

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

Partner Announcements

[New and Updated Reports on Retail Environment](#)

CounterTobacco.org

CounterTobacco.org offers evidence summaries on tobacco control and prevention topics related to the retail environment. The recently published [Flavored Tobacco Products](#) evidence summary overviews the products, how they are marketed, and association with youth initiation. It also includes information on related local, state, and federal policy. The recently updated [E-Cigarettes at the Point of Sale](#) evidence summary highlights state and local restrictions on these products and e-cigarette industry marketing tactics.

[FDA Center for Tobacco Products Education Campaign Wins Award](#)

Association of National Advertisers

On Oct. 9, FDA's Center for Tobacco Products was awarded an Association of National Advertisers' (ANA) Multicultural Excellence Award in the LGBT category for the [This Free Life](#) public education campaign. The campaign, launched in May 2016 with agency partner [Rescue](#), is geared toward preventing and reducing tobacco use among LGBT young adults ages 18-24. The award was one of 13 given by ANA's Multicultural Marketing and Diversity Committee, which helps raise awareness and recognition for outstanding multicultural advertising campaigns.

[Online Support Community for Quitting Smoking](#)

American Lung Association

In partnership with Inspire, American Lung Association launched several lung health online support communities, including one to help people quit smoking. The Quit Now: Freedom From Smoking

*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

[Truth Initiative's College Programs: Helping Colleges Across the Country #FinishIT, One Campus at a Time](#) – Smoking Cessation Leadership Center and Truth Initiative
October 26, 1 – 2:30 p.m.
ET|*Registration Required*

[November: Risk Assessment - A Public Workshop](#) – FDA Center for Tobacco Products Hyattsville, MD
November 15-16|*Registration Required*

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

online support community builds on the signature Freedom From Smoking group cessation program. Members can access peer-to-peer support from other members, including former smokers, and utilize this open platform to ask questions and share their experiences. The community is free to join.

[New Guidance for Industry Regarding Products on the Market August 8](#)

FDA

FDA published a new guidance document entitled “Investigational Use of Deemed, Finished Tobacco Products That Were on the U.S. Market on August 8, 2016, During the Deeming Compliance Periods.” The document clarifies that the compliance policy for newly deemed products, as described in the preamble to the final deeming rule, applies to products used in a scientific investigation that were on the market on August 8, 2016, but were not on the market on February 15, 2007.

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.

[California's Tobacco 21 Law a Test Case for Other Jurisdictions \(CA\)](#) – *Los Angeles Times*. Experts are interested to see the impact of California’s law to raise the minimum legal age of sale for tobacco products to 21. The law took effect in June 2016. The state health department will monitor youth and adult e-cigarette and cigarette smoking rates to measure the effect of the law. There has not yet been an uptick in quitline calls, though a cigarette tax increase on the November ballot could change that. Experts await evaluation data, which could then be used to influence other cities and states to raise the minimum age of sale.

[Tobacco Industry Spending Continues against Colorado Tobacco Tax Initiative](#) (CO) – *The Denver Post*. The tobacco industry continues to put money (most recently, an additional \$6.2 million) into defeating Amendment 72 in Colorado. The amendment would increase the current 89 cent tax on a single pack of cigarettes by

Funding Opportunities

[Robert Wood Johnson Foundation Calls for Proposals for Research to Build Culture of Health](#)

Deadline: Applications accepted on a rolling basis

The Robert Wood Johnson Foundation’s Evidence for Action program has an ongoing call for proposals to address gaps in knowledge, and test innovative programs, policies, and partnerships, in addition to evaluating measurements of health determinants and outcomes.

Job Listings

[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, Minnesota](#)

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](#)

\$1.75, amounting to \$2.59 per pack. If passed, the tax revenue will go toward health programs. Industry money has funded a media campaign that questions the proposed use and oversight of the prospective revenue. Campaign fundraising for the ballot measure has exceeded every other issue, with \$18.3 in total contributions.

In the News

[U.S. Supreme Court Declines to Hear Tobacco Case Between States and Tobacco Industry](#) – *Reuters*. The U.S. Supreme Court allowed lower court rulings to stand in a tobacco arbitration matter between tobacco companies and the states of Pennsylvania and Maryland. An arbitration panel found that six states, including Pennsylvania and Maryland, did not do enough to ensure that tobacco companies maintained their market share while paying master settlement payments owed to the states in 2003. Lower court rulings, which will stand in light of the Supreme Court's decision, reversed this arbitration finding in Pennsylvania and Maryland, meaning that those states will keep their respective \$125 million and \$50 million that the tobacco companies demanded back.

[Study Suggests Hispanic Youth May Be Most Tempted to Smoke](#) – *Reuters*. Researchers analyzed data on 144,000 never smokers aged nine to 21 collected from 1999 to 2014 to better understand how race and ethnicity corresponds to temptation to smoke among youth and young adults. Data indicate that from 1999 to 2007, susceptibility to smoking remained steady at 21 percent for all racial and ethnic groups. However, among Hispanic youth, this figure increased to 28 percent in 2014. While this study did not explore why Hispanic youth might be more susceptible to smoking, it is possible that living in communities with more tobacco retailers or having more smoking friends and family members could be contributing factors.

Research

[State-Specific Prevalence of Current Cigarette Smoking and Smokeless Tobacco Use Among Adults — United States, 2014](#) – *MMWR*. **Key Findings:** A new MMWR provides state-specific Behavioral Risk Factor Surveillance System data from 2014 on cigarette smoking and smokeless tobacco use. Prevalence of cigarette smoking, smokeless tobacco use, and any tobacco use among U.S. adults continues to vary widely by state,

[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.



with cigarette smoking decreasing in many states and smokeless tobacco use remaining the same. Consistent with prior years, data found statistically significant racial and ethnic differences in adult tobacco use in many states. Data also found that men consistently use tobacco products more than women.

[A Content Analysis of Vaping Advertisements on Twitter, November 2014](#) – *Preventing Chronic Disease*. **Key**

Findings: Researchers studied a random sample of vaping related tweets to better understand vaping advertising practices on Twitter. Content analysis found that the most common topics of these tweets were vape pens (47% of tweets analyzed), coupons and price discounts (32%), and e-liquid (21%). Study authors conclude that the tobacco control community could benefit from improved knowledge of vaping advertising on social media, where minors can readily view advertisements.

[Changes in the Prevalence and Correlates of Menthol Cigarette Use in the USA, 2004–2014](#) – *Tobacco Control*. **Key**

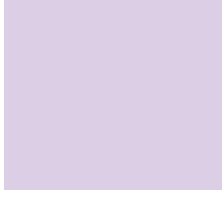
Findings: Data from the National Survey on Drug Use Health was analyzed to better understand longitudinal trends in menthol cigarette use. Data indicate that among past 30-day cigarette smokers, a greater proportion of survey respondents reported using menthol cigarettes in 2012-2014 (39%) than in 2008-2010 (35%). Since 2010, prevalence of menthol cigarette use has increased in white, Asian, and Hispanic smokers. Youth smokers continue to be the most likely age group to use menthol cigarettes. Researchers conclude that there is an ongoing need to reduce menthol cigarette use, especially in youths and young adults, for the benefit of public health.

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Our address:

The Association of State and Territorial Health Officials, 2231 Crystal Drive, Suite 450, Arlington, VA 22202
TCN@astho.org



MailChimp.

