

# Current Happenings...

Volume 2, Issue 7

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*Quick Links:*

**Home Page:**

[www.tobacco.ucsf.edu](http://www.tobacco.ucsf.edu)

**Legacy Tobacco Documents:**

<http://legacy.library.ucsf.edu>

**British American Tobacco Documents:**

<http://bat.library.ucsf.edu>

**Smoke Free Movies:**

[www.smokefreemovies.ucsf.edu](http://www.smokefreemovies.ucsf.edu)

**Nightingales:**

<http://www.nightingalesnurses.org/home.html>

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## New Faces at the Center

### Rachel Grana, PhD, MPH



During her doctoral studies at the University of Southern California, Rachel focused on the prevention of tobacco and other drug use among adolescents. Her dissertation research explored the transition from adolescence to emerging adulthood and cultural factors in the use of tobacco and other drugs among Hispanic/Latino adolescents. Rachel's research at the CTCRE will focus on multiple tobacco product use among young adults and on cessation strategies for youth and young adults.

### Arnab Mukherjea, DrPH, MPH



During his fellowship at the CTCRE, Arnab will pilot test an innovative survey instrument to reach research populations not accessible through traditional means. Arnab's research focuses on determining the extent of the risks imparted by use of all forms of tobacco, including culturally-specific tobacco products. He also focuses on the disproportionate burdens of tobacco-related disease among South Asians and other understudied populations.

### Youn Ok Lee, PhD, MA



Youn Ok received her PhD and MA in sociology at UNC Chapel Hill with a focus on identity and adolescence. At the American Public Health Association conference in November, Youn Ok and her colleagues will present their work on tobacco use among the African American teens in Virginia. Youn Ok and her colleagues found that African American teens who identify with "hip hop" culture had more positive attitudes toward tobacco use and were more likely to use tobacco than those who identified with other peer groups. Youn Ok and her colleagues conclude that peer group identity is an important factor to consider in the design, implementation, and evaluation of youth tobacco control programs.

### Sam Oh, PhD, MPH



Sam is a molecular epidemiologist who received his PhD in epidemiology from UCLA, where he studied the epidemiology of smoking-related cancers, particularly in the investigation of immune-related hypotheses. He also completed a research fellowship at the Centers for Disease Control and Prevention and an internship with the International Agency for Research on Cancer. While at the CTCRE, Sam hopes to investigate how ethnicity may modify the association between tobacco-related genes and asthma.

### Tingting Yao, PhD



Tingting is a health economist interested in passive smoking and the economic impact of tobacco on health and healthcare expenditures. For her PhD dissertation, she developed a pilot intervention model on passive smoking and pregnant women. In her fellowship at the CTCRE, she will focus on estimating the economic costs associated with exposure to secondhand smoke (SHS), including comparing healthcare utilization between nonsmokers with and without SHS exposure and estimating excess healthcare costs attributable to SHS exposure.

Our fellows continue to influence tobacco control activities around the world. During the first five years of the program, the fellows have published 77 papers in 48 different journals. Of the program's thirteen alumni, eight fellows have secured tenure track positions as assistant professors and three have secured leadership positions with nongovernmental health organizations.

**SAVE THE DATE: Tobacco Documents Workshop for Community Advocates: May 20, 2011**

## Tobacco Center Faculty Members Recognized

Congratulations to the following CTCRE faculty for their recent awards and recognition:

**Lawrence Green**, Epidemiology & Biostatistics

- Elected to Institute of Medicine in October 2009

**Wendy Max**, Professor In Residence

- Received the 2010 Helen Nahm Research Award from the UCSF School of Nursing in April 2010. The talk she presented in honor of this award included a retrospective of her groundbreaking work on the economic impact of tobacco use.

**Jodi Prochaska**, Associate Professor in Residence

- In February 2010, received the Early Career Investigator Award from National Institute on Drug Abuse—NIDA's Division of Clinical Neuroscience & Behavioral Research Outstanding

**Steven Schroeder**, Distinguished Professor of Health and Health Care

- In May 2010, received an honorary Professorship of Medicine at Ben Gurion University in Tel Aviv. Dr. Schroeder delivered the medical school commencement address.



## CTCRE Launches New Website

We are pleased to announce the launch of the new CTCRE website. The new site features many improvements on the previous version. It boasts expanded content, streamlined navigation, links to other resources (including information for the public on studies in progress), individually managed pages for fellows and faculty members, and the capacity for faculty and fellow blogs. It will also automate the fellowship application, seminar notification, and internal reporting processes.



*The new CTCRE website features a streamlined interface and expanded content.*

The site also features many resources for health care professionals and others working on the front lines of smoking cessation intervention. As part of its outreach efforts, the CTCRE provides free resources to health professional students, clinicians, UCSF faculty members and other members of the health care community. These comprehensive resources are now available at the new website and include practical tools to promote smoking cessation in the community. The tools address intervention in various medical and psychiatric fields, for both professionals and their patients.

As the CTCRE's most visible public face, the expanded website will greatly broaden the CTCRE's outreach. Please visit our site to experience these new features for yourself: <http://tobacco.ucsf.edu>

## Unprecedented Study on Genes, Ancestry and Lung Function

### Genetic Ancestry in Lung-Function Predictions

Rajesh Kumar, Esteban Burchard *et alia*.

*New England Journal of Medicine*, Vol. 363 (4), July 22, 321-330

The July edition of the *New England Journal of Medicine* features an article by a team of researchers led by UCSF and Northwestern University. Dr. Esteban Gonzalez Burchard served as the paper's senior author. The article is titled "Genetic Ancestry in Lung-Function Predictions". The paper resulted from the largest study of its kind to date, spanning a dozen research centers and pooling data on more than 3,000 patients. The study found that Americans with lung disease may face a far greater level of lung damage than either they or their doctor suspect, depending on their individual genetic heritage. According to Dr. Burchard, standard race categories don't capture the extent of our ancestral diversity. The study used recently developed genetic tools to estimate individual genetic ancestry and found a significant association between ancestry and lung function. The results of this research could lead to dramatic improvements in patient care and personalized medicine at relatively low cost.

*Dr. Burchard concludes, "We've demonstrated that on a chromosomal level, ancestry matters not only in risk of disease but [also] in drug response."*

Over 200,000 documents and multimedia items were added to the Legacy Tobacco Documents Library in the first half of 2010. The newest collection, the Canadian Tobacco Trials Collection, was added in April and consists of court records (transcripts, depositions, exhibits) from two major national Canadian trials – the 1989 Tobacco Products Control Act (TPCA) and the 1997 Tobacco Act Trial.

Some new features have also been added to the LTDL for ease of use, especially by beginning researchers and new visitors:

- The pURL is now being stamped on every page of a document's PDF
- New Popular Documents Powerpoint presentations have been added to the Popular Documents page. These highlight some of the more exemplary documents on specific subjects, such as "Marketing to Youth", and provide the users with ready-made examples of industry tactics in a format that is easily copied and presented.

The Tobacco Documents Bibliography lists publications and papers based on research and analysis of the tobacco industry documents. Please visit <http://www.library.ucsf.edu/tobacco/docsbiblio>

Please access <http://legacy.library.ucsf.edu> for more information on these new collections.

*Receive a monthly update about additions and changes to the LTDL by clicking on the "Email updates" link in the "News & Announcements" box on the LTDL home page (<http://legacy.library.ucsf.edu>).*

## Neal Benowitz, MD Appointed to Committee Advising the

In accordance with the Family Smoking Prevention and Tobacco Control Act of 2009, the Federal Drug Administration (FDA) created a Tobacco Products Science Advisory Committee (TPSAC) last year. Dr. Neal Benowitz, Professor of Medicine and Bioengineering & Therapeutics Sciences, and a faculty member at UCSF in the Tobacco Center, was invited to serve on the committee. The TPSAC is comprised of 12 members, who were selected based on their areas of expertise. Dr. Benowitz provides expertise in addiction, pharmacology and cardiovascular disease.



*Faculty Member Neal Benowitz Joins FDA Committee on Legislation of Tobacco*

The mission of TPSAC is to advise the FDA on the science needed to guide tobacco product regulation. Currently, the committee is preparing a report and recommendation on the impact of menthol cigarette use on public health, including use by children, African Americans, Hispanics and other ethnic minorities. In March and July 2010, Dr. Benowitz attended two meetings of the TPSAC in Washington, DC, to collaborate on the report.

Next year the committee will address the impact of the use of dissolvable tobacco products on public health. The committee is also responsible for evaluating any application submitted by a manufacturer for a "modified risk tobacco product". Such "modified risk tobacco products" include those labeled "light", "mild" or "low", and those whose labeling or advertising makes a risk-reduction or exposure-reduction claim. As a member of the TPSAC, Dr. Benowitz has the opportunity to influence future FDA regulation of some of the most critical tobacco products.

## Dr. John Seffrin to Speak at "Billion Lives" Symposium

The CTCRE is honored to have John Seffrin, PhD serve as the keynote speaker at its upcoming annual symposium. The symposium is titled "It's About a Billion Lives: Advances in Tobacco Control – Celebrating Tobacco Research and Education at UCSF."

The symposium will take place on Friday, February 25, 2011 from 8 a.m. to 12:30 p.m. in the Health Sciences West building, on the Parnassus campus. This summit, which the CTCRE hosts every year, celebrates the breadth of tobacco control efforts at UCSF. Dr. Seffrin is the chief executive officer of the American Cancer Society (ACS), the world's largest voluntary health organization. The symposium will also feature presentations by UCSF faculty and fellows, a poster session displaying the breadth of tobacco research at UCSF, and a closing speech by Jeffrey Bluestone, PhD, Executive Vice Chancellor and Provost at UCSF.

*Mark Your Calendars: Dr. John Seffrin, CEO of American Cancer Society, Will Serve as Keynote Speaker at Billion Lives Symposium, February 25, 2011*

For more information about the symposium, please contact Jennifer Lau at (415) 502-6341.

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*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](mailto:karen.williams@ucsf.edu) for more information.*

## Faculty Member Profile: Valerie Yerger, ND

Dr. Valerie B. Yerger is an Assistant Adjunct Professor who joined the CTCRE faculty in 2008. Dr. Yerger brings to the CTCRE a novel focus on tobacco usage as a social justice issue that disproportionately affects marginalized communities. Dr. Yerger has years of experience researching and analyzing tobacco documents, examining specifically the tobacco industry's relationships with African American leadership groups and the tobacco companies' marketing of menthol cigarettes in inner-city communities. Since 2004, Dr. Yerger has coordinated the CTCRE's Tobacco Industry Documents Workshop held annually in May. For the last four years, Dr. Yerger has successfully secured funding from the American Legacy Foundation to offer diversity scholarships to tobacco control advocates from under-represented communities, so that they may travel to San Francisco to attend the workshop. This year's Workshop will be on May 20, 2011.

Dr. Yerger is also part of the UCSF team invited by the Food and Drug Administration (FDA) to search the Legacy Tobacco Documents Library archives for tobacco industry research on menthol cigarettes. Dr. Yerger will present her findings to the FDA's Tobacco Products Scientific Advisory Committee (TPSAC—see article on page 3). The TPSAC will be instrumental in guiding the regulation of menthol in tobacco products.

## International Visitor: Reiner Hanewinkel, PhD

In July 2010, Reiner Hanewinkel, PhD, visited the CTCRE to collaborate and present the results of his recent research. Dr. Hanewinkel is Professor of Medical Psychology and Medical Sociology at the University of Kiel, Germany. Dr. Hanewinkel is member of several German and international professional and research associations. He is currently director of the Institute for Therapy and Health Research in Kiel, Germany.

While in the United States, Dr. Hanewinkel collaborated with colleagues from Dartmouth Medical School on a large international study on smoking in the movies. The study involved six European countries: Germany, Iceland, Italy, Poland, Scotland and the Netherlands. The study included over 13,000 participants. While in the US, Dr. Hanewinkel also worked with Stan Glantz researching the effect of smokefree laws in Germany on hospitalization due to myocardial infarction. He also collaborated with several CTCRE fellows.

Dr. Hanewinkel gave a very informative and well-attended presentation at the CTCRE on "Tobacco in the media: A major public health threat." Dr. Hanewinkel discussed the effects of tobacco images in the media on attitudes and behavior. Dr. Hanewinkel presented his study results showing that both commercial tobacco marketing as well as smoking in movies can be considered causal risk factors for the smoking epidemic.

## CDC Endorses Key Points of Smokefree Movies Campaign

On August 19, the Centers for Disease Control and Prevention (CDC) released its Morbidity and Mortality Weekly Report (MMWR). In the MMWR and accompanying editorial, the CDC publicized and endorsed the four key Smokefree Movies policy recommendations.

The report was titled "Smoking in Top-Grossing Movies—United States, 1991-2009." It notes that more than half (54%) of PG-13 films released in 2009 featured tobacco imagery. The report concludes that, "Effective methods to reduce the harms of on-screen tobacco use should be implemented". It also refers to policy recommendations from the World Health Organization and "health and health professional" organizations, such as the Smokefree Movies Campaign. These recommendations include: "...a mature content (R) rating for movies with smoking, requiring strong anti-tobacco ads preceding movies that depict smoking, not allowing tobacco brand displays in movies, and requiring producers of movies depicting tobacco use to certify that no person or company associated with the production received any consideration for that depiction."

For more information on the Smokefree Movies project, please visit:  
<http://www.smokefreemovies.ucsf.edu/>