

National Latino Tobacco Control Network May 2010 Newsletter



Dear Jean,

We would like to thank those who have contributed with relevant information for our newsletter and who continue efforts in hopes a world free from tobacco.

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

You can find us on [Facebook](#) and [Twitter](#).

Agradecemos a todos por sus contribuciones y por sus esfuerzos en busca de un mundo libre de tabaco.

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

Nos pueden encontrar en [Facebook](#) y [Twitter](#).

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AMERICAN LUNG ASSOCIATION

The American Lung Association is Fighting for Air, visit their website <http://www.lungusa.org/> and see how you can get involved.

AMERICAN'S FOR NONSMOKER'S RIGHTS (ANR)

- **UCSF analyses detail tobacco industry influence on health policy**
Three new UCSF studies describe the wide reach of the tobacco industry and its influence on young people, military veterans and national health care reform [read more...](#)
- **Research Alert**
A case study examined how secondhand smoke and smokefree air laws came to the public's attention, and how science and politics came together to create smokefree environments [read more...](#)
- **Preemption Watch**
The [weekly summary of new U.S. state bills](#) is available on Protect Local Control.
- [More Smokefree News](#)

- [Calendar of Events](#)

Visit their website, www.no-smoke.org, and see the various lists and maps developed using their one-of-a-kind U.S. Tobacco Control Laws Database.©

CDC

[CDC Grand Rounds: Current Opportunities in Tobacco Control](#)

[Morbidity and Mortality Weekly Report \(MMWR\)](#)

http://www.cdc.gov/tobacco/stateandcommunity/bp_userguide_youth/index.htm

CESSATION

1. Indiana Charges Ahead on Cessation
[Read the full story](#)
2. World No Tobacco Day is May 31, 2010
[Read the full story](#)
3. Smoking Cessation in Schizophrenics
[Read the full story](#)
4. Tobacco Cessation and Mental Illness
[Read the full story](#)
5. Interview with Connie Revell, Deputy Director, Smoking Cessation Leadership Center
[Read the full story](#)
6. 2010 HHS Reports Offer Cessation Access Data
[Read the full story](#)

COMMUNITY

In the South Park community in Seattle, Sea Mar Community Health Centers partnered with Concord Elementary 5th graders to carry out a photovoice project. This year the project focused on media literacy, tobacco advertising, and the healthy and unhealthy products being sold to youth in South Park. Photovoice is a program designed and taught by local artists, instructors and volunteers. It provides a voice for community members and demonstrates aspects of their daily lives through photography and writing. The project serves to strengthen community and generate dialogue on local issues. An exhibit was held on May 7th displaying the 5th graders' work. The photovoice exhibit provides an opportunity for community members and leaders to come together and have a conversation about the observations and commentary the youth photographers make about their neighborhood. Photovoice serves as a springboard for social change around issues of concern in the community. See the complete exhibit on Facebook at their group page entitled "Healthy Communities Para Todos! Monitor Tobacco Advertising" You can also learn more at www.photovoiceseattle.com and www.seamar.org.



CONFERENCES AND EVENTS

June 9 & 11, 2010: North American Quitline Consortium Webinars

[June 9: Taking a Closer Look at Mental Health Issues: A Round Robin Discussion](#)

June 11, 2010

[June 11: Taking a Closer Look at Mental Health Issues: A Round Robin Discussion](#)

June 13-16, 2010 Summer Evaluation Institute

Atlanta, Georgia

Joint effort of The American Evaluation Association & The Centers for Disease Control and Prevention

<http://www.eval.org/SummerInstitute10/default.asp>

Events of the ICC and its Comprehensive Cancer Control National Partners

Regional Symposia on Minorities, the Medically Underserved & Cancer

Meeting locations include:

- San Francisco, June 30 and July 1, 2010
[download flyer with meeting agenda](#), [register online](#)
- New Orleans, Late Summer/Early Fall
- Chicago, Early Fall
- New York City Metropolitan Area, Early Fall

July 14-16, 2010 NACCHO Annual 2010

Memphis, Tennessee

<http://www.naccho.org/events/nacchoannual2010/index.cfm>

August 5-7, 2010 18th Annual NALBOH Conference Omaha, Nebraska

<http://www.nalboh.org/Registration.htm>

August 17-19, 2010: National Conference on Health Communication, Marketing, and Media

Atlanta, Georgia

<http://www.cdc.gov/HealthMarketing/NCHCMM2010/SaveTheDate.htm>

CONTROL DEL TABACO MUNDIAL: APRENDIENDO DE LOS EXPERTOS.

Ahora en español!

Dado que su organización está comprometida con el control del tabaco y el mejoramiento de la salud pública, le pedimos que considere hacer público este recurso, ahora disponible en español, poniendo un link al mismo en la página web de su organización. 'Control del Tabaco Mundial: Aprendiendo de los expertos' es un recurso interactivo para capacitación en línea gratuito, dedicado a mejorar el conocimiento sobre el control mundial del tabaco. Una fuente de primera clase que sirve de guía para la investigación y el desarrollo de políticas para controlar la epidemia mundial de muertes relacionadas con el tabaquismo. Este sitio está destinado para:

Encargados de formular políticas; Investigadores; Educadores para la salud; Profesionales dedicados a la salud pública; Estudiantes; Organizaciones de ayuda para dejar de fumar; Médicos, enfermeras y otros profesionales de la salud. Contenidos: Un programa de estudios sobre el control mundial del tabaco desarrollado por docentes de la Escuela de Salud Pública Johns Hopkins Bloomberg en colaboración con expertos reconocidos a nivel internacional; Módulos interactivos multimedia que presentan expertos en control del tabaco de todo el mundo; Proyecto financiado por la Iniciativa de Bloomberg para disminuir el consumo de tabaco; Certificados que pueden imprimirse al final de cada módulo.

Por favor descargue alguno de nuestros banners para la web de <http://www.globaltobaccocontrol.org/es/node/13196> y haga que el mismo lleve al sitio: www.GlobalTobaccoControl.org/es

Si su organización necesita un tamaño de banner diferente, por favor envíe las especificaciones del mismo a Nasi Dineva (correo electrónico: adineva@jhsph.edu) y con gusto diseñaremos un banner específico para su organización.

Si su organización solo puede usar texto para el link, por favor use el siguiente texto:

Título del Link:

"Control del Tabaco Mundial: Aprendiendo de los expertos"

Link URL:

<http://www.globaltobaccocontrol.org/es>

Descripción del Link:

Un recurso para capacitación en línea gratuito sobre el control mundial del tabaco desarrollado por docentes de la Escuela de Salud Pública Johns Hopkins Bloomberg.

[¡Haga clic acá para ver nuestro sitio en español!](#)

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Department of Health and Human Services Secretary's Priorities

Secretary Sebelius has identified nine strategic initiative priorities, including "[Prevent and Reduce Tobacco Use](#)."

[Read the full story](#)

FDA

FDA Center for Tobacco Products Retailer Communication Web Dialogue

The [archive of our May 26, 2010 web dialogue](#) to discuss FDA communication with tobacco retailers is available. The ideas, recommendations, questions, and insights from our participants will help us communicate more effectively with retailers. FDA values everyone's input.

<http://www.webdialogues.net/cs/fdatobacco-retailereducation-discussions/view/di/218?x-t=discussions.view>

FDA posted Guidance for Industry and FDA Staff: Enforcement Policy Concerning Certain Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco. [Read more...](#)

To receive information and updates from the Center for Tobacco Products, please [sign up for email updates](#).

Please visit the new [FDA Tobacco Ideas Web site](#) where you can post ideas, respond to others, and vote.

INTERNATIONAL

Differences by Sex in Tobacco Use and Awareness of Tobacco Marketing - Bangladesh, Thailand, and

Uruguay, 2009

Tobacco marketing plays a significant role in the initiation and maintenance of tobacco use. Although women account for only about 20 percent of the world's 1.3 billion smokers, tobacco use among women is on the rise. Tobacco use reflects a complex interaction of personal, familial, cultural, and social factors, including exposure to tobacco industry marketing. Particularly troubling is new global data from Bangladesh, Thailand, and Uruguay, indicating greater exposure to cigarette marketing among young women (ages 15 to 24) than older women (over 24 years old). In addition, exposure to bidi (80.1 percent) and smokeless tobacco (69.9 percent) marketing was widespread among women in Bangladesh and did not vary by age. This report used data from the 2009 Global Adult Tobacco Survey to examine gender differences in tobacco use (smoked and smokeless) and awareness of tobacco marketing.

The European Monitoring Centre for Drugs and Drug Addiction released a monograph with a comprehensive overview on harm reduction in April. The [document](#) includes a chapter on tobacco harm reduction.

[Read the full story](#)

LEGACY

truth® Puts the Power of Giving in the Hands of Teens

The **truth®** youth smoking prevention campaign was recently selected by **Best Buy**, one of the nation's largest electronics retailers, to be part of the **@15 Exchange**, a program that drives teens to become active leaders in social change. As part of the program, Best Buy donates \$250,000 each quarter to charities selected by teens. Using online activities and voting applications, teens collect points and then donate them among four nonprofit organizations. **truth** is making its debut as one of the charities selected to participate in this quarter. The percentage of the available points each organization earns through the teen voting, then determines the organization's percentage of the \$250,000 awarded each quarter. Using videos, photos and a viral toolkit, **truth** will engage young people and encourage them to sign up and spread the message through social networking sites such as Facebook, MySpace, MyYearbook, YouTube and Bebo. @15 is open to all teens, ages 13-18, in the United States. Click [here](#) to learn more and register.

NLTCN ABSTRACT 230289

ADDRESSING SOCIAL JUSTICE IN TOBACCO PREVENTION & CONTROL: NATIONAL LATINO TOBACCO CONTROL NETWORK

We are pleased to announce that Abstract, 230289, entitled "Addressing Social Justice in Tobacco Prevention and Control: The National Latino Tobacco Control Network" has been selected for Poster presentation during the 138th APHA Annual Meeting (November 6-10, 2010) in Denver, CO. The abstract was selected from a large number of excellent submittals and was judged to be of high quality and interest.

[Addressing Social Justice in Tobacco Prevention and Control: The National Latino Tobacco Control Network](#)
**Jeannette Noltenius, PhD, Aida L. Giachello, PhD, Lourdes Baez-Conde Garbanati, PhD, MPH,
Chandana Nandi, MS, RD, LDN and Olivia Carter-Pokras, PhD**

CONGRATULATIONS!

NLTCN: GETTING TO KNOW OUR NETWORK MEMBERS: YANIRA ARIAS, LATINO COMMISSION ON AIDS

Since 2003, Yanira Arias has been working for the Latino Commission on AIDS, providing HIV prevention and health promotion to immigrant and non-immigrant Spanish-speaking Latino communities of faith in New York City. In 2006 Yanira developed and implemented a new program "My Healthy Home" (*Mi Casa Sana*), an initiative that promotes smoking cessation and the reduction of exposure to secondary smoke among

Spanish speaking Latinas. In addition to the smoking cessation efforts Yanira is currently working with the Capacity Building Division at the Commission, providing Capacity Building Assistance (CBA) as part of the new program Comunidades Saludables Ahora (CSA)/Healthy Communities Now; designed to increase access to and utilization of HIV prevention services among Latinos nationally through the implementation and dissemination of four community mobilization models. Outside of the Commission Yanira is board member of the Venezuelan and American Lesbian and Gay Organization (VALGO), member of the National Executive Committee of Salvadoran American National Network (SANN) and she is also a member of the National Alliance of Latino and Caribbean Communities (NALACC). She graduated from the University of El Salvador in 1996, one of the top two Colleges in the country, with a focus in journalism. Yanira was born in San Salvador, the largest city of the nation of [El Salvador](#).



NLTCN MEMBER RECOGNITION

On May 18th, 2010, Jaime Martinez was recognized by the Minnesota Public Health Association at their annual Conference and meeting with their prestigious ALBERT JUSTUS CHESLEY AWARD.

The award is for members that:

1. Have distinguished himself/herself in the field of public health by making an outstanding contribution that is innovative or creative.
2. Have displayed leadership in the field of public health, and served as a mentor to others in the field.
3. Exhibit a consistent record of high quality service and professional excellence, not merely longevity.
4. Demonstrate a strong commitment to collaborative professional activity and teamwork.
5. Possess outstanding professional integrity and respect.

Additionally, the Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL) gave Jaime their "APPEAL Parity and Justice Award" on June 3, 2010 at the APPEAL 15th Anniversary National Conference and Dinner in San Francisco. Jaime was recognized by APPEAL for his work in public health, priority populations and for the development of the Leadership and Advocacy Institute to Advance Minnesota's Parity for Priority Populations (LAAMPP).

Jaime L. Martinez, M.Ed. is the Director of Community Development at ClearWay Minnesota. Jaime serves NLTCN as the co-chair of the Steering Committee. Jaime's contributions to the growth and direction of NLTCN are highly valued.

The members of the National Latino Tobacco Control Network would like to congratulate Jaime for his well-deserved recognition.

Congrats!

PUERTO RICO

Así mismo fue, un éxito rotundo La Cumbre de Prevención de Tabaquismo y Obesidad en Puerto Rico, de principio a fin. Se llevo a cabo en el Dorado Embassy Suites Hotels los días 11-12 de marzo de 2010. Con una participación de alrededor de 250 personas de la isla y EE.UU. Todo fluyo muy bien y muy organizado. Nuestras felicitaciones a Luis Estremera.

El mensaje del Secretario de Salud fue específico y a tono con los temas de la Conferencia. Hizo un llamado de alerta al problema de la obesidad y el % tan alto de casos en Puerto Rico especialmente en nuestros niños.

El Secretario se compromete a seguir trabajando para la Salud de este país. En cuanto al tabaco hay que seguir trabajando para fortalecer las leyes anti-tabaquismo y seguir aumentando los arbitrios.

La exposición de temas de nuestro componente de la Red Latinos Saludables sin Tabaco fue exitosa. El tema de FDA por la Dr Jeannette Noltenius fue de gran relevancia con un publico de mas de 100 personas. La Dra. Lourdes Baezconde con su tema sobre Ambiente y Condominio Libre de Humos fue un tema impactante ya que trajo nueva información al participante. Sus ejercicios de grupo fueron una gran experiencia y sus materiales fueron culturalmente apropiados.

No cabe duda que el mayor logro y reto, en mi opinión, en esta conferencia fue haber incluido un nuevo componente dirigido a la comunidad LGBTT para una conferencia en salud por primera vez en PR. Fue un hecho histórico. El Departamento de Salud incluyo por primera vez la opción de Transgénero como preguntas sobre Orientación Sexual y Género para poder determinar demográficamente los participantes de la Conferencia en su encuesta. Otro de los resultados de este componente LGBTT es que hay posibilidades de que se añadan preguntas de genero y orientación sexual en un futuro cercano al sistema de Quitline en PR.

El desarrollo de las ponencias por los presentadores de nuestra Red en este tema y moderado por Juan Carlos Vega fue excelente. La participación de más de 50 gente en este foro nos hizo ver el interés y la necesidad real que tienen los salubristas por conocer y ayudar a la población LGBTT. No cabe duda de que hay mucha tela de que cortar y muchas historias de éxito que escribir.

Mis felicitaciones a Puerto Rico!

Lissette Rodriguez

STATE HIGHLIGHTS

Louisiana Court of Appeals Orders Tobacco Companies to Pay for Smoking Cessation Program
Budget cuts and transfers imperil Florida tobacco control
Montana Quit Line Celebrates its 6th Anniversary
Missouri Adds Medicaid Cessation Benefit
California Bill Seeks Tobacco Cessation Service Insurance Coverage
Minnesota Regulates Sales of Dis-solvable Tobacco Tablets
Florida Tobacco Plaintiffs on Winning Streak

[Read the full story](#)

TTAC RESOURCES

The Tobacco 101 Version 3 Training Kit provides all the materials needed to conduct a two-day training for public health practitioners who want the information and tools necessary to understand tobacco control programs and the strategies used to reduce tobacco use. The curriculum was updated and revised in March, 2010.

All materials are downloadable. [Click here](#) to see and download the Training Kit material, including PowerPoint presentations, script, Presenter's Guidebook, Essential Resources Guide, fact sheets, and activity work sheets.

Click [here](#) to learn more about inviting a TTAC expert to work with your organization.

To learn more about TTAC's other training opportunities, click [here](#) for the training section of the TTAC website or contact TTAC about training opportunities via email: ttac@sph.emory.edu or by phone: (404) 712-8474.

WORLD HEALTH ORGANIZATION (WHO)

World No Tobacco Day

WHO's World No Tobacco Day was observed on May 31, 2010. This year's theme is "gender and tobacco with an emphasis on marketing to women." Additional information on WHO's tobacco control initiative and World No Tobacco Day activities is available at <http://www.who.int/tobacco/wntd/2010/en/index.html>. Additional resources can be found at <http://www.cdc.gov/tobacco>.

YOUTH

Best Practices User Guide:

Youth Engagement-State and Community Interventions

CDC's [Best Practices User Guide: Youth Engagement-State and Community Interventions](#) focuses on the role youth play in advancing policy as part of a comprehensive tobacco control program. The youth perspective and voice is important, because the initiation of tobacco use most often occurs before age 18. In addition, the tobacco industry spends millions of dollars every day targeting youth to develop its next generation of smokers. Youth have the passion and creativity to fight back and to protect themselves from this formidable opponent.

This guide will provide tobacco control program managers with information on the best practices for engaging youth as a part of a comprehensive program. Youth involvement can lead to important policy and social norm changes, and advance the fight against pro-tobacco influences.

[Hookahs an Unhealthy Hit Among Privileged Young Adults](#)

Number of users nearly tripled in one year, study finds

Source: HealthDay

New on the MedlinePlus [Smoking and Youth](#) page: [Tobacco Use: Fact Sheet for Parents](#)

Source: American College of Obstetricians and Gynecologists

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.

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.

Sincerely,

[Jean Leroux](#)

National Latino Tobacco Control Network

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