

Read on for announcements from the [Tobacco Control Network](#) (TCN) and our partners.

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# TCN News

*News and announcements from the Tobacco Control Network*

## Partner Announcements

### [Maximizing Public Health Partnerships with Medicaid to Improve Population Health](#)

ASTHO

ASTHO, the de Beaumont Foundation, and the National Association of Medicaid Directors identified key challenges that impede the development of successful Medicaid and public health partnerships. This initiative identified facilitators to address barriers to successful Medicaid and public health collaboration by convening a Medicaid-Public Health Expert Group. As a result, the project developed six in-depth case studies of promising collaborations, learning tools for knowledge transformation, and information dissemination (including factsheets and videos), as well as an online resource library. This resource library provides examples of approaches that Medicaid and public health agencies have leveraged in partnership to address mutual health goals, including the development of tobacco quitlines and tobacco cessation programs.

### [SAMHSA Releases Report on Key Substance Use and Mental Health Indicators](#)

SAMHSA

The Substance Abuse and Mental Health Services Administration (SAMHSA) released results from the 2015 National Survey on Drug Use and Health which summarizes

*The biweekly **TCN News** provides a concise digest of tobacco control announcements to the Tobacco Control Network's membership base of tobacco control program managers and additional staff from each state, territory, and D.C., as well as our valued partners.*

## Upcoming Events

[Using Text Message Campaigns to Connect Hispanics with Tobacco and Cancer-Related Information and Services](#) – Nuestras Voces  
Sept. 28, 3:30-4:30 p.m.  
EST|*Registration Required*

[Abstract Submission Deadline for 2017 National Conference on Tobacco or Health](#)

Austin, TX

Oct. 14, 8 p.m. EST|*Deadline Extended*

[October: The Premarket Tobacco Product Application for Electronic Nicotine Delivery Systems \(ENDS\): A Public Seminar](#) – FDA Center for

key findings for the indicators of substance use and mental health among people aged 12 years and older in the United States. Survey results indicate that adolescent smoking rates are down from 32 percent in 2002 to 20 percent in 2015. However, it is noted that some of this decline may reflect increase in electronic nicotine delivery system use among existing and non-conventional cigarette smokers. Continuous monitoring of these developments is needed through further research on both cigarettes and e-cigarettes.

#### [Revised Health Document Submission Requirements for Tobacco Products](#)

*FDA*

FDA released a revised Health Document Submission Requirements for Tobacco Products, a guidance for the industry, to update its current thinking on the submission of tobacco-related health documents following the recent publication of FDA's final deeming rule. The guidance explains the statutory requirement information for tobacco product manufacturers, importers and agents, as well as information surrounding FDA's compliance policies and necessary submission information. The use of this guidance will only be viewed as recommendations and does not establish legally enforceable responsibilities.

#### [Request for Nominations for Voting Members on a Public Advisory Committee](#)

*FDA*

FDA is requesting nominations for voting members to serve on the Tobacco Products Scientific Advisory Committee, within its Center for Tobacco Products Office of Science. The committee works to review and evaluate safety, dependence, and health issues relating to tobacco products and provides appropriate advice, information, and recommendations to the commissioner. The committee consists of 12 members, including the chair, and are selected by the commissioner from individuals in the field of medicine, science, medical ethics, and technology. Any

Tobacco Products  
Center for Tobacco Products  
Hyattsville, MD  
Oct. 17-18|*Registration  
Required*

[November: Risk Assessment -  
A Public Workshop](#) – FDA  
Center for Tobacco Products  
Hyattsville, MD  
Nov. 15-16|*Registration  
Required*

[2017 National Conference on  
Tobacco or Health](#)  
Austin, TX  
Mar. 22-24, 2017|*Registration  
Required*

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### **Funding Opportunities**

[Robert Wood Johnson  
Foundation Calls for Proposals  
for Research to Build Culture of  
Health](#)

**Deadline: Applications  
accepted on a rolling basis**

The Robert Wood Johnson Foundation's Evidence for Action program has an ongoing call for proposals to address gaps in knowledge and test innovative programs, policies, and partnerships, in addition to evaluating measurements of health determinants and outcomes.

### **Job Listings**

[Health Education Specialist  
Denver Public Health Chronic  
Disease Tobacco Program  
Denver, Colorado](#)

[Health Programs Specialist  
Denver Public Health Chronic  
Disease Tobacco Program](#)

interested person may nominate one or more qualified individuals for membership on the advisory committee. Self-nominations are also accepted. Nominations will be accepted through Nov. 14.

### [FDA Issued Warning Letters to Tobacco Retailers Illegally Selling to Minors](#)

*FDA*

One month after its deeming rule took effect, FDA has issued its first warning letters to 55 retailers for selling tobacco products to minors. During the compliance checks on retail chains, tobacco specialty stores, and online retailers, minors were able to purchase regulated tobacco products, most notably those in a variety of youth-appealing flavors such as bubble gum, cotton candy, and gummy bear. The 2009 Family Smoking Prevention and Tobacco Control Act requires that FDA closely monitor retailer compliance and take corrective action whenever a violation occurs. FDA hopes to continue to assure public safety through the use of self-reporting violations by using FDA's [Potential Tobacco Product Violation Reporting Form](#).

### [Tobacco Control Resource List for Behavioral Health Populations](#)

*Action to Quit*

Action to Quit released a new tobacco control resource list, aimed at the behavioral health population. With the likelihood of individuals living with mental illness or substance abuse disorders being twice as likely to smoke as the general population, the inclusion of tobacco cessation services in behavioral health centers is a necessary part of combating tobacco use. The following resource includes factsheets, toolkits from national partner organizations, current policies, research, and campaigns to target issues surrounding smoking and behavioral health.

### [Evans v. Lorillard: Victory against the Tobacco Industry](#)

*Tobacco Control Legal Consortium*

[Denver, Colorado](#)

[Senior Evaluator  
Professional Data Analysis,  
Inc.  
Minneapolis, Minnesota](#)

[Senior Associate, Tobacco and  
Cancer Prevention  
Geographic Health Equity  
Alliance  
Alexandria, VA](#)

#### **About the Tobacco Control Network**

The TCN's mission is to improve the public's health by providing education and state-based expertise to tobacco prevention and control at the state and national levels.

The TCN is a peer group of the [Association of State and Territorial Health Officials](#) (ASTHO) on behalf of the CDC's Office on Smoking and Health.

#### **About ASTHO**

The Association of State and Territorial Health Officials is the national nonprofit association representing the state and territorial public health agencies of the United States, the U.S. Territories, and the District of Columbia. ASTHO members, the chief health officials of

The Tobacco Control Legal Consortium's new legal case study highlights *Evans v. Lorillard*, telling the story of Marie Evans who was introduced to cigarettes at the age of 13 and died of lung cancer at the age of 54 after a lifetime of smoking. Her story illustrates Big Tobacco's approach of targeting minority children and that practice ending after the tobacco industry was finally held accountable for their marketing methods. This story highlights the ongoing fight against Big Tobacco and their approach towards youth smoking initiation. It is important to note previous victories against the tobacco industry in order to continue to hold the tobacco industry accountable for its harm against youth and public health.

these jurisdictions, are dedicated to formulating and influencing sound public health policy and to ensuring excellence in state-based public health practice.



## State News

*The Tobacco Control Network uses this section to reflect the great work occurring across states and territories in tobacco control. We encourage you to share useful tobacco control tools, programs, and resources your state has developed, as well as recent legislative achievements. If you would like to share your work, or nominate someone else to be recognized, please contact [tcn@astho.org](mailto:tcn@astho.org).*

### [Big Tobacco's Fight against Proposition 56 \(CA\)](#) –

*Bloomberg News.* Tobacco companies such as Altria and R.J. Reynolds are spending millions towards defeating Proposition 56, a ballot initiative proposing a \$2 tax increase on cigarettes in California. Opposition groups are outspending proponents of the initiative 3-to-1 in one of the most expensive ballot initiative campaigns in California. Supporters of Proposition 56 have funded a [television advertisement](#) running statewide encouraging Californians to support the tax increase as a measure to reduce smoking rates.

### [Beautiful Lie, Ugly Truth: A Poem \(MN\)](#) – *Twin Cities Metro.*

Advocates in the Twin Cities Metro worked together with the Association for Nonsmokers-Minnesota and the NorthPoint Health and Wellness Center on a video project to voice concern about how African Americans, LGBTQ, youth, and other minorities have been targeted by the tobacco industry. The video features a poem by local artist, Joe Davis, called "[Beautiful Lie, Ugly Truth](#)," which exposes tobacco industry lies and the ugly truth of how menthol-flavored tobacco harms minority communities.

## In the News

[HHS Updates Head Start Standards to Reduce Secondhand Smoke Exposure](#) – *Truth Initiative*. HHS finalized major updates to its Head Start Standards, including a provision that has the potential to help families reduce the amount of secondhand smoke that students are exposed to at home. The updated standards require that Head Start programs offer parents opportunities to learn about the health and developmental risks associated with secondhand smoke and suggests changes that can be made to keep homes safe. Truth Initiative joined with 77 other nonprofits, government agencies, corporations and individuals in calling for these tobacco measures to be included.

[Newport introduces Pleasure Lounges in Efforts to Increase Youth Tobacco Sales](#) – *The Wall Street Journal*. This summer, Newport has been distributing \$1 cigarette vouchers in concerts, bars, and convenience stores as an aggressive push to increase sales among young adult smokers. The Newport Pleasure Lounge is a new initiative to revamp the brand through mobile trailers equipped with games and discounted cigarettes. With the lounges accessible to smokers over 21 years old, Newport hopes to increase the existing appeal of their mentholated cigarettes among millennials.

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[More Difficult for Low-Income Smokers to Receive Health Insurance](#) – *The Conversation*. Many Americans who

smoke are struggling to obtain affordable health insurance coverage, as ACA allows insurance companies to charge smokers up to 50 percent more for insurance premiums. Smokers who fall below the poverty level are under the coverage gap of states that have not expanded Medicaid. Those who fall under this category must pay full price for health insurance premiums and smoking surcharges, impacting the quality of health coverage that low-income smokers are able to afford.

[Former House Speaker John Boehner Joins Reynolds American Inc.](#) – *National Public Radio*. Former Senator

John Boehner, who is an avid Camel smoker, will now serve as a Class 2 director for Reynolds American Inc., and will serve on the board's corporate governance committee. Boehner's spokesman released a statement highlighting Boehner's support in the use of innovative strategies to speed the decline of tobacco use among youth and reduce the harm caused by smoking.

## Research

[Perceived Effectiveness of Antismoking Ads and Association with Quit Attempts Among Smokers: Evidence from the Tips From Former Smokers Campaign](#) – *Health Communication*. **Key Findings:** Researchers conducted

baseline and follow-up surveys of smoking adults to see how perceived effectiveness (PE) of advertisements from the CDC's Tips from Former Smokers national ad campaign relates to cessation attempts. Data indicates that higher PE of advertisements at baseline was associated with greater odds of attempting to quit at follow-up. Ethnicity (such as Hispanics and non-Hispanic blacks), increased desire to quit, and the presence of a chronic or mental health

condition were associated with higher PE. The study is the first to connect PE of anti-tobacco messaging to increased quit attempts in a large, nationally representative sample of U.S. smokers.

[Use of Electronic Cigarettes in Smoke-Free Environments](#) – *Tobacco Control*. **Key Findings:** A nationally representative survey of 952 adult e-cigarette users sought to better understand e-cigarette use indoors. Data indicate that 59.5 percent of survey participants reported vaping indoors in places where traditional cigarette use is not permitted, with young adults (aged 18-29) being more likely than other age groups. Daily e-cigarette users were more likely than occasional users to vape indoors where e-cigarette use is prohibited. Researchers call for more explicit regulations to restrict e-cigarette use in public indoor spaces.

[Smoking in Movies and Smoking Initiation in Adolescents: Systematic Review and Meta-Analysis](#) – *Addiction*. **Key Findings:** Researchers conducted a meta-analysis of seventeen prior studies that assessed the relationship between exposure to smoking imagery in movies and initiation of smoking in adolescents aged 10-19. An analysis of pooled study data found that adolescents with higher exposure to smoking imagery in movies were almost at twice the risk to try smoking and had a 46 percent greater risk of initiating smoking. Study authors note that while both of these associations are statistically significant, neither has been demonstrated to be causal in nature.

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