

# Current Happenings . . .

Volume 1, Issue 1

FALL 2007

## *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/>

**Escholarship Page:**

<http://repositories.cdlib.org/ctcre/>

**Smoke Free Movies:**

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

## *Inside this issue:*

FAMRI Center News	2
Medical School Curriculum	2
Smoke Free Movies	2
Young-Adult Smoking	2
eScholarship	3
LTDL Updates	3
Faculty Spotlights	4

## Stanton Glantz Awarded Distinguished Professorship

The American Legacy Foundation — a national public health foundation dedicated to reducing tobacco use in the U.S. — announced a gift to UCSF to honor Dr. Stanton Glantz with a new distinguished professorship in tobacco control. Glantz is a life-long anti-tobacco champion who has conducted seminal research linking secondhand smoke to heart disease and research demonstrating that large scale tobacco control programs not only reduce smoking but immediately save lives.

Glantz is the first recipient of the American Legacy Foundation Distinguished Professorship in Tobacco Control for the Center for Tobacco Control Research and Education at UCSF. Often described as the “Ralph Nader of the anti-tobacco movement,” he is a widely respected scientist and advocate for tobacco control. From smoking in movies to secondhand smoke to the grave conflicts presented by universities’ acceptance of tobacco funding for research, Glantz’s high quality research, combined with his savvy and unwavering focus has earned him both admiration and respect. “Professor Glantz’s academic work has had enormous impact on public policy because he has attempted to answer difficult questions about tobacco-related diseases and how to prevent them,” said David A. Kessler, Dean of the School of Medicine at UCSF. “We are proud that he is on the UCSF faculty and appreciate the American Legacy Foundation’s recognition of his work.”



Stanton A. Glantz, Ph.D.

## Fellowships in Tobacco Control

The University of California, San Francisco, Center for Tobacco Control Research and Education (CTCRE) invites applications for fellowships in policy-relevant, tobacco-control research. Applications are due **January 31, 2008**, for fellowships beginning July 1, 2008. Fellowships are funded for one or two years and may be extended. The CTCRE represents a partnership between UCSF faculty and the Tobacco Control Archives (TCA) housed in the Kalmanovitz Library.

The fellowships are for postdoctoral graduates. Postdoctoral trainees will receive an annual salary commensurate with their experience, approximately \$37,000-\$51,000, according to the NIH stipend scale. These positions are supported by an R25T NIH training grant and applicants should be eligible for funding from the National Institutes of Health. Postgraduate trainees will receive an annual salary commensurate with their experience and subject to funding availability. Sources of funding may include support from the scholar’s home institution, faculty-mentor funding, or an R25T NIH training grant.

Trainees will be recruited from a variety of fields including basic science, social science, public health, clinical science, political science, history, economics, law and marketing. They will study and conduct research in association with UCSF faculty mentors.

Applicants may learn more about the fellowship program and current faculty research at the CTCRE website: <http://tobacco.ucsf.edu>. To request an application form, please contact the Program Asst., UCSF CTCRE, 530 Parnassus Ave., #366, San Francisco, CA 94143-1390, (415) 476-0140, Fax. (415) 514-9345, or Email: [nathan.sinclair@ucsf.edu](mailto:nathan.sinclair@ucsf.edu).



Congratulations to the UCSF Bland Lane FAMRI Center of Excellence on Secondhand Smoke for their successful renewal with the Flight Attendants Medical Research Institute for a five year period.

The Center consists of a research clinic and scientists conducting research in areas of secondhand smoke and pulmonary disease, cardiovascular disease, exposure assessment, health, economics and public policy.

The goals of the UCSF Bland Lane FAMRI Center of Excellence on Secondhand Smoke are to identify relationship between SHS exposure and pulmonary disease progression; develop methods for early detection of SHS-related cardiovascular disease; assess impact of SHS exposure on patients with pulmonary disease; develop novel biomarkers of SHS exposure with validation in relation to disease progression; identify factors that influence the development and implementation of smoking restriction policies, and strategies to overcome barriers; and to estimate the economic impact of SHS on cardiovascular disease in the U.S.

## Developing Medical Leaders in Tobacco Control

UCSF is a recognized leader in research on the pharmacological, treatment, and policy influences related to tobacco addiction and secondhand smoke. Yet, advances in tobacco control research largely had failed to penetrate the UCSF School of Medicine curriculum. Funded with a Haile Debas Curriculum Innovations Grant, Jodi Prochaska, PhD, MPH and John Maa, MD have been bridging the gap between research and teaching at UCSF through systematic assessment, expert consultation, enhancements to curriculum content and clerkship activities, and the development of an online repository to support continued curriculum updating and faculty interaction following the 1-year period of the award. Their efforts are aimed at providing UCSF medical students with at least 8 hours of training in effective, evidence-based, tobacco treatments.

## Smoke Free Movies: A Call to Action

Hollywood has spent years denying that its movies recruit kids to smoke. Now, under pressure from top prosecutors, parents, public health experts and young people themselves, the Motion Picture Association of America has announced that smoking will be “considered” in ratings.

Health groups say it's not nearly enough. Every month the major studios delay means 5,000 more unnecessary tobacco deaths. Getting tobacco out of future G, PG and PG-13 films could be one of the most powerful health interventions, and the last thing Hollywood needs is to act as the de facto marketing arm of tobacco, an industry convicted of racketeering in federal court.

Six major companies could make youth-rated movies smoke free tomorrow. *None has made an unambiguous pledge to do so.* Check out their track records. Get the full story from [www.smokefreemovies.ucsf.edu](http://www.smokefreemovies.ucsf.edu). Then start applying some pressure of your own...

*“Getting tobacco out of future G, PG and PG-13 films could be one of the most powerful health interventions.”*

## Young-Adult Tobacco Cessation

The August 2007 issue of the American Journal of Public Health features young-adult tobacco cessation and a cover photo of activist Anthony Trochez standing beside a mobile billboard that was towed around Los Angeles County during the 2005 Academy Awards, in conjunction with the campaign “The whole world is watching.” This campaign encourages youth to speak out against smoking in the movies, which is one highly influencing factor in youth smoking. CTCRE Faculty and Fellows have four articles in this August 2007 issue:

- **Tobacco industry “youth smoking prevention” programs to undermine meaningful tobacco control in Latin America**, by Ernesto Sebríe, MD, MPH and Stanton Glantz, PhD.
- **Effect of smoke-free laws on bar value and profits**, by Benjamin Alamar and Stanton Glantz, PhD.
- **The effect of support for action against the tobacco industry on smoking among young adults**, by Pamela M. Ling, MD, MPH, Torsten B. Neilands, PhD, and Stanton A. Glantz, PhD.
- **The rise and fall of tobacco control media campaigns, 1967-2006**, by Jennifer K. Ibrahim, PhD, MPH, MA, and Stanton A. Glantz, PhD.



AJPH Cover Photo, August 2007 issue of American Journal of Public Health

# eScholarship Repository: An Invaluable Resource



Please visit the CTCRE eScholarship page: <http://repositories.cdlib.org/ctcre/>. The repository, sponsored by the California Digital Library (CDL), provides persistent access to scholarly work and makes the content easily discoverable. Here, you will find books, reports, and postprints, as well as hundreds of working papers related to all aspects of tobacco control from as far back as 1990, written by faculty and staff here at UCSF and around the world. Within the CTCRE eScholarship page on the repository, you will also find a collection of World Health Organization papers on tobacco control.

The CDL, which partners with the 10 UC campuses in a continuing commitment to apply innovative technology to managing scholarly information, opened to the public in January 1999. The eScholarship Initiative came into existence in response to an expressed need for alternative publishing mechanisms. Organizationally housed at the UC Office of the President in Oakland, the CDL provides a centralized framework to efficiently share materials held by UC, to provide greater and easier access to digital content, and to join with researchers in developing new tools and innovations for scholarly communication.

The eScholarship Repository is powered by tools from the Berkeley Electronic Press. UC licenses this suite of electronic publishing tools on behalf of its faculty. This infrastructure enables the rapid and low-cost creation, management, and dissemination of journals, peer-reviewed series, working papers, discussion papers series, and other electronic forms of scholarship by UC researchers.

## Updates to the Legacy Tobacco Documents Library

### News & Announcements Blog

We have switched to a blog format for our announcements page that not only allows comments on each post but also allows you to subscribe to updates by RSS feed or by email. The new page can be accessed from the home page of the LTDL in the Announcements section, or directly at <http://blog.library.ucsf.edu>.

### Phase Searches Now Include Stop Words

It is now possible to search the document text for an exact phrase even if it includes those commonly used words (“stop words”) such as “it”, “the”, “a” and “and” that formerly were excluded from searches. Please note—in order for this to function properly, make sure the phrase you are searching for is enclosed in quotes (“”).

### Every Document in LTDL Now Available as a PDF

All of the records now contain PDFs! Currently, about 5,000 of these PDFs are non-searchable, meaning that once you open the document as a PDF, you cannot search for terms within the PDF text itself. We are committed to making every PDF searchable, so look for updates on this feature in the future.

### Faster Searches

Changes to the LTDL index have resulted in searches roughly 3X faster than before!

### Fuzzy Searching

We have upgraded the fuzzy search feature which finds words that are “close” in spelling to the search term. This is especially helpful when searching text that has been OCR’ed. See the LTDL Search Help at [http://legacy.library.ucsf.edu/help/search\\_help.jsp#fuzzy](http://legacy.library.ucsf.edu/help/search_help.jsp#fuzzy) for more information on fuzzy searching.

*“Changes to the LTDL index have resulted in searches roughly 3X faster than before!”*



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## Faculty Spotlights

**Neal Benowitz, MD**  
**Professor of Medicine**  
**Psychiatry and Biopharmaceutical Sciences**

Dr. Benowitz' research focuses primarily on the human pharmacology of nicotine and other stimulant drugs. His laboratory has conducted numerous studies on the disposition kinetics, metabolism and pharmacodynamics of nicotine, with an emphasis on the role of nicotine in maintaining nicotine addiction and in causing tobacco-related diseases, including cardiovascular disease and cancer. His laboratory is also studying genetic and racial influences on smoking behavior, the pharmacogenetics of nicotine addiction treatment, nicotine reduction of cigarette tobacco as a potential regulatory strategy, and assessment of exposure to secondhand smoke.

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

Dr. Halpern-Felsher is a development psychologist whose research has focused on cognitive and psychosocial factors involved in health-related decision-making, risk judgments, and risk behavior. Her current projects include: Prospective Relationship Between Risk Perception and Teen Tobacco Use; Relationship of Perceived Risks and Benefits to Young Adult Smoking; and Adolescent Decision-Making about Tobacco Use.

**Judith Prochaska, PhD, MPH**  
**Assistant Adjunct Professor, Psychiatry**

Dr. Prochaska is a researcher in Clinical Trials/Outcome/Services research in the Department of Psychiatry at UCSF. Her research focuses on treatment of tobacco dependence and other leading behavioral risk factors with a specific focus on populations with co-occurring disorders.

**Ruth Malone, RN, PhD**  
**Professor and Vice Chair, Social and Behavioral Sciences**

Dr. Malone's research focuses on tobacco industry issues management through targeting, public relations and corporate social responsibility efforts. A special focus is relations between the tobacco industry and various marginalized groups. Current projects include studies of the industry's corporate social responsibility initiatives and their implications for public health, the industry's influence on the US military, and the industry's interest in older smokers. Dr. Malone's multidisciplinary research group includes scholars with backgrounds in public health, nursing, history, anthropology, sociology, psychology, and medicine.

*Did you know? CTCRE Work is Supported by Private 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.*