

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*

## Circulating Help Your Peers Requests

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

### Smoke-Free Multi-Unit Housing Campaigns

**Deadline:** Feb. 12

Vermont will be working on smoke-free multi-unit housing across the state. The primary target audience will be landlords and property managers, with a secondary audience of tenants. Vermont welcomes any examples of materials or information on smoke-free multi-unit housing campaigns, how they were used, and whether or not they were successful. Vermont is also interested in any materials informing landlords and tenants of their rights.

### Quitline Cost-Sharing Agreements

**Deadline:** Feb. 16

Louisiana will be working on establishing cost-sharing agreements for their quitline and they would really like to hear from state representatives that have successfully implemented this funding model. Louisiana would appreciate any advice and lessons learned from states that are going through the process as well.

*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

[Reducing Tobacco Use among African Americans and Youth: What's Menthol Got To Do With It?](#) – Smoking Cessation Leadership Center (SCLC)  
Feb. 17|*Registration Required*

Evaluating Earned and Social/Digital Media Campaigns – CDC/OSH  
Feb. 18|*Save the Date*

[Call for Abstracts: American Public Health Association 2016 Annual Meeting & Expo](#)  
Denver, CO  
Feb. 26|*Call for Abstracts*

### **Smoke-Free Returns on Investment**

**Deadline:** Feb. 19

Alabama would like to see if anyone has developed **city level** smoke-free returns on investment, or if anyone can point them to studies on this topic. Any examples would be greatly appreciated. Please feel free to include publications, documents, reports, outlines, methodologies, and other resources. Links are welcomed as well.

*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**

#### [ALA Releases “State of Tobacco Control 2016” Report](#)

*American Lung Association (ALA)*

ALA published its annual “State of Tobacco Control” report, which includes grades on different elements of federal and state tobacco policy, as well as factsheets, rankings, methodologies, and several other resources. ALA uses four different policy categories for its rankings: “Tobacco Prevention and Cessation Funding,” “Smokefree Air,” “Tobacco Taxes,” and “Access to Cessation Services.”

#### [WHO Releases Updated Report on Smoking and Movies](#)

*WHO*

WHO published the third edition of its report “Smoke-free movies: from evidence to action,” which details the latest information on smoking in movies, and highlights different approaches that nations around the world can take to reduce smoking imagery in movies. The report is available in both English and Spanish.

#### [C. Everett Koop Unsung Heroes Award – American Lung Association](#)

Mar. 9|*Application Deadline*

#### [67<sup>th</sup> Annual Meeting - Building Capital: Investing in the Future of Health Education](#) – Society for Public Health Education (SOPHE)

Charlotte, NC

Mar. 30-Apr. 1 | *Registration Required*

#### [8<sup>th</sup> National Summit on Smokeless and Spit Tobacco](#) – Health Education Council

Apr. 18-20 | *Registration Required*

#### [Reduce Tobacco Use Conference 2016](#) – Virginia Foundation for Healthy Youth

Arlington, VA

Apr. 25-26|*Save the Date*

#### [8<sup>th</sup> Biennial Cancer Survivorship Research Conference: Innovation in a Rapidly Changing Landscape](#) – American Cancer Society

Washington, D.C.

June 16-18|*Save the Date*

#### [2016 National Association of County and City Health Officials \(NACCHO\) Annual Conference](#)

Phoenix, AZ

July 19-21|*Registration Required*

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[ChangeLab Solutions Releases Point of Sale Playbook](#)

*ChangeLab Solutions*

ChangeLab Solutions released its Point of Sale (POS) Playbook, which outlines different options for regulating how tobacco products are sold and marketed in retail environments. The report notes that tobacco products are sold in approximately 375,000 different retail locations in the United States, and that tobacco companies use a majority of their funds on POS advertisements, highlighting the potential impact of regulations in this space.

[CDC Debuts Fifth Year of its “Tips from Former Smokers” National Advertising Campaign](#)

*CDC*

On Jan. 25, CDC launched a new series of its “Tips from Former Smokers” national ad campaign, featuring personal stories on the topics of chronic obstructive pulmonary disease, depression, e-cigarette dual use, and other smoking-related conditions. Advertisements featuring these new stories will run for 20 consecutive weeks on television, radio, billboards, and online, and in magazines and newspapers. [See here](#) for more information and resources on the campaign, and [see here](#) for an interview with CDC Director Tom Frieden on the campaign’s efficacy.

[CDC Publishes Infographic on Nationwide E-Cigarette Use](#)

*CDC*

CDC released the infographic “Electronic Nicotine Delivery Systems Key Facts” that provides a detailed summary of e-cigarette data and research for both youth and adults across the United States. Topics include youth rates, dual use rates, the dangers of youth nicotine exposure, information on e-cigarette marketing, and also public health policies relevant to e-cigarettes.

[Tobacco Control Health Equity Guide Now Available for](#)

**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**

[Tobacco Prevention & Control Director and Portfolio Lead Louisiana Public Health Institute New Orleans, LA](#)

[Cessation Manager The Louisiana Campaign for Tobacco-Free Living \(TFL\) New Orleans, LA](#)

[Manager, Public-Private Partnerships University of Arizona Tucson or Phoenix, AZ](#)

[Director, National Health Policy American Lung Association Washington, D.C.](#)

[Senior Associate for Tobacco and Cancer Prevention Community Anti-Drug Coalitions of America Alexandria, VA](#)

## [Order](#)

CDC

CDC announced that its best practices user guide “Health Equity in Tobacco Prevention and Control” is now available for print order online. The user guide discusses how tobacco control interventions can be a positive force in working towards health equity.

## 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).*

### [Case of Massachusetts Smokers Suing Philip Morris for Lung Cancer Screening USA Goes to Trial](#) (MA) – Fox25.

After a decade of bringing a class-action lawsuit against Philip Morris USA, a group of Massachusetts smokers will go before a jury in Boston federal court. These smokers – which include Massachusetts residents who were 50 as of February 2013, have smoked Marlboros for at least 20 years, and do not have lung cancer – allege that Philip Morris produced cigarettes that are defective because they knew that they were able to make cigarettes with fewer carcinogens. The plaintiffs want Philip Morris to pay for sophisticated three-dimensional chest screenings that are more effective at diagnosing lung cancer than normal X-rays.

[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 national levels.

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 the News

[Study Tracks How E-Cigarette Advertisements Spread Through Twitter](#) – *EurekAlert!* Researchers looked at three months of Twitter data to better understand how an e-cigarette advertisement spreads to different users of the social media site. Researchers followed an advertisement originating from Blu e-cigarettes, currently the largest brand on the market, and found that the advertisement originally reached 214 followers of the @blucigs Twitter handle, but eventually reached over 2,600 unique users, a majority of which did not give any indication of being interested in e-cigarettes. Researchers called for an increased monitoring of e-cigarette advertisements on social media, especially given the potential for youth advertisement exposure.

[Study Finds Correlation Between Increased Tobacco Taxes and Decreased Infant Mortality](#) – *HealthDay*. An analysis of tobacco taxes and infant mortality rates in the United States from 1999 to 2010 found that after adjusting for potential confounders, a \$1 tax increase per pack of cigarettes was associated with two fewer infant deaths per day. The association was especially strong in the African American population, which saw a more dramatic reduction in the infant mortality rate than the general population during the study period. Researchers call for additional studies in poorer nations that are trying to reduce infant mortality.

## Research

[Did Limits on Payments for Tobacco Placements in U.S. Movies Affect How Movies Are Made?](#) – *Tobacco Control*.

**Key Findings:** A study of over 2,000 movies released in the United States between 1988 and 2011 sought to understand the impact that the 1998 Master Settlement Agreement (MSA) – and its restriction on paid cigarette placements in

in state-based public health practice.



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movies – had in smoking imagery in American film. Researchers found that after 1999, the proportion of movies with any character smoking a cigarette decreased significantly, as did the number of smoking scenes in smoking movies and the average length of a smoking scene. Authors conclude that the MSA dramatically impacted the frequency and duration of smoking imagery in movies released in the United States.

[Secondhand Hookah Smoke: An Occupational Hazard for Hookah Bar Employees](#) – *Tobacco Control*. **Key Findings:**

Researchers collected air samples during the work shift of ten hookah bar workers in New York City, and also collected biometric data before and after workers' shifts, to quantify the exposure and impact of secondhand hookah smoke in the workplace. Air quality readings (e.g., fine particulate matter and carbon monoxide concentrations) differed substantially between the ten workers, and levels of inflammatory cytokines in the blood and exhaled carbon monoxide were significantly elevated after the work shift compared to before the work shift. Study authors call for better air quality monitoring, and policies in hookah establishments, to protect the health of workers and customers alike.

[Cigarette Smoking Among Socioeconomically Disadvantaged Young Adults in Association With Food Insecurity and Other Factors](#) – *Preventing Chronic Disease*.

**Key Findings:** Researchers analyzed data from the 2011-2012 California Health Interview Survey (n=1,511) to quantify associations with smoking status in a sample of socioeconomically disadvantaged smokers aged 18-30. A significant correlation between smoking status and being food insecure was identified (26.9% of food insecure adults in the sample were smokers, compared to 16.4% of non-food insecure survey respondents). Researchers conclude

that efforts to reduce tobacco-related health disparities need to address food insecurity and other experiences related to low socioeconomic status.

[E-Cigarette Use in Young Swiss Men: Is Vaping an Effective Way of Reducing or Quitting Smoking?](#) – *Swiss Medical*

*Weekly*. **Key Findings:** A study sought to quantify the differences between cigarette smoking habits of e-cigarette users and non-users in a sample of over 5,000 Swiss men. In this sample, vapers had six times greater odds than non-vapers to start smoking cigarettes during the fifteen-month study period, and had 40 times the odds of becoming daily smokers. Vapers also had significantly lower odds of successful smoking cessation during the study period compared to non-vapers. Researchers conclude that they found no cigarette cessation or reduction benefits tied to e-cigarette use in their sample.

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