

IT'S ABOUT A BILLION LIVES WORLDWIDE

UCSF Center for Tobacco Control Research and Education

Fall 2019

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www.tobacco.ucsf.edu

Truth Tobacco Industry Documents:

www.industrydocumentslibrary.ucsf.edu

San Francisco Cancer Initiative:

<http://www.sfcancer.org/>

Smoke Free Movies:

www.smokefreemovies.ucsf.edu

Fontana Tobacco Treatment:

https://www.ucsfhealth.org/clinics/tobacco_treatment_center/

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2019 Postdoc Tobacco Control Research Fellows

Fall 2019, at the Center for Tobacco Control Research and Education (CTCRE) marks the eve of the 20th Anniversary of the Fellowship Program. In spite of the turbulent political landscape for our international candidates, and the sharp increase of alternative tobacco product use due to aggressive marketing tactics and sponsored legislation by the Vape Industry (aka Big Tobacco 2.0), postdocs continue to flourish at UCSF! Below is a snapshot of our newest trainees at CTCRE. We continue to be inspired by their quest to make a positive difference in Global Public Health.



Abra Jeffers PhD, received a doctorate in Management Science & Engineering from Stanford University focusing on statistical health care methods and applications. Her dissertation was on machine learning and epidemiological methods in the study of personal risk factors of cancers of the breast and prostate. Her research can be used to guide personalized health care strategies based on risk stratification. Simultaneously with her doctoral research, she worked on evaluating the cost-effectiveness of different substance abuse therapies at the Veterans Administration. During her CTCRE fellowship, Dr. Jeffers would like to statistically evaluate the health effects from the legalization of recreational cannabis. She would like to gain more experience with epidemiological methods and machine learning techniques for these purposes.



Amit Yadav, PhD received his Doctorate in Law with a focus on Public Health, Tobacco and International Trade and Investment Treaties from the National Law School of India University Bangalore, India. He has also completed MPhil and LLM from the National Law School of India University, Bangalore. He has worked with HRIDAY, New Delhi; Public Health Foundation of India, New Delhi; World Health Organization, New Delhi; ICMR-National Institute of Cancer Prevention and Research, Noida, and the WHO FCTC Global Knowledge Hub on Smokeless Tobacco (KH-SLT) at ICMR-NICPR. He was elected as a member of the Board of Directors of the Framework Convention Alliance representing SEARO (2016-2019). His past research includes smoke-free and tobacco-free public places, tobacco advertising, pictorial health warnings and plain packaging, tobacco industry monitoring, electronic cigarettes and electronic nicotine delivery systems (ENDS), smokeless tobacco control policies, implementation of WHO FCTC, illicit trade in tobacco, evaluation of tobacco control and NCD prevention and control programmes. During his fellowship, he will focus on the Truth Tobacco Industry Documents (formerly known as Legacy Tobacco Documents Library) to explore any linkage and/or influence of the tobacco industry in the history and progress of tobacco control in India. He will also look at the regulatory scenario with respect to ENDS and the policy options recommended and/or adopted globally, especially in India. He is also going to examine the past, present and future regulatory and policy challenges in smokeless tobacco control from the perspective of full implementation of WHO FCTC in India.

SAVE THE DATE: "It's About A Billion Lives" Symposium

Friday, Jan 31, 2020, from 8:00AM—12:30PM

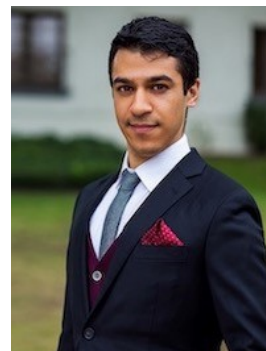
Keynote: Gan Quan, PhD, Director of Tobacco Control, International Union Against Tuberculosis & Lung Disease

New Fellows' Bios (continued)



Chen Joanne Lyu, PhD, received her PhD in Communication from The Chinese University of Hong Kong. Prior to joining CTCRE, she was an Assistant Professor at Macau University of Science and Technology, and most recently at The Hang Seng University of Hong Kong. During her doctoral study, Dr. Lyu won a Top Student Paper award in the Public Relations (PR) Division at the 2012 annual conference of International Communication Association (ICA). In 2017, as a principal investigator, she was awarded a Hong Kong government research grant. Dr. Lyu is excited to be a member of CTCRE. She is very much looking forward to studying the PR and marketing strategies used by the tobacco industry, and exploring the social, relational, and individual factors influencing smoking behavior and smoking cessation. Dr. Lyu is also eager to branch out into other research areas in tobacco education and control during her fellowship at CTCRE.

Neil Sircar, JD, LLM is a graduate from Georgetown University Law Center and the O'Neill Institute for National and Global Health Law. Sircar is a human rights lawyer specializing in global and public health, global governance, and health in humanitarian crises. Sircar recently concluded a Fogarty Global Health Fellowship with the National Institutes for Health through the Northern Pacific Global Health Consortium at the University of Washington. He is principal investigator on a study for assessing the implementation of human rights-based approaches to HIV testing and notification in Kenya with the prominent Kenyan non-governmental organization Kenya Legal and Ethical Issues Network. His research focus is in further developing the legal dimensions to global health and in particular human rights-based approaches to health. Sircar's previous experience includes working with major national and international health organizations, including the Global Health Security Agenda, USAID, and WHO-Western Pacific Regional Office. He has several published articles analyzing a range of public health subjects and has contributed to parallel or "shadow" reports regarding human rights, public health, tobacco control and other non-communicable disease concerns in Argentina. While at the UCSF Tobacco Center, Sircar intends to further explore rights-based approaches to international tobacco control with respect to laws, policies, practices, and litigation.



Congratulations to our Newest Alumni! Dan Orenstein JD, Professor at Indiana University School of Law; Dharma Bhatta, PhD, Assistant Professor at People's Dental College, Tribuwan University in Nepal; Shannon Lea Watkins, PhD, Assistant Professor at School of Public Health, University of Iowa; Amy Hafez, PhD, Recipient of the AAAS Science and Technology Fellowship (American Association for the Advancement of Science) in Washington, DC

Best Wishes To All ~ You Will Be Missed!!!



Shannon Kozlovich, PhD has a doctorate in Pharmaceutical Sciences from Washington State University where her research focused on the impact of genotype and menthol on tobacco toxicity and carcinogenic effects. The work with menthol opened her eyes to the impact scientific evidence has on public policy, or rather, the impact it should have. Dr. Kozlovich has always been a strong and active community organizer with the ability to bring people together to make a difference and to make our community a more welcoming and inclusive place. As a scientist, she is dedicated to ensuring that scientific evidence plays a role in the development of public policy and is looking forward to adding to her science communication skills to effectively support strong tobacco regulatory policies. As a CTCRE postdoctoral fellow, Dr. Kozlovich is interested in continuing her research with projects that may include tobacco dual use with marijuana and/or the use of tobacco during hormone replacement therapy within gender minority populations. She would like to gain training in pharmacokinetics and further explore tissue specific expression and activity of enzymes important in tobacco addiction, activation, and detoxification pathways, especially in those tissues that come in direct contact with main-stream, second-hand, and third-hand smoke.

2020 'Billion Lives' Symposium Keynote Speaker:

Gan Quan, PhD, Director of Tobacco Control, International Union Against Tuberculosis & Lung Disease and a CTCRE Alumni!

CTCRE Postdoc Mentors Expand Their Reach!

"I was thrilled at the prospect of working at the CTCRE for my summer term at UC Berkeley School of Public Health", said Kekoa Lopez, BS, MPH candidate '20 in Health and Social Behavior. Before the summertime, Lopez had recently become interested in tobacco control research while studying e-cigarette use behaviors among adolescents in Hawaii. When he got the position, he was "very lucky to be mentored by CTCRE fourth-year postdoc, Julia McQuoid, PhD, whose breath of qualitative research experience and focus on place/health



Julia McQuoid, PhD

matched well with his own learning interests in public health". During the summer, Dr. McQuoid and Lopez worked on a qualitative project applying a novel theoretical framework to understand dual tobacco and cannabis smoking behaviors among young adults. He also had the opportunity to help coordinate the participant recruitment for Dr. McQuoid's other project leveraging GIS mapping and mHealth surveys to understand the persistence of smoking behaviors among certain groups, particularly among the LGBTQI community. "I am excited that I will be able to continue the work around coordinating participants into the fall term of my last year of my MPH", Lopez said. Lopez was a joy to work with, bringing light and positive energy to the Tobacco Center. We wish all the best to this shining star in the future of public health research.



Kekoa Lopez, BS, MPH

CTCRE Continues a Commitment to Cannabis and Tobacco Policymaking Research

Thomas Rotering, MPH, joined the CTCRE in September, 2019, answering the call to engage in specialized research in the area of Cannabis and Tobacco Policymaking. Rotering relocated to San Francisco, from Colorado, where he graduated with a Master's degree from the University of Colorado, School of Public Health, in Denver, and a BS in Biology from Grand Canyon University. He hopes to bring a nuanced scientific perspective to responsible governance. Rotering's capstone project explored the intricacies of Inoculation Theory as applied to the tobacco politics landscape in Colorado. Prior to joining the Tobacco Center, he worked in consulting with the Keystone Policy Center, as a legislative intern with the Colorado General Assembly, and in palliative care as a nurse's assistant. His professional background also involves the study of vaccination policy, medical liability, and health communication. Rotering aspires to exploring the tobacco industry's influence on government implementation of tobacco control policy, as well as recent developments in cannabis/e-cigarette policy.



Thomas Rotering, MPH

Juul Suspends Its Campaign for SF Proposition C CTCRE Director, Stanton Glantz, PhD, thinks Juul has pulled the plug on its effort to pass Proposition C, a San Francisco ballot initiative which would replace the current e-cigarette regulations, with ones written by Juul. Juul may have done this for two reasons: a) the new Juul CEO, Philip Morris executive K.C. Crosthwaite, was put there to get Juul approved by the FDA. Continuing a campaign that is making illegal health and therapeutic claims was likely not helping that, especially after SF Supervisor Shamann Walton filed a formal complaint with the FDA about them, and b) their private polling showed them losing, or at risk of losing, and they wanted to avoid the embarrassment of a defeat. Meanwhile, Prop C remains on the ballot, which will require public health advocates to continue their campaign to make sure that it loses.

CTCRE Alumni Amanda Fallin-Bennett Named FNINR Protégé of the Year



Amanda Fallin-Bennett,
PhD, RN

Please join us in congratulating Amanda Fallin-Bennett PhD, RN, for being selected the FNINR Protégé of the Year Award recipient (Friends of the National Institute of Nursing Research). This highly prestigious and competitive award is presented to a developing scientist who models sophistication, innovation and the potential for rapid uptake of his/her research across disciplines. Dr. Fallin-Bennett started her career as a postdoc at UCSF in 2011, working closely with Dr. Stanton Glantz. Her research focused on tobacco use and tobacco-related policies in mental health and substance abuse treatment. She left the Tobacco Center in 2014, when she was offered a position as an Assistant Professor at the College of Nursing, University of Kentucky, and selected as a BIRCWH scholar. Currently, Dr. Fallin-Bennett is PI on over \$2M in NIH and state funding and is engaged as Co-I in the largest grant ever awarded to the University of Kentucky – the \$87M HEAL (Helping to End Addiction Long-term) Initiative. Dr. Fallin-Bennett was recognized in Washington, DC, on October 23, 2019, during the Annual FNINR Gala!



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Check us out!

<https://tobacco.ucsf.edu>

For more information:

<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 accepting applications now for its highly regarded postdoctoral training program, which begins in July, 2020. **The deadline for receiving applications is January 22, 2020!** Our program provides extensive training in tobacco control research supervised by renowned 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, 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 grant mechanism, either the Ruth L. Kirschstein NIH National Research Service Award (NRSA) or the Tobacco-Related Disease Research Program (TRDRP) Award. Between 2006-2018, 16 CTCRE postdocs have been awarded funding as Principal Investigator. These successes provided them with at least one additional year to continue their research studies on their own terms. What makes CTCRE mentorship so special? The combination of attentive participation by our faculty and their expertise as experienced grant writers with relentless attention to detail.

For more information about our fabulous CTCRE Fellowship Alumni, please visit:

<https://tobacco.ucsf.edu/alumni>

CTCRE Fellows & Alumni in Philadelphia APHA



American Public Health Association

Fellows, Faculty & Fun! Come check out the latest Tobacco Center research and reconnect with CTCRE Alumni at Philadelphia APHA Conference! Events get underway on Sunday, November 3, 2019. Please visit us at **Booth #431** to hear updates on battling Juul and other alternative tobacco product trends, cannabis regulatory laws and how the fight rages on at the ballot box to protect our kids!



Featured Publication: *Smoking E-Cigarettes Is More Injurious to Health*

"Government of India's proposal to ban e-cigarettes and other electronic nicotine delivery systems (ENDS) needs to be welcomed as it will help to keep children away from these pernicious products", writes first year postdoctoral fellow, Amit Yadav, PhD, in his abstract describing his op-ed published in [The Hindu](https://www.thehindu.com/opinion/op-ed/smoking-e-cigarettes-is-more-injurious-to-health/article28658584.ece), on July 23, 2019. Dr. Yadav states, "such a ban has also been recommended by the Indian Council of Medical Research (ICMR) and is in line with the Health Ministry's advisory in August 2018, asking the States to ensure that ENDS are not manufactured, distributed, advertised or sold. Introduced about 10 years ago in India, e-cigarettes rapidly gained popularity, especially among the youth. A misconception among students, parents and teachers that these cigarettes are free of nicotine also contributed to their appeal. Companies also present it as a less risky option and that it could be used at public places where smoking is banned. The ICMR and several other research studies have contradicted several claims of the ENDS industry and highlighted that ENDS users are almost at the same risk of contracting lung diseases and cancers as conventional cigarette users. In fact, 'dual users' are at greater risk of heart attacks. Given the increasing evidence against ENDS as a youth epidemic the Government of India finally adopted an emergency law on September 18, 2019, to completely ban production, manufacturing, import, export, transport, storage, sale (including online sale), distribution or advertising (including online advertising) of ENDS and all the like products in the country". Dr. Yadav, whose doctorate is in law, brings strong advocacy to educate about the harm of e-cigs and the value of banning this product for the betterment of public health. CTCRE eagerly welcomes his contributions and expertise!

Click here to view this article: <https://www.thehindu.com/opinion/op-ed/smoking-e-cigarettes-is-more-injurious-to-health/article28658584.ece>



Amit Yadav, PhD