

Current Happenings...

Volume 4, Issue 1

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Quick Links:

Home Page:

www.tobacco.ucsf.edu

Legacy Tobacco Documents:

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

Smoking Cessation Leadership Center:

www.smokingcessationleadership.ucsf.edu/

Smoke Free Movies:

www.smokefreemovies.ucsf.edu

Nightingales:

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

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The CTCRE proudly introduces our Postdoctoral Tobacco Research Fellows for 2013-2014!

July 2013, marks the beginning for another cohort of dedicated CTCRE postdoctoral fellows. As our veteran fellows venture deeper into their areas of expertise, taking positions as faculty as far away as South Korea and spreading out among the UC Schools of Nursing and Medicine, battling political heat from high-profile publications — space is made for seven eager postdocs. They have come from the east and come from the west; bringing their research expertise concerning asthma, infectious disease, geography, demography and global public health policy. All of them determined to learn more about tobacco control research. The following are brief summaries introducing our first year fellows:



Catrina Chambers, PhD completed her PhD in Public Policy at St. Louis University (2012). Before joining the CTCRE, Dr. Chambers was the Asthma Disparities Consultant for the St. Louis Regional Asthma Consortium. She also served as their Project Director for the Asthma Management for At Risk Children’s grant, funded by the Centers for Disease Control and Prevention, for two years. During her Tobacco Control fellowship experience, she hopes to focus on the return on investment (ROI) of tobacco policy as it relates to individuals with chronic disease such as asthma. Additionally, her dissertation explored the effect statewide smoke-free ordinance had on emergency department use among the adult asthma population. Furthermore, as a public policy advocate and analyst Dr. Chambers believes that informing policy using ROI analysis is vital for preserving/increasing political support and statewide investments into tobacco and lung health research and preventive health education programs.



Jamie Guillory, PhD completed her MS (2009) and PhD (2012) in Communication at Cornell University and has been working as a post-doc in the departments of Communication and Information Science at Cornell since August 2012. Her primary research interests focus on how new forms of technology affect perceptions and behavior in health contexts. Her most recent research focuses on using new technology (e.g. mobile health Apps, SMS text messaging) to study the effects of social influence and social support on health behaviors (e.g., eating, exercise behaviors, chronic pain). During her time at CTCRE she is interested in exploring how mobile-based social support interventions can aid in the smoking cessation process. She is also interested in exploring how social media can be used in smoking prevention for young adults.



Lauren Dutra, ScD has pursued research interests which include disparities in smoking-related diseases, the targeted marketing of vulnerable populations by tobacco companies, and the economic impact of smoking on our country. Her degree is a Doctor of Science in public health, and she is a Social Epidemiologist by training. Her dissertation focused on experiences of injustice and smoking behavior in South Africa and the U.S. Prior to obtaining her doctorate degrees, she received a Masters in Mental Health and Behavioral Medicine and worked as a psychotherapist/health behavior counselor for two years in a

research setting.

SAVE THE DATE: “It’s About A Billion Lives” Symposium: Jan 31, 2014

8:30—12:00PM

Keynote Speaker: Mitch Zeller, Director, Center for Tobacco Products, at the FDA

Faculty Members Recognized

Congratulations to the following CTCRE faculty member for his recent award and recognition:



Our colleague Lawrence Green, DrPH, was recognized by the American Academy of Health Behavior as the recipient of the AAHB 2013 Lifetime Achievement Award.

The mission of The Academy is to promote excellence in health behavior research and in the application of research to improve public health. Much of his recent career has been focused on federal policy development, and work with professional organizations and agencies to facilitate the translation and dissemination of research to practice. This has led to the often referenced quote from Dr. Green, “If we want more evidence-based practice, we need more practice-based evidence.” There are few individuals conducting health behavior research today who could not link Dr. Green to some aspect of their professional preparation, research or career development.



Highlights of the 2nd Annual CTCRE International Program

From June 17-21, 2013, the Center for Tobacco Control, Research and Education (CTCRE) held its second annual one-week learning opportunity for six participants of the Bloomberg-supported program at Johns Hopkins University. The UCSF program offered skills-based training in tobacco industry document research and its use in tobacco industry monitoring, understanding the industry’s advertising tactics and generation of counter-tactics. In addition, our visiting scholars were allowed key-informant visits with non-governmental advocacy institutions that have grappled with the tobacco industry in California, to learn first-hand about effective tobacco control program infrastructure and strategies. Participants met informally with researchers and tobacco control experts at the CTCRE, and gave brief presentations of their findings from the tobacco industry documents. Several expressed interest in continuing to use the Legacy Tobacco Documents Library upon returning to their countries, as well as planning to produce journal articles from their findings. The CTCRE program was created as a supplement to the Johns Hopkins Institute for Global Tobacco Control and was unique from the Hopkins’ program, because it focused on learning to search the tobacco industry documents relevant to their home countries, exposure to effective tobacco control strategies used in California which are transferrable to other states and countries, and tobacco industry marketing and targeting of specific populations. The International Program will occur in June, 2014.



CTCRE Speaker Spotlight: Cristin Kearns, DDS, MBA Presents Research on “The Sugar Papers: A First Glimpse at Internal Documents, Tobacco Industry Tactics and the Controversy Over the Health Effects of Sugar”

Dr. Cristin Kearns first saw the devastating effects of sugar as a dental director of low-income clinics in Denver, Colorado. She moved into dental administration, and took a position managing operations at Kaiser Permanente Dental Care Program before leaving in 2009, to pursue independent research into the sugar industry's public-relations claims. Eventually, Dr. Kearns became a senior consultant at the University of Colorado’s Center for Health Administration and an instructor at the University of Washington School of Dentistry.

In February 2013, Dr. Kearns presented her research demonstrating the similarity of how the food industry used tactics, like those of the tobacco industry, to prevent the public from recognizing the harmfulness of sugar consumption. She has since joined UCSF as a postdoctoral scholar in the Philip R. Lee Institute for Health Policy Studies in the School of Medicine. We are fortunate to have Dr. Kearns bring her research findings and commitment to public health to the UC, and to collaborate with us by demonstrating even more benefits of the Legacy Tobacco Documents Library.

We look forward to hosting another CTCRE Special Seminar featuring Dr. Kearns.



***Cristin Kearns,
DDS, MBA***

More about Dr. Kearns research in Nov/Dec 2012 Mother Jones’ article “Big Sugar’s Sweet Little Lies” <http://www.motherjones.com/environment/2012/10/sugar-industry-lies-campaign>

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We're on the Web!
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For more information:

[http://www.apha.org/meetings/
AnnualMeeting](http://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 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.

Online Fellowship Application Portal is Now Open!

The CTCRE is now accepting applications for its highly regarded postdoctoral training Program, which begins in July, 2014. The program offers extensive training in tobacco control supervised by experienced members of the CTCRE faculty.

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

UCSF Campuses Go Tobacco Free on September 3, 2013!

On September 3, 2013, all campuses of the University of California, San Francisco will institute a Tobacco-free policy, which requires that all faculty, staff, students, trainees and volunteers remain tobacco-free while at work and class, including breaks, whether on or off campus. We are hopeful that this policy will improve the safety and health of our community.

For more info on smoking cessation, please visit: <https://www.tobacco.ucsf.edu/resources/stop-smoking>

CTCRE Fellows to Reunite at the 141st Annual APHA



American Public Health Association

The CTCRE Fellows & Alumni are planning a reunion this year at the 2013 Annual American Public Health Association Conference (APHA) in Boston. If you are attending the Conference this fall, please join us as we celebrate our presenters and participants. Many of our fellows will be sharing their research findings at poster and oral presentations, or roundtable discussions at APHA. The conference begins on Saturday, Nov. 2, through Wednesday, Nov. 6, at the Boston Convention Center. While between presentations, stop by our booth to hear about other CTCRE endeavors, like our Smoke-Free Movies campaign or the "It's About A Billion Lives" Symposium coming up on January 31, 2014. You can get the scoop about what our fellows and alumni are discovering in the area of tobacco control research and health policy.



Featured Publication: "To quarterback behind the scenes, third party efforts: the tobacco industry and the Tea Party"

On February 8, 2013, CTCRE fellow Amanda Fallin, PhD, RN, presented a study at the Annual "It's About A Billion Lives" symposium that examined previously secret tobacco industry documents, IRS filings and other publicly available documents, which traced a decades-long chain of personal, corporate and financial relationships between tobacco companies, tobacco industry lobbying and public relations firms and nonprofit organizations associated with the Tea Party. Since it was published online, this paper has been the most downloaded article in Tobacco Journal for the past five months. "Tea party symbolism is nothing new for cigarette companies and their allies, which for many years have been cynically using a hallowed symbol of American freedom in order to advance their own interests," said co-author and CTCRE fellow Rachel Grana, PhD, MPH.

Both fellows have received an abundance of media attention. Fallin was interviewed on KSFO, a conservative talk radio station. Both Fallin and Grana were interviewed on Minnesota station AM950 Radio, even Al Gore weighed in citing their study in his Huffington Post blog "A new study funded by the National Cancer Institute of the National Institutes of Health reveals that the Tea Party Movement was planned over a decade ago by groups with ties to the tobacco and fossil fuel industries." In the face of controversy, the authors will stand behind their findings, "Nonprofit organizations associated with the Tea Party movement have longstanding ties to tobacco companies, and continue to advocate on behalf of the tobacco industry's anti-tax, anti-regulation agenda," said senior author Stanton A. Glantz, PhD, director of the UCSF Center for Tobacco Control Research and Education (CTCRE).

To view the Tea Party article, please visit: [Tob Control doi:10.1136/tobaccocontrol-2012-050815](https://doi.org/10.1136/tobaccocontrol-2012-050815)