



National Latino Tobacco Control Network

Latinos Saludables Sin Tabaco

October 2012 e-Newsletter

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NLTCN LEADERS MAKING A DIFFERENCE

NLTCN Co-Chair To Receive Community-Based Leadership Award From APHA



Jaime Martinez, M.Ed., Co-Chair of NLTCN's Steering Committee and Director of Community Development at ClearWay Minnesota.

We are delighted to share the news that [Jaime Martinez](#), NLTCN Co-Chair and Director of Community Development at [ClearWay Minnesota](#), will receive this year's "Community-Based Leadership Award" from [the Alcohol, Tobacco and Other Drugs Section \(ATOD\) of the American Public Health Association \(APHA\)](#). The award, which recognizes leadership in community-based ATOD programs that affect the community environment, will be presented at the [APHA's 140th Annual Meeting and Exposition](#) to be held in San Francisco, California, from October 27 to 31. Jaime is one of just three luminaries who will be honored by ATOD at this year's APHA Annual Meeting.

Jaime has been working on tobacco and alcohol issues for over 20 years. Through much of his career he served as a community organizer working on local and state policy change. In his current position at Clearway Minnesota, he launched a leadership institute for priority populations called the [Leadership and Advocacy Institute to Advance Minnesota's Parity for Priority Populations \(LAAMPP\)](#). LAAMPP's mission is to build the capacity of tobacco control leaders and advocates in five priority communities that are disproportionately harmed by the effects of commercial tobacco. As a member of NLTCN's Steering Committee, Jaime has provided leadership and technical assistance in support of initiatives around the U.S. to empower Latinos to engage in tobacco control and build capacity to achieve health equity.

Jaime has also been influential outside his professional life. His community involvement has included leading the development of a citizens group in Minnesota called Action on Alcohol and Teens (AAT). Among other achievements, AAT helped to obtain a grant from the Robert Wood Johnson Foundation to develop a statewide coalition to address underage drinking, and subsequently worked closely with the coalition to influence state alcohol control policies.

We couldn't be prouder of you, Jaime. ¡Felicidades!

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FDA CENTER FOR TOBACCO PRODUCTS

**Dr. Lawrence Deyton of the FDA Center for Tobacco Products:
NewPublicHealth Q&A**



Dr. Lawrence Deyton, Director of FDA's Center for Tobacco Products

During the recent [Association of State and Territorial Health Officials Annual Meeting \(ASTHO\)](#), [NewPublicHealth](#), an online forum for public health news supported by the Robert Wood Johnson Foundation, conducted a wide-ranging interview with Dr. Lawrence Deyton, MSPH, MD, director of the Food and Drug Administration's (FDA) [Center for Tobacco Products](#). Among other topics, Dr. Deyton discussed the value of tobacco control as a prevention strategy, as well as the role that state and local public health officials can play in helping to shape tobacco regulation at the FDA. Please see below for excerpts

from the interview or click [here](#) for the full text.

For more information about FDA tools and resources, please visit <http://www.fda.gov/tobacco> (English) or www.fda.gov/tabaco (Spanish).

NewPublicHealth: What is the FDA Center for Tobacco Products doing to help prevent tobacco-related death in the U.S., and what do you want public health leaders to know about this work?

Dr. Deyton: Our vision is to make tobacco-related disease and death part of America's past, not its future.

[The Family Smoking Prevention and Tobacco Control Act](#) was signed into law June 22, 2009. This was the culmination of decades of work-but it's really just the beginning.

This law grants FDA the direct authority to regulate tobacco products including cigarettes, cigarette tobacco, roll-your-own tobacco and smokeless tobacco, and we are working on a regulatory proposal to assert FDA authority over additional products such as new, novel tobacco products.

We also now require tobacco product manufacturers to report to FDA levels of harmful and potentially harmful constituents [ingredients and chemicals] in their products. FDA can propose restrictions on advertising and promotion of tobacco products, and establish new product standards all to protect the public health.

"...we are working on a regulatory proposal to assert FDA authority over additional products such as new, novel tobacco products."

NPH: What's the value of tobacco control as a prevention strategy?

Dr. Deyton: That's a good question. Tobacco use is the leading preventable cause of disease and death in this country. These deaths can be prevented.

It's important to distinguish between tobacco control and tobacco product regulation. Tobacco product regulation is a new arrow in the prevention quiver. Tobacco use cessation represents the gold standard when it comes to cost-effectiveness of public health interventions. But that's not what the FDA Center for Tobacco Products does. FDA's traditional standard is for products to be "safe and effective," but we know tobacco products are different. So the Tobacco Control Act allows us to use a new standard that takes a population health approach. As tobacco product manufacturers want to change products or introduce new products they have to submit data to FDA to prove that their product does not do more harm or in fact improves public health.

MPH: What's next for the Center in its mission to keep young people from starting to use tobacco products?

Dr. Deyton: What's next is what we call the deeming regulation. We've announced our intent to assert jurisdiction over all tobacco products. We recognize tobacco use is diverse, and people use many different products. We've seen the advent of novel tobacco products such as e-cigarettes, hookahs and sweetened little cigars that look just like cigarettes. CDC recently released [new data](#) demonstrating a dramatic and disturbing increase in use of flavored little cigars by kids. We hope to get a regulatory proposal about FDA jurisdiction over other tobacco products out for comment in the near future-and we hope state health officers and other public health stakeholders voices will offer comment through the regulatory process. Also, it will be important for state and territorial health officers to know what FDA is doing and where we're going, and as we put out regulatory proposals for comment-comment.

"CDC recently released [new data](#) demonstrating a dramatic and disturbing increase in use of flavored little cigars by kids."

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MOBILE GAMING: A NEW FRONTLINE IN TOBACCO PREVENTION

In Smartphone Apps, Tobacco Companies Find a Loophole for Advertising Tobacco Products to Kids



According to a [new study](#), apps that simulate smoking account for nearly 99 percent of pro-smoking downloads. Screenshot from Electric Smoke via: <http://www.npr.org/blogs/health/>

The tobacco industry is always finding innovative ways to promote its deadly products! [As reported by NPR](#) and several other news outlets, public health researchers from the University of Sydney have identified 107 apps on iPhones and Androids with pro-smoking messages, including so-called smoking simulators that let you light and smoke a virtual cigarette. Many of the apps are free to download and target children or teens by using cartoons, games and celebrities. [In this week's issue of the journal Tobacco Control, the researchers describe the apps and report several eye-opening findings, including:](#)

- The largest marketer of pro-smoking apps was the [Apple Store](#). The [Android](#) was the most popular phone used by teens to download pro-smoking apps.
- The apps were classified into six categories based on functionality: "In all, 48 were classed as smoking simulation; 42 as shop/brands; 9 were classed as cigarette battery apps, which depicted a burning cigarette to show the amount of battery left; 6 as background wallpaper; 1 as advocating smoking; and 1 as providing information on roll-ups."
- In terms of downloads, smoking simulators are by far the most popular pro-smoking apps. At least 6 million users downloaded the Android simulators by February 2012, accounting for nearly 99 percent of the pro-smoking downloads.
- Ironically, some of the pro-smoking Android apps have landed in the "Health and Fitness" category because they claim to help stop smoking. [Public health experts have expressed skepticism about these claims, pointing to evidence that smoking simulation is a smoking trigger cue.](#)
- The researchers believe that these apps are a violation of the World Health Organization's [bans on smoking advertisements](#), and call for more regulation of the apps' content and distribution.

As a global medium with a huge consumer base of various age groups and underdeveloped regulation, mobile video games and apps represent a potentially lucrative target for tobacco marketers. If you find examples of apps or other egregious tobacco promotions which you would like to share with the NLTCN listsserve, please send them to:

aalthoff@indianalantino.com.



*In this iPhone app, players pretend to smoke a cigarette and then pass it to their friends.
Screenshot from Puff Puff Pass Lite via: <http://www.npr.org/blogs/health/>*

Flavor Monsters and The Truth About Big Tobacco



Ready to save the world from Big Tobacco? Meet Honey Buzzer.

As the debate over how best to regulate smoking-related mobile games and apps plays out on the world stage, it is worth noting that tobacco control advocates here in the U.S. are partnering with the video game industry in the hope of beating tobacco marketers to the punch. Perhaps most notably, the American Legacy Foundation's [truth® campaign](#) has made waves with their recent launch of Flavor Monsters, a new anti-smoking video game.

truth®, Legacy's youth smoking prevention campaign, has launched Flavor Monsters as another way for the campaign to reach teens and young people. Flavor Monsters is available for free download on select Apple and Android devices, as part of a comprehensive campaign encompassing touring, media integrations, gear and products.

The game builds on the recent "Unsweetened truth" campaign. That campaign, launched in March 2011, highlighted the many different flavorings - more than 45 - found in tobacco products. Although most flavors are banned for use in cigarettes, tobacco companies still use them in many other tobacco products, some of which closely resemble cigarettes or mints.

The game transports users into a not-too-distant future where "flavor monsters" are attacking Earth. The "flavor monsters" are creatures that represent the added flavorings in tobacco.

Players work to defeat these monsters, stopping the monster invasion. An accompanying field manual contains data on all the monsters, along with relevant tobacco-related facts, and details on the tools that can be used to defeat the monsters.

For a behind-the-scenes look at Flavor Monsters, visit www.insideflavormonsters.com.

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STUDIES AND TOOLS

University of California San Francisco: Latino Stop Smoking Study



If you or someone you know is a Latino/a smoker who is interested in quitting, we recommend that you/they consider signing up for the [Internet Stop Smoking Study](#), a new online project of the University of California San Francisco. The primary goal of this project is to study the efficacy of a smoking cessation web site directed at Latino smokers in the U.S., by carrying out a randomized controlled trial (RCT) comparing quit rates (up to 12 months from the initially set quit date) of participants assigned to a Spanish/English "Stop Smoking" web site program to those of a "quit on your own" control group.

The deadline for enrolling in the study is **July 1, 2013**. For more information about UCSF's work to assess methods to help smokers quit via the internet, we recommend [this video](#) featuring Dr. Ricardo F. Muñoz, one of the UCSF researchers working on the Internet Stop Smoking Study.

Attention Medi-Cal members who smoke!



If you are a Medi-Cal member who smokes, you have a great new reason to quit!

Medi-Cal members smoke at higher rates than the general population and are at high risk for developing smoking-related chronic diseases like diabetes and heart disease. The [Medi-Cal Incentives to Quit Smoking \(MIQS\) project](#) seeks to reverse these trends and motivate smoking cessation by offering a \$20 gift card to members who call the [California Smokers' Helpline](#) (1-800-NO-BUTTS) and enroll in its free telephone-based support services.

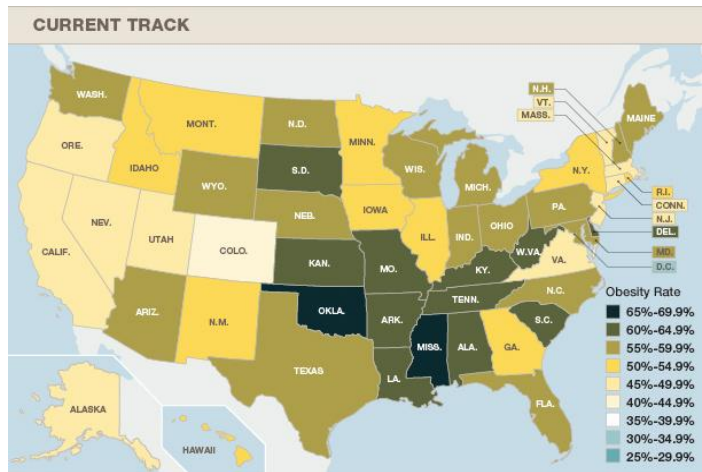
If you work for a provider or a social service organization in California, here's what you can do to help:

- 1) ASK all Medi-Cal members if they smoke.
- 2) ADVISE them to quit smoking.
- 3) REFER smokers to 1800-NO-BUTTS for cessation counseling (Spanish: 1-800-45-NOFUME, Chinese: 1-800-838-8917, Vietnamese: 1-800-778-8440, Korean: 1-800-556-5564)
- 4) MOTIVATE members to call by telling them about the \$20 gift card. Get the flyer and more info about the project on the [MIQS webpage](#) or call 916-552-9888.

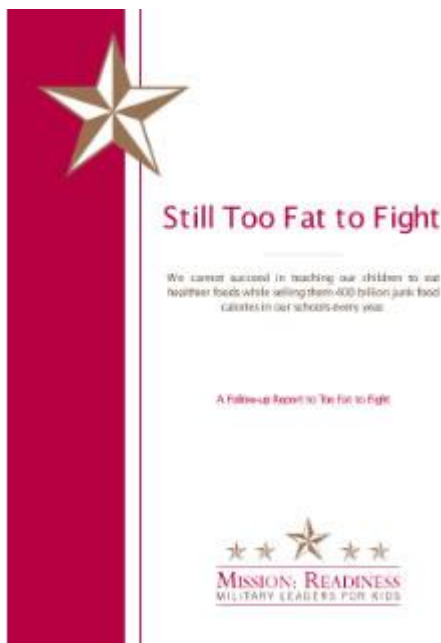
This project is a collaboration between California Department of Health Care Services (project lead), California Diabetes Program (outreach), California Smokers' Helpline/UC San Diego (services), and UC San Francisco (cost evaluation). Funding is from the Centers for Medicare and Medicaid Services under the Medicaid Incentives for Prevention of Chronic Diseases program.

New Study Predicts Adult Obesity Rates Could Exceed 60 Percent in 13 States by 2030

The study, [F as in Fat: How Obesity Threatens America's Future 2012](#), concludes the number of obese adults is on course to rise dramatically in every state over the next 20 years. For the first time, the annual report-produced by the Robert Wood Johnson Foundation and Trust for America's Health-forecasts adult obesity rates in each state by 2030, and the likely resulting rise in obesity-related disease rates and health care costs. It also shows that states could prevent obesity-related diseases and dramatically reduce health care costs if they reduced the average body mass index (BMI) of their residents by just 5 percent by 2030.



Click [here](#) to view an interactive version of the above map, which examines how obesity rates could change in states by 2030 if trends continue on their current trajectory.



Another recent Robert Wood Johnson Foundation-supported report suggests that obesity is a threat to national security. Currently, about 25 percent of 17- to 24-year-olds are too overweight for military service. The report, [Still Too Fat to Fight](#), calls for strong federal nutrition standards for school snacks. Prepared by Mission: Readiness, a national security organization of retired generals and admirals, the study notes that the widespread availability of junk food in our nation's schools contributes to the childhood obesity epidemic, and seriously undermines efforts to teach children about the importance of a healthy diet.

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ANNOUNCEMENTS/EVENTS

Día de los Muertos (Day of The Dead): November 1-2, 2012



As many of you probably know, Día de los Muertos (Day of the Dead), a Mexican holiday that is celebrated in much of Latin America and in other cultures around the world, is next Thursday-Friday (November 1-2, 2012). The holiday focuses on gatherings of family and friends to pray for and remember loved ones who have died, and traditions connected with the holiday include building private altars honoring the deceased and visiting graves with gifts.

The Day of the Dead represents a unique opportunity to reflect on the toll of tobacco in our families and our communities, particularly in light of the holiday's growing popularity in the U.S. According to a 2011 article published by the Associated Press, [Day of the Dead celebrations have expanded in Latino and non-Latino communities alike in recent years](#). If you are involved in a Day of the Dead event or get-together, or if you are simply interested in discussing tobacco-related issues with Spanish-speaking friends in your community this week, we hope that you will consider sharing [this Spanish-language ad containing English subtitles](#). Produced by the California Department of Health Services, the ad draws on imagery associated with the Day of the Dead to promote quitline services and raise awareness about the harmful impact of tobacco industry practices in our communities.

HUD: Request for Information on Adopting Smoke-Free Policies in

PHAs and Multifamily Housing

Comments Due Date: November 5, 2012.

This notice seeks information and invites public comment regarding how HUD can best continue to support the implementation of smoke-free policies for both public housing and multifamily housing. In this regard, HUD is seeking information from the general public and stakeholders, including resident councils, advocacy groups, and housing providers, directly impacted by or involved with the implementation of smoke-free policies in both public housing and multifamily programs. Specifically, HUD is seeking information on best practices and practical strategies from housing providers who have implemented smoke-free policies, ideas for overcoming potential obstacles to implementing a smoke-free policy and methods for supporting residents, and housing providers in transitioning to smoke-free housing. Additionally, this notice requests input from housing providers that have decided not to implement a smoke-free policy and those impacted by that decision. This information will assist HUD to develop and disseminate additional guidance and resources to support public housing agencies (PHAs) and owners and management agents (O/As) who wish to implement smoke-free policies.

For detailed information about how to submit your comments, please click [here](#).

Emerging Tobacco Products

November 8, 2012 at 2pm Eastern Time (90 minutes)

The [Smoking Cessation Leadership Center](#) (SCLC) and [Legacy](#) are pleased to invite you to this free webinar. Experts from Legacy and the [Maryland Department of Health and Mental Hygiene](#) (DHMH) will be presenting.

Webinar objectives:

1. Understand the causes for concern about tobacco products other than cigarettes.
2. Learn about various emerging tobacco products, including little cigars and cigarillos.
3. Understand the impact of these products on tobacco control.
4. Discuss a successful statewide tobacco prevention initiative to address cigar use in Maryland.

Please visit the [SCLC website](#) for more information and to register. Register now! Space is limited.

Pressing the FDA on Menthol

November 13, 2012 at 1:00 - 2:30 pm Eastern Time

The Family Smoking Prevention and Tobacco Control Act of 2009 granted the FDA the authority to address the crushing public health burden of menthol in tobacco products,

especially on youth, African-Americans, and the LGBTQ community. Unfortunately, in the three years since the law was enacted, the FDA has studied the issue but failed to act on this authority. Part of the Public Health Law Center's Public Health Policy Change series, this webinar will discuss what the public health community can do to press the FDA to take bold action on menthol. Click [here](#) for more information, and to find out about other upcoming webinars organized by the Public Health Law Center.

"Those look like candy!" Emerging and Alternative Tobacco Products

November 14, 2012 at 2:30- 4:00pm Eastern Time

This webinar from the [American Academy of Pediatrics \(AAP\) Julius B. Richmond Center of Excellence](#) will focus on lesser-known types of tobacco and nicotine products that youth and adults are using as popular alternatives to smoking cigarettes. Physical appearance and harm will be discussed, as well as regulation and marketing, and how clinicians can discuss use of these items with patients and families in a practice setting. Featured presenters include Susanne Tanski, MD, MPH, FAAP, Dartmouth-Hitchcock Medical Center and Mark Gottlieb, JD, Public Health Advocacy Institute. Click [here](#) for more details, and to register. Contact richmondcenter@aap.org with any questions.

Great American Smokeout

November 15, 2012

This year, the American Cancer Society will mark the 37th Great American Smokeout (GASO). On GASO, smokers are encouraged to use the date to make a plan to quit, or to plan in advance and quit smoking that day. Click [here](#) for the GASO main page.

Openings on FDA Center for Tobacco Products Scientific Advisory Committee

Deadline for Nominations: December 4, 2012

The [FDA Center for Tobacco Products](#) is currently accepting nominations for new voting members of the [Tobacco Products Scientific Advisory Committee](#) (TPSAC). The Tobacco Products Scientific Advisory Committee advises the Commissioner of Food and Drugs (the Commissioner) or designee in discharging responsibilities as they relate to the regulation of tobacco products. The Committee reviews and evaluates safety, dependence, and health issues relating to tobacco products and provides appropriate advice, information and recommendations to the Commissioner. [Read more about it and take action here.](#)

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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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