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TCN News

News and announcements from the Tobacco Control Network

TCN News

Help Your Peers: Quitline return on investment messaging - Due 4/8/2015

The CDC Quitline Capacity grant discusses the need to use return-on-investment messages. The purpose is increased sustainability messaging focusing on the return-on-investment from quitline and cessation interventions. It is also encouraged that state tobacco control programs use data to create return-on-investment documents for use with stakeholders and other sustainability activities.

The Virginia Department of Health is seeking sample messaging and documents that address return-on-investment. Also, information on how these messages and documents have been used would be appreciated.

If you have any information to share or can connect us with someone who does, please reply to tcn@astho.org.

Partner Announcements

[National Public Health Week, April 6-12](#) – American Public Health Association (APHA). The APHA has kicked off its 2015 National Public Health Week (NPHW). This year's theme of "Making the U.S. the Healthiest Nation in One Generation – by 2030." Get [tips and tools](#) to raise awareness about public health and prevention and learn more about the [NPHW "We Can Do Better Contest"](#).

[State Health Insurance Marketplace Plans: New Opportunities to](#)

*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

[National Public Health Week](#) - American Public Health Association
April 6-12

[2015 TPSAC Meeting on Modified Risk Tobacco Product Applications](#) – FDA Tobacco Products Scientific Advisory Committee
April 9-10 | Silver Spring, MD

[Webinar: Using the Low Income Housing Tax Credit Program to Promote Smoke-free Housing Policies](#) - Public Health Law Center
April 13 | 2-3 PM ET

[Webinar: Exploring the Use of Electronic Health Records to Support Tobacco Cessation and Million Hearts](#) –

[Help Smokers Quit report](#) - *American Lung Association*. State health insurance marketplace plans are required by the Affordable Care Act (ACA) to help smokers quit as a free essential health benefit, but [this report](#) shows fewer than 20% of plan issuers are providing the appropriate coverage.

[Updated smoke-free lists, maps, and data](#) - *Americans for Nonsmokers' Rights*. On April 2, ANR announced its latest quarterly update of its comprehensive collection of data on state and local tobacco control laws, including smoke-free ordinances.

[2015 Tips from Former Smokers campaign](#) – *CDC*. The 2015 *Tips from Former Smokers* media campaign launched in March, and includes ads focused on [living with vision loss](#) and colorectal cancer, two major smoking-related illnesses. The campaign will also [challenge the use of e-cigarettes as a way to quit smoking](#) for the first time. CDC's successful *Tips* national tobacco education campaign has proven to be a “best buy” in public health costing just \$393 to save a year of life. See the ads and profiles of the individuals featured [here](#).

[SCLC launches new redesigned website](#) – *Smoking Cessation Leadership Center (SCLC)*. The SCLC launched their [newly redesigned website](#) in order to provide improved access to the latest news, resources and information on smoking cessation.

[2015 Community Health Status Indicators](#) - *CDC*. This interactive web application provides health status profiles for each US county and the District of Columbia. Adult smoking rates by county are included in the health profiles, and it's possible to make comparisons against similar “peer counties” from around the country.

[2015 County Health Rankings](#) - *Robert Wood Johnson Foundation*. These annual rankings are based on a model of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play. Read the [full report](#) and related resources for communities, or see an [overview](#) of this year's findings.

Association of State and Territorial Health Officials (ASTHO) and the National Association of County & City Health Officials (NACCHO)
April 13 | 1-2:30 PM ET [new date]

[Webinar: Tobacco Control and the Patient-Centered Medical Home](#) - AAP Richmond Center and the American Academy of Family Physicians
April 16 | 2-3 PM ET

[Webinar: Tobacco Cessation for Pregnant Women and Mothers: What Clinicians Should Know](#) – Smoking Cessation Leadership Center
April 22 | 2-3:30 PM ET

[UCSF Tobacco Documents Workshop](#) – UCSF Center for Tobacco Control Research & Education
May 8; [Registration](#) required by April 17

[Electronic Cigarettes and the Public Health: A Public Workshop](#) – Food and Drug Administration
June 1 – 2; [Registration](#) required by May 20

For a more comprehensive listing of upcoming state and national tobacco control and public health trainings and events, visit the [Public Health Events Calendar](#), managed by the Emory Centers for Training and Technical Assistance.

Job listings

[New Tobacco Atlas shows scale of global tobacco epidemic](#) – *American Cancer Society and World Lung Foundation*. The American Cancer Society and World Lung Foundation released the fifth edition of [The Tobacco Atlas](#). The Atlas details the scale of the tobacco epidemic, providing tobacco and tobacco-health statistics by country and progress being made in tobacco control globally.

[New FDA policy puts industry interests before public health](#) – *Public Health Law Center*. In a new video, the Tobacco Control Legal Consortium's staff attorneys provide information about an opportunity for the public health community to submit comments on a new guidance document from the U.S. Food and Drug Administration (FDA). They say FDA's new guidance would allow the tobacco industry to introduce new or modified products to the market with little or no review, bypassing authorization from the FDA.

State News

[California Department of Health Launches Campaign against E-Cigarettes](#) (CA) – The new public health campaign highlights the dangers of e-cigarettes. Using a series of television, digital, and outdoor ads, the ["Wake Up" campaign](#) is an educational effort to inform the public of the health risks and highly addictive properties of e-cigarettes.

["Tobacco Is Nasty" website discourages smoking](#) (CO) – The Colorado Department of Public Health and Environment (CDPHE) launched a new website called [TobaccolsNasty.com](#) that was specifically created for middle school students. Using student advisory groups, CDPHE worked with Colorado middle school students to create an informative site, but in their very own words, where they can learn the facts about tobacco and make the decision early to live a tobacco-free life.

[Virginia Foundation for Healthy Youth \(VFHY\) Launches Tobacco-Free Schools Campaign](#) (VA) - VFHY is launching its 24/7 campaign, a youth-driven initiative to help schools

[Community Programs and Project Specialist, Tobacco Prevention and Control Program](#)
[University of Wisconsin – Madison](#)
[Madison, WI](#)

[Program Coordinator - Tobacco Prevention Community Coalition](#)
[Texans Standing Tall](#)
[Austin, TX](#)

[Health Educator](#)
[Community Service Programs, Inc.](#)
[Fullerton, CA](#)

[Prevention Intervention Specialist – TIPS Department](#)
[Auburn Youth Resources](#)
[Auburn, WA](#)

[Associate, International Communications](#)
[Campaign for Tobacco-Free Kids](#)
[Washington, DC](#)

[Community Health Coordinator \(RN\)](#)
[Community Access, Inc. of New York City](#)
[Bronx, NY](#)

[Youth Programs Manager](#)
[Breathe California of Sacramento-Emigrant Trails](#)
[Sacramento, CA](#)

Click [here](#) to view other recent job postings.

About the Tobacco Control Network

become tobacco-free 24 hours a day, seven days a week. VFHY is also launching a website, 247CampaignVA.com, which will offer free online resources and materials that Virginia schools can use to adopt or promote 100 percent tobacco-free schools policies. Led by VFHY and Y Street, VFHY's statewide volunteer group for high school students, the 24/7 campaign will work with schools and school divisions across Virginia to help them implement, enforce and communicate new and existing tobacco-free school policies.

In the News

[Tobacco marketing increased to \\$9.6 billion in 2012](#) – *Federal Trade Commission (FTC)*. The report notes that tobacco companies spend a total of \$9.6 billion to market cigarettes and smokeless tobacco. Cigarette marketing expenditures increased by nearly 10 percent in 2012 to \$9.17 billion. Read this [press release](#) from the Campaign for Tobacco-Free Kids for more on the implications of these findings.

[U.S. to roll back "lost pleasure" approach on health rules](#) – *Reuters*.

The U.S. government is preparing to roll back its use of "lost pleasure" as a means to measure projected benefits of new regulations. "Lost pleasure" is measured as what people might suffer if they quit smoking or chose to eat healthier foods, typically used to reduce the projected benefits of new regulations.

Research

[State-of-the-art review: Office-based interventions to eliminate youth tobacco use](#) – *Pediatrics*. **Key Findings:** This report summarizes research efforts on interventions in the past decade and additional research needed going forward to provide practical guidelines for pediatric health care providers to integrate tobacco use prevention and treatment into their clinical practice.

[The smoking habits of the family influence the uptake of e-cigarettes in US children](#) – *Annals of Epidemiology*. **Key Findings:**

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. Click [here](#) to learn more about the TCN.

The TCN is managed by 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 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

Analysis of the 2011-2012 National Youth Tobacco Survey data found children that lived with someone who smokes were more likely to use e-cigarettes, even among children who had never tried smoking. The study also found that the influence of living with a smoker increased the likelihood of the child's uptake of cigarette smoking.

[Concentration of tobacco advertisements at SNAP and WIC Stores, Philadelphia, Pennsylvania, 2012](#) – *Preventing Chronic*

Disease. **Key Findings:** This study found that (after controlling for racial/ethnic and income composition and land use), vendors that accept the SNAP and WIC nutrition assistance programs were significantly more likely to have exterior tobacco advertisements than other types of tobacco outlets and that tobacco outlets with exterior tobacco advertisements were significantly clustered in several high-poverty areas.

Feel free to [forward this communication](#) or encourage others to [subscribe directly](#).

This message was intended for dkarczmarczyk@astho.org. If you believe this has been sent to you in error, please [unsubscribe](#) or [update your subscription preferences](#).

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