

Current Happenings...

Volume 2, Issue 8

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Quick Links:

Home Page:

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

Nightingales:

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

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Fellowship Alumni at the Fourth Council of Parties: Representing a “National Treasure”



Hadii Mamudu, PhD, Quan Gan, PhD, and Nick Schneider, MD, at the Fourth Council of Parties in November 2010

In November 2010, several fellowship alumni attended the 4th Session of the Conference of the Parties (COP4) of the Framework Convention on Tobacco Control (FCTC), in Uruguay. The FCTC is the first global public health treaty and was the first treaty negotiated under the auspices of the World Health Organization (WHO). Since its adoption in 2003, it has become one of the most widely embraced treaties in UN history.

Hadii Mamudu, PhD

While at the CTCRE from 2005 to 2009, Hadii conducted research on the FCTC, the role of nongovernmental actors (including tobacco industry) in global tobacco control, and the trade-health issue in global health governance. Currently, he is an Assistant Professor at the College of Public Health in East Tennessee State University where he continues to conduct research on the FCTC and global tobacco control as well as tobacco-free policies at colleges and universities and tobacco control in the state of Tennessee. He recently completed a co-authored book, *Global Tobacco Control: A Study in Multilevel Governance*, to be published later in 2011.

Quan Gan, PhD

From 2007 to 2009, Quan worked with Stan Glantz and Neal Benowitz on several projects related to tobacco control in China. Quan is now a senior project officer at the International Union Against Tuberculosis and Lung Disease Beijing Office. His main initiative of the past a year has involved overseeing and providing policy “technical support” to a project that aims to promote smokefree legislation in seven major cities in China. The average population of the seven cities is around 10 million, so Quan’s work will have major impact. Quan states that one of the highlights of his professional life after CTCRE was the reunion with Hadii Mamudu, PhD and Nick Schneider, MD at the COP4.

Nick Schneider, MD

Since 2008, Nick has served as a science manager at the German Cancer Research Center in the WHO Collaborating Center for Tobacco Control in Heidelberg, Germany. Nick has coordinated the German participation in the development of the international guidelines under the FCTC, namely Article 12 (education, communication, training and public awareness) and the Article 14 Working Group focusing on cessation. Both guidelines were unanimously adopted at the COP4. Currently Nick is developing a national and regional database for the collection of good practices in the implementation of Article 12 of the FCTC.

The achievements of *all* our fellows and alumni are a tribute to our postdoctoral training program, which continues to receive recognition for its contributions. In October 2010, the National Institutes of Health peer review of the program awarded it a score of 11 (with 10 being the best possible score and 90 being the lowest). Congratulations to the program’s director, Stan Glantz, and Pam Ling, CTCRE staff, and especially the program’s fellows and alums! The NIH application was truly a group effort.

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:

Larry Green, Professor of Epidemiology and Biostatistics

- Inducted into the Institute of Medicine, National Academy of Science in October 2010
- By invitation, gave keynote speech at the European Public Health Association conference, Amsterdam in November 2010

Bonnie Halpern-Felsher, Professor of Pediatrics and Adolescent Medicine

- Elected to a new committee at the Institute of Medicine: Scientific Standards for Studies on Reduced Risk Tobacco Products in February 2011

Ricardo Munoz, Professor In Residence, Psychiatry

- Inducted into the Stanford University Multicultural Alumni Hall of Fame in November 2010
- Received the UCSF Postdoctoral Scholars Association Outstanding Faculty Mentorship Award in December 2010

Rita Redberg, Professor, Cardiology

- Awarded the *Women's Day* magazine Red Dress Award, at a ceremony at New York's Lincoln Center in February 2011



CTCRE Offers Documents Training Workshop

On Friday, May 20th, the CTCRE will hold its 8th annual Tobacco Documents Workshop. The CTCRE offers the workshop as a public service to the community at large. The workshop is a key part of the CTCRE's broad educational outreach. Every year, attendees from around the nation learn how to leverage the breadth and depth of the Legacy Tobacco Documents Library and other documents databases. The workshop features presentations and guided, hands-on searches. The workshop speakers represent a cross section of tobacco control leadership in the US. The speakers discuss their work and demonstrate how to use the documents to develop effective community-based programs to prevent and reduce tobacco use. Dr. Valerie Yerger, an Assistant Adjunct Professor at UCSF, will give the lunchtime presentation. Her presentation will address the tobacco industry's use of menthol additives to target the African American consumer, who bears a larger burden of the health and financial costs of tobacco-related diseases.

Last year, the workshop was very well received. As one attendee noted after last year's workshop, "I really enjoyed learning what and how other people have used the documents in research (writing papers) and in public policy and reaching out to local communities."



Learn How to Put the Tobacco Industry's Words to Work for You!

Study Examines the Alliances Between Tobacco Companies and Non-Government Organizations (NGO's)

British American Tobacco's Partnership with Earthwatch Europe and Its Implications for Public Health

Patricia McDaniel and Ruth Malone.

Global Public Health, February 23, 2011

CTCRE faculty member [Ruth Malone](#) and CTCRE alumna Patricia McDaniel recently published a revealing article in *Global Public Health*. In the article, Dr.'s McDaniel and Malone examine the development and implications of a relationship between the United Kingdom-based tobacco company British American Tobacco (BAT) and the environmental stewardship non-governmental organization Earthwatch Europe (EE). From 1999-2010, BAT provided approximately £1,000,000 to EE for its ongoing research, fellowship, and education programs. This alliance shows how non-governmental organizations (NGOs) working on seemingly unrelated issues may advance tobacco industry interests while pursuing what they consider to be worthy causes. It also illustrates how such partnerships confer benefits on tobacco companies, even when they are not publicly promoted through corporate advertising. These findings have important implications for countries working to implement Article 5.3 of the Framework Convention on Tobacco Control, the global public health treaty that calls on countries to recognize and minimize tobacco industry influence on policy-making.

"British American Tobacco sought a partnership with Earthwatch Europe to gain a global ally that could provide entree into the larger non-governmental organization (NGO) community."

Announcements from the Library



Over 176,000 documents and multimedia items were added to the Legacy Tobacco Documents Library in the second half of 2010.

Early in 2010, the Federal Drug Administration’s Tobacco Products Scientific Advisory Committee (TPSAC) asked UCSF researchers to conduct extensive reviews of the LTDL in order to learn what the industry knew about menthol as a characterizing flavor and its effects on the user. In fall 2010, CCTRE faculty member Valerie Yerger and CTCRE alumna Stacey Anderson, presented the team’s findings at the TPSAC hearing.

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>).

New feature

In order to help make the search process more efficient and valuable, LTDL has a new feature on the Expert Search page, the “hide duplicates” option. In LTDL, a document is considered a duplicate if it has the exact same *title*, *document date*, and *page count* as another document. This feature is by no means exact but the staff hope it will help pare down the results to more meaningful sets for researchers.

In December, LTDL staff launched a new companion web archive, hosted by the California Digital Library's [Web Archiving Service](#), called the [Tobacco Industry Web Archive](#). This searchable site contains periodically archived websites of the major U.S. and international tobacco companies. The company websites are the public face of the tobacco industry and they include timely press releases, market share reports and company opinions on health-related and corporate responsibility issues. The corporate sites are currently captured quarterly.

Please access <http://legacy.library.ucsf.edu> to search the documents or the LTDL Blog at <http://blog.legacy.library.ucsf.edu> for more information on these new features and document additions.

Fellows Make a Big Impression at APHA 2010



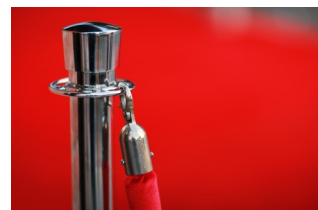
November 2010 saw a record number of posters and presentations by CTCRE fellows, at the annual American Public Health Association (APHA) conference. At this year’s Denver conference, six fellows and researchers had posters or presentations, some of them giving multiple presentations. In addition, the work of eleven CTCRE faculty members was presented in various forms at the conference. Fellows’ posters and presentations addressed the Framework Convention on Tobacco Control, smokeless tobacco products, voluntary smoke-free home rules, youth smoking behavior, collusion by the alcohol and tobacco industries, the African American target market, and many other relevant and timely subjects. In addition, CTCRE fellow Arnab Mukherjea, DrPH, hosted a breakfast and recruited for fellows, at the Asian Pacific Islander Caucus for Public health, a division of the APHA.



This is just a snapshot of the many varied and engaging presentations from our talented cohort of current fellows, who continue to make a big impression in the field of public health.

CTCRE Leadership Educates GRAMMY® Producers on the Dangers of E-Cigarettes

In the fall of 2010, the leadership of the CTCRE sent correspondence to the heads of various recording companies and organizations, including the National Academy of Recording Arts and Sciences (NARAS). The NARAS produces the annual GRAMMY® Awards. The GRAMMY® awards ceremony recognizes outstanding achievement in the music industry. The event features appearances by prominent musicians and artists, to whom the NARAS gives gift bags with promotional product samples and gift vouchers. Prior to the GRAMMY® ceremony, CTCRE leadership had learned that the NARAS had planned to include electronic cigarettes in these gift bags. The CTCRE leadership sent letters to the recording companies and the NARAS, describing the health risks associated with e-cigarettes. In response, the president and chief executive officer of NARAS, Neil Portnow wrote to Stan Glantz to notify him that the NARAS had elected not to include e-cigarettes or related merchandise in the gift bags. In his letter, Mr. Portnow wrote, “I commend you and sincerely appreciate the work that you and your colleagues do to promote the good health of our citizens.”



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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 for more information.

Smoke Free Movies Campaign Spotlights A "Billion Dollar Bailout"

In December 2010, the Smoke Free Movies (SFM) campaign published an advertisement in *State Legislatures* magazine protesting state subsidies for production of films with smoking. Major US film studios have successfully lobbied for generous film subsidies across the US and in other countries. Taxpayers now underwrite about 25 percent of major studios' production costs.

The SFM ad noted that, collectively, 40 states offered \$1.5 billion of public subsidies to producers and studios in a recent year — \$840 million for films featuring smoking. Smoking among more than one million youth aged 12-17 is attributable to exposure to on-screen smoking. The states spend substantially more money on subsidies for smoking films than what they spend on tobacco control. Subsidies (\$500 million, est.) for youth-rated films with smoking alone equal the states' total anti-tobacco budget for 2011 (\$518 million). With backing from health experts in California, Canada, New York and other jurisdictions, Smoke Free Movies aims to make future film projects with smoking ineligible for taxpayer subsidies.

See the full text of the ad at: http://smokefreemovies.ucsf.edu/ourads/ad_sfm74_state_leg.htm.

International Visitor: Heikki Hiilamo, PhD

For two weeks in February 2011, preeminent Finnish tobacco activist Heikki Hiilamo, PhD honored the CTCRE with a visit. Dr. Hiilamo is a research professor at the Social Insurance Institution of Finland. He is a former journalist with a PhD in Social Science and a PhD in public health. While visiting, Dr. Hiilamo collaborated with Stan Glantz. The resulting paper describes the multinational tobacco companies' strategies to engage Nordic tobacco companies and their National Manufacturers Associations, in an international campaign to deny the health hazards of smoking and undermine tobacco control. Dr. Hiilamo also worked with Dr. Glantz and several researchers on a paper about tobacco industry strategies to block the diffusion of health warning labels. As a social scientist, Dr. Hiilamo also examined, with CTCRE researchers, the potential ethical dilemma presented by the hypothetical case of a medical researcher serving as an expert witness for a tobacco company, in a product liability case. With CTCRE fellow MariaElena Gonzalez's help, Dr. Hiilamo gave a thought-provoking presentation on the conceptual frames of debate surrounding the future of tobacco use. The presentation was titled, "Ending the Consumption of Tobacco: Is Finland's New Tobacco Law Setting an Example?" Dr. Hiilamo's visit was very productive for both himself and the CTCRE.

Annual "Billion Lives" Symposium Draws Members of UCSF Community and the General Public

On February 25, the Center hosted its annual symposium, titled "It's About a Billion Lives: Advances in Tobacco Control – Celebrating Tobacco Research and Education at UCSF." The Center hosts this annual summit to celebrate the prominent role of UCSF in tobacco control and the breadth of its outreach.

The Center was honored to have John Seffrin, PhD, serve as keynote speaker. Dr. Seffrin has been the chief executive officer of the American Cancer Society since its inception in 2001. Prior to joining the American Cancer Society, Dr. Seffrin was professor of health education and chairman of the Department of Applied Health Science at Indiana University. Dr. Seffrin has an extensive history of leadership, serving on the Advisory Committee to Congress on Tobacco Policy and Public Health, the US Surgeon General's Advisory Committee on Smoking and Health, and many other governmental and non-governmental organizations.

In addition to the speech by Dr. Seffrin, the symposium featured 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. The symposium was well attended and organizers received much positive feedback afterwards.