



Current Happenings...

Volume 8, Issue 1

Fall 2017

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Home Page:

www.tobacco.ucsf.edu

Truth Tobacco Industry Documents:

www.industrydocumentslibrary.ucsf.edu

Smoking Cessation Leadership Center:

www.smokingcessationleadership.ucsf.edu/

Smoke Free Movies:

www.smokefreemovies.ucsf.edu

Fontana Tobacco Treatment:

livingwell.ucsf.edu/programs/265

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2017 Postdoc Tobacco Control Research Fellows

Please join us in welcoming another talented cohort of postdoc fellows to the UCSF Center for Tobacco Control Research & Education (CTCRE). This year, our incoming fellows plan to focus on the areas of examining tobacco policies in developing countries, tobacco cessation and prevention strategies in vulnerable populations, the effects of alternative tobacco products on public health and exploring our renowned archive of tobacco industry documents to expose industry behavior and influences. Our new fellows also bring a special blend of influences from around the globe and the U.S., having studied in Thailand, Nepal, India as well as many American regions, including Washington D.C, Seattle, Ann Arbor and Dallas.



Natalie Alizaga, PhD received her doctorate in Applied Social Psychology from The George Washington University in Washington DC, an MPH in Health Behavior and Health Education from The University of Michigan, Ann Arbor, and a BS in Health Science from San Jose State University. Natalie's research interests focus on elucidating the psychosocial factors related to tobacco cessation and cancer prevention for underserved populations, including barriers and facilitators to routine health care and screening. Specifically, her research assesses factors that influence tobacco and cancer-related health cognitions and behaviors among lesbian, gay, bisexual, transgender, and queer (LGBTQ) individuals and racial/ethnic minorities. A San Francisco native, Natalie served as a Research Assistant at UCSF and a Robert Wood Johnson Foundation Evaluation Fellow in Saint Paul, MN prior to pursuing her PhD. As a Postdoctoral Fellow at the CTCRE, Natalie looks forward to examining tobacco cessation and prevention strategies for vulnerable populations.



Dharma Bhatta, PhD received his doctorate in Epidemiology from the Prince of Songkla University, Thailand in 2016. He is an epidemiologist and public health expert/researcher, with over ten years of experience in academia and public health research in developing countries. He worked as an Assistant Professor of Community Medicine and Public Health at Tribhuvan University, People's Dental College, Kathmandu, Nepal where he leads a dynamic research team which conducts multidisciplinary research on non-communicable disease, infectious disease, reproductive health, statistical modeling, outcomes and health system/operations research, and tobacco epidemiology. He has expertise in designing, executing and analyzing randomized trials and large cohort studies. He has conducted field studies on public health issues in Nepal, Thailand and Bangladesh and has worked in public health in Nepal and Iraq with the US DoD. He consults for different projects funded by USAID and DFID in Nepal and Ministry of Health, Nepal. During his fellowship, he is interested in use of tobacco industry documents, understanding tobacco industry behavior and how it influences tobacco control policy and FCTC, determinants and economic impacts of tobacco use.



Manali Vora, PhD earned her DDS in Dental Surgery from Gujarat University, India in 2014, and recently received her MPH in Epidemiology at University of Washington, Seattle. She was sensitized to the tobacco epidemic during her training as a dentist, and has since been passionate about tobacco



SAVE THE DATE: "It's About A Billion Lives" Symposium: Feb 2, 2018

8:00AM—12:30PM

Keynote: Karen L. Smith, MD, MPH, Director, Calif Dept of Public Health

dependence prevention and treatment research. Her other research interest is in improving clinical management of oral cancer. Thus, for her Master's thesis she worked at the Fred Hutchinson Cancer Research Center to study the tumor immune environment of different types of oral cancer and how it related to survival in patients, under the supervision of field expert, Dr. Chu Chen. At CTCRE, she wants to study the health effects of alternative tobacco products and help develop effective counter-marketing strategies against the tobacco industry.



Priyanka Vyas, PhD started her career as a journalist in New Delhi, after completing her BA in political science from Wilson College, Mumbai. During her stint as a reporter covering trade and policy issues, she became interested in how policies could be better analyzed and implemented. Her desire to influence health policy decisions led her to move to the US for further education. She earned her Master's in public management and policy from North Carolina State University and moved to the University of Texas, Dallas, to pursue her doctorate in public policy and political economy. During her doctoral studies, her research has focused on maternal and child health outcomes in the context of low and middle income countries and applying geospatial techniques to target health intervention. Her research has been featured in local media and newspapers such as the Daily Sun and The Business Line newspaper. She was also featured twice on the UT Dallas News Center for

her publication in the field of occupational health and on the use of spatial approach towards improving health policy in developing countries. While a novice researcher in the field of tobacco, Priyanka is excited to be a part of CTCRE. During her fellowship she is eagerly looking forward to applying her training to better understand the geography of tobacco sales, consumption, and heterogeneity in policy implementation and outcomes.

We Congratulate our Newest Alumni as they head off to - Loma Linda University, Stanford University, Emory University, Johns Hopkins University, South African Medical Research Council & University of Arkansas, Little Rock! **Best Wishes to You!**

Marijuana Policymaking Research Postdoc Fellows Join the Tobacco Center

We are pleased to announce the appointment of two new postdoctoral fellows to conduct policy research in the evolving marijuana policy environment. They will also be researching how marijuana interacts with tobacco control policymaking at the state and local level.

Daniel G. Orenstein, JD, MPH, received a law degree from Arizona State University (2011), an MPH in Health Policy from Harvard (2016), and a BA in Political Science and Sociology from the University of Arizona (2005). Following law school, Dan served as Deputy Director of the Network for Public Health Law in the Western Region, providing technical assistance on a wide variety of public health legal issues. His general research interests are in the intersection of law, health, and behavior, with emphasis on how law and policy can positively influence health within established legal and ethical frameworks. Dan's current research focuses on legal and public health considerations in cannabis policy, including emerging regulatory approaches, industry structure and behavior, and intersections with tobacco control.



Candice M. Bowling, JD, MPA, obtained a law degree from Washington University in Saint Louis, School of Law (2013), and an MPA specializing in cannabis regulation and governance at University of Colorado—Denver (2016) with a thesis component entitled "Environmental Interventions In Colorado Retail Marijuana Law." Following law school, Candice gained experience in drug regulation during her time



clerking for the Supreme Court of West Virginia, 11th Judicial Circuit. Candice gained additional expertise in the field of cannabis regulation through her private consultant work on comparative analyses of state-level cannabis laws made available to the State of Missouri; and through her employment with the Colorado Department of Public Health and Environment in the cannabis division where she gained extensive knowledge of local control and cannabis regulation, law, and policy. She presented at the 2016 APHA Conference in Denver on "Local marijuana regulations and implications for public health," Candice's current research foci include tracking the policy process surrounding cannabis legalization; public administration of cannabis regulation and governance; and special issues relating to local control of cannabis regulation.

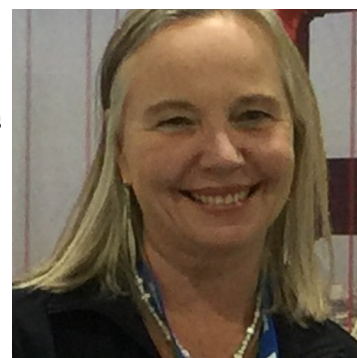
During their postdoctoral fellowships, they will be preparing detailed case studies on policy-making in states with a variety of marijuana policies, including research on development and outcomes of relevant legislation, implementation, funding and management of marijuana and tobacco control programs, efforts of public health advocates to promote public health programs, and opposition to public health policies by the marijuana and tobacco industries and their allies and surrogates.

CTCRE Administrative Director Karen Williams Retires After 17 Years!

June 29, 2017, marked the end of an era at the CTCRE! Karen Williams, originally recruited as an Assistant Administrator, teamed up with tobacco control researcher Stanton Glantz to coordinate what came to be known as the Tobacco Center on UCSF's Parnassus Campus in San Francisco.



Celebrating with Karen on her last day (from the left) Anne Berit Petersen, PhD, CTCRE Director Stanton Glantz, PhD and Catherine Egbe, PhD

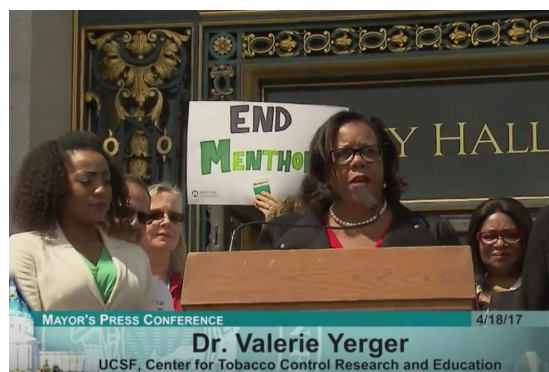


Karen Williams

When Williams began, the Tobacco Center was made up of only a couple of offices in different UCSF locations. With the help of Williams' ingenuity and hard work with architects and interior decorators, Suite 366 in Kalmanovitz Library on Parnassus Avenue became the home of the CTCRE. Over the years, the efforts of Glantz and Williams secured funding for a Postdoc Fellowship Training Program which has allowed over 60 postdocs to pursue tobacco control research. Smokeless tobacco products, e-cigarettes and cannabis have since been included among the areas of research examining smoke-related illnesses, public health policy advocacy, cessation strategies and education.

San Francisco's Fight to Ban Menthol and Flavored Tobacco Products

In June, 2017, the San Francisco Board of Supervisors (the local legislative body) unanimously passed one of the strongest laws in the country limiting sales of flavored tobacco products. It prohibits sale of all flavored tobacco products, including menthol, anywhere in the City and County of San Francisco. "As far as I'm concerned" said Dr. Valerie Yerger, UCSF Associate Professor, in Social and Behavioral Sciences and public health leader, "San Francisco's flavored ordinance is one of the best things that has ever happened in tobacco control. This ordinance says to the world that San Francisco is in the front line of defense against a social injustice that has for far too long been affecting African Americans, youth, the LGBTQ community, and other communities of color." While well-informed legislators, like Supervisor Malia Cohen, are key to winning this battle, along with hard work done by public health leaders. Bay Area tobacco control researchers Dr. Yerger, Dr. Phil Gardiner, and Carol McGruder, have been working with local leaders across the nation to counter the tobacco industry's longstanding efforts to co-opt African American (and other minority) leadership organizations. They not only countered this effort, but now several such organizations, including the NAACP, support local menthol bans. For more information visit: <https://www.savingblacklives.org/>



Speaker Spotlight: "Booze, Butts or Both? Combating young adult tobacco use in bars" CTCRE Fellowship Director, Pamela Ling MD, MPH Discusses Cessation Strategies for Youth at 2017 Billion Lives' Symposium

"The inauthentic people trying to be hip? That's the tobacco industry. And we need the real people from the community to come together and get them out and call them out and take a move against this industry," said CTCRE Postdoc Fellowship Director and UCSF Professor of Medicine, Pamela Ling. Dr. Ling's study examining the effectiveness of smoking cessation in bars, was the topic of her talk in February 2017, at the CTCRE's annual "It's About A Billion Lives" Symposium. She demonstrated the effectiveness of Commune, a collective of young artists, musicians, designers and others whose mission is to stand up against the tobacco industry. By sponsoring special events, like parties and fashion shows, as a mechanism for educating young adults (ages 18-29) about the dangers of smoking, Dr. Ling's "bar study" has proven that smoking cessation in bars is very effective. This strategy has since become a model for Minnesota and the FDA.



Stanton Glantz, PhD and Pamela Ling MD, MPH

To see Ling's talk visit: <https://tobacco.ucsf.edu/about-a-billion-lives>



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We're on the Web!

<http://tobacco.ucsf.edu>

For more information:

[https://www.apha.org/meetings/
AnnualMeeting](https://www.apha.org/meetings/AnnualMeeting)

Did you know? The programs and activities of the CTCRE are supported by private gifts as well as government and foundation funds. Many critical and innovative programs of the CTCRE are made possible in part by gifts from individuals and family foundations. If you or your organization would like to know more information about our program or make a donation, please email our Administrative Director, Jonathan Leff, at jonathan.leff@ucsf.edu Or call 415-476-4683.

Tobacco Fellowships Available Now - Apply Online!

The CTCRE is now accepting applications for its highly regarded postdoctoral training program, which begins in July, 2018. The deadline for receiving applications is January 24, 2018! The program offers extensive training in tobacco control research supervised by experienced members of the CTCRE faculty. Please visit: <https://tobacco.ucsf.edu/fellowship>

CTCRE Grant Writing Mentorship Gets Fellows Funded!

Life beyond the fellowship begins with a CV that reflects a diverse list of accomplishments, such as published research papers, presentations, teaching, professional recognition, continuing professional coursework and grant making skills. Each cohort passes through a rigorous grant writing course, closely mentored by tenured faculty. Their goal is to get funded by at least one of two grant mechanisms, a Ruth L. Kirschstein NIH National Research Service Award (NRSA) or the Tobacco-Related Diseases Research Program (TRDRP) Award. Since 2016, five CTCRE fellows received funding — one NIH NRSA grant and four TRDRP grants went to CTCRE postdocs. These successes provided them with another year to continue their research on their own terms. What makes CTCRE mentorship so special? The combination of attentive participation from our faculty and their expertise as experienced grant writers with relentless attention to detail.

CTCRE Fellows at the 145th APHA Conference



American Public Health Association

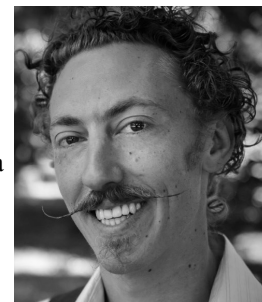
More than a dozen Fellows, Fellowship program Alumni and Faculty are presenting at the APHA Conference in Atlanta! Events begin Saturday, November, 4, 2017. You will also find us at Booth #526. Please stop by to hear more about the latest research on vaping, cannabis and how the battle is on to ban flavored cigarettes in San Francisco!



Featured Publication: "The Pharmaceuticalization of the Tobacco Industry"

Although cigarettes make up 90 percent of the tobacco industry's profits, a decline in smoking prevalence threatens the long-term profitability in the industry. Is developing and legitimizing pharmaceutical-like reduced-harm tobacco products giving the tobacco industry a new lease on life? This question is examined by tobacco control researchers Yogi Hendlin, PhD, Jesse Elias, MA, and Pamela Ling, MD, MPH in "The Pharmaceuticalization of the Tobacco Industry" published in *Annals of Internal Medicine* (July, 2017). Hendlin, et al., discuss how the inclusion of alternative nicotine products in the product lines of transnational tobacco companies (TTCs) may shift how policymakers and consumers view the tobacco industry and its products. The industries' new, standardized, designer nicotine products, usually marketed for smoking cessation or long-term nicotine maintenance, indicate "pharmaceuticalization" in the industry, in other words the creation of pharmaceutical-like products for the purpose of helping smokers to reduce the known harmful effects of cigarettes and other tobacco products or to eventually quit smoking. Hendlin and colleagues describe three critical health consequences— 1) it contributes to the dilution and confusion of the true purpose of pharmaceuticals, 2) it complicates the regulatory process, creating products that resemble pharmaceuticals but are not likely subject to regulation and 3) legitimizes the tobacco industry as a partner and producer of innovative nicotine products, while profiting from nicotine addiction and its treatment. Pharmaceuticalization of TTCs allow tobacco companies to profit from smokers, new nicotine users and smokers trying to quit. Are TTCs concerned for an improved health outcome or have they found a way to revamp their image to ensure future profitability? Pharmaceutical-like nicotine products are most likely a new public health threat.

To view article: *Ann Intern Med* doi: 10.7326/M17-0759



Yogi Hendlin, PhD