

Lead 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*

## New Podcast Available: 2016-2017 TCN Podcast Series

The podcast "Opportunities for Point of Sale Policy in Tobacco Control" is [now available](#) for listening in the [Resources](#) content area of the TCN website. This third podcast of the TCN Podcast Series features Allison Myers (Counter Tools), Cassandra Stepan (Minnesota Department of Health), and Derek Smith (San Francisco Department of Public Health), who discuss the role of community engagement in different state and municipal point of sale policies, and how their implementation can fit in to larger comprehensive tobacco control efforts.

## Circulating Help Your Peers Requests

*These are the current circulating Help Your Peers requests.*

### Quitline Service Rate Comparison

Colorado is preparing a price comparison analysis for their Quitline services budget and would like to know if other states would share their negotiated Quitline services rates. Any comparison points that peer states are able to provide will be extremely valuable to helping Colorado determine market rate standards and trends. As many states include additional budget line items as part of their total Quitline budget (e.g., evaluation, translation services) Colorado is primarily seeking feedback on traditional service provision components: intake/registration; individual call cost; cost per

*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

[Methods for Conducting Economic Analysis for Tobacco Prevention and Control](#) – The Evaluators' Network

Jan. 26, 3-4:30 PM

ET|Registration Required

[Engaging Health Professionals and Strengthening Smoking Cessation Interventions: Success Stories from Family Physicians, Respiratory Therapists and Psychiatric Nurses](#) – Smoking Cessation Leadership Center

Jan. 31, 1-2:30 PM

ET|Registration Required

[Ask the Experts Virtual Session: Adult Smoking & Adverse Childhood Experiences in Multi-Unit Housing](#) – ASTHO

Feb. 17, 2:30-4 PM

ET|Registration Required

each unit of patches, gum, lozenges; and web enrollment.

**Deadline:** January 25, 2017

*If you have any information to share or know someone who does, please reply to [tcn@astho.org](mailto:tcn@astho.org) and we will connect you with the person who submitted the request.*

## Partner Announcements

### [FDA Center for Tobacco Products Releases Several Final and Draft Guidance and Policy Documents](#)

*FDA*

FDA issued a [final rule](#) to describe the circumstances in which a product made or derived from tobacco that is intended for human consumption will be subject to regulation as a drug, device, or a combination product under the Federal Food, Drug, and Cosmetic Act. Additionally, FDA released guidance and policy documents on the [distribution of free sample of tobacco products](#), [vape shop activities](#), and [warning statements on small-packaged cigars](#). These actions are intended to provide direction to the industry and help avoid consumer confusion.

### [Point of Sale Trends to Watch in 2017](#)

*CounterTobacco.org*

A new article from CounterTobacco.org lists seven point of sale policy trends to watch for in 2017: health equity, tobacco retailer licensing, flavored tobacco restrictions, tobacco free pharmacies, “reduced risk” products, the Tobacco 21 movement, and interventions in the retail setting to create healthier places. According to the article, broader conversations on these topics will ensue, providing positive outcomes in tobacco control.

### [National Parks Service Proposes Adding E-Cigarettes to Smoking Regulation](#)

*National Park Service*

A new proposed rule from the National Park Service defines smoking to include the use of electronic cigarettes and other electronic nicotine delivery systems, prohibiting their use where tobacco smoking is prohibited. The rule also proposes to allow a superintendent to close an area, building,

[10<sup>th</sup> Health Disparities Conference](#) – Xavier University of Louisiana College of Pharmacy, Center for Minority Health and Health Disparities Research and Education  
New Orleans, LA  
Mar. 16-18|*Registration Required*

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

[The Society for Public Health Education \(SOPHE\) 68th Annual Conference](#)  
Denver, CO  
Mar. 30 – April 1|*Registration Required*

[National Council for Behavioral Health National Conference 2017](#)  
Seattle, WA  
Apr. 3-5|*Registration Required*

[Public Workshop on Battery Safety Concerns in Electronic Nicotine Delivery Systems \(ENDS\)](#) – FDA  
Silver Spring, MD  
Apr. 19-20|*Registration Required*

[2017 NNPHI Annual Conference: Navigating Uncertainty, Spanning Boundaries, Improving Health](#) – National Network of Public Health Institutes  
New Orleans, LA  
May 17-19|*Registration Required*

[NACCHO Annual 2017 – Public Health Revolution: Bridging Clinical Medicine and Population Health](#) – National Association of City and County Health Officials

structure, or facility to smoking when necessary to maintain public health and safety. The proposed rule is open for public comment through Mar. 7.

#### [CDC Tips Campaign Advertisements Now Airing](#) CDC

The 2017 Tips From Former Smokers media campaign began Jan. 9 and will run for at least 20 weeks. Advertisements will air on national cable and network television, in magazines, and online, including Spanish language television and channels that reach African American, American Indian/Alaska Native, Asian, Hispanic, and LGBT audiences. The campaign uses advertisements from previous years and feature health issues caused or worsened by smoking or secondhand smoke exposure. Additional media placements will be made on TV, radio, and billboards in 30 local media markets, selected based on higher smoking prevalence. A two-week promotion of free nicotine replacement therapy is planned for mid-March.

#### [Deadly Alliance: Big Tobacco and Convenience Stores Partner Up to Market Tobacco](#)

*Campaign for Tobacco-Free Kids*

Campaign for Tobacco-Free Kids recently updated their 2012 report that details how the tobacco and convenience store industries partner to sell tobacco products and oppose public health policies. The report contains updated information on how tobacco companies pay convenience stores to ensure that cigarettes and other tobacco products are advertised heavily, displayed prominently, and priced cheaply in order to appeal to both kids and current tobacco users.

#### [Fact Sheet on Tobacco Use Among the Homeless Population](#)

*Tobacco Control Legal Consortium*

A recent FAQ published by the Tobacco Control Legal Consortium provides answers to common question about tobacco use among homeless population, such as health implications for the homeless population, how to recruitment homeless persons for cessation studies, and methods for tobacco cessation assistance. The report also contains an outline of policies and approaches that state and local

Pittsburg, PA  
July 11-13|*Save the Date*

### **Funding Opportunities**

[American Cancer Society Center for Tobacco Control Announces Second Round of Applications for Tobacco-free Generation Campus Initiative \(TFGCI\) Grant Program](#)

**Deadline: Feb. 28, 2017, 5 PM ET**

Funding is available to public or private, non-profit, and higher education institutions in the United States, accredited by a nationally recognized accrediting agency. In addition to grants, ACS will also provide technical assistance and other resources to applicants and grantees.

### **Job Listings**

[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](#)

organizations can use to reduce use of tobacco in this vulnerable population.

## 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).*

[ClearWay Minnesota Launches Youth Prevention Campaign \(MN\)](#) – *ClearWay Minnesota*. A new ClearWay Minnesota advertising campaign called Stop the Start highlights how tobacco industry products and promotional advertising often appeals to youth, allowing tobacco companies to sustain profits by getting new smokers to start before age 18. The Stop the Start campaign includes two television advertisements, an informational website, and opportunities to take action, all specific to Minnesota.

[Louisiana's Restaurant and Hospitality Industries Celebrate Ten Years After Smoke-Free Air Act \(LA\)](#) – *Louisiana Campaign for Tobacco-Free Living*. January 2017 marks the ten year anniversary of the enactment of the Smoke-Free Air Act, which went into effect Jan. 1, 2007, and prohibited smoking in buildings, schools, other public places, inside places of employment, and including restaurants. This press release notes that hospitality employment increased after the Smoke-Free Air Act took effect, but notes that Louisiana's adult smoking rate of 21.9 percent remains higher than the national average of 17.5 percent.

## In the News

[British American Tobacco Purchases Reynolds American](#) – *Reuters*. British American Tobacco agreed to a \$49.4 billion takeover of U.S. rival Reynolds American Inc., creating the world's biggest listed tobacco company after it increased an earlier offer by more than \$2 billion. Reynolds,

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



Forward to Friend

the maker of Camel and Newport cigarettes, rejected an initial approach in November, although the two sides remained in talks. Some analysts have speculated that this might encourage Philip Morris International to reunite with U.S.-based Altria after a 2008 separation of the two companies.

[Smoking Cost \\$1 Trillion a Year and Will Kill 8 Million a Year](#) – *Reuters*. According to a study conducted by WHO and the U.S. National Cancer Institute, smoking costs the global economy more than \$1 trillion a year and will kill approximately eight million people each year, an increase from six million annual deaths today. The report goes on to note that while governments around the world have tools to reduce tobacco use and deaths, they often fail to do so out of fears of adverse economic impacts. Some effective policies recommended in the report include increasing tobacco taxes and prices, comprehensive smoke-free policies, restrictions on tobacco company marketing, and prominent pictorial warning labels.

[Visual Vape Pen Use Increases Desire to Smoke in Young Adults](#) – *University of Chicago Medical Center*. A recent study found that the newer generation e-cigarette vape pens (also known as vaporizers) stimulate the urge to smoke as powerfully as conventional cigarettes. In the study, young adult smokers who were exposed to the use of traditional cigarettes, first-generation e-cigarettes, or second generation vape pens experienced an immediate, significant and lasting increase in the desire to smoke. This extended even to subjects who had never used the newer devices. Despite initial hopes that e-cigarettes, and now vape pens, could help smokers break away from tobacco, studies have been unable to definitively confirm that they contribute to smoking cessation efforts.

## Research

[Quitting Smoking Among Adults — United States, 2000–2015](#) – *MMWR*. **Key Findings:** CDC researchers assessed progress toward the *Healthy People 2020* objective of increasing the proportion of U.S. adults who attempt to quit smoking cigarettes and found that the root of success of

smoking cessation is centered in cessation service, such as individual, group, and telephone counseling and seven FDA-approved medications, with the combination use of cessation counseling and medication substantially increasing quit rates. Approximately two thirds of cigarette smokers were interested in quitting, while fewer than one in 10 smokers quit successfully in the past year. To enhance cessation rates, researchers encourage providers to consistently identify smokers, advise them to quit, and offer evidence-based cessation treatments. In addition, researchers encourage insurers to cover and promote cessation and remove barriers to accessing treatment.

[Overview of Electronic Nicotine Delivery Systems: A Systematic Review](#) – *American Journal of Preventive Medicine*. **Key Findings:** Study authors conducted a

systematic review of 687 published journal articles on electronic nicotine delivery systems (ENDS), which were coded into one or more of nine subtopics, such as health effects, consumer perceptions, and patterns of use. This systematic review concluded that ENDS are increasing in use, especially among current smokers, and are being used to quit or reduce conventional cigarette use. Authors call for more longitudinal studies and controlled trials to better understand the impact of ENDS use on population health and use of conventional tobacco products.

[Cigar Product Modification Among High School Youth](#) – *Nicotine & Tobacco Research*. **Key**

**Findings:** Researchers analyzed data on almost 17,000 high school students from the 2013 Cuyahoga County Youth Risk Behavior survey to better understand the prevalence of “freaking” (removing filter paper) and “blunting” (replacing all or some leaf tobacco with marijuana) in cigar use. Approximately one-quarter of all youth indicated some kind of current cigar product use, with 15.2 percent indicating conventional cigar product use, 11 percent reporting freaking, and 18.5 percent reporting blunt use. Researchers call for more research on cigar modification to better reduce the purchase and consumption of cigar products among youth.

[Trends in and Characteristics of Marijuana and Menthol Cigarette Use Among Current Cigarette Smokers, 2005-](#)

[2014](#) – *Nicotine & Tobacco Research*. **Key Findings:** Data from 51,500 cigarette smokers from the National Survey on Drug Use and Health between 2005 and 2014 was analyzed to better understand the relationships between marijuana use and menthol cigarette use (MCU). Survey data indicates that past month marijuana and MCU was significantly higher among African Americans than whites, except among those 12-25 years old, and that concurrent use of both products is increasing among both African Americans and white populations. Among all smokers surveyed, the prevalence of current use of both products was 8.3 percent in 2013-2014. Study authors call for more research on the health impacts of concurrent marijuana and menthol cigarette use, and conclude that this increasing trend should better inform tailored prevention and treatment interventions.

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