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NLTCN NEWSLETTER

January - March 2009

Dear Jean,

Since July 2008, NLTCN has been working diligently to build a National Directory of Experts and Advocates working on tobacco, alcohol, other drugs and health disparities in the Latino communities. This Directory, available in our website [www.latinotobaccocontrol.org](http://www.latinotobaccocontrol.org), will allow users to update their information and permit searches by state/region and expertise. NLTCN is about to deploy a survey with the intent to collect data on existing projects at local levels and on educational materials, curriculum and programs which are taking place in your local communities. Please take time to fill out the survey so that your "promising practices" can be widely recognized and utilized by others. In addition, we will be asking if you have any Technical Assistance and/or Training needs so that we may link you to possible providers.

As you know, we are publishing this web-based Newsletter that includes important news, articles, upcoming events/training opportunities and recent reports and publications about promising and best practices in tobacco control. We urge you to send us information about local events, training opportunities and job announcements. Submit your requests for the newsletters to [jleroux@indianalatinos.com](mailto:jleroux@indianalatinos.com). We would like to include them.

In the near future, the [www.latinotobaccocontrol.org](http://www.latinotobaccocontrol.org) website will have links to repositories of tobacco control materials, curriculums and reports to help advocates do their work. We are also working with other five networks serving priority populations. Important information can be found at [www.tobaccopreventionnetworks.org](http://www.tobaccopreventionnetworks.org).

The Network's listserv will provide opportunities for information exchange and networking for all Network members. It also links State health departments, mainstream tobacco control organizations, and communities to network members who can provide technical assistance and culturally and linguistically

#### In This Issue

Shortchanging America's Health 2009  
Tobacco Smoking Effects  
Fellowship Opportunity  
USMBHA Upcoming Events  
Immigrant Latinos & the Recession  
Cigarette Preference Among Youth  
LGBTQ Tobacco Control News  
Celebrating Black History Month  
Thirdhand Smoke  
Cigarette Tax Increase  
Guide for Hispanics  
VOICE  
Center for Health Policy  
Reaching Latino Communities in Chicago  
UNIDOS Project Receives Funding  
R Rating Films with Tobacco  
TReND's LGBT Report  
Results from ITPC Funding  
Featured Article  
Soccer vs Tobacco  
National Conference on Tobacco or Health

#### Featured Article

appropriate training. If you have names of people interested in joining don't hesitate to send them to [jleroux@indianalatinoinstitute.com](mailto:jleroux@indianalatinoinstitute.com).

The Network is open to all of those who are interested in achieving health equity for Latinos and all communities of color and those with limited economic resources. Please join us!

Aida McCammon, President/CEO  
Indiana Latino Institute, Inc.

## Shortchanging America's Health 2009

*A State by State Look at How Federal Public Health Dollars are Spent*

Washington, DC - Trust for America's Health (TFAH) and the Robert Wood Johnson Foundation (RWJF) released a new report that found Midwestern and Southern states received less funding from the federal government than Northeastern and Western states did in fiscal year (FY) 2008 for disease prevention programs, which can amount to millions of dollars in differences.

The Shortchanging America's Health: A State-By-State Look at How Federal Public Health Dollars are Spent also examines how the economic downturn could lead to serious cuts to disease prevention and emergency preparedness programs at the state level. Please get involved in your state defending funding for health and tobacco control issues. You can make a difference!

To access the report click: [Shortchanging America's Health](#)

## Gruer L et al. Effect of tobacco smoking on survival of men and women by social position: a 28 year cohort study. BMJ (e-publication date 18 Feb 2009).

A major cohort study is published by the BMJ today, based on research carried out since 1972 in Renfrew & Paisley, Scotland. This research has particular implications for work on health inequalities. The research began in 1972 when all residents of Renfrew & Paisley then aged between 45 and 64 years were invited to participate, and almost 80% did (nearly 8,000 women and nearly 7,000 men). After 28 years of follow-up, the study was able to show that well-off smokers die earlier than poor non-smokers, and that smoking also cancels out the life expectancy advantage women have over men, so that most women smokers die earlier than male non-smokers. The study reports that 56% of women and 36% of men who had never smoked in social classes IV and V were still alive at the end of 28 years, compared with only 41% of women and 24% of men who smoked in social classes I and II. Therefore the scope for reducing health inequalities related to social position is likely to be limited unless many smokers in lower social positions can be enabled to stop smoking. The study also found that ex-smokers survival rates were closer to those of people who had never smoked than those of smokers, emphasizing the benefits of quitting smoking even in middle age.

You can view abstract online at: [Effect of tobacco smoking on survival by social position](#)

Promote your Quitline at the state level or Call 1-800-QUITNOW! It makes a difference!

**Announcement: Postdoctoral Fellowship Opportunity in Prevention of Substance Use, HIV and/or related Conditions -**



## New Wave of Cigarette Marketing Targeting Women and Girls

Below is a link to a new report on women, girls and smoking entitled, "Deadly in Pink -- Big Tobacco Steps Up Its Targeting of Women and Girls." The report looks at the new products aimed at women and girls, provides an overview of the long and sordid history of the targeted marketing and the resulting devastating toll on women's health, and shows how FDA regulation of tobacco products could help stop this public health tragedy. Please feel free to download it and use it in your advocacy work.

The report was released by the Campaign for Tobacco-Free Kids, American Cancer Society Cancer Action Network, American Heart Association, American Lung Association and the Robert Wood Johnson Foundation.

Visit the website-- [www.tobaccofreekids.org](http://www.tobaccofreekids.org) -- there is a link to a video about the report that includes interviews with members of Congress and public health leaders. There will be extensive media outreach about the report, and a "widget" will be available for you to put on your websites or send around via email to your members or networks, and there will be a special website with additional features relating to the report.

[Deadly IN PINK](#)

For additional information, please contact:

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## UCSD

The Division of Global Public Health at the University of California San Diego (UCSD) is considering applications for a postdoctoral fellowship(s) to begin on or around September 1, 2009. Our faculty is renowned for their research on the epidemiology of HIV/AIDS and expertise in the design and evaluation of interventions and studies of barriers to care among substance using populations and other marginalized groups, especially in the US-Mexico border region. Eligible fellows must be able to commit to 1-2 years in the program, and have a PhD, ScD, DrPH, MD or other doctoral training with a background in a relevant discipline such as epidemiology, sociology, anthropology, medical geography, psychology or biostatistics. Since this position is funded by an NIH T32 training program, successful candidates must also be U.S. citizens or permanent residents, and have an interest in pursuing an academic career related to the prevention of substance use, HIV and related conditions (e.g., TB, STDs, viral hepatitis, psychiatric comorbidity). The successful candidate(s) will also have an excellent academic record, with good quantitative, verbal and written communication skills and research experience. Experience with statistical software such as SAS, STATA, or SPSS is also required. Salary is commensurate with the NIH pay scale for training grants but is supplemented from other sources when appropriate. Applications from women and under-represented minorities are especially encouraged.

Interested applicants should send their CV, two-page personal statement addressing the above qualifications and interests, a copy of their academic transcript, GRE scores, 2 letters of reference and TOEFL score (where English is a second language).

Information Forwarded by:

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## Upcoming Events - US Mexico Border Health Association

These are some upcoming events for you to consider regarding substance abuse prevention and tobacco relevant among U.S.-Mexico Border Health Association's networks. Please feel free to share with your extended network.

[clozano@usmbha.org](mailto:clozano@usmbha.org)

### Tobacco Prevention Conferences in 2009 to Attend

Reducing Tobacco Use among Young Adults Conference  
Alexandria, Virginia - April 29 - 30  
[www.preventionconnections.org/savedate.shtml](http://www.preventionconnections.org/savedate.shtml)

Expanding the Movement: Power in Unity for Tobacco Control 2009 Priority

## Soccer vs Tobacco

### Voice Event Report

During a Latino Soccer League Championship event held in Indianapolis, the Latino youth educated Latino players & their families about the dangers of tobacco, Second Hand Smoke, the Indiana Tobacco Quit line, and the tobacco industry's influence on minors. During ½ time, a young man stood as goalkeeper wearing a Cigarette costume while the rest of the VOICE group practiced their skills by kicking the soccer ball directly at the human-sized cigarette. This was a healthy and fun activity for the youngsters and a very symbolic demonstration of their disgust with Big Tobacco as they celebrated Kick Butts Day. Also, Latino Youth took the opportunity to interact with other youth attending the event and inspire them to get involved with the Latino Voice Group. Don't Glam Tobacco Pledges were collected from the sports fans.



To Register, Visit

[www.tobaccocontrolconference.org/2009/](http://www.tobaccocontrolconference.org/2009/)

Join Our Mailing List!

Populations Conference Conference                      Minneapolis-May 28-29  
[www.mnprioritypopulations.org](http://www.mnprioritypopulations.org)

USMBHA Annual Meeting Human Security: A New Border Response  
El Paso, Texas - June 3-5  
Alcohol, Tobacco, and Drug Forum  
[www.usmbha.org/english/annual/index.htm](http://www.usmbha.org/english/annual/index.htm)

**Southwest Texas & Border Region Policy Forum**  
Updates on State Legislation Related to Substance Abuse  
A Collaborative Event of Texans Standing Tall, A Smoke Free Paso Del Norte &  
Rio Grande Safe Communities Coalition  
Thursday, March 26, 2009  
Ardivinos Desert Crossing, Sunland Park, NM

Visit: <http://www.texasstandingtall.org/tabid/58/Default.aspx>

**Substance Abuse Prevention Specialist Training (SAPST) 40 hrs**  
Provided by Southwest Prevention Center Texas Prevention Training Services  
Mar 9 - 13, 2009, McAllen/Pharr  
Apr 20 - 24, 2009, Austin  
Apr 27 - May 1, 2009, Dallas  
May 11 - 15, 2009, El Paso  
June 2009, Bryan/College Station  
July 13 - 17, 2009, Austin, DSHS Institute  
October 2009, Houston  
November 2009, Fort Worth  
Registration info at: <http://texasprevention.org/calendar.htm>

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## Immigrant Latinos and the Recession

Advisory from the Pew Hispanic Center  
February 12, 2009

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### Immigrant Latinos and the Recession

The current recession is having an especially severe impact on employment prospects for immigrant Hispanics, according to an analysis of the latest Census Bureau data by the Pew Hispanic Center, a project of the Pew Research Center.

The unemployment rate has increased more and the share of the working-age population that is employed has fallen more for immigrant Hispanics than for other racial and ethnic groups in the first year of the recession. Trends in other indicators during the one-year old recession, such as the change in labor force participation or the growth in the number of unemployed persons, also reveal a more severe impact on foreign-born Latinos.

Native-born Hispanics and blacks in the labor market have also felt strong negative effects from the recession. However, changes in the employment rate

and other indicators of labor market activity during the recession have been less severe for them than for foreign-born Hispanics.

The report is based on an analysis of the latest data from the Bureau of Labor Statistics and Census Bureau. Estimates are presented for the fourth quarters of 2007 and 2008 encompassing the first year of the ongoing recession.

The report, [Unemployment Rises Sharply Among Latino Immigrants in 2008](#), authored by Rakesh Kochhar, Associate Director for Research, is available at the Pew Hispanic Center's website, [www.pewhispanic.org](http://www.pewhispanic.org).

The [Pew Hispanic Center](#), a project of the [Pew Research Center](#), is a nonpartisan, non-advocacy research organization based in Washington, D.C. and is funded by [The Pew Charitable Trusts](#).

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### **Cigarette Brand Preference Among Middle and High School Students Who Are Established Smokers - United States, 2004 and 2006**

Research suggests that exposure to tobacco advertising and promotional activities play a role in influencing youth to start smoking. Knowing the cigarette brand preferences of student smokers, and the advertising and marketing used to promote these brands, provides vital information that can be incorporated into public health efforts to reduce youth smoking.

The three most heavily advertised brands, Newport, and Camel continue to be the preferred brand of cigarettes smoked by middle and high school student smokers. According to this new study, 78 percent of middle school students and 87 percent of high school students prefer to smoke these three brands. The report found a considerable difference in brand preference among students by gender and ethnicity. Marlboro is the preferred brand for middle and high school females (50 percent and 54 percent, respectively) compared to males (38 percent and 50 percent, respectively). The use of Camel was higher for middle school males (12 percent) than middle school females (4 percent). The report also found that black middle and high school students (60 percent and 79 percent, respectively) preferred Newport, a menthol cigarette that is strategically marketed to black communities.

The online version of the journal will be available on the CDC Web site at [www.cdc.gov/mmwr](http://www.cdc.gov/mmwr).

Thank you,

CDC/Office on Smoking and Health

Contact: CDC/Office on Smoking and Health, 770-488-5493

**LGBTQ Tobacco Control Enthusiasts Head to Arizona**

Join the [National LGBT Tobacco Control Network](#) on June 9, 2009 for the 7th annual LGBTQ Tobacco Control Summit. They will share successful solutions and innovations being used to improve LGBTQ health nationwide. Take this opportunity to discuss how tobacco affects all LGBTQs including communities of color, rural communities, and youth. Learn how to work with businesses in your community and how tobacco control can work with other fields. And share your lessons learned! Whether a tobacco control veteran or a newbie LGBTQ Tobacco Control invites you to join them in Phoenix.

For more information and/or to register please visit:  
<http://2009summit.googlepages.com/>

## **Celebrating Black History Month (eNews from Saint Florian Center Tobacco-Free Partnership)**

Did you know...

The industrialization of tobacco in the 1660's contributed to the commercialization of the slave trade in North America.

Tobacco was the main reason that slavery first flourished as an industry. Major crops grown during the settlement period were tobacco and cotton. As tobacco use increased, the demand of cheap labor to harvest the crop increased.

Slaves planted and harvested tobacco crop, built the tobacco shipping barrels, delivered the tobacco crop to the inspections warehouse, loaded and unloaded the ships that were preparing to sail to England.

By 1750, over 200,000 slaves had been brought to North America, with a majority living in the South on tobacco and cotton plantations. As colonies prospered, the slave trade thrived to cultivate this lucrative cash crop-  
TOBACCO!

Today...200 Years Later...

Tobacco use has become a public health problem among African Americans! Over 4,000 chemicals are in tobacco including over 200 known carcinogens. Secondhand smoke is the third leading cause of death and disease... and all workers have a right to breathe clean air.

### DID YOU KNOW?

1. Approximately 45,000 African Americans die each year from preventable tobacco related diseases.
2. Smoking significantly elevates the risk of stroke, heart disease and cancer (Indiana's leading cause of death).
3. Stroke is twice as high for African Americans than Whites.
4. A greater portion of African Americans believe that smoking should not be



allowed in any workplace including bars, lounges, and restaurants.

5. A greater portion of African Americans plan to quit within the next six months compared to other races.

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## **New Tobacco Hazard,\* Third-Hand Smoke**

A new study was just released to reveal yet another deadly hazard to children caused by smoking. "Third-hand Smoke," a phenomenon discovered by researchers at MassGeneral Hospital for Children in Boston, describes how contamination from tobacco smoke can still occur even after a cigarette has been extinguished.

"When you smoke anywhere, toxic particulate matter from tobacco smoke gets into your hair and clothing," says Jonathan Winickoff, MD, MPH, Assistant Director of the Center for Child and Adolescent Health Policy at MGHfC, who was also the leader of the study. "When you come into contact with your baby even if you're not smoking at the time, the baby comes in contact with those toxins. And if you breastfeed, the toxins will transfer to your baby in your breastmilk." Particulate matter from tobacco smoke can linger in the hair and clothing and other surfaces in a room hours after smoking a cigarette.

The study, released in January 2009, was the first to examine adult attitudes about the health risks to children of third-hand smoke and how those beliefs may relate to rules about smoking in their homes. The study found 11 of the 250 chemicals found in the particulate matter in tobacco smoke are carcinogens (cancer-causing agents).

Small children are most vulnerable to this problem since they can inhale a greater amount of these chemicals when crawling, playing on, touching, or placing their mouths on contaminated areas.

"The dangers of third-hand smoke are very real," says Winickoff. "Our goal was to find out if people who were made aware of these harmful effects were less likely to smoke inside their home."

The study yielded favorable results. In a survey of 1,500 households, 95.4 percent of nonsmokers versus 84.1 percent of smokers agreed that secondhand smoke harms the health of children, and 65.2 percent of nonsmokers versus 43.5 percent of smokers believed third-hand smoke harms children. Winickoff's study also shows that increasing awareness of how third-hand smoke harms the health of children may encourage home smoking bans. With this new information about third-hand smoke, we can work together to incorporate this information into our messages to District residents. For more information, visit [www.ceasetobacco.org](http://www.ceasetobacco.org).

To learn about the hazards of second and third-hand smoke and ways to prevent exposure and encourage tobacco free homes, register to attend the "Improving Infant and Child Health" summit, sponsored by DCTFF and hosted by Providence Hospital in April.

Log on to [www.dctff.info](http://www.dctff.info)

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**Legislation Initiates Higher Federal Excise Tax On Cigarettes - Have you Considered Implementing a Tobacco Control or**

## Education Campaign?

On April, 1 the Federal tobacco excise tax will increase 62 cents to \$1.01 per pack of cigarettes. These tax funds will be used to expand the State Children's Health Insurance Program (SCHIP). Research has indicated that when taxes are increased on cigarettes, the rates of smoking in adults, and particularly in adolescents, decrease. For example, the Centers for Disease Control (CDC) found that an increase in excise taxes in Massachusetts combined with an anti-smoking campaign produced a 19.7 percent decline in cigarette consumption per capita four years after the tax increase was initiated (see [State Tobacco Activities Tracking & Evaluation Fact Sheet](#)).

If you are interested in reducing the rates of smoking in your community or state, now might be a good time to implement an evidence-based tobacco program or campaign. The National Cancer Institute (NCI) and the CDC offer a wealth of resources and publications to assist your organization with tobacco control initiatives. Many states also offer quitlines to assist the public with kicking the habit. See below for a list of useful Web sites and resources.

### State Excise Tax Fact Sheet

The CDC offers a comprehensive look at excise taxes in each state and the effects of implementing higher taxes.

<http://apps.nccd.cdc.gov/statesystem/publications/STATESystemFactSheetTax.pdf>

### Tobacco Control: 5 Steps to Effective Cancer Control Planning

NCI's Cancer Control P.L.A.N.E.T. provides guidance and access to evidence-based programs and products.

[http://cancercontrolplanet.cancer.gov/tobacco\\_control.html](http://cancercontrolplanet.cancer.gov/tobacco_control.html)

### 1-800-QUIT-NOW

A solid body of scientific evidence demonstrates that quitlines are an effective tool to help tobacco users quit. Sponsored by the US Department of Health and Human Services and each state, this toll-free number provides free support and advice from cessation counselors and a personalized quit plan.

<http://1800quitnow.cancer.gov/Default.aspx>

### Tobacco Publications

The NCI offers a wide variety of tobacco-related publications for both a public and health care audience.

<https://cissecure.nci.nih.gov/ncipubs/>

## Guide to Quit Smoking for Hispanic Populations

An evidence-based guide for Hispanic populations was developed by the National Cancer Institute to provide information to help smokers quit. This guide is a 35 page booklet containing culturally based information in a Spanish version for those contemplating to quit or have already quit smoking. Most importantly the guide describes techniques that have helped other persons to stop smoking. For a copy of this guide and other resources visit the [smokefree.gov](http://smokefree.gov) website and click on print resources.



FOR IMMEDIATE RELEASE:  
March 24, 2009

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YOUTH TO DEMONSTRATE AGAINST TOBACCO IN MOVIES  
Join National Kick Butts Day Initiative March 25, 2009

INDIANAPOLIS, Ind. - Youth involved in the Indiana's VOICE movement are joining thousands of kids across the country who are taking part in Kick Butts Day, a nationwide initiative that transforms ordinary kids into youth leaders in the effort to fight the tobacco companies. As part of the Kick Butts Day celebration, VOICE youth will take part in the "Don't Glam Tobacco" demonstration in downtown Indianapolis on March 25th.

The demonstration will take place on the corner of Maryland and Illinois streets at 6:00pm. Youth will hold up signs, wear gas masks, and protest smoking in G, PG, and PG-13 movies. Research has shown that kids that have been exposed to more incidents of smoking in the films they recalled seeing were much more likely to have tried smoking and become regular smokers.

"The tobacco companies are still working hard to get kids my age and even younger to start smoking," said Rob Willis, age 16. "We need to keep letting them know that we're not going to take it!"

Tobacco use is the leading preventable cause of death in the United States, killing more than 400,000 people every year. In Indiana, high school smokers are above the national average and more than 10,200 youth become new daily smokers each year.

"Kids are twice more sensitive to tobacco advertising than adults," said Dyetra Waire the Tobacco Youth Specialist at the Marion County Health Department. "Because tobacco companies can't buy advertisements on TV, they strategically place their products in G, PG, and PG-13 movies in order to continue to recruit young smokers."

As a part of the Kick Butts Day celebration the VOICE movement is also planning two other events: on March 27th, youth ages 13 to 18 are invited to attend a March Madness Lock-in from 10p.m. to 7a.m. at Snapperz & Sports of all Sorts, located at 6002 Sunnyside Road, Indianapolis; and on March 28th, kids who bring a tobacco advertisement or wear VOICE gear will get in FREE at the Kick Butts Day Skateland Celebration, which will take place from 2p.m. to 6p.m., at the Skateland Roller Skating Center, located at 3902 Glen Arm Rd, Indianapolis.

For more information on local activities surrounding Kick Butts Day contact Dyetra Waire at (317) 317-373-2606, or [dwaire@hncorp.org](mailto:dwaire@hncorp.org). For information on the national initiative, visit the Kick Butts Day website at [www.kickbuttsday.org](http://www.kickbuttsday.org).

# # #

VOICE is Indiana's first youth-led movement against the tobacco industry. VOICE empowers teens with information to fight back and reduce teen tobacco use in Indiana. For more information visit: [www.voice.tv](http://www.voice.tv).

Center for Health Policy

FOR IMMEDIATE RELEASE  
March 24, 2009

IU Center for Health Policy research report:  
Smokefree workplace laws save lives and money without hurting business

INDIANAPOLIS-In the debate over smokefree workplace laws, both sides brandish research about the health and economic impact of such measures. The studies often contradict one another. That makes it difficult for legislators voting on the issue and reporters covering it to know what to believe.

To help alleviate the confusion, the Indiana University Center for Health Policy conducted a comprehensive review of existing research about the health and economic impact of smokefree workplace laws. It released the findings of that review today.

"There's a lot of information out there about whether smokefree laws hurt business. Some of that information is intentionally misleading," said lead author Eric Wright, Ph.D., director of the Indiana University Center for Health Policy and

associate dean of the IU School of Public and Environmental Affairs at IUPUI. "As a neutral, university-based research organization, we were able to sort through the conflicting research and draw bottom-line conclusions that should help legislators at the state and local level in their consideration of smokefree workplace laws."

"What's more," said Wright, "Studies based on unverified data or published in journals that are not peer-reviewed are not credible. Our review shows that when biased, unqualified studies are left out, what remains is clear: Smokefree workplaces are good for business and good for workers."

Key findings of the research analysis:

§ While secondhand smoke has been definitively linked to many kinds of health problems, the most significant health consequence related to secondhand smoke is death. Some 50,000 nonsmokers die annually in the United States due to SHS-related illnesses. In 2007, 1194 Hoosiers died from diseases definitively tied to secondhand smoke.

§ Servers, bartenders, dealers and other workers in restaurants, bars and casinos may regularly be exposed to high levels of secondhand smoke. The levels of secondhand smoke in bars are 240 to 1850 percent higher than those in other workplace smoking environments, such as offices, factories, warehouses, hotels and other service-oriented places. Casinos have secondhand smoke levels 300 to 600 percent higher, while restaurant smoke levels are 160 to 200 percent higher than those in other workplace smoking environments.

§ Smokefree workplace laws do not have a negative economic impact on restaurants and bars. Though business owners fear that smokers will stay away from smokefree restaurants and bars, the data show that the hospitality industry has not lost revenue because of smokefree workplace laws. The IU Center for Health Policy's analysis found that 47 of the 49 studies on the economic impact to the hospitality industry concluded no adverse affect.

§ Smokefree workplace laws do not hurt casino business. While fewer objective peer-reviewed studies have been conducted on this issue, available research shows no negative revenue impact on total gambling revenue or the average revenue per machine.

§ The public supports smokefree casinos. Surveys show that 70 percent of New Jersey residents and 91 percent of California residents prefer smokefree casinos

§ Smokefree workplaces save employers money. Employers who protect their workers from secondhand smoke see savings as a result of improved worker health. Workers are more productive and less likely to be absent, and their employers also enjoy reduced health insurance costs and facility maintenance costs.

§ Secondhand smoke exposure costs Indiana money. Indiana spends \$390 million dollars per year on healthcare costs related to secondhand smoke in the workplace.

§ Hoosiers support smokefree workplaces. Three out of four Hoosiers support smokefree workplace laws.

### About The Center for Health Policy

The Center for Health Policy, created by the Indiana University School of Public and Environmental Affairs in 2006, collaborates with state and local government, as well as public and private health care organizations in health policy and program development, to conduct high-quality program evaluation and applied research on critical health policy-related issues. The Center for Health Policy faculty and staff serve as a bridge between academic health researchers and state and local government as well as healthcare organizations and community leaders. For more information, visit [www.policyinstitute.iu.edu](http://www.policyinstitute.iu.edu).

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### Reaching Latino Communities in Chicago through Media

A half hour TV show on Tobacco Control and Diabetes in Spanish was aired on December 22, 2009 from the Chicago Access Network Chanel 21 (<http://www.cantv.org/>). This show included discussions on how tobacco affects diabetes control and management as well as questions asked when some one actually calls the Illinois Tobacco Quitline. This Network reaches about 2 million people in the city of Chicago. The [Midwest Latino Health Research, Training and Policy Center](#) organized this show in collaboration with the Illinois Diabetes Prevention and Control Program and the American Lung Association of Illinois.

UNIDOS Project Receives Funding for

## Tobacco Education Materials Development!

The [University of Southern California](#), a consortium partner of the [National Latino Tobacco Control Network](#) (NLTCN), has been awarded \$1.07 Million by the [California Department of Public Health](#), California Tobacco Control Program (CTCP) for the establishment of a tobacco education materials development laboratory. The TEAM Lab Project will be under the leadership of Dr. Lourdes Baezconde-Garbanati, PhD, MPH, and Associate Professor in Preventive Medicine, the Keck School of Medicine, and the Institute for Health Promotion and Disease Prevention Research. She is also co-Chair of the National Latino Tobacco Control Network. The purpose of Team Lab is to establish the first statewide tobacco education materials development laboratory at USC. "We will be the main research arm to develop educational materials for the State of California's tobacco control programs. These interventions are being implemented by 100 County Health Departments and community agencies", said Janet Villarmia, Associate Director for Administration of the USC Norris Comprehensive Cancer Center.

Culturally relevant, multimedia, and interactive educational materials will be developed and tested for priority populations, including African Americans, American Indians, Hispanic/Latinos, Asian and Pacific Islanders, LGBT and, rural populations. Dr. Jeannette Noltenius, the Project Coordinator of the NLTCN will assist during the materials development phase and will help to promote new materials that are relevant for priority population groups. She will serve as a liaison with the other National Networks on behalf of TEAM Lab.

The project is due to begin in May of 2009. For further information, please contact Dr. Baezconde-Garbanati at [baezcond@usc.edu](mailto:baezcond@usc.edu) or Cecilia Portugal at [Portugal@usc.edu](mailto:Portugal@usc.edu).

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## Films with smoking need R rating, protesters say

INDYSTAR.COM

March 26, 2009

By Francesca Jarosz  
[francesca.jarosz@indystar.com](mailto:francesca.jarosz@indystar.com)

Smoking in a film? Rate it R, so that no children under 17 are exposed to it. That idea, at least, is what anti-smoking advocates were promoting at a rally

Wednesday evening in Downtown Indianapolis.

About 30 teens donned masks and hoisted signs outside a movie theater at Circle Centre mall to protest smoking images in G, PG and PG-13 movies.

"Those are ratings that say to us as parents, this is appropriate for young people," said Karla Sneegas, executive director of Indiana Tobacco Prevention and Cessation. But "we know it's not acceptable to have smoking images in movies that we think are appropriate for younger age groups."

The effort by Indiana's VOICE, a youth-led movement protesting the tobacco industry's influence on minors, was one of a series of anti-smoking demonstrations around the country.

"We're trying to prevent the big tobacco companies from selling the youth cigarettes," said 12-year old Dominique Turman, a Fall Creek Middle School sixth-grader who wore a yellow hazardous materials suit, a breathing mask and sunglasses during the rally. "It's important for the youth to stand up."

The issue made headlines recently when the American Medical Association Alliance announced its intention to lodge a complaint with Warner Brothers over images of specific cigarette brands in the PG-13 comedy "He's Just Not That Into You."

G-rated movies with smoking scenes include "102 Dalmatians," "Tarzan" and "Muppets From Space." PG films with smoking scenes include "George of the Jungle," "Atlantis: The Lost Empire" and "The Rainmaker."

The movie industry has taken some steps to address concerns about the issue.

Two years ago, the Motion Picture Association of America, which represents the six largest movie studios, added smoking as a factor to consider in rating movies and added disclaimers about the presence of smoking in films alongside notes on sexual content or violence.

Last July, the studios also began including anti-smoking public service announcements on millions of youth-rated DVDs that include scenes with tobacco use.

Already, most movies that contain smoking images are rated R, said Angela Martinez, an MPAA spokeswoman. But she said continuing pressure from anti-smoking groups isn't likely to sway the MPAA into making all movies with smoking R-rated, or to ban smoking in movies.

"We'd never limit a creator's artistic ability to tell their story," she said.

The government can't either, not without violating First Amendment rights.

A study released last month by the Center for Tobacco Control Research and Education said that seeing tobacco use in movies is cited as an influencing factor by about 52 percent of teens who start smoking.

The research, based on a survey of 1,769 films over the past 18 years, also showed that fewer than 50 percent of the movies reviewed, which included youth-rated films, are smoke-free.

"Tobacco companies have done what they can to insert the products in G, PG and PG-13 movies," said Dyetra Waire, a tobacco youth specialist at the Marion County Health Department. "That's crazy, because (kids) can't even purchase products yet."

Bill Phelps, a spokesman for Phillip Morris USA's parent company, said the cigarette maker has had a policy to decline all third-party requests to use or reference its brands in movies since 1990 and supported the MPAA's choice to add disclaimers about smoking in movies.

Sneegas said more than 10,000 signatures have been collected in Indiana for a petition to advance the R-rating effort.

Wednesday's rally Downtown took place under the marquee of the United Artists Circle Centre theater. Some carried cardboard coffins, others held signs and others lay on the sidewalk in body bags to protest the glorification of smoking in movies.

"We hope to spread the word about how smoking is bad for your body," said Davone Williamson, an 18-year-old senior at North Central High School.

"Smoking is still killing people day by day, cigarette by cigarette."

Call Star reporter Francesca Jarosz at (317) 444-6310





DEMONSTRATION: Wednesday's protest by teen members of Indiana's VOICE included the use of a body bag. The group, which protests the influence of tobacco companies on minors, gathered outside the United Artists theater at Circle Centre mall, calling for an "R" rating for films that include smoking scenes. - ROB GOEBEL / The Star

## TReND's LGBTs of Color Sampling Methodology Meeting Report - Available Online

Dear Colleague,

On behalf of Dr. Francisco Buchting from ETR Associates, I am pleased to announce the release of a new report from the Tobacco Research Network on Disparities (TReND). The report, titled "Lesbians, Gays, Bisexuals, and Transgendered of Color Sampling Methodology: Strategies for Collecting Data in Small, Hidden, or Hard-to-Reach Groups To Reduce Tobacco-Related Health Disparities," can be downloaded at:

[http://cancercontrol.cancer.gov/tcrb/trend/lgbt/docs/LGBTReport1\\_9.pdf](http://cancercontrol.cancer.gov/tcrb/trend/lgbt/docs/LGBTReport1_9.pdf).

This report is the result of a collaborative effort that began in the Fall of 2006 with a meeting sponsored by the Tobacco Research Network on Disparities (TReND), California's Tobacco Related Disease Research Program (TRDRP), the National Cancer Institute (NCI), and the American Legacy Foundation. The purpose of this meeting was to identify effective sampling methodologies and generate experience-based recommendations for conducting tobacco-related research on lesbians, gays, bisexuals and transgendered (LGBTs) of Color. The report provides a brief overview of the problem of tobacco use among LGBTs and minority racial and ethnic groups, highlights the discussions and lessons learned from some of the most advanced researchers in this challenging field, and lists key research recommendations to help eliminate tobacco-related health disparities.

We invite you to download and review this report and join us in our efforts to develop a rigorous research agenda that will ultimately reduce the burden of tobacco use and improve the health of LGBT of Color communities. We anticipate that through this work, the larger body of knowledge on racial/ethnic health disparities, LGBT health, and "hidden/hard-to-reach" population research will also be commensurately enriched.

For more information about TReND including a listing of TReND's collaborators and research projects, please visit our public website at [www.tobaccodisparities.org](http://www.tobaccodisparities.org).

Thank you,  
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## IU Center for Health Policy Delivers Results on Grant Funded by ITPC

IU Center for Health Policy research report:  
Smokefree workplace laws save lives and  
money without hurting business

e-Health Policy Newsletter

March 24, 2009

About the Center

Contact LyndyKouns, Editor  
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Link to Smoke-Free Policies Issue Brief:  
[www.policyinstitute.iu.edu/PubsPDFs/SmokeFree\\_Pr8.pdf](http://www.policyinstitute.iu.edu/PubsPDFs/SmokeFree_Pr8.pdf)

IU Center for Health Policy research report:  
Smokefree workplace laws save lives and money without hurting business

INDIANAPOLIS-In. The debate over smokefree workplace laws, both sides brandish research about the health and economic impact of such measures. The studies often contradict one another. That makes it difficult for legislators voting on the issue and reporters covering it to know what to believe. To help alleviate the confusion, the [Indiana University Center for Health Policy](#) conducted a comprehensive review of existing research about the health and economic impact of smokefree workplace laws. It released the findings of that review today.

"There's a lot of information out there about whether smokefree laws hurt business. Some of that information is intentionally misleading," said an author Eric Wright, Ph.D., Director of the Indiana University Center for Health Policy and Professor, [School of Public and Environmental Affairs](#) at [IUPUI](#). "As a neutral, university-based research organization, we were able to sort through the conflicting research and draw bottom-line conclusions that should help legislators at the state and local level in their consideration of smokefree workplace laws."

"What's more," said Wright, "Studies based on unverified data or published in journals that are not peer-reviewed are not credible. Our review shows that when biased, unqualified studies are left out, what remains is clear: Smokefree workplaces are good for business and good for workers."

Key findings of the research analysis:

- While secondhand smoke has been definitively linked to many kinds of health problems, the most significant health consequence related to secondhand smoke is death. Some 50,000 nonsmokers die annually in the United States due to secondhand smoke-related illnesses. In 2007, 1194 Hoosiers died from diseases definitively tied to secondhand smoke.
- Servers, bartenders, dealers and other workers in restaurants, bars and casinos may regularly be exposed to high levels of secondhand smoke. The levels of secondhand smoke in bars are 240 to 1850 percent higher than those in other workplace smoking environments, such as offices, factories, warehouses, hotels and other service-oriented places. Casinos have secondhand smoke levels 300 to 600 percent higher, while restaurant smoke levels are 160 to 200 percent higher than those in other workplace smoking environments.
- Smokefree workplace laws do not have a negative economic impact on restaurants and bars. Though business owners fear that smokers will stay away from restaurants and bars that ban smoking, the data show that the hospitality industry has not lost revenue because of smokefree workplace laws. The IU Center for Health Policy's analysis found that 47 of the 49 studies on the economic impact to the hospitality industry concluded no adverse affect.
- Smokefree workplace laws do not hurt casino business. While fewer objective peer-reviewed studies have been conducted on this issue, available research shows no negative revenue impact on total gambling revenue or the average revenue per machine.
- The public supports smokefree casinos. Surveys show that 70 percent of New Jersey residents and 91 percent of California residents prefer smokefree casinos.
- Smokefree workplaces save employers money. Employers who protect their workers from secondhand smoke see savings as a result of improved worker health. Workers are more productive and less likely to be absent, and their employers also enjoy reduced health insurance costs and facility maintenance costs.
- Secondhand smoke exposure costs Indiana money. Indiana spends \$390 million dollars per year on healthcare costs related to secondhand smoke in the workplace.
- Hoosiers support smokefree workplaces. Three out of four Hoosiers support smokefree workplace laws.

The Center for Health Policy is part of the Indiana University Public Policy Institute and the School of Public and Environmental Affairs. For additional information on the Institute and each of its component centers, please visit [www.policyinstitute.iu.edu](http://www.policyinstitute.iu.edu).

For additional information on the Indiana University School of Public and Environmental Affairs, please visit [www.spea.iupui.edu](http://www.spea.iupui.edu).

In an effort to better serve our valued clients and partners, we have begun a new e-communications program to provide the latest news from our research centers, introduce new research projects, and to highlight new and continuing public policy research.

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If you have any articles, organizational news, job opportunities and other announcements, please don't hesitate to send them to me so that I can share them with the NLTCN Network members through upcoming Newsletters.  
Thank you for your support!

Sincerely,

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