

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*

## **Program Manager Feature - Sally Herndon (NC)**

*To celebrate state and territorial tobacco program managers as dynamic leaders in tobacco control, the [TCN homepage](#) is highlighting tobacco program managers in a series of rotating features. This will give the TCN membership and national tobacco partners an opportunity to learn more about the work of program managers. If you are a program manager who would like to be featured, please reach out to [tcn@astho.org](mailto:tcn@astho.org).*

### **What led you to pursue a career in tobacco control?**

Two things led me to a career in tobacco control:

First, watching my Mom suffer from COPD and eventually die relatively young from tobacco related illness, while knowing she didn't like the addiction and felt powerless to quit. When I was 6 years old (a few years after "Cancer by the Carton" came out in a Reader's Digest but before the 1964 Surgeon General's Report), she and my Dad promised we would get a car when we turned 21 if we did not smoke. It planted a seed and was a great prevention

*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**

[Tobacco Use and Treatment for Smokers with Mental Health Diagnoses](#) – Substance Abuse and Mental Health Services Administration (SAMHSA)  
Nov. 29, 1-2 PM  
ET|Registration Required

[Smoking Cessation and Reduction in Pregnancy Treatment \(SCRIPT\)<sup>®</sup> Program Training](#) – Society for Public Health Education (SOPHE)  
Washington, D.C.  
Dec. 5, 8 AM – 5 PM  
ET|Registration Required

[SCRIPT<sup>®</sup> Program Training](#) –

strategy!

Second, I am a native North Carolinian, and grew up within the tobacco culture of that state. My first fabulous role-model out of grad school in Public Health – my first boss – was Ed Miller, of Maine. Ed was ahead of his time on tobacco control. He showed me how you can do effective work in tobacco control, and when I moved back to my home state of NC (because my Mom was sick) I took it on, getting involved in COMMIT and then ASSIST.

To see the full interview with Sally Herndon, please visit the [homepage of the TCN website](#).

## Partner Announcements

### [Updated Research on Adult Smoking Rate and Disparities](#)

CDC

A recent Morbidity and Mortality Weekly Report presents the most recent national estimates of cigarette smoking prevalence among adults, based on the 2015 National Health Interview Survey. The adult smoking rate declined from 20.9 percent in 2005 to 15.1 percent in 2015.

Disparities persist, with higher rates among males, 25-44 year olds, American Indian/Alaska Natives, GED-holders, Medicaid beneficiaries or uninsured individuals, lesbian/gay/bisexual individuals, as well as those living below the federal poverty level, in the Midwest, or with a disability/limitation. Smoking prevalence was also higher among those with serious psychological distress (40.6%) compared to those without serious psychological distress (14%). The findings reinforce the need to address smoking prevalence disparities through proven population-based tobacco control interventions.

SOPHE

Washington, D.C.

Dec. 6, 8 AM – 1 PM

ET|*Registration Required*

### [Health Insurance 101](#) –

American Lung Association

Dec. 6, 2-3 PM ET|*Registration*

*Required*

### ['Tis the Season: Leverage Open Enrollment & Maximize Coverage for Tobacco](#)

[Cessation](#) – National Council

for Behavioral Health

Dec. 13, 3-4:30

PM|*Registration Required*

### [2017 National Conference on Tobacco or Health](#)

Austin, TX

March 22-24, 2017|*Registration*

*Required*

## Funding Opportunities

### [Exploratory Studies of Smoking Cessation Interventions for People with Schizophrenia \(R21/R33\)](#)

**Deadline: Apr. 15**

The purpose of this funding opportunity announcement is to generate and conduct preliminary tests of targeted smoking cessation treatments for individuals with schizophrenia. Smokers with schizophrenia who have co-occurring alcohol or substance abuse disorders are also a population of interest.

## Job Listings

[Vital Signs Report on Disparities in Tobacco-Caused Cancer](#)

*CDC*

CDC released a new report highlighting tobacco use as the leading preventable cause of cancer and cancer deaths. The report also describes the disparities in incidence and mortality that exist, outlines at least 12 types of cancer caused by tobacco use, and identifies that 30 percent of cancer deaths are caused by smoking. While tobacco-related cancer incidence decreased significantly in 44 states with available data, it did not change significantly in Utah, North Dakota, South Dakota, Arkansas, Mississippi, and D.C. A corresponding [factsheet](#) emphasizes that the burden of tobacco-related cancers remains high and calls for comprehensive cancer control and tobacco control efforts through federal, state, local, healthcare, and individual levels.

[National Effort to Support Tobacco-Free Recovery](#)

*Smoking Cessation Leadership Center*

In October, the Smoking Cessation Leadership Center partnered with the American Cancer Society to host the National Behavioral Health Summit for Tobacco-Free Recovery. The summit involved senior leaders from behavioral health and tobacco control organizations, as well as non-traditional sectors such as housing. During the summit, the group created an [action plan](#) that identified strategies in provider education, peer education, tobacco control and cessation policies, health systems change, and data/research to achieve a reduction in smoking prevalence among persons with behavioral health issues from 34 percent in 2015 to 30 percent by 2020. A round table will be established to coordinate activities moving forward.

[New Video Campaign on Tobacco's Toll](#)

*Action on Smoking and Health*

[Health Systems Program Administrator \(Job ID 620236\)](#)  
[Vermont Department of Health](#)  
[Burlington, VT](#)

[Senior Research Associate](#)  
[Rescue, The Behavior Change](#)  
[Washington, DC](#)

[Senior Research Associate](#)  
[Rescue, The Behavior Change](#)  
[San Diego, CA](#)

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

**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 network of tobacco program managers and staff from state and territorial health departments as well as Funder's Alliance organizations, and a peer group of the [Association of State and Territorial Health Officials](#) (ASTHO) on behalf of the CDC's Office on Smoking and

Global tobacco control partner Action on Smoking and Health released a new video called Vanish that discusses the fact that society loses one person every six seconds due to a tobacco-related disease. It reframes this loss to suggest how much life would be gained if tobacco products were to vanish instead. The organization shared that the video points to the tobacco-free world that all tobacco control organizations seek.

## 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).*

[Voters Approve Tobacco Tax Increase in California \(CA\)](#) – Tobacco control had a win in California on election day, with voters approving a \$2 tax increase on cigarettes and vaping devices. This increases the tax per pack of cigarettes from 87 cents to \$2.87. The revenue is expected to raise \$1-1.14 billion, most of which would go to Medi-Cal, California's Medicaid healthcare program for low-income individuals. The tobacco industry spent more than \$70 million to combat the ballot measure.

[D.C. Approves New Tobacco Policies, Including Tobacco Sale Age \(DC\)](#) – On Nov. 1, the D.C. City Council approved a measure to raise the age of sale for tobacco products to 21. The bill goes to Mayor Muriel Bowser to receive a final signature. The mayor and city council will have to come up with a plan to offset an expected loss of \$5 million in tax

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



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revenue over four years. In addition to the minimum age of sale measure, the city council also voted to prohibit smokeless tobacco at its baseball stadium and other sports venues, and prohibit e-cigarettes in public and in workplaces.

## In the News

[Reynolds American Refuses \\$47 Billion Purchase Offer from British American Tobacco](#) – *Reuters*. Reynolds American Inc. is reportedly seeking more money from British American Tobacco Plc. (BAT) as part of a takeover offer. BAT already owns 42 percent of Reynolds American; this purchase of remaining shares would create the world's largest tobacco company. Reynolds American currently holds 34 percent of the U.S. tobacco retail market.

[Study Finds Association Between E-cigarette Use and Regular Cigarette Smoking in High School Students](#) – *Time*.

A new study surveyed 3,000 10th grade students in Los Angeles public schools to assess the association between e-cigarette use and cigarette smoking habits. Survey data indicate that teens who vaped frequently were ten times as likely to become regular smokers at a six month follow-up period. The study's lead author notes that the vaping more at baseline increased a teens' risk of smoking cigarettes regularly at follow-up. Researchers will continue to study this cohort of teens to better understand their substance use behaviors and other health behaviors over time.

## Research

[Perceptions of E-cigarettes and Non-cigarette Tobacco Products Among U.S. Youth](#) – *Pediatrics*. **Key**

**Findings:** Researchers analyzed data from the 2012 and 2014 National Youth Tobacco Survey, a cross sectional survey of 6th to 12th grade students, to explore perceptions of e-cigarette and other tobacco product harm over time. Between 2012 and 2014, more survey participants believed that e-cigarettes were less harmful than regular cigarettes. In 2014, 41.7 percent of students believed e-cigarettes to be less addictive than cigarettes compared to 25.8 percent for cigars and 20.2 percent for smokeless tobacco. In adjusted models, use of a given product was associated with lesser perceived harm and addictiveness.

[Tobacco Industry Use of Flavorings to Promote Smokeless](#)

[Tobacco Products](#) – *Tobacco Control*. **Key Findings:** A quantitative analysis of tobacco industry documents found that flavored smokeless tobacco products are consistently associated with young and inexperienced tobacco product consumers. Internal tobacco industry studies found that sweeter and milder flavors appeal to these groups by masking the taste and mouth feel of tobacco and being perceived as milder than unflavored smokeless tobacco products. Researchers conclude that similar to cigarettes, flavored smokeless tobacco products should be regulated to prevent tobacco initiation among youths.

[Flavoring Compounds Dominate Toxic Aldehyde Production during E-Cigarette Vaping](#)

– *Environmental Science and Technology*. **Key Findings:** Researchers testing of three different kinds of e-cigarette vaporizing devices to measure the concentration of 12 different types of aldehydes in e-cigarette aerosols in flavored and unflavored e-liquids. For all three types of e-cigarette devices, decomposition of the flavoring compounds within the flavored e-liquids led to aldehyde levels in excess of occupational safety standards. Study authors conclude that a more thorough investigation of e-cigarette toxicity and flavor compounds is needed.

[Minimal Intervention Delivered by 2-1-1 Information and Referral Specialists Promotes Smoke-Free Homes Among 2-1-1 Callers: A Texas Generalization Trial – Tobacco](#)

**Control. Key Findings:** Researchers tested the efficacy of the Smoke-Free Homes Program (which consists of three mailings and one coaching call) in a randomized control trial of 508 racially diverse Texas United Way 2-1-1 callers, who were randomly assigned to an intervention group or a control group. Telephone interviews conducted six after baseline found that intervention households were more likely to have a smoke-free home (62.9%) than the control group (38.4%). Results support the generalizability of the Smoke-Free Homes Program of diverse populations, including English-speaking Latinos.

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