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# NLTCN Newsletter

JULY 2010



**Dear Jean,**

July 2010 marked the beginning of the third year of our efforts as part of the National Network Initiative funded by CDC. The past 2 years have been very rewarding as we built the NLTCN network through the relationships and collaborations established with you. **YOU ARE THE NETWORK!** Thank you for sharing with us your concerns, experiences and resources, which have contributed to pave the way and helped us reach our common goals.

Very soon, our new website, [www.latinotobaccocontrol.org](http://www.latinotobaccocontrol.org), will include new links, widgets and resources! Also, we wish to update our [National Directory](#) which provides colleagues who are working and/or are looking for professionals, advocates and researchers with expertise on tobacco control an easy way to find one another, collaborate and network. We encourage you to use the directory to reach out, create partnerships and provide technical assistance to each other. Note: An easy to use search engine allows for sorting by fields (name, city, state) to help you narrow down searches.

If you are **not** listed in our National Directory, you may request to be included by sending an email to [jleroux@indianalatinocom](mailto:jleroux@indianalatinocom), type "Add Me to National Directory" in the subject line and please include the following in your message:

Salutation: First Name: Last Name: Title: Degree: Organization:  
Address: City: State: Country: U.S. Zip code: Office Phone: E-mail: Fax: Expertise:

We look forward to hearing from you soon!

Sincerely,

Jean Leroux  
National Latino Tobacco Control Network

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## Campaign for Tobacco-Free Kids

The latest trick from tobacco companies? Color coded packs...with the former "regular" cigarettes in darker boxes and the so-called "light" cigarettes in light colored boxes. A child could figure it out... perhaps that is what they are counting on. Of course, you and I know that THERE IS NO SAFE CIGARETTE!



Please sign the "THERE IS NO SAFE CIGARETTE" petition telling the FDA to aggressively monitor and end practices that continue to mislead consumers.

The Campaign has already submitted our comments to the FDA on this matter and now we need to add your voice to the choir of health advocates speaking out on Big Tobacco's latest trick.

Under the new law, the FDA has the authority to ban "similar descriptors" and stop other actions that explicitly (or implicitly) suggest that a particular brand is less harmful. It is critical that the FDA exercise its authority in order to protect consumers.

[www.tobaccofreekids.org](http://www.tobaccofreekids.org) · 202.296.5469  
1400 Eye Street, NW, Suite 1200 · Washington, D.C. 20005

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## FDA Tobacco Retailer Training Sessions

The U.S. Food and Drug Administration (FDA) Center for Tobacco Products is hosting five live retailer training

session in person, by phone, or by webcast.

The first one took place in **Boston, MA on Monday, July 19**. The remaining four retailer training sessions will be held this summer in **Atlanta, GA, Chicago, IL, Dallas, TX, and Los Angeles, CA**. Dates, times, and locations will be posted on the FDA website as soon as available.

**There is no charge to attend any of these training sessions. Discussion topics include:**

- Who is subject to the regulation
- Who is subject to the regulation
- What tobacco products are regulated
- Prohibition of sale and distribution of cigarettes and smokeless tobacco to persons younger than 18 years of age
- Self service displays and vending machines
- Minimum cigarette and smokeless tobacco package sizes
- Prohibition of free samples of cigarettes
- Coupons
- Sponsorships
- Non-tobacco gift or items
- Flavored cigarettes
- "Light, Low and Mild" cigarettes

**For more information and to register,**

**visit:** <http://www.fda.gov/TobaccoProducts/ResourcesforYou/ForIndustry/Retailer/ucm217770.htm>

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## Fundamentals of Evaluation Web-based Course

**Class Starts August 30, 2010 and Registration Deadline is August 13, 2010**

The Tobacco Technical Assistance Consortium (TTAC) is dedicated to assisting organizations in building and developing highly effective tobacco control programs. Whether your organization is national, state or community-based, TTAC can assist you. Please visit [www.ttac.org](http://www.ttac.org).

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## Funding Awards and Opportunities

Ten organizations awarded prevention & wellness funds to "support public health efforts to reduce tobacco use & reduce obesity through increased physical activity & improved nutrition".

<http://www.hhs.gov/news/press/2010pres/07/20100707b.html>

CTCP 10-10046 California Tobacco Control I-Clearinghouse

The California Department of Public Health (CDPH), California Tobacco Control Program (CTCP), through this Request for Proposals (RFP) is seeking one qualified public or private nonprofit agency to operate and maintain a statewide California Tobacco Control I-Clearinghouse (CTCIC) to manage tobacco control information in a timely, efficient manner that is very accessible to not only CTCP contractors working on tobacco control issues in California, but also other advocates across the nation.

<http://tcfor.catcp.org/index.cfm?fuseaction=opportunities.viewOpp&oppID=29>

## CALL FOR PAPERS

Deadline: September 30, 2010

Supplement Theme Issue: Training and Technical Assistance Lessons Learned to Sustain Social Norm Changes in Tobacco Control. Manuscripts should not exceed 30 typed pages, including figures and references. It is important that authors interested in submitting manuscripts for this theme issue follow the "Instructions to Authors" found on <http://mc.manuscriptcentral.com/hpppractice>.

Society for Public Health Education: Founded in 1950, SOPHE is a non-profit professional organization dedicated to promoting the health of all people by stimulating research on the theory and practice of health education; advocating policy and legislation affecting health education and health promotion; and developing standards for professional preparation of health educators. To learn more about SOPHE awards and scholarships [http://www.sophe.org/awards\\_scholarships.cfm](http://www.sophe.org/awards_scholarships.cfm).

Visit [SOPHE's Summer Webinar Series](#) for continuing education opportunities.

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## Job Opportunity at ILI for President/CEO Position

The Indiana Latino Institute, Inc. (ILI) is a non-profit nationwide organization located in downtown Indianapolis that has a mission to provide advocacy, leadership and collaboration addressing evolving issues and essential needs that affect Latino communities.

### JOB OPPORTUNITY

- ILI has an opening for President/CEO that will start January 1, 2011
- Applications will be received through August 31, 2010
- Interviews will take place in September 2010
- Candidates will be selected in October 2010
- Announcement of new President/CEO will take place in November 2010

For more information, please visit [www.indianalatin.com](http://www.indianalatin.com).

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## MMWR Highlights: Youth and Tobacco

The CDC released the high school smoking prevalence rates from the 2009 Youth Risk Behavior Survey. The survey results show that the rate of smoking declines slowed between 2003 and 2009 after rapid declines between 1997 and 2003. These results underscore the need to more aggressively implement proven tobacco control measures, including well-funded prevention and cessation programs, higher tobacco taxes and smoke-free laws.

The MMWR highlights and press releases can be found at:

[http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5926a1.htm?s\\_cid=mm5926a1\\_w](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5926a1.htm?s_cid=mm5926a1_w)

<http://www.tobaccofreekids.org/Script/DisplayPressRelease.php3?Display=1222>

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## National Latino AIDS Awareness Day (NLAAD) Friday October 15th, 2010

Observed annually on October 15<sup>th</sup>, NLAAD is a collective movement that focuses on educating and mobilizing Hispanic/Latino communities to increase their knowledge and understanding on the impact of HIV/AIDS. NLAAD's mission is to draw attention to the importance of HIV testing, education and prevention in Latino communities. To find out how you can be part of this campaign visit, [www.nlaad.org](http://www.nlaad.org).

We would like to share an article with you, published in the Washington Post, noting that "**the new policy directs more resources toward four high-risk groups: African Americans, gay and bisexual men, Latinos, and substance abusers.**"

Please click here for the full article: <http://www.washingtonpost.com/wp-dyn/content/article/2010/07/13/AR2010071300958.html>

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## North American Quitline Consortium (NAQC)

[Report Alert: U.S. Quitlines at a Crossroads](#)

[2010 Webinar Series Continues](#)

Starting in August of this year, [NAQC](#) will begin to include a key set of metrics as part of the individual quitline profiles available on its quitline map, [www.naquitline.org/map](http://www.naquitline.org/map).

Together, we have made tremendous progress in helping smokers quit during the past five years. [NAQC](#) hopes to garner political support for enhancing quitline efforts by making important data such as the annual survey findings available to advocates and funding decision-makers.

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## Partnership for Prevention and ActionToQuit Help People on Medicaid Quit Tobacco

We were very pleased with the announcement in mid-July of new regulations under the Affordable Health Care Act requiring private health plans to cover evidence-based preventive services and to eliminate cost-sharing for preventive care. Among the services to be covered are tobacco cessation interventions to for tobacco users.

[http://actiontoquit.org/uploads/documents/Save\\_Lives\\_and\\_Money\\_Medicaid\\_2010.pdf](http://actiontoquit.org/uploads/documents/Save_Lives_and_Money_Medicaid_2010.pdf)

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## Regulation of Smoking in Public Housing

department within the Department of Housing and Urban Development (HUD) issued a memorandum that "strongly encourages Public Housing Authorities (PHAs) to implement nonsmoking policies in some or all of their public housing units." In this article, we explore current law concerning residential smoking regulations and consider whether the implementation of a nationwide ban on smoking in public housing would be desirable.

<http://content.nejm.org/cgi/content/full/362/24/2319>

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## Resources To Help Get The Word Out About New Historic FDA Tobacco Regulations

Handy tools like graphical buttons, e-cards, widgets and social sites make sharing information easy and fun, you can support OSH and FDA efforts by:

- Posting the *new* "Light/Low/Mild: No such thing" [graphical button](#) on your Web site. When clicked, this button will take visitors to *new* consumer-focused information entitled "[No More "Light," "Low," or "Mild" Cigarettes."](#)
- Encouraging others to send [Health-e-Cards](#) emphasizing the value of being tobacco-free. See the *new* [animated Health-e-Card that reiterates there's no such thing as a safe cigarette.](#)
- Informing others of a *new* [widget](#) located on FDA's Tobacco Products Web site. A widget is an application that enables users to embed content from another Web site onto their Web site. As content gets updated on the source site, it's automatically updated on the user's site. This particular widget enables readers to embed regulation information from FDA's Tobacco Products Web site, health information from OSH's Smoking & Tobacco Web site, and quit information from NCI's [smokefree.gov](#) Web site.
- Following [CDCTobaccoFree](#) on Twitter and retweeting *new* messages related to the July 22 FDA tobacco regulations.
- Becoming a fan of [CDC's Facebook page](#) and posting *new* "Light/Low/Mild: No such thing" status updates on your Facebook profiles.
- Telling others about our *new* posting on [CDC's Everyday Health Widget \(coming soon\).](#)
- Viewing OSH's *new* entry on [CDC's MySpace page.](#)
- Following OSH on [GovLoop](#). GovLoop is a social networking site for the government community. It currently serves about 30,000 members, including local, state, and federal government employees and contractors. Academics and students interested in government are also welcome to join.
- [Subscribing to CDC's Smoking and Tobacco Use main feed](#) to receive updates of new and recently changed content from CDC's Smoking & Tobacco Use Web site on your browser or desktop.

Please also continue to access CDC's [Smoking & Tobacco Use Web site](#) for helpful resources and the latest information.

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## SAMHSA and the Ad Council Launch National Campaign to Raise Awareness About Mental Health Problems in Multicultural Communities

SAMHSA, in collaboration with the Ad Council, announced today the launch of a national public service advertising (PSA) campaign to promote recovery from mental health problems within multicultural communities by educating and inspiring young adults to talk openly about issues of mental health. The culturally targeted PSAs seek to motivate societal change toward social acceptance and decrease negative attitudes that may surround mental illness. These

Chinese American, and African American communities during National Minority Mental Health Awareness Month.

"Raising awareness that effective treatments for mental illnesses are available and that people recover, can encourage those in need to seek help," said SAMHSA Administrator Pamela S. Hyde, J.D. "Our goal with this campaign is to open the dialogue about supporting friends or family members with mental health problems in a culturally relevant way."

For more info, visit <http://www.samhsa.gov/shin/>

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## State Launches Quit Smoking Contest

By Reed Parker  
7/8/2010

State health officials have launched the "Quit Now Indiana" contest. It offers \$5,000 in prizes for Hoosiers who quit using tobacco.

Indiana Tobacco Prevention and Cessation will take applications until late August, and the contest runs the month of September.

Three prizes will be awarded in cash amounts of \$2,500, \$1,500 and \$1,000.

Indiana Tobacco Prevention and Cessation Executive Director Karla Sneegas says the contest also involves employers to urge their workers to quit and sign up for the prizes.

The winners will be chosen by a random draw, but will have to say they've not used tobacco, have a reference and undergo a saliva test.

Tobacco users can sign up at county fairs and festivals as well as online at [inshape.in.gov](http://inshape.in.gov).

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**Indiana Tobacco Prevention and Cessation Executive Director Karla Sneegas (WIBC.com photo: Reed Parker)**

## Tobacco Control State Highlights 2010 Surveillance and Evaluation Report

A new resource document is available - Web only - to supplement OSH's recent *State Highlights* publication. The supplement is intended for health department staff engaged in monitoring and evaluating state tobacco control programs and it provides more detailed information about the indicators and discusses measurement and evaluation considerations relevant to interpreting the findings in the context of states' overall surveillance and evaluation activities. The document can be found at

[Tobacco Control State Highlights 2010](#)

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**WARNING: TOBACCO COMPANIES ARE NOW USING COLORED PACKAGING BECAUSE DECEPTIVE LABELS LIKE "LIGHT" AND "LOW TAR" HAVE BEEN BANNED.**

**Don't be fooled. The color of the pack doesn't matter.**  
**ALL CIGARETTES CAUSE LUNG CANCER.**

Quit Smoking Today.  
 For help call 311 or visit [nysmokefree.com](http://nysmokefree.com)

**NYC Health**

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Thank you!

**National Latino Tobacco Control Network**  
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 National Latino Tobacco Control Network

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