

**Current Happenings . . .**

Volume 2, Issue 9

Fall 2011

*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/>

*Inside this issue:*

LTDL Announcements	2
International Visitor Yang Gonghuan	2
Featured Study—Does Twitter = Quit-ter?	2
Faculty Member Awards	3
A Dramatic Rise in APHA Presentations	3
Faculty Spotlight—Ricardo Munoz	3
Now Accepting Fellowship Applications!	4
Visiting CDC Scientist—Ann Malarcher	4
Smoke Free Films Make Progress	4

**Past and Current Fellows Extend CTCRE's Outreach**

In July 2011, we welcomed our newest cohort of fellows into the postdoctoral fellowship program. Some of these new fellows have already developed innovative research programs with practical and far-reaching implications. In addition, our fellowship alumni continue to forge unique alliances within the public health arena. Here is a snapshot of some recent developments within the fellowship program.

**Cati Brown-Johnson, PhD**



First year fellow Cati Brown obtained her PhD in Linguistics from the University of Georgia. For her doctoral work, she developed a computational linguistic approach to detecting deception. Based on this doctoral research and Cati's interest in search technology and data mining, she is working with the managers of the Legacy Tobacco Documents Library (LTDL) on a timely project: refining her innovative computational approach and applying it to the LTDL. Given the breadth of the information available in the LTDL, these computational tools could have immediate impact on increasing access to the documents. Cati has also investigated connections between language use and health. With faculty member Janine Cataldo, PhD, RN, Cati is focusing on how language and communication between patients and clinicians can increase or mitigate lung cancer stigma.

**Sungkyu Lee, PhD, MPH**



Sungkyu Lee, another first year fellow at the CTCRE, is working with Stan Glantz and Hai-Yen Sung on several research topics related to global tobacco control. The most recent project is a comparison of the impact of privatization of state-owned tobacco companies in Asian countries, a controversial topic. Supporters of privatization argue that governments no longer directly engaged in tobacco industry would be more likely to enforce tobacco control policies and measures. However, opponents argue that privatization would likely stimulate cigarette consumption and induce new smokers by increasing competition in markets and reducing the price of products. Sungkyu has analyzed the impacts of South Korea's tobacco industry privatization and found that: as the market became competitive; marketing practices of the privatized company increased; and cigarette consumption and smoking prevalence increased. Other Asian countries will be examined and the findings of Sungkyu's project offer lessons to other countries which are currently considering privatization of the tobacco industry.

**Joann Lee, DrPH, MPH**



As a CTCRE Fellow from 2009-2011, Joann was given the opportunity to visit the Office on Smoking and Health (OSH) at the Centers for Disease Control as part of a developing researcher exchange between the OSH and UCSF. Joann's visit included meeting with various researchers within the Epidemiology Branch at OSH, and culminated in a public lecture. This lecture highlighted her current research on health communication strategies to influence adolescent smoking behavior. Much to her surprise, the visit resulted in an offer for an Oak Ridge Institute for Science and Education (ORISE) Fellowship. Joann is currently at OSH completing a year-long fellowship, and is looking forward to gaining experience in tobacco control research in this high visibility, policy-driven environment.

**SAVE THE DATE: "It's About A Billion Lives" Symposium: February 3, 2012, 8:00—12:30 pm**

Over 1,800,000 documents and multimedia items were added to the Legacy Tobacco Documents Library in the first half of 2011. These additions include over 1 million records of documents designated as “Confidential and Privileged” by the companies. This means the document image may not be available but the descriptive information is. In addition, approximately 40 articles and reports utilizing the tobacco documents were added to the Tobacco Documents Bibliography.

In order to help make the search process more valuable when viewing records of documents deemed “Confidential” or “Privileged”, LTDL has added a new field within the metadata record called “Related”. If LTDL staff adds a new confidential or privileged document that happens to be a match to a publicly accessible document already in LTDL, they create a link to the viewable document in the “Related” field.

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.

### International Visitor: Yang Gonghuan, PhD

In August 2011, the CTCRE was honored to have Yang Gonghuan visit. Professor Gonghuan is the former deputy director of China Center for Disease Control (CDC) and the current director of the CDC Tobacco Control Office.

In addition to meeting with several CTCRE fellows and faculty members, she gave a very well attended talk on the China CDC’s five-year development plan and experts’ assessment. Dr. Gonghuan reviewed the past five years of tobacco control activity in China. She also addressed the current state of tobacco control in China, including legislation and enforcement of tobacco control policies. Dr. Gonghuan also discussed popular attitudes toward and the socio-economic costs of tobacco use in China, a nation with a high prevalence of smoking.

### Study Asks: Does Twitter Equal Quitter?

*Twitter=quitter? An analysis of Twitter quit smoking social networks.*  
Jodi Prochaska et alia  
*Tobacco Control*, July 5, 2011

Center faculty member Jodi Prochaska, PhD, MPH and Connie Pechmann, PhD, MBA, a colleague in the School of Business at UC-Irvine, have received funding to examine use of Twitter, a free social networking and micro-blogging service, for its utility in supporting smoking cessation. Their initial investigation of Twitter “quit smoking” accounts was published on July 5, 2011 in *Tobacco Control*. Given the increasing popularity of Twitter, the authors posed an important question: could such types of social networking services be useful in supporting cessation?

The study published in *Tobacco Control* identified 153 activated accounts dating back to 2007 and examined account activity as of August 2010. The authors found that posted content was largely inconsistent with clinical guidelines; 48% linked to unregulated commercial sites for quitting smoking and 43% had tweets on e-cigarettes, a type of product with potential health risks. In addition, as of August 2010, only 81 of the accounts (53%) were still active. The authors concluded that though it is popular for building quit smoking social networks, current use of Twitter is largely inconsistent with clinical tobacco treatment guidelines.

In July 2011, the authors received 3-years of funding from the National Institute on Drug Abuse to continue their research. Drs. Prochaska, Pechmann and colleagues will next evaluate use of Twitter for creating support groups for relapse prevention. Participant recruitment is anticipated to start in fall 2011.

If you are a smoker and interested in enrolling, you can find more information at:  
<http://www.lungcancerfoundation.org/about-lung-cancer/twitter-quitters/>

*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>).*



*Yang Gonghuan,  
PhD*

*Twitter, a free and widely popular social networking and micro-blogging service, offers vast potential for health promotion.*

## Faculty Members Recognized

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

**Joaquin Barnoya**, Assistant Adjunct Professor of Epidemiology

- In November 2011, the Guatemalan National Council on Science and Technology will confer on him the National Young Scientist Award

**Larry Green**, Professor of Epidemiology and Biostatistics

- In June 2011, appointed to a two-year term on the Board of Directors of the North American Quitline Consortium
- Reappointed for a second term to the Tobacco Education and Research Oversight Committee (TEROC) of California, which is preparing its next 3-year Master Plan for Tobacco Control in California. Dr. Green will serve as liaison for TEROC to the Tobacco-Related Diseases Research Program of California.

**Bonnie Halpern-Felsher**, Professor, Pediatrics

- In May 2011, the Tobacco-Related Diseases Research Program (TRDRP) renewed funding for her innovative project, "Novel Strategies for School-Based Tobacco Prevention Efforts".

**Ruth Malone**, Professor and Chair, Social and Behavioral Sciences

- In spring 2011, received the UCSF School of Nursing Excellence in Teaching Award as presented by the graduating master's students



## Fifty Percent Increase in Number of APHA Presentations



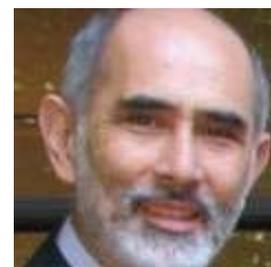
November 2011 will see a record number of posters and presentations by CTCRE affiliates, at the annual American Public Health Association (APHA) conference. At this year's Washington DC conference, seven fellows and researchers will have posters or presentations, some of them giving multiple presentations. In addition, sixteen CTCRE faculty members will have posters or presentations at the conference. Fellows' posters and presentations will address smokeless tobacco products, secondhand smoke exposure, smoke-free university campuses, alcohol and tobacco co-use, voluntary smoke-free home rules, youth smoking, and many other timely subjects. This is just a snapshot of the varied research conducted by our talented cohort of current fellows. There will be 31 presentations or posters by CTCRE affiliates, a number that represents a 50% increase over the number from 2010.



Please see the insert for a list of many of the CTCRE scheduled presentations and posters.

## Faculty Spotlight: Ricardo Muñoz, PhD Addresses Underserved Populations

Ricardo F. Muñoz, PhD is a long-standing CTCRE faculty member. Dr. Muñoz directs the UCSF/San Francisco General Hospital Latino Mental Health Research Program (LMHRP). The LMHRP focuses on reaching vulnerable low-income and minority populations, especially those who use public sector medical care. Dr. Muñoz is currently developing free, evidence-based automated self-help websites targeting depression and smoking cessation.



*Ricardo Muñoz,  
PhD*

Dr. Muñoz's innovative sites seek to harness the power of the World Wide Web to reach those most in need of help. Over 1 million visitors have come to the LMHRP research websites with the support of a Google Adwords grant. Several worldwide randomized controlled smoking cessation trials have been published, showing smoking cessation rates of 20-21% at one year. These studies have been done in Spanish and English, in collaboration with faculty member Eliseo Pérez-Stable, MD. The studies have been funded by the Tobacco-Related Disease Research Program. A Chinese version of the site is in preparation, in collaboration with faculty member Janice Tsoh, PhD and with Angela Sun, PhD. A Spanish/English depression prevention Internet study funded by the National Institute of Mental Health is currently in process. Dr. Muñoz's groundbreaking work is intended to contribute to the reduction of health disparities around the world.

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**We're on the Web!**  
<http://tobacco.ucsf.edu>

*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*

## Online Fellowship Application Portal is Now Open!

The CTCRE is now accepting applications for its highly regarded postdoctoral training Program, which starts July 2, 2012. The program offers extensive training in tobacco control supervised by experienced members of the CTCRE faculty.

In renewing the program in 2011 for an additional term, the National Institutes of Health peer review awarded the program a score of 11 (with 10 being the best possible score and 90 being the lowest). The NIH peer review committee wrote: "This is an exceptional, high-impact application with numerous strengths. The training program is a national treasure that offers a unique and comprehensive didactic and mentored research experience that considers the transdisciplinary nature of tobacco control in national and international health policy ..."

To access an online application, please visit: <http://tobacco.ucsf.edu/fellowship>

## CDC Scientist Ann Malarcher, PhD, MSPH, Collaborates with the CTCRE

For several days in August 2011, the Center was honored with a visit from Ann Malarcher, PhD, MSPH. Dr. Malarcher was the latest participant in a successful, mutual exchange program between the US Centers for Disease Control and Prevention (CDC) and the CTCRE. Dr. Malarcher is a Senior Scientific Advisor in the Epidemiology Branch of the Office on Smoking and Health at the CDC. Dr. Malarcher met with many faculty members and fellows at the CTCRE to discuss potential areas for collaboration, including nicotine replacement therapy labeling, the effect of media messages to encourage cessation, and examining data around e-cigarettes and local smoke-free legislation.

Dr. Malarcher also gave a very timely presentation. In her talk, Dr. Malarcher discussed current statistics on cessation as well as the community-based cessation strategies CDC encourages states to implement through its National Tobacco Control Program. Dr. Malarcher also discussed recent developments in public health, including the Federal Drug Administration's new cigarette warning labels, changes in coverage to Medicaid and Medicare, and the Affordable Care Act and cessation. We look forward to more collaboration with Dr. Malarcher and other CDC scientists in the future.

## Smokefree Film Policies Chip Away at Youth Smoking Rates

On June 15, the CDC released its Morbidity and Mortality Weekly Report, a journal often referred to as the "voice of the CDC". An article in this report is titled "Smoking in Top-Grossing Movies—United States 2010". In this journal, the CDC reported that three top US movie production companies reduced tobacco depictions in youth-rated movies by 96 percent between 2005 and 2010. The report attributes the decline to, among other things, the adoption by those companies of policies aimed at reducing children's exposure to on-screen smoking. In contrast, movies made by companies without antismoking policies saw only a 42 percent decline in tobacco depictions in youth-rated films between 2005 and 2010. Interestingly, the report concluded that the drop in on-screen smoking might have contributed to less smoking by young people in real life. From 2000 to 2009, tobacco use among middle school students declined from 15.1 percent to 8.2 percent and among high school students from 34.5 percent to 23.9 percent, the CDC reported.

However, the report noted the persistence of tobacco imagery in many films and the documented relationship between exposure to this imagery and youth smoking initiation. The CDC suggested that film companies examine the potential adoption of industry-wide standards aimed at reducing youth exposure to on-screen tobacco use, to further this progress.

All documentation is available at <http://SmokeFreeMovies.ucsf.edu>