RESOURCES & OPPORTUNITIES: NOVEMBER 2012

In this issue

CALL FOR ABSTRACTS/PROPOSALS/NOMINATIONS/APPLICATIONS

CONFERENCES/TRAININGS/EVENTS

EVALUATION: Counter-Marketing or Media Analysis

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: Dual Users

TARGET POPULATION: Faith-based Communities

TARGET POPULATION: Health Care Providers

TARGET POPULATION: Hispanic/Latino

TARGET POPULATION: Lesbian/Gay/Bi-Sexual/Transgendered (LGBT)

TARGET POPULATION: Rural Communities

TARGET POPULATION: Youth/Young Adults

TOBACCO AND HEALTH

TOBACCO CESSATION

TOBACCO INDUSTRY WATCH

TOBACCO MARKETING/ADVERTISING/PROMOTION

Social Media

CALL FOR ABSTRACTS/PROPOSALS/NOMINATIONS/APPLICATIONS

Cases in Public Health Communication & Marketing. The peer-reviewed journal of The George Washington University School of Public Health and Health Services is seeking manuscript submissions for Volume 7 (Summer 2013).

Return to top.

CONFERENCES/TRAININGS/EVENTS

Emerging Tobacco Products. Smoking Cessation Leadership Center and Legacy webinar, November 8, 2012, 2:00 - 3:30 pm ET. Learn about various emerging tobacco products, including little cigars and cigarillos; understand the impact of these products on tobacco control; and discuss a successful statewide tobacco prevention initiative to address cigar use in Maryland.

"Those Look Like Candy!" Emerging and Alternative Tobacco Products. American Academy of Pediatrics webinar, November 14, 2012 from 2:30- 4:00 pm ET, will focus on lesser-known types of tobacco and nicotine products that youth and adults are using as popular alternatives to smoking cigarettes.

Return to top.

EVALUATION: Counter-Marketing or Media Analysis

Tobacco Packaging and Mass-media Campaigns: Research Needs for Articles 11 and 12 of the WHO Framework Convention on Tobacco Control. *Nicotine and Tobacco Research* (Oct 4, 2012, Epub ahead of print). A unifying theme of effective health communication

through tobacco packaging and mass-media campaigns is the need to provide salient, timely, and engaging reminders of the consequences of tobacco use in ways that motivate and support tobacco users trying to quit and make tobacco use less appealing for those at risk of taking it up.

Campaigns and Cliques: Variations in Effectiveness of an Antismoking Campaign as a Function of Adolescent Peer Group Identity. *Journal of Health Communication* (Oct 15, 2012, Epub ahead of print). Adolescents who identified as deviants and counterculture were more likely to have been persuaded by the truth® campaign.

Promotion of Smoking Cessation with Emotional and/or Graphic Antismoking Advertising. *American Journal of Preventive Medicine* (Nov 2012). Exposure to emotional and/or graphic advertisements is positively associated with making quit attempts among smokers overall and by desire to quit, income, and education. Exposure to advertisements without strong negative emotions or graphic images had no effect.

Using Communication Theory for Health Promotion: Practical Guidance on Message Design and Strategy. *Health Promotion Practice* (Sept. 2012). A look at how health educators can use communication theory to create messages that are innovative, relatable, and motivating to intended audiences.

Return to top.

FLAVORED TOBACCCO (Including Menthol)

A Ban on Menthol Cigarettes: Impact on Public Opinion and Smokers' Intention to Quit. *American Journal of Public Health* (Nov 2012). Support for a menthol ban is strongest among populations with the highest prevalence of menthol cigarette use.

Return to top.

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

Ethnicity and Waterpipe Smoking among US Students. *International Journal of Tuberculosis and Lung Disease* (Sept 18, 2012, Epub ahead of print). Significant predictors included ethnicity, friends, past cigarette or cigar use. Perception of harm was associated with less use in the ever-use model, while perceived addictiveness, social acceptability and

popularity of waterpipes were predictors in all models.

Waterpipe Smoking among Students in One US University: Predictors of an Intention to Quit.
Journal of American College Health (Oct 2012). The low level of a desire to quit demonstrated underscores the urgent need to develop interventions that educate users about expected harms of continued use.

Return to top.

PACKAGE DESIGN & WARNING LABELS

Graphic Imagery Is Not Sufficient for Increased Attention to Cigarette Warnings: The Role of Text Captions. *Addiction* (Oct 16, 2012, Epub ahead of print). Graphic imagery on cigarette packets increases attentional capture, but only when accompanied by a text message about health risks.

Effects on Smokers of Exposure to Graphic Warning Images. *American Journal on Addictions* (Nov 2012). Written smoking warnings accompanied by images of cosmetically important harm caused by smoking have more potential than warnings alone in prompting changes in the direction of quitting.

Return to top.

RESOURCES: Tobacco-Related

If Anti-Smoking Programs Save Millions, Why Are States Cutting Them? *Governing* (Apr 2012).

You're the Cure. The American Heart Association has launched an online community. Key issues include tobacco control, cardiovascular disease prevention, stroke, obesity prevention, and systems of care.

NACCHO Policy Recommendations. The National Association of County and City Health Officials (NACCHO) has updated its compendium of policy recommendations to reflect policy statements approved by the Board of Directors, or revised since August 2011. Included are statements on e-cigarettes and hookah smoking.

What Works for Health. County Health Rankings & Roadmaps released an online searchable menu of policies and programs focusing on factors that make communities healthier places to live, learn, work and play. Each of the programs is given an evidence rating, and the highest-rated programs and policies have been shown to work.

2012 UCSF Tobacco Presentations at APHA. List from the UC San Francisco Center for Tobacco Control Research and Education of presentations being given at the 2012 American Public Health Association (APHA) conference.

Minnesota's Investment in Applied Tobacco Control Research: Findings to Inform Practice and Policy. *American Journal of Preventive Medicine* (Nov 2012 Supplement). This supplement includes articles on comprehensive tobacco control programs, smoke-free policy, cessation and cessation benefits, special populations such as Somali immigrants, college students and American Indians, and regulating other tobacco products (OTPs). Full articles are posted on ClearWay Minnesota's website.

Return to top.

RESOURCES: General Media/Communications

The Explosion in Mobile Audiences and a Close Look at What it Means for News. Pew Research Center (Oct 1, 2012). Currently, half of all U.S. adults have a mobile connection to the web through either a smartphone or tablet.

The Role of Varying Information Quantity in Ads on Immediate and Enduring Cross-media Synergies. *Journal of Marketing Communications* (Special Issue: Cross-Media Effects, 2012). Experimental data show that mixed-media use with increasing brand information (I-P-E) has a synergistic effect leading to significantly better immediate and delayed outcomes.

The Interacting Role of Media Sequence and Product Involvement in Cross-media Campaigns. Journal of Marketing Communications (Special Issue: Cross-Media Effects, 2012) The sequence of exposure is vital in cross-media campaigns. The study also demonstrates under which conditions this is particularly important.

The Brand Communication Effects of Using a Headline to Prompt the Key Benefit in Ads with Pictorial Metaphors. *Journal of Advertising* (Summer 2012). A complete headline results in stronger brand beliefs about the key benefit conveyed by the pictorial metaphor, which in turn leads to a more positive brand attitude.

Integrating Public Relations and Social Marketing: A Case Study of Planned Parenthood. *Social Marketing Quarterly* (Jun 2012). This case study highlights the success of social marketing initiatives, and the opportunity for social marketing and public relations to evolve

together in a new media context.

Return to top.

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

Smokefree Laws and Prison Facilities Lists. ANR Foundation (Oct 2012 quarterly update). Lists and maps of U.S. municipalities and states with smokefree laws now in effect. A new list is available, 100% Smokefree and Tobacco-Free Correctional Facilities.

Smoke-free Multi-unit Housing Global Directory. Live Smoke Free has compiled a Global Directory of Smoke-Free Housing programs. The purpose of this directory is to assist those working on smoke-free multi-housing in connecting better with each other and each other's services.

Deaths from Secondhand Smoke Exposure in the United States: Economic Implications. *American Journal of Public Health* (Nov 2012). The economic toll of SHS exposure is substantial, with communities of color having the greatest losses.

The Impact of Michigan's Dr. Ron Davis Smoke-free air Law on Levels of Cotinine, Tobacco-specific Lung Carcinogen and Severity of Self-reported Respiratory Symptoms among Non-smoking Bar Employees. *Tobacco Control* (Nov 2012). There was a significant decrease in the mean cotinine levels, and there was a significant reduction in the mean NNAL level 2 months after implementation of the law.

Air Quality, Mortality, and Economic Benefits of a Smoke-free Workplace Law for Non-smoking Ontario Bar Workers. *Indoor Air* (Sept 24, 2012, Epub ahead of print). Bar workers' annual mortality rate from workplace secondhand smoke exposure was 2.4 times the occupational disease fatality rate for all Ontario workers. Accordingly, Ontario's smoke-free law saved an estimated 5 to 7 non-smoking bar workers' lives annually, valued at CA $50 million to $68 million.

Impact of a Comprehensive Smoke-free Law Following a Partial Smoke-free Law on Incidence of Heart Attacks at a Rural Community Hospital. *Nicotine and Tobacco Research* (Sept 27, 2012, Epub ahead of print). The finding (number of heart attack admissions decreased 24.1%) was similar to previous community level smoke-free law implementation studies and notable for the change going from a partial smoke-free law to a comprehensive smoke-free law.

Effect of Personal Characteristics on Individual Support for Indoor Smoke-free Air Laws, Indiana, 2008. *Preventing Chronic Disease* (Oct 2012). The results of this study suggest that efforts to gain support for smoke-free air laws should focus on men, people unaware of the health hazards from secondhand smoke, and smokers and former smokers.

Secondhand Smoke Levels in Public Building Main Entrances. *Tobacco Control* (Published Online First Sept 28, 2011). Indoor locations where smoking is banned are not completely free from SHS with levels similar to those obtained in the immediate entrances (outdoors) where smoking is allowed.

Return to top.

TARGET POPULATION: Dual Users

A Multiyear Survey of Waterpipe and Cigarette Smoking on a US University Campus. *Journal of American College Health* (Oct 2012). Across years, 22% reported exclusive cigarette, 6.1% exclusive waterpipe, and 9.3% dual cigarette and waterpipe use.

Return to top.

TARGET POPULATION: Faith-based Communities

Health Promotion in Megachurches: An Untapped Resource with Megareach? *Health Promotion Practice* (Sept 2012). Findings from an online survey taken by staff at megachurches on health promotion programs, health promotion-related beliefs, barriers, and existing resources.

Return to top.

TARGET POPULATION: Health Care Providers

Increasing Nursing Referral to Telephone Quitline for Smoking Cessation Using a Web-based Program. *Nursing Research* (Oct 12, 2012, Epub ahead of print). Both groups received a toolkit of materials including a state quitline card and access to the Tobacco Free Nurses Web site; the intervention group had additional access to a project-specific Web page and the opportunity to attend a webinar.

Return to top.

TARGET POPULATION: Hispanic/Latino

Tobacco Use, Cessation, and Home Smoking Rules in a Hispanic Community. *American Journal of Health Behavior* (Mar 2013). The overall percent of current cigarette smoking was 14.6%; Over 55% of smokers reported a serious quit attempt. Participants overwhelmingly reported that smoking was not allowed in their homes.

Return to top.

TARGET POPULATION: Lesbian/Gay/Bi-Sexual/Transgendered (LGBT)

Understanding Sexual Orientation Health Disparities in Smoking: A Population-based Analysis. *American Journal of Orthopsychiatry* (Oct 2012). Neither emotional support nor attitudes and knowledge about tobacco use helped explain the relationship between sexual orientation and smoking.

Special Report: 3.4% of U.S. Adults Identify as LGBT. Gallup Politics (Oct 22, 2012). Inaugural Gallup findings based on more than 120,000 interviews.

Perceived Importance of Five Different Health Issues for Gay and Bisexual Men: Implications for New Directions in Health Education and Prevention. *American Journal of Men's Health* (Oct 22, 2012, Epub ahead of print). Smart device owners rated health issues similarly to those who did not, suggesting that such devices may be a useful platform to reach gay and bisexual men for health education and prevention.

Return to top.

TARGET POPULATION: Rural Communities

Rural Print Media Portrayal of Secondhand Smoke and Smoke-Free Policy. *Health Promotion Practice* (Nov 2012). Implications for targeting pro-health media in rural communities as well as policy-based initiatives for tobacco control are discussed.

Return to top.

TARGET POPULATION: Youth/Young Adults

Cigar, Cigarillo, and Little Cigar Use Among Current Cigarette-smoking Adolescents. *Nicotine and Tobacco Research* (Oct 15, 2012, Epub ahead of print). Results suggest that CCLC use is high among adolescent cigarette users and is associated with a variety of negative correlates.

A Systematic Review of Smoking Youths' Perceptions of Addiction and Health Risks Associated with Smoking. *Addiction Research & Theory* (Posted online on Oct 8, 2012). Smoking youth were optimistic and held self-exempting beliefs regarding likelihood of addiction, ability to quit, mortality, and tobacco-related diseases.

Incentives for Preventing Smoking in Children and Adolescents. *Cochrane Database of Systemic Reviews* (Oct 17, 2012). To date, incentive programs have not been shown to prevent smoking initiation among youth.

Return to top.

TOBACCO AND HEALTH

A Longitudinal Study on the Effects of Maternal Smoking and Secondhand Smoke Exposure during Pregnancy on Neonatal Neurobehavior. *Early Human Development* (Jun 2012). Active and passive smoking during pregnancy affects several aspects of neurobehavioral development, regardless of socio-demographic, obstetric and pediatric factors.

Return to top.

TOBACCO CESSATION

Great American Smokeout (GASO) Resources. BecomeAnEX.org, developed by Legacy in partnership with Mayo Clinic, has services for those trying to quit, including a free, personalized quit plan, an online support community, and resources to promote the GASO.

Return to top.

TOBACCO INDUSTRY WATCH

Changes Hit Tobacco as OTP Moves Into Spotlight. *Convenience Store News* (Oct. 8, 2012). There has been a shift in top-line sales with other tobacco products (OTP) growing from 6.9 percent to 10.2 percent in share.

Return to top.

TOBACCO MARKETING/ADVERTISING/PROMOTION

October Surveillance Updates. *Trinkets and Trash* (Oct 2012). Includes updates on a new Grizzly sweepstakes, Blu e-cigarettes, Marlboro's "Biggest Night of the Year Sweepstakes," and "The Marlboro Black Book Portfolio" contest, Camel's "President of Camel Hump Day" election themed promotion, cigarette brand and smokeless tobacco news.

Trends in the Use and Advertising of Discount versus Premium Snuff. *Nicotine and Tobacco Research* (Sept 27, 2012, Epub ahead of print). Discount snuff has grown in popularity among male adolescents who have been a target of advertising.

Pro-smoking Apps for Smartphones: The Latest Vehicle for the Tobacco Industry? *Tobacco Control (Oct 22, 2012 Published Online First)*. Tobacco products are being promoted in the new 'smartphone app' medium which has global reach, a huge consumer base of various age groups and underdeveloped regulation.

Return to top.

Like us on Facebook

Follow us on twitter

Return to Top

Join Our Mailing List!

This newsletter was supported by CDC Cooperative Agreement Number U58/DP001515. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the CDC.

Links do not constitute an endorsement of any organization by CDC or the Federal Government, and none should be inferred. CDC is not responsible for the content of the individual organization found at non-Federal links.

Contact Information

Adrian Althoff
National Network Communications Manager
National Latino Tobacco Control Network - Latinos Saludables Sin Tabaco
www.latinotobaccocontrol.org

Building healthier latino communities by reducing tobacco use
Reduciendo el uso de tabaco para el desarrollo saludable de las comunidades latinas

Indiana Latino Institute, Inc. ~ 445 N. Pennsylvania Street - Suite 800 ~ Indianapolis, IN 46204
www.indianalatino.com

Tel. (202) 328-1313 ~ Fax. (202) 797-9856 ~ Cel. (408) 449-6491

Forward email

SafeUnsubscribe

Trusted Email from Constant Contact FREE
Try it FREE today.

This email was sent to aalthoff@indianalatino.com by aalthoff@indianalatino.com |
Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.
National Latino Tobacco Control Network | 445 N. Pennsylvania Street | Suite 800 | Indianapolis | IN | 46204