for the Tobacco Education and Prevention Program of the Arizona Department of Health Services.

A member of NLTCN's Steering Committee, he graduated a Cum Laude scholar in Sociology from Cornell University and then went on to obtain a Masters in Public Health from the University of California Los Angeles in Behavioral Sciences and Health Education. He received a Public Health Doctorate in Health Promotion from the University of Texas School of Public Health in 1995. Dr. Nodora is also a member of the American Association for Cancer Research (AACR) and the American Public Health Association (APHA). Dr. Nodora has focused his public health career on primary prevention among poor and underserved populations, with an emphasis on behavior change and maintenance among individuals, as well as system and environmental change.



Dr. Nodora spoke on behalf of NLTCN at the World No Tobacco Day event held at Los Angeles City Hall on May 31, 2012. Click [here](#) for more.

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AWARDS

INDIANA: NLTCN Member Receives Prestigious Tobacco Control Award



Maria Luisa accepts the Joy of Smoke Free Air Award at the Indiana Tobacco Prevention and Cessation Commission Partners Exchange meeting.

Congratulations to Maria Luisa Tishner, Program Director of the Indiana Latino Institute's State Tobacco Control Program for being honored with the the Joy of Smoke Free Air Award on June 20th, 2012 at the Indiana Tobacco Prevention and Cessation Commission Partners Exchange meeting in Indianapolis. Maria Luisa was honored for her dedication and commitment to passage of the recent clean indoor air ordinance in Marion County, and for working for more than 10 years in tobacco control around the state, and specifically with partners in St. Joseph and Tippecanoe counties. This prestigious award is named for Joy Edwards, a former

Indiana Tobacco Prevention and Cessation Coordinator in Howard County, who tragically lost her life in a car accident. This is a peer nominated award, and one that only TPCC coordinators can be awarded. Coordinators and partners have to write an essay detailing why they think that the nominee deserves this award. Maria Luisa more than deserved this award! She is an example to us all. She has always said: "Si se puede!" - It can be done! Previous TPCC Coordinator recipients of this award are Martha Caine from Vanderburgh County and Brandee Bastin from Hancock.

Congratulations, Maria Luisa! NLTCN is very proud of your accomplishments.

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TOBACCO EXCISE TAXES: A TALE OF TWO STATES

Illinois: Lawmakers OK \$1-a-pack cigarette tax hike

SPRINGFIELD --

Lawmakers in Illinois finally approved a plan to raise taxes on cigarettes and other tobacco products to stop deeper cuts to the state's health care program for the poor on Tuesday, June 19th, 2012. The \$1-a-pack increase will more than double Illinois' cigarette tax, which has stood at 98 cents for years.

Click [here](#) for more information...

California: Prop. 29 cigarette tax backers concede defeat

San Francisco Chronicle --

Supporters of Proposition 29, the \$1-a-pack cigarette tax hike, conceded defeat Friday more than two weeks after the election and following a bruising and expensive campaign by opponents.

While more than 100,000 votes have yet to be counted, the Yes on Prop. 29 campaign said in a statement Friday that it was unlikely to overcome a nearly 28,000-vote deficit. As the votes were tallied over the past 16 days, the tax has been consistently losing, albeit by less than a percentage point.

Click [here](#) for more...

NLTCN press release: "[Tobacco industry spending to defeat California ballot initiative: an affront to communities of color!](#)"

* To view a Sacramento Bee production that clarifies the basic facts about Proposition 29, click [here](#).



BeePolitical CA Proposition 29 - Tobacco Tax for Cancer Research Act

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STUDIES AND REPORTS

Dads and Hopeful Dads Should Quit Smoking Now

June 25, 2012 -

In a new research report appearing online in the FASEB [Federation of American Society for Experimental Biology] Journal, scientists show for the first time in humans that men who smoke before conception can damage the genetic information of their offspring. These inherited changes in DNA could possibly render an offspring in the womb susceptible to later disease such as cancer. This study provides evidence showing why men should be urged to stop smoking before trying to conceive in the same way women have been urged to quit. Interestingly, a fertile sperm cell takes about three months to fully develop; therefore men would ultimately need to quit smoking long before conception to avoid causing genetic problems.

For more information, click [here](#).

Tobacco Screening and Intervention

The June 15 Morbidity and Mortality Weekly report on the use of clinical services in the U.S. addresses tobacco screening, tobacco cessation counseling, and overall cessation success related to physician office visits by adults. During the visits made during 2005-2008:

- 62.7% of patients were screened for tobacco

- 17.6% of patients screened were current tobacco users
- 20.9% of patients using tobacco received cessation counseling
- 7.6% of patients using tobacco received a prescription for cessation medication

For more information, click [here](#).

New Legacy Report

This latest monograph puts a spotlight on the tobacco control efforts of the U.S. Associated Pacific Islands (USAPI). Legacy created this publication in collaboration with the Pacific Partners for Tobacco-Free Islands (PPFTI) to promote enhanced knowledge or awareness among tobacco control experts and practitioners in the United States about unique cultural and socioeconomic aspects of tobacco control in various USAPI jurisdictions. It highlights successes, challenges, and lessons learned from the tobacco control efforts in USAPI.

To view it, click [here](#).

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TIPS FROM FORMER SMOKERS

The "Tips from Former Smokers" national ad campaign has been a huge success to date. This 12-week long campaign is on track in generating 500,000 quit attempts and 50,000 successful, long-term quits. The latest [press release](#) reports that the campaign has generated almost 200,000 additional calls to 1-800-QUIT-NOW, the portal that links callers to their state quitlines, and more than 400,000 additional unique visitors to www.smokefree.gov.

To place *Tips From Former Smokers* badges and buttons on your web pages, check out this new page in the website of the CDC's Office on Smoking and Health ([English](#) and [Spanish](#)).

Videos of the "Tips from Former Smokers" campaign are also available on our [website](#).

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FDA

CTP Marks 3-Year Anniversary with a Look Ahead

[From CTP Newsletter] -

Three years ago, Congress passed the Family Smoking Prevention and Tobacco Control Act

(Tobacco Control Act) and, in doing so, issued a challenge for the nation-to make tobacco-related disease and death a part of America's past, not its future.

Since then, the U.S. Food and Drug Administration's (FDA) Center for Tobacco Products has moved science-based, tobacco-related regulation forward, including banning candy-like characterizing flavors; restricting youth access to cigarettes and smokeless tobacco; and prohibiting misleading advertising claims.

CTP has begun a rigorous tobacco research program to enhance the knowledge already available to make evidence-based regulatory decisions and is working with its partners, including the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH), to help identify the most effective means of answering regulatory science questions related to tobacco products. FDA has started a rigorous tobacco research program to enhance the knowledge already available to make evidence-based regulatory decisions.

CTP's priorities for research include:

- Expanding understanding of the diversity of tobacco products;
- Reducing addiction to tobacco products;
- Reducing toxicity and carcinogenicity of tobacco products and smoke;
- Furthering understanding of the adverse health consequences of tobacco use;
- Broadening understanding of the communications about tobacco products; and
- Increasing knowledge about tobacco product marketing.

Learn more about [CTP's accomplishments and goals](#) for the future.

House panel warns FDA off regulating 'premium cigars'

WASHINGTON -- A congressional committee moved this week to exempt so-called "premium hand-rolled cigars" from oversight by the Food and Drug Administration.

The carve-out, backed in large part by lawmakers from Florida with close ties to cigar makers, wouldn't outright prohibit the FDA from regulating the fancy cigars sold primarily at high-end tobacco shops.

Click [here](#) for more.

Removing Menthol from Cigarettes

June marks three years since President Obama signed the [Family Smoking and Tobacco Control Act](#) into law, giving the U.S. Food and Drug Administration (FDA) the power to regulate tobacco products. The Act states that cigarettes cannot contain characterizing flavors such as fruit, spice, candy and coffee. In removing such flavored cigarettes from the marketplace,

Congress acknowledged the role these flavors play in increasing initiation of tobacco product use, especially among children.

Unfortunately, there is one glaring omission from this enormously important prohibition - menthol. Of all of the hotly debated components of the Act, the one on removing menthol from the marketplace was among the most contentious. Indeed, the Act was ultimately amended to postpone a decision on menthol, deferring action until the agency studied the issue further.

To read more, click [here](#).

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ANNOUNCEMENTS/EVENTS

Second Lesbian, Gay, Bisexual, Transgender and Transsexual Health Summit of Puerto Rico

The Second Puerto Rican Pro LGBTT Health Summit, titled Stigma and its Impact on the Health of LGBTT Communities, will be held on Saturday, June 30th, 2012 at the Amphitheater of the School of Nursing, Medical Sciences Campus of the University of Puerto Rico (UPR) in Río Piedras. A platform for initiating meaningful dialogue, expanding knowledge, and proposing proactive actions to understand and address diverse LGBTT realities, the summit seeks to engage community leaders, students, health professionals, and government officials in Puerto Rico, the Caribbean and mainland United States about strategies for improving health outcomes in LGBTT communities. For more information about the summit, please see the press release ([English](#) and [Spanish](#) versions available).

Public Health Policy Change Series: Smoke-Free Public Housing

When: July 3, 2012 at 1:00 p.m. Eastern Time

Who: Public Health Law Center

Topic: Webinar attendees will learn about the legal considerations involved when adopting and implementing smoke-free policies for subsidized housing. A representative from HUD's Office of Healthy Homes and Lead Hazard will review recent HUD announcements and initiatives regarding smoke-free policies and the Director of Operations and Property Management from the Boston Housing Authority will discuss that authority's decision to implement smoke-free policies.

Click [here](#) to register.

Coming soon: Free resources from CDC/OSH to promote quitting this Independence Day

In observance of the July 4th holiday, CDC's Office on Smoking and Health (OSH) has planned communications activities that not only capitalize on the theme of independence but also remind those who use tobacco products that freedom from tobacco use can be achieved. An e-mail next Monday (7/2/12) will provide links to the forthcoming CDC Feature Article: Gaining Freedom From Tobacco Use and Information on OSH's Smoking & Tobacco Use website. CDC will also be utilizing its social media channels to share related messages, so follow CDC Tobacco Free on [Facebook](#) and [Twitter](#) and subscribe to the [Smoking & Tobacco Use playlist on YouTube](#), or share your favorite pages from the Tips From Former Smokers website ([Wilma](#), [Beatrice](#), and [James](#)' personal pages within the Tips site contain quit-smoking messages that link to the theme of the CDC feature article). Feel free to share this information with your tobacco control partners so that they, too, can plan to use these resources.

Three Steps to Smoke-free Families: Clinical Systems Change and Policy Prescriptions (CME Available)

July 12, 2012 at 2:30-4:00 pm Eastern Time

This webinar, sponsored by the American Academy of Pediatrics (AAP), will focus on using an office-based system to address family tobacco use and the potential causes of harm to non-smoking family members due to tobacco smoke exposure. The Clinical Effort Against Secondhand smoke Exposure (CEASE) program will be discussed as a way to address family tobacco use and exposure to both secondhand and third-hand smoke in clinical practice. Featured presenters will include Jonathan Winickoff, MD, MPH, FAAP, Massachusetts General Hospital and Harvard Medical School and Cathy McDonald, MD, MPH, FAAP, Alameda County Tobacco Dependence Treatment Project. This activity has been approved for AMA PRA Category 1 Credit™. Click here to register. Registered attendees will receive a confirmation email containing information about joining the webinar. Questions?

Please contact Janet Brishke at:

jbrishke@aap.org or visit www2.aap.org/richmondcenter/RichmondCenterWebinarSeries.html

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CONFERENCES

North American Quitline Consortium Conference 2012, Quitline Innovation and Sustainability

When: August 13-14, 2012 in Kansas City, MO

NAQC Conference 2012 will be the only North American conference to focus solely on building the capacity of the quitline community to improve the availability and quality of its services while responding to these mounting challenges and opportunities. Sessions will address current challenges, identifying strategies to address operational and implementation roadblocks and the translation of recent research and evaluation findings into improved strategies, practices and services. The full meeting agenda, including plenary and breakout session descriptions is available [here](#).

National Conference on Tobacco or Health 2012 Preliminary Program

When: August 15-17, 2012 in Kansas City, MO

Curious about what kind of learning, skills building and networking opportunities will be offered at the 2012 National Conference on Tobacco or Health? The NCTOH preliminary program is now available! Hundreds of prominent leaders in tobacco control will be engaging attendees through a number of lectures, panels, workshops and poster sessions.

To view the preliminary program click [here](#).

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TOOLS AND TRAINING

New Medicaid Section on ActionToQuit's Website

ActionToQuit is pleased to announce a new section on their website entitled Medicaid. According to the CDC, Medicaid enrollees have nearly twice the smoking rates of the general adult population, and smoking-related medical costs are estimated to be 11% of Medicaid expenditures. Most state Medicaid programs fall far short, and in the U.S., coverage varies dramatically within states and across states. ActionToQuit advocates that each state's Medicaid program contribute to the public's health by making tobacco cessation a priority.

For more information, click [here](#).

TCN resource spotlight: Tobacco Free Schools Toolkit from North Carolina

In North Carolina, all public schools are 100 percent tobacco-free thanks to seven years of hard work by state and local tobacco control advocates and MSA funding from the Health and Wellness Trust Fund. Empowered youth including Youth Empowered Solutions (YES!), Question Why, Wilmington Health Access for Teens (WHAT) and TRU teens - Tobacco.Reality.Unfiltered - have been leaders in this movement from day one, and their voices were a key element of NC's success! A 100 percent tobacco-free school policy prohibits the use of all tobacco products by anyone, including students, staff, and visitors, on school grounds or at school events at all times.

Please visit the new site at www.nctobaccofreeschools.org to access all the tools and learn about the history of North Carolina's Tobacco Free Schools movement.

Opportunity

The Smoking Cessation Leadership Center is announcing a CME/CEU opportunity for those who missed the Practical Applications of the New Joint Commission Tobacco Standards Revenue and Clinical Opportunities for Tobacco Specialists and Hospital Administrators webinar.

Click [here](#) for more details.

TTAC Training

The Tobacco Technical Assistance Consortium is pleased to announce new and ongoing opportunities for professional development. These mentored distance-learning programs provide practical skills, convenience, and engaging learning experiences.

What: Logic Model Essentials Course

When: July 16-August 24, 2012 (6 weeks)

Price: \$300

Details: A web-based course designed to provide an understanding of the purpose and features of a logic model, the skills and tools needed to build a logic model, and knowledge of the important ways to apply logic model results. Logic models eliminate the guesswork involved in program planning by organizing program efforts and determining the best route to the desired goals. During the course, participants will create a logic model for a health program of their choice.

Click [here](#) for more details

Registration deadline: **July 6, 2012.**

What: Fundamentals of Evaluation

When: September 10-November 30, 2012 (12 weeks)

Price: \$500

Details: Evaluation plays a critical role in demonstrating program accountability and improving program effectiveness. Too often in public health, program evaluations are overlooked because the staff is not prepared to develop and implement evaluations. Fundamentals of

Evaluation helps professionals overcome this barrier, as it guides participants through the evaluation process from planning to reporting results, while giving them the opportunity to develop their own evaluation plan.

Click [here](#) for more details.

Registration deadline: *August 31, 2012*

TTAC Resource Highlight

What: Tribal Tobacco Policy Toolkits

Who: For K-12 schools, post-secondary schools, and Tribal communities

Description: This initiative demonstrates how state tobacco control programs can unite with Tribal commercial tobacco abuse prevention advocates to create effective tools to drive social norm change. They use the toolkits to address commercial tobacco abuse in a culturally sensitive manner. Topics include the use of Sacred Tobacco, The Big Picture, Strategies that Work, Policy Assessment, Working with Tribal Governance, Organizing for Success, Taking Action and Resources.

For more information, click [here](#).

Housing

Courtesy of Jennifer Singleterry at the American Lung Association, here are some great new resources for smoke-free public housing efforts.

On Tuesday June 19th, the American Lung Association along with U.S. Housing and Urban Development (HUD) Assistant Secretary for the Office of Public and Indian Housing Sandra Henriquez, U.S. Department of Health and Human Services (HHS) Assistant Secretary for Health Dr. Howard K. Koh and the American Academy of Pediatrics participated in a press conference to release two new toolkits to help public housing authorities make their multi-family properties smoke-free. One toolkit is for [managers of public housing authorities](#) and the other toolkit is for [residents of public housing authorities](#).

For more information on this news, click [here](#).

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INTERNATIONAL TOBACCO UPDATES

Brazil: IASLC to host 5th Latin American Conference on Lung Cancer in Rio **de Janeiro**

The International Association for the Study of Lung Cancer (IASLC) is hosting the [5th Latin American Conference on Lung Cancer](#) July 25 to 27 in Rio de Janeiro, Brazil. Nearly 1,000 medical professionals will gather to discuss the latest lung cancer research and treatment.

The Latin American Conference will highlight the latest in lung cancer research including: prevention, early detection, staging, CT screening, mesothelioma, non-small cell lung cancer, tobacco use and supportive care. Experts from around the globe will be on hand to comment on all of these topics.

Prior to the official kick-off of the conference, the Latin American Tobacco Control Forum will be held Wednesday, July 25. There will be an outstanding number of highly experienced experts in tobacco control, who will discuss the advances and challenges specific to Latin America.

Click [here](#) to read more.

CANADA: Smoking On the Wane amid Graphic Warnings

June 19, 2012 - Smoking rates have dropped dramatically in the last 10 years, with steep declines in the number of teenage smokers, Statistics Canada reported today. The new numbers emerged as the federal government trumpeted its mandatory new graphic anti-smoking packaging for cigarettes and small cigars.

Read [More](#).

VIETNAM: New Law Passed to Ban Smoking in Public

HANOI - Vietnam has passed a law banning smoking in public places and all tobacco advertising, an official said Tuesday, June 20th, 2012.

The law, passed by 440 out of 468 national assembly deputies on Monday, also makes it illegal to sell tobacco products to anyone under 18 years old, said the parliamentary official, who did not want to be named.

Click [here](#) to read more.

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Building healthier latino communities by reducing tobacco use
Reduciendo el uso de tabaco para el desarrollo saludable de las comunidades latinas

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