

Tobacco 101 Resources from ASTHO and the Tobacco Control Network

General Policy Resources

- [2022 TCN Policy Recommendations Guide](#)

The 2022 TCN Policy Recommendations Guide reflects the Tobacco Control Network's priorities – it declares a vision and direction for those policy and system changes that the TCN membership believes are most important to preventing and reducing all forms of tobacco use and eliminating secondhand smoke exposure, including aerosols and toxins emitted by non-combustible products. The 2022 TCN Policy Recommendations Guide provides (1) guiding principles for advancing tobacco control policies and also for working with Tribal nations and (2) a summary of the changing tobacco control landscape, including the youth e-cigarette epidemic, information on health disparities and health equity, the roadblock of policy preemption, and addresses related issues such as marijuana, e-cigarette or vaping use-associated lung injury (EVALI), and COVID-19.

- [Tobacco and Nicotine Products – Annual Legislative Prospectus](#)

ASTHO provides an annual legislative prospectus—a series of briefs summarizing upcoming legislation proposals that impact public health from across the states and territories. The legislative prospectus series anticipates trends in public health law for the next year and provides a short review for public health professionals and legislators alike to help bring them up to speed in time for upcoming legislative sessions.

- [Building State Readiness for the Tobacco Endgame](#)

In this expert panel webinar, panelists Chris Bostic, JD, MS of Action on Smoking & Health, Tim McAfee, MD, MPH of the University of Washington, Delmonte Jefferson of The Center for Black Health & Equity, and Beth Olagues, MPH of the California Department of Public Health explore why states and other jurisdictions should consider endgame policies in their short- or longer-term policy planning, what "tobacco endgame" means, whether endgame policies address health disparities and social determinants of health or exacerbate them, and what opportunities that states and other jurisdictions can pursue to pass endgame policies or set the state to consider such policies in the future.

- [Assurances of Voluntary Compliance: How Tobacco Control Programs Can Work with Attorneys General Offices on Tobacco Policy Enforcement](#)

This two-page brief provides an overview of assurances of voluntary compliance (AVCs) and how states and other jurisdictions can use them to further tobacco policy goals in collaboration with attorneys general offices. Topics covered include what AVCs are, why they're worth pursuing, and how they can lead to expanded tobacco control program partnerships with attorneys general offices and state health agency leadership. A case

study from Kansas is also featured.

- [2019 Tobacco Control Network Policy Scans](#)

This full policy scan provides more detailed information on the state policy landscape relating to (1) restricting flavored tobacco products, (2) the display of tobacco products at the point of sale, and (3) state Medicaid coverage of tobacco cessation treatments.

- [TCN Tobacco State Success Stories](#)

TCN has drafted a series of success stories that explore how state health departments and partner organizations have achieved tremendous tobacco control successes at the state and local levels. Each success story highlights steps taken, results, and lessons learned to serve as case studies for state health departments interested in taking similar action in their own states.

- [Breathe Easy Coalition's Recognition Program Encourages Maine Hospitals and Colleges to Adopt Tobacco-Free Best Practices](#)
- [California Executes Rapid Evaluation of Tobacco 21 Law](#)
- [Kentucky Utilizes CDC Tips Campaign Resources as Part of Larger Strategy to Decrease Minority Smoking Rates and Increase Quitline Engagement](#)
- [National Council for Behavioral Health Promotes Tobacco Cessation to Mental Health and Substance Abuse Populations](#)
- [New Orleans Builds Coalition of Non-Traditional Stakeholders to Pass Comprehensive Smoke-Free Ordinance](#)
- [Pacific Partners for Tobacco-Free Islands Builds Tobacco Control Capacity in U.S. Affiliated Pacific Islands](#)
- [Tennessee Counties Help Pregnant Women Quit Smoking Through the Baby & Me Tobacco Free Program](#)
- [Texas Builds Partnerships to Deliver Tobacco Control Resources to Texas' LGBT Population](#)
- [Vermont Partners with Medicaid to Increase Tobacco Quitline Utilization Among Low-Income Residents](#)

COVID-19

- **Virtual Deskside Briefing #4:** [Communicating the Risks of Tobacco Use and COVID-19](#)

This virtual deskside briefing featured Dr. Brian King, Deputy Director for Research Translation for the CDC Office on Smoking and Health (current Director of the Food and Drug Administration's Center for Tobacco Products), and Anna Arkin, Tobacco Cessation Communications Planner with the Minnesota Department of Health (current Assistant Director of Communications with Minnesota Department of Education), who discussed

the latest science on tobacco use and COVID-19 risk and the most effective strategies to accurately and effectively communicate these findings to the general public.

- [Supplementary slides from Dr. Brian King](#)
- [Supplementary slides from Anna Arkin](#)
- [Intersection of COVID-19 & Tobacco Control](#)
The Intersection of COVID-19 & Tobacco Control technical assistance package contains a collection of state case studies, research, virtual event recordings, and online resources prepared by ASTHO and the Tobacco Control Network, the ASTHO peer network that serves health agency tobacco control programs and their partners. Youth and young adult tobacco use have reached record high rates in recent years, emphasizing the importance of understanding the intersection of tobacco use and vulnerability to the COVID-19 pandemic.
- [Opportunities and Strategies for Tobacco Prevention During the COVID-19 Pandemic](#)
While the COVID-19 response has strained tobacco prevention and control efforts, the pandemic has afforded health officials unique opportunities to retool their tobacco prevention response. This brief spotlights new findings on tobacco use and COVID-19, opportunities for tobacco prevention during the pandemic, guidance for communicating risk, and recommendations for engaging state health officials.

Smokefree Casinos

- **Virtual Deskside Briefing #1:** [Encouraging Casinos to Go Smokefree — Lessons from ANR](#)
This virtual deskside briefing featured Traci Kennedy from Americans for Nonsmokers' Rights discussing successes and lessons learned from their efforts to encourage tribal and non-tribal casinos to adopt voluntary smokefree policies.

Menthol and other Tobacco Product Flavors

- [From the Chief Medical Officer: How State Health Officials Can Make a Stand Against Menthol](#)
Addressing the ongoing battle against the proliferation of tobacco flavors—particularly menthol—ASTHO Chief Medical Officer Dr. Marcus Plescia highlights the disparities these products perpetuates and emphasizes the role of public health officials in mitigating health inequalities through comprehensive policy.
- [Recent Federal and State Actions to Limit Flavored Tobacco Products](#)
This ASTHO blog highlights federal and state actions to restrict flavors for e-cigarettes, combustible cigarettes and cigars, and other nicotine products.
- [Key Takeaways from National Menthol Conference](#)
ASTHO Chief Medical Officer Marcus Plescia reflects on the National Menthol Conference, a three-day event hosted by the African American Tobacco Control Leadership Council, and shares the impact state and local public health policy can

have on menthol and other flavored tobacco products.

- [Mythbusters: Debunking Misconceptions About Menthol](#)

This TCN Coffee Chat featured Delmonte Jefferson, Executive Director of The Center for Black Health & Equity; Mike Merissa, Staff Attorney at the Public Health Law Center; and Caroline Goncalves Jones, Director of Advocacy and Outreach for Campaign for Tobacco-Free Kids. These subject matter experts participated in a panel discussion exploring how tobacco control programs can best push back against false talking points about the recent FDA announcement in communications with leadership, lawmakers, and the general public.

- [Menthol Ban and Key Tobacco Industry Rebuttals](#) – The Center for Black Health & Equity
- [Menthol Ban: Highlighting the Facts and Rebutting Tobacco Industry Misinformation](#) – Public Health Law Center
- [Menthol: Facts, Stats, and Regulations](#) – Truth Initiative

E-cigarette Use

- [JUULs in Schools: Colorado and Minnesota Public Health Efforts](#)

This two-page brief highlights two efforts in Colorado and Minnesota to reverse trends around JUULs in schools.

- **Youth E-Cigarette Use Microlearning Videos**

Youth use of e-cigarettes continues to be an emerging public health challenge. Addressing this challenge requires the cooperation of state and territorial public health agencies with school administrators, nurses, teachers, and other school-based stakeholders to ensure that all young people can learn in an environment free from e-cigarette use.

Recognizing this issue of national importance, TCN collaborated with the CDC Office on Smoking and Health (OSH) to produce this pair of youth e-cigarette use microlearning videos, a [long form](#) and a [short form](#) video, to assist TCN members in their existing efforts to work address youth e-cigarette use. These microlearning videos feature introductory remarks by past TCN Chair Luci Longoria before a comprehensive overview on the prevalence and risks of youth e-cigarette use from Dr. Brian King, Deputy Director for Research Translation with OSH (current Director of the Food and Drug Administration's Center for Tobacco Products). Both videos present the same content in different levels of detail.

- [E-Cigarette Microlearning Video \(Long Version\)](#)
 - [E-Cigarette Microlearning Video \(Short Version\)](#)
- **Virtual Deskside Briefing #3: [E-Cigarette Harm Perceptions and Support for Tobacco-Free Campus Policies](#)**

This virtual deskside briefing featured Dr. Matthew E. Rossheim, researcher and Assistant Professor with the George Mason University Department of Global and Community Health, who provided a summary of his [recent study](#) examining the influence of e-cigarette harm perceptions on support for a tobacco-free campus policy among college students.

Tobacco Cessation

- **Virtual Deskside Briefing #5: [Integrating Tobacco Cessation into Behavioral Health and Substance Misuse Treatment Settings](#)**

This deskside briefing featured Taslim van Hattum, Senior Director for the National Council for Behavioral Health, and Rebecca Padilla, National Manager of Tobacco Programs for the American Lung Association, sharing best practices and resources on how state and territorial tobacco control programs can support the integration of tobacco cessation treatment in behavioral health and substance misuse treatment settings.

Preemption

- **Tobacco Preemption Virtual Series**

TCN collaborated with the Public Health Law Center (PHLC) on a three-part virtual series highlighting preemption as a barrier to achieving tobacco control best practices. Each virtual session featured an expert speaker from PHLC along with state and local case studies.

- Virtual Series Part One: Why State Preemption and Local Authority Matter
 - [Recording](#)
 - [Virtual session slides](#)
- Virtual Series Part Two: Tobacco Industry Tactics for Passing Preemption Legislation
 - [Recording](#)
 - [Virtual session slides](#)
- Virtual Series Part Three: Moving Forward When Tobacco Preemption is in Effect
 - [Recording](#)
 - [Virtual session slides](#)

For more information and resources, see the [Public Health Law Center](#) on tobacco preemption.

Industry Tactics

- **TCN Workforce Development Virtual Workshop Series**

Expert speaker LaTanisha Wright was featured on a three-part TCN workforce development virtual workshop series that explored tobacco industry tactics at the retail setting.

- Virtual Workshop Part 1: [Tobacco Control Laws, Retailers, and Predatory Retail Targeting](#)

- Virtual Workshop Part 2: [Tactical Placement of Tobacco Products in the Retail Setting](#)
- Virtual Workshop Part 3: [Tobacco Industry Price and Promotion Incentives for Retailers](#)
- [Industry Tactics Brief and Workforce Development Presentation](#)

TCN published a two-page brief that summarizes key findings from TCN's workforce development virtual workshop series featuring expert speaker LaTanisha Wright. The brief also discusses policy implications of the information shared by Ms. Wright during her three-part virtual series.