

## National Latino Tobacco Control Network January 2010 Newsletter



### Quick Links

[National Latino Tobacco Control Network](#)

**Dear Jean,**

We are off to a great start this year with over 1,400 members in our network. This issue is full of relevant information regarding policies, events, conferences, goals and obstacles ahead. We encourage to send us your announcements, stories, data, and by doing so contribute to the strength and relevance of NLTCN.

Thank you for being a part of the National Latino Tobacco Control Network!

Follow us on [Facebook](#) and [Twitter](#)

---

Hemos empezado el año con mas de 1, 400 miembros. Esta edición contiene información sobre políticas, eventos, conferencias, metas y obstáculos por conquistar. Le solicitamos que nos envíen sus anuncios, historias, datos, para que de esta forma contribuyan al enriquecimiento de nuestra red.

¡Gracias por ser parte de nuestra red nacional - Latinos Saludables Sin Tabaco!

Siganos en [Facebook](#) y [Twitter](#)

**IN THIS ISSUE**

[ALA State of Tobacco Control 2009 grades](#)

[National Latino Congreso](#)

[CFTK](#)

[CENSUS 2010](#)

[CITIES & STATES](#)

[CONFERENCES & EVENTS](#)

[E-CIGARETTES](#)

[FDA](#)

[FUNDING & AWARDS](#)

[LATINO COMMUNITY](#)

[MENTHOL](#)

[PEW](#)

[PUBLIC HEALTH](#)

[OUTLINE](#)

[RESOURCES](#)

[SAMHSA](#)

[STUDIES](#)

[WHO](#)

[YOUTH](#)

**AMERICAN LUNG ASSOCIATION**

The American Lung Association has released its [State of Tobacco Control 2009](#) grades.

<http://www.stateoftobaccocontrol.org/>

**ANR**

ANR wants to share with you their most recently updated smokefree ordinance lists and maps. Visit their website, [www.no-smoke.org](http://www.no-smoke.org), and see the various lists and maps developed using their one-of-a-kind U.S. Tobacco Control Laws Database.©

**Campaign for Tobacco-Free Kids**

The Campaign for Tobacco-Free Kids released their updated report, [A Broken Promise to Our Children: 1998](#)

## [State Tobacco Settlement 11 Years Later.](#)

The following updated factsheets are now available from the Campaign for Tobacco-Free Kids:

[Smoke-Free Laws Do Not Harm Business at Restaurants and Bars](#)

[Toll of Tobacco in the USA](#)

[State Cigarette Excise Tax Rates and Rankings](#)

Federal Court Deals Blow to Public Health in Ruling FDA Cannot Regulate E-Cigarettes As Drugs or Medical Devices . Statement of Matthew L. Myers, President, Campaign for Tobacco-Free Kids

Washington, DC. The U.S. Food and Drug Administration may not regulate electronic cigarettes as drugs or medical devices, U.S. District Judge Richard Leon has ignored decades of precedent and put America's consumers at unnecessary risk.

<http://www.tobaccofreekids.org/Script/DisplayPressRelease.php3?Display=1189>

[https://ecf.dcd.uscourts.gov/cgi-bin/show\\_public\\_doc?2009cv0771-54](https://ecf.dcd.uscourts.gov/cgi-bin/show_public_doc?2009cv0771-54)

## CENSUS 2010

[\\$340 million blitz launches 2010 Census](#) By Haya El Nasser, USA TODAY

The government's unprecedented \$340 million promotional blitz of the 2010 Census launched with the debut of the Census Portrait of America Road Tour in [New York City's Times Square](#). A 46-foot trailer, to be unveiled on NBC's *Today* show, and 12 smaller cargo vans with 14-foot trailers will crisscross more than 150,000 miles nationwide through April to promote the benefits of responding to the 10-question Census. They will stop at more than 800 events from local parades and festivals such as New Orleans' Mardi Gras and San Francisco's Chinese New Year celebration to national sporting events from the [Super Bowl](#) and the Daytona 500 to the NCAA Final Four.

**ADVERTISING:** [Census promo called 'blasphemous'](#)

"This thing is all over the place," says Angelo Falcón, president of the [National Institute for Latino Policy](#) and chairman of the Census advisory committee on Hispanics. He jokes that "it might make people sick of the Census."

This is just the beginning: \$140 million on TV, radio, print and outdoor advertising, including \$2.5 million for two ads in the Feb. 7 Super Bowl pregame show and a 30-second spot directed by [Christopher Guest](#) (*This is Spinal Tap*, *Best in Show*) and starring Ed Begley Jr.; Roughly \$80 million spent on ads will target racial and ethnic groups and non-English speakers in 28 languages. The bulk of it will pinpoint Hispanics, blacks, Asians and American Indians, but some ads will be in Arabic, Yiddish and other languages; Partners from [Univision](#) and [Telemundo](#) to Google and [Best Buy](#) will promote the Census; Census Director Robert Groves will help count the first American in the Inupiat village of Noorvik, Alaska, Jan. 25. The Census is done early in remote areas that have no road connections and where residents leave to fish and hunt after the spring thaw.

Seats in the House of Representatives are based on state population counts collected by the Census every 10 years. The Census is also used to redraw state and local political districts and allocate about \$435 billion a year in federal money to states and local governments. Despite this publicity, there is still concern not enough is being done to reach hard-to-count populations. "I wish they had put more money into partnership programs, because state and local governments are under such fiscal strain," Falcón says.

## CITIES AND STATES

### **Virginia Bans Smoking**

On December 2, 2009, the Commonwealth of Virginia banned smoking in most restaurants and bars. According to the SEER Cancer Statistics Review, Virginia had the 19<sup>th</sup> highest lung cancer mortality rate among all states. This ban is a major step towards improving health and environmental conditions, helping to further reduce secondhand smoke exposure. See Legacy statement [here](#)

**North Carolina** joined the ranks as the newest state with smokefree restaurants and bars. **Michigan** and **Wisconsin** will also be celebrating new smokefree laws in 2010!

Click here for our updated [lists and maps](#) of state and local smokefree laws and stay on top of the latest news about smokefree air at <http://www.no-smoke.org/>

[Indiana may soon become smoke-free.](#)

San Francisco's Mayor, Gavin Newsom, is set to introduce legislation [prohibiting sales of tobacco products within 1,000 feet of schools.](#)

[Memorial Hospital in Chattanooga, Tennessee,](#) implements new policy preventing the hire of tobacco product users.

## CONFERENCES AND EVENTS

Registration will soon open for NALBOH's 18th Annual Conference in Omaha, Nebraska. Visit [NALBOH's conference webpage](#) for details.

March 24, 2010, will be [Kick Butts Day](#)

JOIN US FOR REUNION LATINA 2010! ¡APUNTESE PARA LA REUNION LATINA 2010!

March 11th & 12<sup>th</sup> -- 11 y 12 de marzo del 2010  
Crowne Plaza Hotel - Albany, NY

Please view webpage for pre-registration -- Por favor mire nuestra página de Web para pre-registración: <http://www.latinoaid.org/conferences/reunionlatina>

2010 National Conference on **Quality Health Care for Culturally Diverse Populations**  
October 18-21, 2010 -- Baltimore, MD - Full details: [www.diversityrxconference.org/](http://www.diversityrxconference.org/)

## E-Cigarettes

Judge rules [FDA cannot ban electronic cigarettes](#) (e-cigarettes).

## FDA

Food and Drug Administration (FDA) order [tobacco companies to divulge cigarette ingredients and formulas](#) in June 2010.

The following article provides an indication of how the tobacco companies are responding to the advertising provisions of the new FDA regulatory legislation. Expect these kinds of suits to pop up all over the country, beginning, as they have, in the tobacco growing regions of the country.

**BUSINESS / MEDIA & ADVERTISING** | January 06, 2010

### **[Judge Lifts Some Limits on Tobacco Ads and Labels](#)**

By DUFF WILSON

Tobacco companies can use graphics and colors in their labels and advertising, but are barred from brand-name product merchandise and sponsorships.

## FUNDING AND AWARD OPPORTUNITIES

On February 5, 2010, HHS announced award recipients for one of the four components that make up Communities Putting Prevention to Work - the [States and Territories Policy and Environmental Change Initiative](#). The recipients will receive a total of \$119.1 million for the 3 categories of projects: statewide policy and environmental change, special policy and environmental change initiatives, and tobacco cessation through quitlines and media. All 50 states, Washington DC, and Puerto Rico received funding, as well as 6 territories. And - through a supplemental award - additional funding was provided to 13 states to support special initiatives. You can view the [press release](#) about this announcement.

ACTION (Access to Cessation Treatment for Tobacco in our Nation) State Grant Program posted the Request for Proposals on the [www.actiontoquit.org](http://www.actiontoquit.org) website. Here it is: [http://actiontoquit.org/uploads/documents/ACTION\\_State\\_Grant\\_Program\\_application\\_guidelines\\_and\\_requirements\\_01-14-10\\_final.pdf](http://actiontoquit.org/uploads/documents/ACTION_State_Grant_Program_application_guidelines_and_requirements_01-14-10_final.pdf)

The Utah Tobacco Prevention and Control Program announced a funding opportunity for organizations that represent communities who are disparately affected by tobacco. The RFP application can be located on [www.tobaccofreeutah.org](http://www.tobaccofreeutah.org) (Applications are due February 18th. Please see application for additional information).

**Kresge Foundation Announces Two New Health Initiatives:** The [Kresge Foundation](#) has announced two new granting opportunities to directly support community health organizations working to address the critical needs of underserved populations. Two other new Kresge health-related programs include Healthy Environments, which focuses on reducing environmental risks for vulnerable children; and Emerging and Promising Practices, which stimulates new knowledge and innovative linkages across sectors to improve health.

Aida Giachello, creator of Latino health center, looks out for minorities

By Patty Pensa

Special to the Tribune

[Chicago Tribune](#) (January 15, 2010)

### **More Americans Went Uninsured in 2009 Than in 2008**

**Increase in number without health insurance spans across demographic groups**

by Elizabeth Mendes

[Gallup Poll](#) (January 8, 2010)

WASHINGTON, D.C. -- While President Obama works with House and Senate leaders to hammer out a final healthcare bill before the State of the Union address, the legislation's goal of expanding coverage to the uninsured will need to cover a larger pool of Americans who are without health insurance. According to the Gallup Healthways Well-Being Index, an average of 16.2% of American adults lacked health insurance coverage in 2009, up from 14.8% in 2008. The number of uninsured was generally [below 15% in 2008 until it began to increase in November of that year](#), coincident with the worst of the economic crisis. Hispanics continue to be among the most likely demographic segment of the adult population to be uninsured, with 39.9% reporting in 2009 that they are without healthcare coverage, up from 37.0% in 2008, and more than double the current national average.

Learn more about the [Gallup-Healthways Well-Being Index](#)

### **EVALUATING LATINA REPRESENTATION IN THE FEDERAL GOVERNMENT!**

*LATINA Style Magazine to Release 2010 Federal Employment Guide*

Arlington, VA [CapitalWirePR] January 14, 2010 - **LATINA Style Magazine will release a two-part Federal Latina Representation Assessment & Employment Guide for 2010. To view this release and high resolution pictures on the web, click on the link below:**

[http://www.capitalwirepr.com/pr\\_description.php?id=26dd2a42-88f3-dbca-f919-4b4f48534b68](http://www.capitalwirepr.com/pr_description.php?id=26dd2a42-88f3-dbca-f919-4b4f48534b68)

**Unemployment Update:** Since January of last year, the unemployment rate for Latinos rose from 9.9 to 12.6 percent. It was, however, little changed from December 2009. Meanwhile, in Puerto Rico, the latest unemployment figures are for December 2009 and the unemployment rate for that month was 14.3 percent (up from 13.1 percent a year earlier). Among Latino adults (ages 20 and over), the unemployment rate for Latino woman last month was 11.5 percent, compared to 13.8 percent for Latino men. For young Latinos (ages 16 to 19), the unemployment rate was 37.2 percent.

These unemployment statistics are based on the results of the Current Population Survey (CPS), a monthly survey of about 50,000 households conducted Stateside by the Bureau of Census for the Bureau of Labor Statistics. The CPS has been conducted in the United States every month since 1940 when it began as a Work Projects Administration program. It has been expanded and modified several times since then. Being based on a multistage stratified statistical sample, its results are estimates that are subject to sampling error.

## MENTHOL

The National Cancer Institute's Tobacco Control Research Branch would like to announce the release of a new bibliography on menthol and tobacco. The bibliography includes a comprehensive review of the scientific literature on menthol and tobacco which can be used to help synthesize research findings, identify gaps, guide innovative research and practice, and inform policy. Links are provided to 343 research papers published in PubMed, Scopus, and ISI Web of Knowledge from 1921 through 2009.

[http://dccps.nci.nih.gov/tcrb/documents/menthol\\_bibliography\\_508.pdf](http://dccps.nci.nih.gov/tcrb/documents/menthol_bibliography_508.pdf)

The bibliography can also be found on the new Menthol and Tobacco webpage:

[http://dccps.nci.nih.gov/tcrb/research\\_topic-menthol.html](http://dccps.nci.nih.gov/tcrb/research_topic-menthol.html). Please feel free to forward to other colleagues who might also be interested in the science on menthol and tobacco

## PEW HISPANIC CENTER

PHC presents survey findings on the attitudes, values, social behaviors, family characteristics, economic well-being, educational attainment, and labor force outcomes of Latino/Hispanic youth aged between 16 and 25, by state and compared with other groups.

The study, [Between Two Worlds: How Latino Youths Come of Age in America](#), is based on new analysis of government demographic, economic, education and health data sets; a series of focus groups; and a survey conducted from Aug. 5 through Sept. 16, 2009, among a random national sample of 2,012 Hispanics ages 16 and older, with an oversample of 1,240 Hispanics ages 16 to 25.

Also, for those among you that might be interested in statistics about children of immigrants, check the Urban Institute's [Children of Immigrants Data Tool](#), with information at the state level for first, second, and higher generations children based on ACS data (2005-2006).

[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%.

## PUBLIC HEALTH

Public Health Law and Policy has updated its [model ordinance for smoke-free housing](#).

The National Association of County and City Health Officials (NACCHO) has released a factsheet detailing [tobacco control programs and activities in local health departments for 2005 and 2008](#).

## QUITLINE

[NAQC News](#)

**Find out what NAQC has done this past month to move quitlines forward.**

#### [Tobacco Control](#)

**Get the latest updates pertaining to quitlines, cessation, and other tobacco control efforts.**

#### [Research](#)

**Find information about NAQC's research projects, new and ongoing work, and research-related reports and publications.**

#### [Announcements](#)

**Access our list of conferences, meetings, and other announcements related to tobacco control.**

## RESOURCES

One can obtain a myriad of information in various formats (pubs, pamphlets, brochures, DVDs, etc...) from the CDC's website, [www.cdc.gov](http://www.cdc.gov). Other agencies also provide information free of charge or with a minimal shipping cost depending on availability and distribution priorities. Also, there are many commercial resources for ATOD publications and materials in Spanish, like ETR Associates, Journeyworks, HealthEdco, Tobacco Education Clearinghouse of California, and others.

The Corporations and Health Watch Project newsletter is a source for researchers, health advocates, organizers and consumers working to change corporate practices that harm human health. To receive their newsletter [subscribe](#) by visiting their website <http://corporationsandhealth.org/>.

The Tobacco Control Legal Consortium has recently released its latest *Legal Update*.

## SAMSHA

The Substance Abuse and Mental Health Services Administration (SAMSHA) states that [menthol cigarette usage is more common among new smokers than long-term smokers](#).

## STUDIES

[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.

## WORLD HEALTH ORGANIZATION (WHO)

The World Health Organization (WHO) reports [nations are not doing enough to protect individuals from secondhand smoke](#).

### **Global health Risks**



## **Mortality and burden of disease attributable to selected major risks**

### **World Health Organization - December 2009**

Available online PDF [70p.] at:

[http://www.who.int/healthinfo/global\\_burden\\_disease/GlobalHealthRisks\\_report\\_full.pdf](http://www.who.int/healthinfo/global_burden_disease/GlobalHealthRisks_report_full.pdf)

".....The leading global risks for mortality in the world are high blood pressure (responsible for 13% of deaths globally), tobacco use (9%), high blood glucose (6%), physical inactivity (6%), and overweight and obesity (5%). These risks are responsible for raising the risk of chronic diseases such as heart disease, diabetes and cancers. They affect countries across all income groups: high, middle and low.

## **YOUTH**

The [2009 Monitoring the Future survey](#) reports that there has been a slow decline in the number of youth smokers and an increasing trend of smokeless tobacco use.

### **Teens & Smoking - Smoking is Down, but Chewing is Up**

For 35 years, the *Monitoring the Future (MTF)* study has been the most respected source for data about youth smoking. New data for 2009 released on December 14th shows that while teen smoking rates continue their slow decline, the use of smokeless tobacco has once again emerged. The study annually surveys a national sample of 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> graders. Legacy issued a statement in reaction to the findings, calling for continued efforts to reduce to reduce tobacco consumption among the nation's youth. See the statement [here](#).

[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.

### [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 Free Youth Recreation (TFYR) is a program of the Association for Nonsmokers-Minnesota ([ANSR](#)). TFYR's mission is to assist recreational organizations and communities in their efforts to create a tobacco-free environment where they can promote and model tobacco-free lifestyles. This is accomplished by helping these groups partner with youth and adult community members to implement a recreation-based tobacco prevention strategy. For a complete guide to implementing this strategy, download their manual [Creating Healthy Communities: Using Recreation as a Tool for Tobacco Prevention](#).

**We thank you for your input and encourage you to send us your stories, news, and any information relevant to the network's efforts. Comments and suggestions are welcomed at [jleroux@indianalatin.com](mailto:jleroux@indianalatin.com).**

---

Les damos gracias por su contribución y le solicitamos que continúen enviándonos sus historias, noticias y cualquier información pertinente a los esfuerzos de esta red nacional. Envíen sus comentarios y sugerencias a [jleroux@indianalatin.com](mailto:jleroux@indianalatin.com).

Sincerely,

[Jean Leroux](#)

National Latino Tobacco Control Network

Join Our List

Join Our Mailing List!

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to [jleroux@indianalatin.com](mailto:jleroux@indianalatin.com) by [jleroux@indianalatin.com](mailto:jleroux@indianalatin.com).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



National Latino Tobacco Control Network | 445 N. Pennsylvania Street | Suite 800 | Indianapolis | IN | 46204