



National Latino Tobacco Control Network Latinos Saludables Sin Tabaco November-December 2011 e-Newsletter

On behalf of the staff and Steering/Advisory Committee of the National Latino Tobacco Control Network, we wish you Happy Holidays and a great New Year. We want to THANK YOU for the work you do at the community level in support of tobacco control and other health disparity issues. We're looking forward to hearing from you next year and getting your feedback about the Network's communication mechanisms, the website and our newest products, including our Promising Practices, now available at www.latinotobaccocontrol.org under Resources. The Network is yours, so we hope we are serving some of your needs.

Next year, NLTCN will once again participate in the Tobacco and Oral Health Conference to take place March 8th and 9th on the beautiful island of Puerto Rico. It will be a great time to learn about tobacco control in Puerto Rico and take a break from the winter doldrums. We also hope that some of you will attend the conference titled: "[Promising Practices to Eliminate Tobacco Related Health Disparities: The Power of Communities](#)," being organized by our sister agency, the BreakFree Alliance, and taking place April 17th and 18th in New Orleans. NLTCN members will share 17 Promising Practices being carried out at the local level! Also next year, we have the [2012 National Conference on Tobacco or Health \(NCTOH\)](#) that will take place August 15-17 in Kansas City, Missouri. NLTCN is delighted to be preparing a number of innovative sessions as

part of the planning group of the Conference's Disparity and Diversity Track. We hope you will join us in Kansas City!

There is no question that 2012 will be an exciting year. We must keep working to ensure that Latino communities are actively engaged in the political and policy process. We have to speak up and make our voices heard in order to have a hand in shaping the future course of this nation.

Warmest regards,

Jeannette Noltenius
National Director
Latino Tobacco Control Network



En nombre del personal y miembros de la Junta Directiva/Asesora de la Red Latinos Saludables

Sin Tabaco, les deseamos Felices Fiestas y un Próspero Año Nuevo. Queremos ante todo darles las GRACIAS por todo el trabajo que hacen a nivel de nuestras comunidades en el control del tabaquismo y en la eliminación de las disparidades de salud. Esperamos que el próximo año nos

darán sus opiniones acerca de la Red, los boletines informativos que continuamos a enviarles, nuestro sitio internet, y nuestras últimas publicaciones de Prácticas Prometedores Emergentes, las cuales encontrarán en español próximamente en www.latinotobaccocontrol.org. La Red es de ustedes, y esperamos que estemos dándoles la información que necesitan en sus comunidades para seguir luchando.

El año que viene, esperamos verles en la Cumbre de Tabaco y Salud Oral que se llevará a cabo en la Isla del Encanto el 8 y 9 de marzo. Será una oportunidad magnífica de aprender sobre el

control

del tabaco en Puerto Rico y tomar una pequeña escapadita del desánimo invernal. Asimismo, les comunicamos que tendremos una gran presencia latina en la conferencia titulada ["Promising Practices to Eliminate Tobacco Related Health Disparities: The Power of Communities"](#)

que está siendo organizada por nuestra organización hermana BreakFree Alliance, para el 17 y 18

de marzo del 2012 en Nueva Orleans. Miembros de la Red presentarán 17 Prácticas Prometedoras desarrolladas a nivel local. También esperamos verles en la ciudad de Kansas City, Missouri, [Conferencia Nacional Tobacco o Salud \(NCTOH\) del 2012](#) a realizarse del 15 al 17 de agosto. Nos complace que miembros de la Red están involucrados en

diseñar varias sesiones innovadoras sobre temas relacionados con disparidades y diversidad. ¡Les esperamos en Kansas City!

No hay ninguna duda que el 2012 va a ser un año lleno de expectativas y retos. Debemos siempre asegurar que nuestras voces latinas estén presentes en los procesos de abogacía y desarrollo de políticas públicas. Tenemos que participar para ser parte de las fuerzas que determinan el futuro de nuestra nación.

Les saluda cariñosamente,

Jeannette Noltenius
Directora Nacional
Red Latinos Saludables Sin Tabaco



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NLTCN LEADERS MAKING A DIFFERENCE

Olivia Denise Carter - Pokras

Associate Professor
Department of Epidemiology and Biostatistics
University of Maryland



Primary Areas of Expertise:

Public Health
Smoking Cessation

Secondary Areas of Expertise:

Minority Health

Population Speciality:

Latinos

Secondary Speciality:

Minority Groups

Since 2006, Dr. Olivia Carter-Pokras has been working for the Department of Epidemiology and Biostatistics at the University of Maryland College Park School of Public Health as an Associate Professor. She has dedicated numerous years to the study of minority health with an emphasis on Latino health. Dr. Carter-Pokras is the Principal Investigator for a NHLBI cultural competency and health disparities academic award, and a NICHD community based participatory research grant on oral health of Latino and Ethiopian children and their mothers. She has just completed a state tobacco disparities evaluation project, and is the research director for the new CDC-funded University of Maryland Prevention Research Center. She conducts Latino health assessments in Baltimore and Montgomery County in close partnership with local government and community based organizations. Dr. Carter-Pokras is currently a committee advisor for the National Latino Tobacco Control Network (NLTCN). The Network's primary objective is to make information regarding tobacco control available to the public, especially to the Latino community. In addition to working with NLTCN, Dr. Carter-Pokras is working on a project with Dr. Laura MacPherson called Novel Behavioral Activation Intervention for Smoking Cessation. This study is in the second stage of research and focuses on the effectiveness of cognitive-behavioral treatment for individuals with a history of major depressive disorder (MDD) in standard cessation treatment. The study is projected to end in June 2014.

In 1982, Olivia received her M.H.S from John Hopkins University with an emphasis in Biostatistics. She continued her education and in 1994, she obtained her PhD. in Epidemiology from John Hopkins University.

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CESSATION

[Interest in Participating in Smoking Cessation Treatment among Latino Primary Care Patients.](#)

Journal of Clinical Psychology in Medical Settings (Oct 8, 2011, Epub ahead of print). 63% of participants were "definitely interested" in participating in a smoking cessation program; those smoking more cigarettes per day, greater nicotine dependence and depression showing greater readiness to quit.

Want to help smokers keep their New Year's resolution? BecomeAnEX.org is a free, interactive website to help smokers re-learn life without cigarettes. The site, developed by Legacy in partnership with Mayo Clinic, offers a free, personalized quit plan and support community to help people prepare to quit and stay quit. **To spread the word, Legacy is offering free info cards that you can distribute to smokers you serve. Legacy also offers a free "tear-off" flyer that can be posted on bulletin boards in areas frequented by smokers.** [Click here to access the free resources and help put EX in front of smokers.](#)

The American Lung Association has released its fourth annual **Helping Smokers Quit: Tobacco Cessation Coverage 2011 report**. The report provides an overview of smoking cessation services and treatments offered in each state by Medicaid, Medicare, state employee plans, quitlines and private insurance. It also discusses past and future federal government actions to help smokers quit.

This year the report features a list of the Five Most Quit-Friendly States (ME, ND, DE, OK, WY) and Five Least Quit-Friendly States (GA, LA, AL, MD, NJ). The report is a great resource to focus media and policymaker attention on cessation coverage policies. View the report and other related materials [here](#).

Please contact Jennifer.singleterry@lung.org if you have any questions about the report.

New Quitline Manual

The World Health Organization (WHO) has just released their new manual, [Developing and improving national toll-free tobacco quit line services](#). Although this manual is intended for middle and low income countries in the early stages of quitline development, we recommend it as a resource to all members. The manual

provides technical advice and case examples for establishing and operating a national quitline service. Topics include choosing appropriate service delivery options, optimizing population coverage and utilization, and partnerships with health-care systems. This manual is intended to guide implementation of Article 14 of the WHO Framework Convention on Tobacco Control.

[View manual](#)

[Learn more about the Framework Convention on Tobacco Control](#)

Announcing Smoke-Free Teen

teen.smokefree.gov-A website offering evidence-based smoking cessation information and interactive tools designed especially for teens

Nearly 90 percent of adult smokers began smoking before they turned 18. And tobacco use remains the leading cause of preventable death, causing more than 5 million deaths per year worldwide. Something's got to give. That's why the National Cancer Institute's Tobacco Control Research Branch has developed Smokefree Teen (SfT). SfT is a new smoking cessation resource aimed at helping teens quit smoking and take control of their health. To appeal to a teen audience that spends much of its time online and on the phone, SfT provides targeted behavioral support through a variety of platforms:

<http://www.cancer.gov/newscenter/pressreleases/2011/SmokeFreeTeenTXT>

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CONFERENCES/TRAININGS/EVENTS

SAVE THE DATE

Puerto Rico Department of Health invites to our next *Tobacco Prevention Summit:*

Cumbre de Control de Tabaco y Salud Oral 2012

8 y 9 de marzo de 2012

Hotel Embassy Suite Dorado del Mar

Dorado, Puerto Rico

For information please contact:

División de Educación Continua y Estudios Profesionales,

Escuela Graduada de Salud Pública, UPR

[787-758-2525 Ext. 1474](tel:787-758-2525), 1475

Email: decepspublica.rcm@upr.edu

[Promising Practices to Eliminate Tobacco Related Disparities: The Power of Communities-The Health Education Council](#) & [Break Free Alliance](#) will be hosting their third national tobacco control conference in April 17-18, 2012, New Orleans, LA that will focus on reducing the burden of tobacco use in low socioeconomic status and ethnic/minority populations. Registration opened November 8th, 2011. Don't miss this conference!
http://healtheducouncil.org/promisingpractices_2012.html

2012 [National Conference on Tobacco or Health](#) (NCTOH)

August 15-17

Kansas City, Missouri

The purpose of the National Conference on Tobacco or Health is to help improve and sustain the effectiveness and reach of tobacco control programs and activities in the United States.

NAQC Conference 2012 COMING SOON!

The promotion and delivery of quality, evidence-based quitline services in the midst of difficult fiscal climates, ongoing healthcare reforms, shifting policy landscapes and an ever-growing demand for cessation services remains a critical priority for the entire quitline community and our partners.

NAQC Conference 2012, QUITLINE INNOVATION AND SUSTAINABILITY: Exploring Strategies

and Seizing Opportunities in Challenging Times, will be the only international conference to focus

solely on building the capacity of the quitline community to improve the availability and quality

of its services while responding to these mounting challenges and opportunities. The conference

will take place on August 13th and 14th as an official ancillary meeting to the National Conference

on Tobacco or Health. To learn more about the conference, please click here

[\[http://eepurl.com/f7OP9\]](http://eepurl.com/f7OP9) or contact NAQC at naqc@naquitline.org.

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FILM: Addiction Incorporated



ADDICTION INCORPORATED is the gripping true account of Victor DeNoble, a former research scientist for a major tobacco company. Through his work, DeNoble became one of the most influential whistleblowers of all time. Initially hired by the tobacco company to find a substitute for nicotine that would not cause heart attacks, DeNoble discovered what the tobacco industry had denied for years: that cigarettes are addictive. The story traces how DeNoble and an unprecedented alliance of journalists, politicians, attorneys and whistleblowers achieved the first ever federal regulation of the tobacco industry, which continues to have repercussions even today. The documentary has received critical acclaim for its depiction of important developments in the recent changes to health policy that have national and global implications. The film will be shown in New York and LA during December and January, and will play in select theaters nationwide in February and March. For showings, please see the screening schedule: <http://www.addictionincorporated.com/events/upcoming/>

Information: <http://www.imdb.com/title/tt1735495/>

Trailer: <http://www.youtube.com/watch?v=-mmktlF7Kyk&feature=share>



"Addiction Incorporated" Trailer

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JOB AND FELLOWSHIP OPPORTUNITIES

https://hrmt.jhu.edu/jhujobs/job_view.cfm?view_req_id=48890&view=sch

The **Research Program Manager for Johns Hopkins University Bloomberg School of Public Health** will manage, coordinate, and facilitate various projects and tasks for the Institute for Global Tobacco Control (IGTC). Develop and monitor study design and implementation. Use problem solving skills to maintain project progress. Prepare and analyze project data. Prepare reports, publications, and presentations. Develop and execute aspects of study design, project implementation, analysis, and reporting for the Institute's ongoing and upcoming research design projects. Develop study protocols, questionnaires, educational materials, and other study materials. Prepare the data for use in publications, presentations, and policy development. Prepare manuscripts for publication as part of the Institute's research and program efforts. Qualifications: Bachelor's degree in Public Health, Health Science or related field. Five years related experience including some previous experience in global tobacco control and data management. Demonstrated supervisory or lead responsibilities. Knowledge of program management, implementation strategies, program evaluation, behavioral and community change models, and data analysis. Working knowledge of statistical programs (SAS and STATA) and Microsoft Office. Experience with data management, tobacco control, and public health, grant writing, project management. Excellent organizational, time management, and communication skills. Additional education may substitute for some experience. Additional education may substitute for required experience to the extent permitted by the JHU equivalency formula.

Preferred Qualifications: Master's degree preferred. Foreign language skills a plus, but not required.

The [Tobacco Research Network on Disparities \(TReND\)](#), funded by the National Cancer Institute and Legacy, is issuing an International Call for Papers for a special journal issue on Movies, Entertainment Media, and Tobacco-Related Disparities. We are seeking research that examines mechanisms of exposure and impact of smoking imagery in entertainment media along the entire tobacco use continuum including initiation, current use, consumption, dependence, cessation, and relapse; examination and/or evaluation of policy options and models; research design and measurement issues; and implications for global tobacco control.

Selected papers will be featured in a special journal issue published by *Addiction*. Please refer to the attached International Call for Papers for additional information. If interested, please submit your manuscript to Allison Rose (rosea@mail.nih.gov) by **February 1, 2012**.



REQUEST FOR PROPOSALS
Proposal Deadline: January 13, 2012
Strategic Champions Project
of the NHLBI Community Health Worker Health Disparities Initiative

The Initiative

The National Heart, Lung, and Blood Institute's (NHLBI's) Community Health Worker (CHW)

Health Disparities Initiative aims to reduce health disparities in heart disease and asthma in underserved and minority communities across the United States. To meet this goal, the NHLBI offers science-based curricula and health education materials that are culturally appropriate, field-tested, and easy for CHWs to use in community and clinical settings. The Initiative also partners with organizations and individual CHWs, offering training for heart health and asthma disparities programs.

The RFP

The purpose of this RFP is to fund Strategic Champions who can play a pivotal role in the Initiative by implementing and assessing one or more of the following activities:

- Train Community Health Workers (CHWs) and build their capacity to utilize NHLBI curricula and address heart health through partnership building and innovative strategies.
- Expand and enhance successful CHW or heart health programs to broaden the use
- of NHLBI training, curricula and materials in the community through partnership building and innovative strategies.

[Download the RFP](#)

For additional information email
CHW.Champions@altarum.org

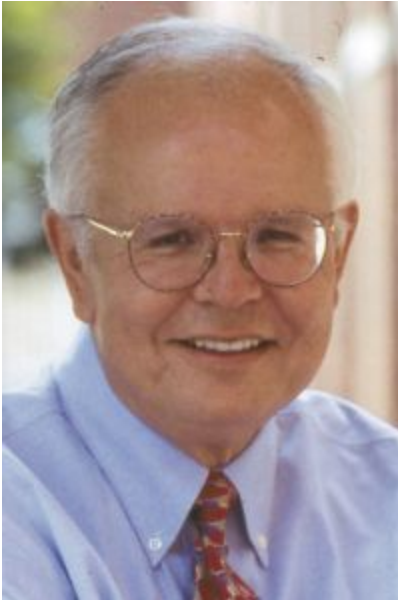
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IN MEMORIUM

[Harry Pachon Is Remembered for His Advocacy for Latinos From Within Academe](#)

November 11, 2011

The Chronicle of Higher Education



"Mr. Pachon was a scholar-advocate who used the tools of social science to help define an entire era of public discourse. His work illuminated policy issues related to the Hispanic population during four decades in which that population grew from about 10 million to nearly 50 million. And, he accomplished this as a lonely mission, as one of a very small number of Latinos who both made it to the upper reaches of the academy and committed their careers to a cause."

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OTHER PRODUCTS: Smokeless, cigars, hookas, e-cigarettes, etc.

[Senators Call for FDA Ban on Flavored Cigars](#)

Published December 16, 2011

FoxNews.com

Swisher Sweets could be the next target of federal tobacco regulation.

A group of U.S. senators is urging the Food and Drug Administration to ban flavored cigars, claiming the "candy-like flavorings" increasingly are luring teens into the smoking habit -- even as they turn away from cigarettes.

"Cigars contain the same toxic and cancer-causing chemicals contained in cigarettes, and public health experts have warned that cigars are not safe alternatives to cigarettes," the senators wrote in a letter to FDA Commissioner Margaret Hamburg.

The letter comes as the FDA exerts newly granted authority to regulate tobacco products. The FDA in 2009 officially banned flavored cigarettes. Despite some confusion at the time, the regulation did not end up applying to many flavored cigars and cigarillos like Swisher Sweets or Black & Milds, which are among the most popular cigar products in the country.

[Report: Too Little Known on Smokeless-Tobacco Risk](#)

December 15, 2011

The Wall Street journal

A key advisory committee warned the Food and Drug Administration Wednesday that little is known about the health effects of so-called modified-risk tobacco products, suggesting makers of smokeless tobacco and other alternatives to conventional cigarettes face high hurdles before they can market them as less harmful.

The report by the Institute of Medicine coincided with another government-sponsored study showing cigarette use hitting historic lows among U.S. teenagers, even as more youths have turned in recent years to smokeless products such as moist snuff and pouches called snus.

The FDA is studying whether to allow companies to advertise some tobacco products as safer than cigarettes, which still represent more than 90% of tobacco sales. The agency plans to publish regulations or guidance on scientific testing requirements by April as part of its review.

[Group pushing tobacco tax says it's a popular idea](#)

December 14, 2011

The Baltimore Sun ("Picture of Health" blog)

Two-thirds of Maryland voters support increasing the state's tobacco tax, according to a new poll from the Maryland Citizens' Health Initiative, the group that pushed the dime-a-drink tax on alcohol last General Assembly session.

The group says their poll by Opinion Works shows 65 percent endorse the idea of another \$1 a pack tax on cigarettes while less than 30 percent oppose it.

About 72 percent of Maryland voters like the idea of taxing cigars and smokeless tobacco at the same rate as cigarettes. (The phone poll of more than 800 people was conducted last week.)

In an interview with Washington DC's Univision station, NLTCN National Director Jeannette Noltenius discussed recent findings indicating that youth cigar use is increasing in

Maryland and nationwide:

[Peligros de los llamados cigarrillos](#)

December 13, 2011

WFDC News (Univision)

Informes difundidos que dan cuenta del aumento del consumo de cigarrillos con sabores y los llamados cigarrillos por parte de los jóvenes que estarían dejando de lado a los cigarrillos tradicionales.

[Lighting up less often-except for cigars](#)

December 12, 2011

YLE News (Finland)

Smoking in general is in decline in Finland within all age groups. However, according to the National Institute for Health and Welfare (THL), smoking is still common among 16 year-olds, while cigar smoking is showing a steady upward trend.

[Cigar lovers, industry unite to snuff out FDA regulatory agenda](#)

November 29, 2011

The Daily Caller

Cigar smokers are mad as hell, and they aren't going to take it anymore. Faced with an unprecedented assault on their guilty pleasure from President Barack Obama's Food and Drug Administration, aficionados and industry insiders told The Daily Caller that they're picking up their torch lighters and revolting.

Usually divided by their preferences for mild, medium and full-bodied smokes, they're uniting against regulations that threaten to make cigars prohibitively expensive, shut down scores of small cigar shops, jeopardize tens of thousands of jobs and erase the traditionally bright line between Camels and Cohibas.

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PUERTO RICO

[Puerto Ricans have highest rates of asthma in nation](#)

November 14, 2011

Orlando Sentinel

María Barbot says she has little control in planning her daily life. She can pencil in all the activities she wants, whether it's cooking a nice dinner for her family or attending a party. But she doesn't have the last word.

"My asthma decides," said Barbot, a 56-year-old Puerto Rican woman. "I never know when it is going to flare up."

For Barbot, an asthma attack means non-stop coughing, shortness of breath, severe chest pain, headache and nausea. She's unable to function. "I'm miserable," said Barbot, who lives in Orlando.

Asthma affects 25 million people of all ages and ethnic backgrounds in the U.S, according to a recent report by the American Lung Association. But for reasons still not understood, Puerto Ricans suffer at disproportionately high rates.

According to the report, 15.7 percent of Puerto Ricans living in the mainland U.S. have been diagnosed with asthma - more than double the rate of non-Hispanic whites and more than three times the rate of some other Latino groups, including Mexicans and South Americans. The problem is even more evident on the island, where up to 19 percent of the population has been diagnosed with asthma at some point, a study by the Puerto Rico Health Department shows.

San Juan, PR

12 de diciembre de 2011

En marzo del 2012 se cumplirán 5 años sin humo de cigarrillos en lugares públicos en Puerto Rico. Durante la Cumbre de Tabaquismo 2011 el Secretario de Salud de PR confirmó que el consumo de cigarrillos continúa disminuyendo dramáticamente en nuestra población. Esto gracias a las enmiendas a la Ley #40 que prohíbe fumar en determinados lugares públicos y privados.

Por otro lado el Secretario reconoció que uno de los retos es buscar alternativas más efectivas para fiscalizar dicha ley. Dada esta información, organizaciones comunitarias como PAS de PR (Promoviendo Alternativas Saludables) en colaboración con el Departamento de Salud de PR Oficina de Control de Tabaco y Salud Oral se crearon unos talleres de capacitación para Policías Estatales donde se discutieron temas relacionados al mejoramiento de la ley y con el fin de concertar esfuerzos dirigidos a la fiscalización proactiva de la Ley #40. Participaron 130 agentes de la Policía Estatal en

esta 1ra fase. Estos talleres continuarán repitiéndose no solo en San Juan sino a través de la isla.

Cabe mencionar entre otros resultados de esta iniciativa la motivación que mostraron los policías en estos talleres, la disponibilidad para utilizar y aplicar conocimientos en intervenciones inter-agenciales y una alta cooperación por parte del Cuartel General de la Policía de Puerto Rico. Esperamos que estas iniciativas como otras en camino de ponerse en función continúen reforzando el cumplimiento de la Ley para un Puerto Rico Libre de Humo de Tabaco.

Doy las gracias a *Yimaris Menéndez Sanchez* Y *José Malave Rexach* de la organización PAS y miembros de la Coalición para un Puerto Rico Libre de Humo de Tabaco por facilitarme esta información.

Lissette Rodriguez, MA
Educadora en Salud
NLTCN-PR

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RESOURCES

National African American Tobacco Prevention Network (NAATPN) Unveils New Website

On December 16, NAATPN launched a brand new website to create a one-stop repository of information on tobacco control issues affecting the black community. The site, <http://www.naatpn.org>, is also designed to keep the community abreast of current events, trends and the latest happenings in tobacco control relevant to African Americans.

The new website is more user friendly and some of its new features include articles and journals from experts in African American tobacco use and abuse, an interactive map displaying current demographic information, and an updated list of culturally and community appropriate cessation materials and resources.

[Cultural Insights: Communicating with Hispanics/Latinos.](#) CDC (Aug 2011). Provides access to resources to help build health communication or social marketing campaigns and programs, including tips for analyzing and segmenting an audience, choosing appropriate channels and tools, or evaluating the success of messages or campaigns.

Innovative Project to Address Tobacco Disparities in Minority and Low-Income Communities

We hope you'll take a moment to check out a new, innovative resource that is up-and-running thanks to **Sea Mar Community Health Centers** of Seattle, Washington, with funding from the **Communities Putting Prevention to Work**. Their project focuses on using real stories of real individuals to describe how tobacco has affected them in their lives. The stories are in Spanish and in English and feature individuals' struggles to quit, among other tobacco control topics. They are an excellent resource for tobacco partners throughout the nation, perhaps throughout the world, as they can be used for public awareness around policy (smoking at public places/parks, smoking in the workplace, smoking in multi-unit housing, funding for tobacco control) and cessation.

To view the stories by area/neighborhood within the Seattle metropolitan area, please see the group's [interactive map](#).

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SECONDHAND SMOKE (SHS)/CLEAN INDOOR AIR (CIA)

[Increasingly, Smoking Indoors Is Forbidden at Public Housing](#)

December 17, 2011

The New York Times

AUBURN, Me. - Glenys Cushman was grabbing a quick cigarette here the other day outside her federally subsidized apartment. The rules say no smoking inside or within 25 feet of the entrance, and though she hates having to go outside, she has come to accept it.

"My neighbor is on oxygen," said Ms. Cushman, 53, who is on disability herself. "And I can't quit. I tried. I get too worked up without smoking. So I come out here."

In 2004, the Auburn Housing Authority became the first authority in Maine and one of the first in the country to ban smoking in public housing, and it has served as a model. On Jan. 1, Maine will become the first state in the country in which all of its public housing authorities are smoke free, affecting about 12,000 tenants.

[Smoke-free leaders still believe smoking ban is possible despite vote](#)

December 14, 2011

Fox 59 WXIN-TV (Indianapolis)

Indianapolis, In- The City-County Council Rules and Public Policy Committee voted down the smoking ban proposal Tuesday night. Wednesday, the city's smoke-free leaders

said they still believe a ban is possible.

"We still want to pass the strongest law possible to protect every worker. We would ask that this law that's on the table get brought forth to the full council and we would like the council to act on this now. If not, we're going to introduce something in January," said Lindsay Grace, spokesperson for Smoke Free Indy.

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TOBACCO MARKETING/ADVERTISING/PROMOTION



[Camel SNUS Launches Print Campaign](#)

CSD Staff | Dec 20, 2011 |

Smokers have more options today when it comes to tobacco use, and Camel wants customers to know it's transforming with the times. Camel SNUS is running a number of print ads that are appearing in dozens of alt-weeklies nationwide this month.

The ads have a seasonal theme, with messages such as "Let it SNUS," "2012 Smoke-Free Resolution" and "Season's Snus'n." The ads also encourage customers to take the "Pleasure Switch Challenge," which is a sweepstakes game that gives customers a chance to win one of 383 \$100 Visa gift cards instantly through Dec. 31.

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TOBACCO INDUSTRY WATCH

[Tobacco Industry Dying? Not So Fast, Says Stanford Expert](#)

December 12, 2011

Stanford Report

The cigarette industry is not dying. It continues to reap unimaginable profits. It's still winning lawsuits. And cigarettes still kill millions every year.

So says Stanford's Robert Proctor, author of the new bombshell study, *Golden Holocaust: Origins of the Cigarette Catastrophe and the Case for Abolition*, a book the tobacco industry tried to stop with subpoenas and hundreds of thousands of dollars in legal fees.

[Margaret Chan, WHO Chief, Slams Tobacco Firms That 'Harass' Governments](#)

November 23, 2011

Associated Press

GENEVA - The head of the World Health Organization has urged countries to stand together against tobacco companies that are trying to "harass" them into softening their anti-smoking stance.

"Tobacco is the only industry that produces products to make huge profits and at the same time damage the health and kill their consumers," WHO Director-General Margaret Chan told officials at a public health meeting in Geneva.

"How can we as an international community allow big tobacco to harass countries?" she asked. Chan said Australia, Uruguay, Norway and the United States were among the countries targeted by the tobacco industry over their measures to reduce smoking-related disease.

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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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