

Current Happenings . . .

Volume 1, Issue 2

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Home Page:
www.tobacco.ucsf.edu

Legacy Tobacco Documents:
<http://legacy.library.ucsf.edu/>

British American Tobacco Documents:
<http://bat.library.ucsf.edu/>

"Not a Cough in a Carload"
Exhibit:
<http://tobacco.stanford.edu>

Smoke Free Movies:
www.smokefreemovies.ucsf.edu

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It's About a Billion Lives: Advances in Tobacco Control

Celebrating Five Years of Tobacco Research and Education at UCSF

Tuesday, February 26, 2008, 8:00A - 12:00P
505 Parnassus Ave., UCSF, Health Sciences West, Room 303

In celebration of the five year anniversary of the UCSF Center for Tobacco Control Research and Education, we are pleased to announce the symposium program. Showcasing the diversity of our work, the symposium will also include a poster session that will represent the spectrum of tobacco control research sub-specialties at UCSF. (See the last page of this newsletter for a complete list of the posters and presenters.) Put this special symposium on your calendar and send this newsletter to any other lists of interested people.

Social and Economic Determinants of Smoking in Rich and Poor Countries: Evidence for Reverse Health Disparities?

Elmer E. Huerta, MD, MPH

President, American Cancer Society

Director, Cancer Preventorium at the Washington Cancer Institute at Washington Hospital Center

Unselling Smokes: Reversing Tobacco Marketing Strategies

Pamela M. Ling, MD, MPH, Assistant Professor of Medicine
Fellowship Director, Center for Tobacco Control Research and Education, UCSF

Industry Efforts to Undermine the World Bank and WHO Framework Convention on Tobacco Control

Hadii M. Mamudu, PhD, Postdoctoral Fellow

Center for Tobacco Control Research and Education, UCSF

Poster Session

**see last page for list*

Passive Smoking and Obstructive Lung Disease: a Global Problem

Mark D. Eisner, MD, MPH, Associate Professor of Medicine and Anesthesia
Divisions of Occupational and Environmental Medicine and Pulmonary and Critical Care
Medicine, UCSF

What are They Thinking?: Psychological Factors in Adolescents' Decisions

Anna V. Song, PhD, Postdoctoral Fellow

Center for Tobacco Control Research and Education, UCSF

Closing Remarks

A. Eugene Washington, MD, MPH, MSc
Executive Vice Chancellor and Provost, UCSF

For information, contact Jenni Alexander at 415-502-6341 or jenni.alexander@ucsf.edu.

International Visitor: Atul Kumar Tiwary



Atul Kumar Tiwary

Atul Tiwary, a Deputy Secretary in India's Ministry of Health, spent 10 days at the CTCRE in early January in conjunction with his Humphrey Fellowship. While in the United States, Dr. Tiwary is studying, "Prevention and control of non communicable diseases — tackling the challenges with a focus on policy advocacy, media advocacy and health communication in various settings." Tobacco Control is a key area of interest for Dr. Tiwary due to the recent launch of the pilot phase of the National Tobacco Program in India, which Dr. Tiwary played a key role in creating, and will be involved in its proposed expansion over the next five year. Tobacco consumption is one of the most important causes of death in India.

Annual Tobacco Documents Workshop: Putting the Industry's Words to Work For You

Tobacco Control Advocacy and Corporate Accountability Event

Planning for the 2008 Tobacco Documents Workshop is already underway! Our annual workshop has been going strong since 2004, when we first opened our doors on June 19th to community advocates from around the country in an effort to arm them with some of our tricks of the trade in exposing the lies of big tobacco via the vast Legacy Tobacco Documents Library. As in previous years, this year's Tobacco Documents Workshop will offer participants a comprehensive introduction to the tobacco industry documents databases, hands-on practice searching and extracting key industry documents under the supervision of expert documents researchers, examples of ways in which the documents can be of use to promote tobacco-free communities, and opportunities to network and brainstorm with top documents researchers and other advocates. The 2008 Annual Tobacco Documents Workshop will take place on May 17, 2008 at the University of California, San Francisco. If you would like to receive the formal announcement when it goes out, please contact Jenni Alexander at jenni.alexander@ucsf.edu or 415-502-6341.

Smoke Free Movies Campaign: Progress?

Since 2002, the Center's Smoke Free Movies campaign has pushed Hollywood to rate future smoking "R" and take other voluntary steps to reduce kids' exposure to movie smoking substantially and permanently. Progress? Brand display has dropped considerably in U.S. films. The Weinstein Company includes Legacy truth® spots on DVDs of its movie with smoking. And the Motion Picture Association of America, while strongly resisting change, has raised public expectations that its ratings will soon shape smoking content. Smoke Free Movies' policy solutions are endorsed by WHO and almost all leading health organizations in the U.S., state chapters of the PTA, and national tobacco prevention groups in Europe. For the latest research and policy developments, plus smoking scores of reach week's top movies, visit smokefreemovies.ucsf.edu. For regular updates on the progress of the campaign, contact Jenni Alexander, jenni.alexander@ucsf.edu, to be added to the Smoke Free Movies listserv.

*"Smoke Free Movies'
policy solutions are
endorsed by WHO
and almost all leading
health organizations
in the U.S."*

Smoking Behavior and Demographic Risk Factors in Argentina: A Population-Based Survey

Eugenio Martinez, Celia Patricia Kaplan, DrPH, MA, Valeria Guil, MD, Steven E. Gregorich, PhD, Raul Mejia, MD, PhD, Eliseo J. Pérez-Stable, MD

Prevention and Control. 2006 Dec; 2(4): 187-197

A nationwide survey of 43,863 persons in Argentina where adults, aged 20 and older, were interviewed face to face, and questions on tobacco use were analyzed to describe the status of the tobacco epidemic. A total of 38% of men and 24% of women were current smokers. The results showed that for older men and women, smoking was less prevalent, and their probability of being former smokers was higher. Men with more than high school education were less likely to be current smokers. However, smoking rates for women did not differ by education.

Argentina has begun to experience decreased smoking rates among men with more education. However, overall prevalence remains among the highest in the Americas, and the rates among women exceed those in most countries of the world. Tobacco control interventions will need to be developed and adapted to reach smokers with limited formal education, as well as women.



Updates from the Library

Legacy Tobacco Documents Multimedia Collection Podcast

The UCSF Library is pleased to announce a new podcast that provides an opportunity to view and listen to a selection of historically significant Tobacco Industry audio and video clips from the LTDL Multimedia collection. This podcast is an introduction to the vast collection containing recordings of focus groups, internal corporate meetings, depositions of tobacco industry employees, government hearings, corporate communications, and commercials housed in UCSF and can be easily used in the classroom. This 40-minute public podcast, which can be accessed from Podcasts@UCSF page: <https://cit.ucsf.edu/podcast/description/php?id=29>, is available to viewers and listeners all over the world.



British American Tobacco Document Archive Assists Tobacco Control Researchers Worldwide

The British American Tobacco Document Archive (<http://bat.library.ucsf.edu>), which contains previously secret tobacco industry documents once only available (after long delays) from the BAT Document Depository in Guildford, England, now has just under 1.5 million documents (6.7 million pages). There are almost 15,000 documents about secondhand smoke and 5,000 specifically about the airlines. Staff at the University of California, San Francisco Library, which hosts BATDA, recently received a batch of 470 videos that will be incorporated as well. In the past five months, more than 2,000 people from 116 countries made 6,100 visits to the Archive and viewed more than 106,000 pages. The United States, United Kingdom, Canada, Australia and China topped the list of countries from which visitors came. Visitors from Japan (eighth on the list) spend far more time, on average, on the site than visitors from any other country. So far, researchers have used the material in the collection to publish papers about tobacco industry activity in Germany, Russia, Kenya, Uzbekistan, China and the United States in leading journals, including *Tobacco Control*, the *British Medical Journal* and *PLoS Medicines*.

UCSF Hosts Exhibit on Tobacco Advertising

The University of California, San Francisco's Library and Center for Tobacco Control Research and Education are hosting "Not a Cough in a Carload: Images from the Tobacco Industry's Campaign to Hide the Hazards of Smoking." This exhibit of historic cigarette advertising and promotional items was curated by Laurie Jackler, Robert Jackler, and Robert Proctor, a Stanford University expert on the tobacco industry's marketing of their disease-causing products.

The exhibit will run through February 29th at the UCSF Library, 530 Parnassus Avenue, Fifth Floor, San Francisco, before it heads to Boston. An online version of the exhibit can be seen at <http://tobacco.stanford.edu>.

Early in the last century, when questions about the health effects of smoking became a topic of widespread discussion, tobacco companies undertook a multi-faceted campaign to allay the public's fears. As terms like "smoker's cough" and "coffin nails" (referring to cigarettes) began to appear in the popular vernacular, tobacco marketers recognized the need to counter this threat to their livelihood. One strategy was to use endorsements by healthy and vigorous appearing singers, Hollywood stars, and elite athletes. Another was to raise fears over weight gain.

Images of the physicians were frequently used to sell cigarettes: Doctors were depicted as satisfied and enthusiastic partakers of the smoking habit. Images of medical men (and a few token women) appeared under soothing reassurances of the safety of smoking. Liberal use was also made of the pseudo-scientific medical reports and surveys. The exhibit shows — principally through advertising images — how, between the late 1920s and the early 1950s, tobacco companies used deceptive and often patently false claims in an effort to reassure the public of the safety of their products.



"Images of medical men appeared under soothing reassurances of the safety of smoking."

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We're on the Web!
www.tobacco.ucsf.edu



Posters to be presented at
***It's About a Billion Lives:
Advances in Tobacco Control***

**see first page for program*

Concentrations of the Carcinogen NNK in Sidestream Smoke Increase After Release into Room Air: Results from Unpublished Tobacco Industry Research

Suzaynn Schick, PhD and Stanton A. Glantz, PhD
San Francisco General Hospital and
Center for Tobacco Control Research and Education

Performance Partnership Model as a Cessation Strategy

Linda Aragon, MPH, Tami Macaller, MPH, CHES, Catherine Saucedo, and Majel Arnold, MS-HAS
Smoking Cessation Leadership Center

***Corporate Manipulation of Environmental Health Research:
A Comparison of Four Industries***

Jenny White, MSc, MPH and Lisa Bero, PhD
Department of Clinical Pharmacy

The Value of Tobacco Industry Documents for Scientific Research

Karen Butter, ML, Bob Mason, Rachel Taketa, MLIS, Renaud Waldura, MS and Kim Klausner, MA
Library and Center for Knowledge Management

Reassessing the Self-Medication Hypothesis: Smoking Does Not Prevent Depression

Leandro D. Torres, PhD, Alinne Z. Barrera, PhD, Carlos Penilla, MS, Eliseo J. Perez-Stable, MD, and
Ricardo F. Muñoz, PhD
Department of Psychiatry

Tobacco and Alcohol Sales in Los Angeles Community Pharmacies

Robin L. Corelli, PharmD, Jasmin Chen, Kim H. Ha, Mary S. Lam, Athena Y. Lau,
Shirley C. Young, Peter J. Ambrose, PharmD, and Karen S. Hudmon, DPH, MS, BSPHarm
Department of Clinical Pharmacy

Understanding the Culture of Cool: Camel's Advertising Tactics

Yogi Hendlin, MS, and Stanton A. Glantz, PhD
Center for Tobacco Control Research and Education

Cigarette Consumption and Healthcare Expenditure

Jim Lightwood, PhD
School of Pharmacy

Determination of Phenolic Metabolites of Polycyclic Aromatic Hydrocarbons in Urine Using LC-MS/MS with Electron Capture Atmospheric Pressure Chemical Ionization. Excretion of Naphthalene, Fluorene, Phenanthrene, and Pyrene Metabolites by Smokers and Non-Smokers.

Peyton Jacob, PhD, Margaret Wilson Peng, and Neal L. Benowitz, MD
Division of Clinical Pharmacology
University of California, San Francisco

***Smokeless Tobacco Cessation Among Rural High School Males:
Interaction with Baseline Smoking***

Margaret Walsh, MS, EdD
Department of Preventive and Restorative Dental Sciences

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 find out more about a specific program or make a donation, please contact Karen Williams, Assistant Director, at 415-476-4683 or by email at karen.williams@ucsf.edu for more information.