



## RESOURCES & OPPORTUNITIES: DECEMBER 2012

### In this issue

[CALL FOR ABSTRACTS/PROPOSALS/NOMINATIONS/APPLICATIONS](#)

[CONFERENCES/TRAININGS/EVENTS](#)

[EVALUATION: Counter-Marketing or Media Analysis](#)

[FDA TOBACCO REGULATIONS](#)

[FLAVORED TOBACCO \(Including Menthol\)](#)

[OTHER PRODUCTS: Smokeless, Cigars, Hookahs, e-Cigarettes, etc.](#)

[PACKAGE DESIGN & WARNING LABELS](#)

[RESOURCES: Tobacco-Related](#)

[RESOURCES: General Media/Communications](#)

[SECONDHAND SMOKE \(SHS\)/CLEAN INDOOR AIR \(CIA\)](#)

[TARGET POPULATION: African American](#)

[TARGET POPULATION: American Indian/Alaska Native](#)

[TARGET POPULATION: Disadvantaged/Low SES](#)

[TARGET POPULATION: Healthcare Providers](#)

[TARGET POPULATION: Hispanic/Latino](#)

[TARGET POPULATION: Military Personnel](#)

[TARGET POPULATION: Rural Communities](#)

[TARGET POPULATION: Tobacco Users](#)

[TARGET POPULATION: Youth/Young Adults](#)

[TOBACCO AND HEALTH](#)

[TOBACCO CESSATION](#)

[TOBACCO INDUSTRY WATCH](#)

[TOBACCO MARKETING/ADVERTISING/PROMOTION](#)

[TOBACCO TAXES AND PRICING](#)

[Social Media](#)

## CALL FOR ABSTRACTS/PROPOSALS/NOMINATIONS/APPLICATIONS

- [Comment Period Extended for HUD Smoke-Free Housing Initiative.](#) The Department of Housing and Urban Development (HUD). HUD is inviting public comment on how it can best continue to support the implementation of smoke-free policies for public and multifamily housing, the comment period closes January 22, 2013.
- [2013 Youth Advocate of the Year Awards \(YAYAs\).](#) Campaign for Tobacco-Free Kids. These awards honor top young leaders from across the country. YAYA winners are honored during an awards gala on May 2, 2013. YAYAs receive a scholarship and grant to continue their work locally. Applications due Jan 31, 2013 at 5:00 pm eastern.

[Return to top.](#)

## CONFERENCES/TRAININGS/EVENTS

- [Warner Series Lecture on LGBT and Tobacco Issues.](#) Legacy and Human Rights Campaign, Dec. 11, 2012, 3:30-5:00 pm eastern time. In 1995, R.J. Reynolds created a marketing campaign targeting gays titled Project SCUM. Since then, what role has Big Tobacco played in the high rates of tobacco use in LGBT communities? What initiatives have succeeded in reducing LGBT tobacco use?

- [2013 Kick Butts Day \(KBD\)](#). Campaign for Tobacco-Free Kids, March 20, 2013. The KDB website has information to help organize events to raise awareness of the tobacco problem, encourage youth to stay tobacco-free, and urge action to protect kids from tobacco.

[Return to top.](#)

## EVALUATION: Counter-Marketing or Media Analysis

- [The Natural History of Antismoking Advertising Recall: The Influence of Broadcasting Parameters, Emotional Intensity and Executional Features](#). Tobacco Control (Nov 10, 2012, Epub ahead of print). In order to achieve sufficient levels of population recall of antismoking campaigns, advertisements need to be broadcast at adequate levels in relatively frequent cycles.
- [Tobacco Control Advocacy in the Age of Social Media: Using Facebook, Twitter and Change](#). Tobacco Control (Oct 9, 2012, Epub ahead of print). Three case studies which demonstrate how social media can facilitate direct and effective action and; provides tools and lessons learned for future campaigns.
- [Generating News Media Interest in Tobacco Control; Challenges in an Advanced Policy Environment](#). Health Promotion Journal of Australia (Aug 2012). The paper highlights the increasingly important role of internet-based media, including opportunities presented by social media for tobacco control.
- [Smoking in Movies: A New Centers for Disease Control and Prevention Core Surveillance Indicator](#). Preventing Chronic Disease (Nov 2012). The Surgeon General concluded there is a causal relationship between smoking in movies and smoking initiation among young people: the US Department of Health and Human Services has set a goal of reducing youth exposure to onscreen smoking.

[Return to top.](#)

## FDA TOBACCO REGULATIONS

- FDA Accepting Public Comments on R.J. Reynolds' Citizen Petition. RJ Reynolds has filed a citizen petition with the FDA. If the FDA follows R.J. Reynolds' suggestions, it would propose a new rule that would change the textual warning label on smokeless tobacco products.

- [FDA site to submit comments](#)
- [Comment submitted by public health organizations](#)
- [For more information](#)

[Return to top.](#)

## FLAVORED TOBACCO (Including Menthol)

- [Cessation Outcomes Among Treatment-seeking Menthol and Nonmenthol Smokers.](#) American Journal of Preventive Medicine (Nov 2012). If a menthol ban motivates many menthol smokers to quit, quitlines may have to increase their capacity to meet the increase in demand.

[Return to top.](#)

## OTHER PRODUCTS: Smokeless, Cigars, Hookahs, e-Cigarettes, etc.

- [Federal Approaches to the Regulation of Noncigarette Tobacco Products.](#) American Journal of Preventive Medicine (Nov 2012). The article highlights federal policy interventions that would address gaps in the regulation of other tobacco products.
- [Big Tobacco's Next Frontier: Sustaining Addiction and Hooking Kids with Other Tobacco Products.](#) American Lung Association (2012). Examines the public health problems posed by non-cigarette products, and provides recommendations about how best to address these problems.
- [Examining Market Trends in the United States Smokeless Tobacco Use: 2005-2011.](#) Tobacco Control (Oct 31, 2012, Epub ahead of print). Sales of moist snuff, both overall and for particular styles, are increasing. Increased sales of flavored and discounted snuff raise concerns about use and appeal to youth.
- [The Emergence of New Smokeless Tobacco Products.](#) American Lung Association (2012). Examines the newer and novel smokeless tobacco products, e.g., snus and dissolvables. Provides an overview of what is known about the health risks of these products and makes recommendations to address potential public health challenges related to them.
- [Carbon Monoxide Poisoning Secondary to Hookah Smoking.](#) Journal of the American Osteopathic Association (Oct 2012). The authors report a case of carbon monoxide poisoning secondary to smoking tobacco through a hookah.
- [Opportunities for Policy Interventions to Reduce Youth Hookah Smoking in the](#)

[United States](#). Preventing Chronic Disease (Nov 2012). Potential policy interventions include equalizing tobacco tax rates for all tobacco types, requiring warning labels on hookah tobacco and accurate labeling of product contents, extending the cigarette flavoring ban to hookah tobacco and many more.

[Return to top](#).

## PACKAGE DESIGN & WARNING LABELS

- [Cigarette Warning Label Policy Alternatives and Smoking-Related Health Disparities](#). American Journal of Preventive Medicine (Dec 2012). Pictorial health warning labels with graphic images have the most-pronounced short-term impacts on adult smokers, including smokers from groups that have in the past been hard to reach.
- [The Evolution of Health Warning Labels on Cigarette Packs: The Role of Precedents, and Tobacco Industry Strategies to Block Diffusion](#). Tobacco Control (Oct 23, 2012, Epub ahead of print). Multinational tobacco companies did not object to voluntary innocuous warnings with ambiguous health messages, in part because they saw them as offering protection from lawsuits and local packaging regulations.

[Return to top](#).

## RESOURCES: Tobacco-Related

- [BeTobaccoFree.Gov](#). The U.S. Department of Health and Human Services has launched a new tobacco use prevention and cessation website, providing one-stop access to tobacco-related information from across its agencies, including general information on tobacco, federal and state laws and policies, health statistics, and evidence-based methods on how to quit.
- [The Tobacco Portal](#). Georgia State University Institute of Public Health. The Portal organizes publicly available tobacco information into one location and categorizes resources that are useful for researchers and tobacco control experts.
- [Guide to Effectively Educating State and Local Policymakers](#). Society for Public Health Education (2012). This resource guide facilitates action steps to educate policymakers on the latest policies and research in chronic disease prevention and control.

[Return to top.](#)

## RESOURCES: General Media/Communications

- [Mobile Health 2012](#). Pew Internet and American Life Project (Nov 8, 2012). 52% of smartphone owners gather health information on their phones, compared with 6% of non-smartphone owners. Cell phone owners who are Latino, African American, between the ages of 18-49, or hold a college degree are also more likely to gather health information this way.

[Return to top.](#)

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

- [Association between Smoke-free Legislation and Hospitalizations for Cardiac, Cerebrovascular, and Respiratory Diseases: A Meta-analysis](#). Circulation (Oct 30, 2012). Smoke-free legislation was associated with a lower risk of smoking-related cardiac, cerebrovascular, and respiratory diseases.
- [Cardiovascular Harms from Tobacco Use and Secondhand Smoke: Global Gaps in Awareness and Implications for Action Report from the International Tobacco Control Project](#). University of Waterloo (2012). Outlines cardiovascular effects of tobacco use and secondhand smoke, and presents data from surveys of smokers who were asked about their knowledge of the cardiovascular disease risks of tobacco use and secondhand smoke exposure. Also includes U.S. data.
- [Risk of Exposure to Second Hand Smoke for Adolescents in Las Vegas Casinos: An Evaluation of the Nevada Clean Indoor Air Act](#). Journal of Health and Human Services Administration (Fall 2012). The results indicate that current policy fails to preserve indoor air quality in children-friendly areas.
- [Comprehensive Smoke-Free Laws - 50 Largest U.S. Cities, 2000 and 2012](#). Morbidity and Mortality Weekly Report (Nov 16, 2012). Significant progress has been achieved since 2000 in expanding comprehensive smoke-free policy coverage in the 50 largest U.S. cities, but 20 cities remain without full protection from secondhand smoke in private workplaces, restaurants and bars.
- [Indoor Air Quality at Nine Large-Hub Airports With and Without Designated Smoking Areas - United States, October-November 2012](#). Morbidity and Mortality Weekly Report (Nov 20, 2012). Ventilated rooms and designated smoking areas in airports are not effective in fully eliminating exposure to secondhand smoke.
- [Individual, Social, and Environmental Factors Associated with Support for Smoke-](#)

[free Housing Policies among Subsidized Multiunit Housing \(MUH\) Tenants.](#) Nicotine and Tobacco Research (Nov 7, 2012, Epub ahead of print). More than half of subsidized MUH tenants supported smoke-free policies inside their units.

- [Smoke-free-home Rules Among Women with Infants, 2004-2008.](#) Preventing Chronic Disease. The prevalence of complete rules was lowest among women who: smoked during pregnancy and postpartum, were younger than 20 years, were non-Hispanic black, had fewer than 12 years of education, had an annual household income of less than \$10,000, were unmarried and were enrolled in Medicaid during pregnancy.
- [Parents Smoking in Their Cars With Children Present.](#) Pediatrics (Nov 12, 2012, Epub ahead of print). The pollutant levels inside the car exceeded those found in restaurants, bars and casinos.
- [Smokefree Policies in Multi-Unit Housing: Steps for Success.](#) American Lung Association online curriculum on how to implement a smokefree policy in multi-unit housing properties like apartments and condominiums. Also provides link to an issues brief on Smoke-free Multi-Unit Housing.

[Return to top.](#)

## TARGET POPULATION: African American

- [Cigarette Smoking Topography Among Alternative School Youth: Why African American Youth Smoke Less but Are at Higher Long-term Risk.](#) Journal of Psychoactive Drugs (Jul 2012) The implication from this qualitative study is that because African Americans smoke differently they are exposed to a higher level of harmful particulate per cigarette.

[Return to top.](#)

## TARGET POPULATION: American Indian/Alaska Native

- [Holy Smoke: Tobacco Use among Native American Tribes in North America.](#) Substance Use and Misuse (Nov 15, 2012, Epub ahead of print). This article reviews archeological and anthropological data about the use of tobacco and its sacred significance.
- [Perceptions, Barriers, and Suggestions for Creation of a Tobacco and Health Website among American Indian/Alaska Native College Students.](#) Journal of

Community Health (Nov 13, 2012, Epub ahead of print). Results from 14 focus groups conducted with AI/AN college students to better understand their perceptions of, and attitudes toward Internet use and health information needs.

- ['In Our Voice': Lessons Learned from a Cardiovascular Disease Curriculum for American Indian Students.](#) Health Education Journal (Nov 2012). Evaluation results from a culturally appropriate cardiovascular disease curriculum, 'In Our Voice', for American Indian students in grades 7 through 12.
- [Cancer Risks and Native Americans: The 'Healthy Living in Two Worlds' Study.](#) Health Education Journal (Nov 2012). This data informed development of a curriculum designed to reduce the cancer risk factors of poor diet, recreational tobacco use, and limited physical activity.

[Return to top.](#)

## **TARGET POPULATION: Disadvantaged/Low SES**

- [Homeless Former Smokers' Interest in Helping Homeless Current Smokers Quit.](#) American Journal of Health Promotion (Nov 2012). Homeless former smokers are a potential resource for peer support programs to promote smoking cessation among homeless current smokers.

[Return to top.](#)

## **TARGET POPULATION: Healthcare Providers**

- [The Prevalence and Effects of Environmental Tobacco Smoke Exposure among Inner-city Children: Lessons for Pediatric Residents.](#) Academic Medicine (Oct 22, 2012, Epub ahead of print). Educators should teach pediatric residents to regard ETS exposure status as a fifth vital sign.
- [Utilizing Clinical Support Staff and Electronic Health Records \(EHR\) to Increase Tobacco Use Documentation and Referrals to a State Quitline.](#) Journal of Vascular Nursing (Dec 2012). Documentation and referrals for smoking cessation can be increased in organizations using EHR by empowering medical assistants to promote tobacco cessation and providing electronic referral options.

[Return to top.](#)



## TARGET POPULATION: Hispanic/Latino

- [CDC and NCI will Launch National Spanish-Language Quitline Portal in Early 2013.](#) The national portal will be launched in conjunction with the next CDC Tips >From Former Smokers national media campaign in early 2013. The portal will function similarly to 1-800-QUIT-NOW, with NCI routing callers to their state quitlines to receive cessation services; Spanish-language quitline services will not be provided at the national level.
- [Eliminating second-hand Smoke from Mexican-American Households: Outcomes from Project Clean Air-Safe Air \(CASA\).](#) Addictive Behaviors (Jan 2013). The low-cost intervention impacted SHS-related knowledge and exposure among Mexican Americans.
- [A Longitudinal Analysis of Hispanic Youth Acculturation and Cigarette Smoking: The Roles of Gender, Culture, Family, and Discrimination.](#) Nicotine and Tobacco Research (Oct 29, 2012, Epub ahead of print). Promoting familismo and respeto and discouraging fatalistic beliefs may prevent or reduce smoking in Hispanic boys and girls.
- [Distribution of Smoking Relapse Prevention Materials in the Hispanic Community: Lessons Learned.](#) Journal of Cancer Education (Oct 4, 2012, Epub ahead of print). Issues related to distribution included language barriers between staff and clients and confusion regarding identification of the target population.

[Return to top.](#)

## TARGET POPULATION: Military Personnel

- [Why Strong Tobacco Control Measures "Can't" Be Implemented in the U.S. Military: A Qualitative Analysis.](#) Military Medicine (Oct 2012). Three primary reasons were given: policies would impinge on the "right to smoke"; policies would be unenforceable and lead to disciplinary breakdown; and the rights of civilian workers on military installations precluded policy enforcement.

[Return to top.](#)

## TARGET POPULATION: Rural Communities

- [Political Climate and Smoke-free Laws in Rural Kentucky Communities.](#) Policy, Politics and Nursing Practice (May 2012). Factors that predicted readiness for smoke-free policy included: support from the local board of health; (2) support from local leaders; and (3) smoke-free hospitals. Communities with lower adult smoking prevalence were more ready for smoke-free laws.
- [Adolescent and Adult Perceptions of Traditional and Novel Smokeless Tobacco Products and Packaging in Rural Ohio.](#) Tobacco Control (Oct 9, 2012, Epub ahead of print). Colors, design and size of ST packaging appealed to participants and influenced decisions to purchase.

[Return to top.](#)

## TARGET POPULATION: Tobacco Users

- [Current Cigarette Use among Adults - US, 2011.](#) Morbidity and Mortality Weekly Report (Nov 9, 012). During 2005-2011, the proportion of U.S. adults who were current smokers declined (20.9 % to 19.0 %). However, no significant change occurred between 2010 (19.3%) and 2011 (19%).
- [Few U.S. Smokers Say Secondhand Smoke Is Very Harmful.](#) Gallup (Sept 28, 2012). 28% of U.S. smokers say that secondhand smoke is "very harmful" to adults, compared with 63% of nonsmokers; nearly one in four say it is "not too" or "not at all harmful."

[Return to top.](#)

## TARGET POPULATION: Youth/Young Adults

- [State Estimates of Adolescent Cigarette Use and Perceptions of Risk from Smoking: 2009 and 2010.](#) Substance Abuse and Mental Health Services Administration (Nov 15, 2012). Efforts to reduce smoking and to change attitudes about smoking among adolescents have resulted in considerable progress, although this progress was not uniform across all States.
- [Smoking Behavior, Former Quit Attempts and Intention to Quit in Urban Adolescents and Young Adults.](#) Public Health (Nov 6, 2012, Epub ahead of print). Different developments in smoking behavior exist in adolescents and young adults.
- [Addicted and Conflicted: Teenage Smokers Want To Quit.](#) Legacy (Nov 14, 2012). According to a new survey conducted by Legacy and Seventeen magazine, nearly one-in-ten teen girls in the US are current smokers, but 70% of these teen smokers

want to quit.

- [The Relationship between Impulsivity, Risk-taking Propensity and Nicotine Dependence among Older Adolescent Smokers.](#) Addictive Behaviors (Jan 2013). Impulsivity may be related to heightened nicotine dependence, but the relationship between risk-taking propensity and nicotine dependence is more ambiguous.

[Return to top.](#)

## TOBACCO AND HEALTH

- [High Consumption of Smokeless Tobacco \("Snus"\) Predicts Increased Risk of Type 2 Diabetes in a 10-Year Prospective Study of Middle-aged Swedish Men.](#) Scandinavian Journal of Public Health (Oct 31, 2012, Epub ahead of print). High consumption of snus, like smoking, predicts risk of developing Type 2 Diabetes.

[Return to top.](#)

## TOBACCO CESSATION

- [Mobile Phone-based Interventions for Smoking Cessation.](#) Cochrane Database of Systematic Reviews (Nov 14, 2012). The current evidence shows a benefit of mobile phone-based smoking cessation interventions on long-term outcomes.

[Return to top.](#)

## TOBACCO INDUSTRY WATCH

- [Judge Orders Tobacco Companies To Admit Lying About Smoking Dangers.](#) A.P. (Nov 28, 2012). U.S. District Court Judge Gladys Kessler has ordered tobacco companies to make corrective statements admitting that they altered the nicotine levels in cigarettes to make them more addictive.
- [New Smoke-Free Alternatives Trade Association \(SFATA\) Exhibiting in Las Vegas October 8, Promoting E-Cig Self-Regulation.](#) PR Web (Sept 22, 2012). The newly chartered organization introduced its program at the Association of Convenience and Fuel Retailing Conference in Las Vegas in October. SFATA argues that e-cigs do

not possess the same chemical and physical characteristics as tobacco products and therefore should not be deemed as "tobacco products" nor regulated as such.

[Return to top.](#)

## TOBACCO MARKETING/ADVERTISING/PROMOTION

- [Tobacco Retail Clustering Around Schools in New York City: Examining "Place" and "Space."](#) Health and Place (Oct 8, 2012, Epub ahead of print). Patterns of retail clustering differ when assessed using either density or proximity, suggesting that land use interventions that restrict tobacco retail proximity to schools might not address retailer density around schools.
- [Unplanned Cigarette Purchases and Tobacco Point of Sale Advertising: A Potential Barrier to Smoking Cessation.](#) Tobacco Control (Nov 8, 2012, Epub ahead of print). Young adults and individuals making multiple quit attempts or planning to quit in the next month are more likely to make unplanned cigarette purchases. Reducing unplanned purchases prompted by tobacco POS advertising could improve the likelihood of successful cessation among smokers.
- [YouTube: A Promotional Vehicle for Little Cigars and Cigarillos \(LCCs\)?](#) Tobacco Control (Oct 9, 2012, Epub ahead of print). The vast majority of information on YouTube about LCCs promotes their use.
- [November Surveillance Update.](#) Trinkets and Trash (Nov 2012). Includes updates on the new Skoal Ready Cut snuff, Camel's "President of Camel Hump Day" election themed promotion, cigarette brand and smokeless tobacco news.

[Return to top.](#)

## TOBACCO TAXES AND PRICING

- [Cigarette Taxes and the Federal Budget - Report from the Congressional Budget Office.](#) New England Journal of Medicine (Nov 29, 2012). A tobacco tax indexed to inflation could contribute both to better health and lower federal expenses; over 10 years a 50 cent tax indexed to inflation would cut the federal deficit by \$41 billion.

[Return to top.](#)

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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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