

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*

## TCN State Highlight

On June 10, the Minnesota Department of Health (MDH) issued a health advisory to inform parents, healthcare providers and the public about the health risks of nicotine exposure and alert them to the fact that no amount of nicotine is safe for youth. Key points include:

- Nicotine is highly addictive.
- Nicotine may harm brain development during adolescence.
- Nicotine is harmful to fetal health during pregnancy.
- Nicotine causes harmful physical effects, and can be toxic at any age.

Providers are encouraged to educate and advise parents that there is no safe level of nicotine exposure for pregnant women, small children, or teens, and parents are reminded to keep nicotine products out of reach.

To read the full advisory, please visit the [MDH website](#).  
Send any questions to [tobacco@state.mn.us](mailto:tobacco@state.mn.us).

*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

[NAQC Conference: The Future of Quitlines, Refining and Redefining Our Practices for Success](#) – North American Quitline Consortium  
Aug. 17-18 | *Register by Aug. 10*

[2015 Kick-Off Meeting Reception](#) – Tobacco Control Network (TCN)  
Aug. 19 at 5:30 p.m., Atlanta

[2015 National Conference on Tackling Tobacco Use in Vulnerable Populations](#) – Danya Institute  
Oct. 5-6 | *Register by Aug. 3*

## Partner Highlights

*The **Campaign for Tobacco-Free Kids** recently contacted TCN to alert us that Reynolds America, Inc. (RAI), a tobacco company with a long history of distortion and manipulation, has been conducting focus groups with community and health leaders in at least two states since fall 2014 and is planning a third one in August. These focus groups, while purporting to “gain input” on ways to reduce smoking, are being used to weaken support for effective tobacco control measures. The Campaign provides further background and action steps below:*

RAI has been working with a consultant, Martin Rutte, for many years to convene what it calls “dialogues on tobacco” in communities around the country. The focus groups seek input from community and health organizations on a range of tobacco issues, such as “What can we do to decrease smoking prevalence, prevent youth from using tobacco, and reduce harm from smoking?” The dialogues are run by Rutte’s organization, Livelihood, and typically provide a sizeable donation to participants or to a charity of their choice in exchange for participating in meetings to gain “stakeholder” views on tobacco. In some cases, the meetings run for two days and cover the cost of hotels and meals.

The focus groups allow the tobacco industry to burnish its image and provide opportunities to develop relationships with local leaders and undermine effective tobacco control efforts by pushing low- or no-impact policy and program ideas. Invitations to the focus groups may go directly to tobacco control leaders, or they may go to community and health organizations outside immediate tobacco control circles.

The Campaign is spreading the word about these focus groups and encourage tobacco control advocates to develop

[Certified Tobacco Treatment Specialist Training](#) – Rutgers University, Center for Tobacco Studies and Division of Addiction Psychiatry  
Oct. 5-9 | *Registration Required*

[Counter Tools User Conference and Training Institute](#) – Counter Tools  
Oct. 19-20 | *Register by Sept. 1*

[12th National Reduce Tobacco Use Conference](#) – Virginia Foundation for Healthy Youth and Prevention Connections  
April 25-26, 2016 | *Registration Required*

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## Funding Opportunities

[Tobacco Regulatory Science Small Grant Program for New Investigators](#). **First Deadline: Aug. 20.** The National Institute of Health is providing grants to new tobacco regulatory investigators to inform the regulation of tobacco manufacturing, marketing, and distribution. Future grant deadlines are: February 23, 2016, July 20, 2016, and February 23, 2017, by 5 p.m. local time.

## Job listings

[Health Scientist Administrator \(Media Evaluation Specialist\) Carter Consulting, INC Atlanta, GA](#)

[Project Manager \(Public Health Analyst\)](#)

strategies to both counter their impact on tobacco control and make sure you're hearing about them if they come to your community. The Campaign for Tobacco-Free Kids is tracking the focus groups: please email [Becca Knox](#) on the Campaign's Research Team if you learn that one is scheduled in your state.

## Help Your Peers

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

### State Plan Facilitating Agencies

*Deadline: July 29*

The Louisiana Department of Health is beginning to work on our five-year tobacco state plan. Does anyone have a recommendation for a facilitating agency?

### Examples of State Sustainability Plans

*Deadline: August 4*

The Georgia Department of Health is looking for examples of sustainability plans for tobacco prevention and control programs. If anyone is willing to share theirs or perhaps one from their state health agency, it would be greatly appreciated.

*If you have any information to share or can connect us with 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

### [NAQC is Requesting Feedback on Guiding Principles for the Minimal Data Set](#)

*North America Quitline Consortium*

The North American Quitline Consortium (NAQC) has developed the minimal data set to include Electronic Nicotine Delivery Systems (ENDS) products and is requesting feedback on the draft

[McKing Consulting Corporation](#)  
[Atlanta, GA](#)

[Health Communications Specialist](#)  
(Requisition ID: 15011778)  
[Northrup Grumman](#)  
[Atlanta, GA](#)

[Epidemiology Specialist II](#)  
(Lead Tobacco Prevention Evaluator)  
[Alaska Health & Social Services](#)  
[Anchorage, AK](#)

[Program Coordinator - Wellness & Prevention](#)  
[Alaska Native Tribal Health Consortium \(ANTHC\)](#)  
[Community Health Services](#)  
[Anchorage, AK](#)

[Director of Surveillance and Evaluation](#)  
[NC Department of Health and Human Services](#)  
[Raleigh, NC](#)

[Industry Documents Digital Library Manager](#)  
[University of California, San Francisco](#)  
[San Francisco, CA](#)

## 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

recommendations. Please submit your feedback to [Marie Rudie](#) by **July 28**.

### [Finish It: Tobacco Free-Free Campus Campaign](#)

*Legacy*

Truth released a new [advertisement](#) featuring Syracuse University's success at becoming a tobacco-free campus. The Finish It campaign targets the 6,100 college and university campuses that have not adopted 100 percent tobacco-free policies by highlighting university success stories with "progress report" videos and through an online [tobacco free campus petition](#). Legacy encourages partners to share campaign media using the hashtags #FinishIt and #tobaccofreecampus.

### [Policy Approaches to Prevent Liquid Nicotine Poisoning](#)

*TCLC*

The Tobacco Control Legal Consortium posted an updated factsheet that provides an overview of recent legislation addressing liquid nicotine poisoning from e-cigarettes. It includes a synopsis of the safety and health hazards associated with liquid nicotine exposure and the different policy approaches states and localities have taken to address this issue.

### [FDA Releases New Compliance Training Video for Tribal Tobacco Retailers](#)

*FDA*

FDA's Center for Tobacco Products developed a retailer training video for American Indian and Alaskan Native communities that provides guidance for tobacco retailers on tribal lands about complying with federal age and ID requirements set forth by the Tobacco Control Act. American Indian and Alaskan Native populations have the highest prevalence of cigarette smoking in the United States when compared to other communities. Educating tobacco retailers on effective ways to prevent minors from purchasing tobacco products has the potential to prevent smoking initiation.

**In the News**

national levels.

Staff support is provided to the TCN 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.



[Polls Indicate E-cigarette Use Has Increased and Most Users Also Smoke Cigarettes](#) – *Reuters*. According to a Reuters/Ipsos poll conducted between May 19 and June 4, e-cigarette use among U.S. adults is four times higher than it was in 2013. Approximately 10 percent of poll participants and 15 percent of participants under the age of 40 use e-cigarette products. One indicator of the rise in e-cigarettes' popularity is that 70 percent of current users started using them within the past year. The poll also signals that concurrent use of tobacco products is prevalent, since about 75 percent of current e-cigarette users also smoke cigarettes.

[Cigarette Use by Asian American Men in New York City is on the Rise](#) – *Medical News Today*. Although smoking prevalence for adults in New York has decreased, the smoking rate for Asian American men is on the rise and is now at 24.8 percent. Charles B. Wang Community Health Center received a \$150,000 grant from the RCHN Community Health Foundation to create tobacco control programs that target this population. "While New York City has done a terrific job lowering smoking rates overall, we need to focus on populations who are still smoking at alarming rates and educate them about the direct and second-hand risks of tobacco use," says Jane T. Eng., the center's chief executive officer.

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## Research

[Pictorial Cigarette Pack Warnings: a Meta-Analysis of Experimental Studies](#) – *Tobacco Control*. **Key Findings:** This meta-analysis examined 37 papers that reviewed the effectiveness of pictorial and text-only nicotine warning labels. Across all studies, pictorial warnings were more effective at 12 out of 17 effectiveness

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outcomes, including engaging readers, eliciting negative responses towards tobacco, and increasing intentions to quit smoking.

[Price-Related Promotions for Tobacco Products on Twitter – Tobacco Control](#). **Key Findings:** This cross-sectional study examined 155,249 tweets between 2011 and 2012 with keywords indicating a tobacco product and a price promotion. Tweets advertising price promotions were most common for tobacco products (97%), versus tobacco cessation products (3%). In addition, the tobacco product most commonly mentioned in promotional tweets were e-cigarettes (90.01%).

[A Minimal Intervention to Promote Smoke-Free Homes Among 2-1-1 Callers: A Randomized Controlled Trial – American Public Health Association](#). **Key Findings:** A minimal intervention for low-income households was effective at creating voluntary smoke-free households. Participants who received this minimal intervention, consisting of three mailings and one phone counselling session, were more likely to adopt smoke-free households than a control group (40% versus 25%) than non-participants. In addition, participants who smoked reported a higher amount of quit attempts three and six months after the intervention was completed.

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