

Current Happenings . . .

Volume 1, Issue 4

Fall 2008

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

CTCRE/PHAI International Award:

www.tobaccodocumentaward.com

Nightingales:

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

Inside this issue:

Young Adult Tobacco Marketing	2
“Low Tar” Cigarettes and Older Smokers	2
Smoking Cessation Among Young Women in China	3
Updates from the Library	3
Smokefree Movies	3
CTCRE/UCSF 2008 American Public Health Conference Presentation Listings	4

New and Familiar Faces

Norval Hickman, PhD, MPH



Norval is a first year fellow in the CTCRE. He received his doctorate in Clinical Psychology at a joint program between San Diego State University and the University of California, San Diego. He has been involved in tobacco-related prevention, education, and intervention research since 1999, beginning as an undergraduate research associate at his alma mater, Washington University in Saint Louis.

Norval's research program involves evaluating the role of racism, acculturation, and ethnic identity on cigarette smoking among African Americans and the effect of a culturally-tailored cessation intervention for African American smokers with mental illness. In addition to gaining clinical research experience, Norval is involved in community participatory-based research activities through a faith-based health ministry consortium of Black churches in the Bay area.

Elena Lingas, DrPH, MPH



Before joining the fellowship program at CTCRE, Elena was most recently a Research Scientist at the Berkeley Media Studies Group (a project of the Public Health Institute) in Berkeley, California. She holds a DrPH from UC Berkeley and an MPH in Infectious Disease Epidemiology from Yale University.

Elena aims to understand how tobacco industry practices function as a determinant of health, how these practices shape and are shaped by public policy and regulation, and the implications for public health. Previous research has revealed that the tobacco industry has historically made partnerships with other industry groups to pursue their own agenda, such as relationships with the hospitality industry to stymie progress on clean indoor air policies. She will use the internal tobacco industry documents to investigate the relationship between the tobacco industry and the food and beverage industry. Elena will also study the evolution of clean indoor air policies in Mexico where in the past 18 months clean indoor air policies have been enacted at both the federal and state level.

Rebecca Schane, MD



Becky is a clinical research fellow in the Division of Pulmonary and Critical Care Medicine at UCSF and a second year fellow at the CTCRE. Becky earned her medical degree at the University of Michigan and completed her residency in Internal Medicine at UCSF. After a year working in private practice, she elected to pursue subspecialty training as a Pulmonary/Critical Care physician where her focus has become caring for patients with chronic obstructive lung disease, a tobacco-related illness. While completing her subspecialty training in pulmonary medicine, Becky simultaneously started her postdoctoral training as a CTCRE research fellow.

Becky's clinical interest in COPD has lead her to pursue a number of projects related to the ways in which clinicians can better identify and treat tobacco dependence. Becky has begun to study new populations of smokers, referred to as nondaily or “some day” smokers that have been under-recognized clinically but remain at risk for medical disease. In particular, she has written papers on the importance of identifying and treating nondaily smoking patterns—behaviors that may not be appropriately recognized using standard cessation models. Currently, she is writing a research grant that intends to study cessation strategies in nondaily smokers. She also plans to use her research to inform other clinicians about the characteristics of nondaily smokers as a contributing author to the American College of Chest Physicians National Treatment of Tobacco Dependence Tool Kit.

Using Tobacco Market Research to Reverse-Engineer Young Adult Tobacco Marketing

The tobacco industry has invested millions of dollars in sophisticated marketing research on young adults (ages 18-25), including aggressive product promotions at “adults only” venues, which are exempt from the youth advertising restrictions dictated by the Master Settlement agreement. This ongoing research project was borne out of the idea that successfully competing with tobacco industry promotions at bars, nightclubs, and casinos will prevent transitions to regular smoking among young adults.

Dr. Pamela Ling and her group of researchers developed and are in the process of evaluating a novel intervention geared toward young adult “hipster” bar and club-goers, a social brand called “Commune”, which represents a collective idea of being anti-corporate and supporting local artists, and promotes a smokefree lifestyle and smoking cessation, emphasizing strong smokefree aspirational identities and popularizing smokefree environments.

Since February 2008, Commune has been hosting monthly social events that feature local talent from the community, including DJ’s, fashion designers, and other artists relevant to the “hipster” scene. The anti-tobacco messages each month have been expressed progressively and in various mediums that speak to hipsters’ core values, which are largely anti-big industry and corporate deception. Commune promotes each event on the streets distributing flyers and posters, via the Commune MySpace page (myspace.com/communewednesdays) and on the Commune website (jointhecommune.com). Attendance and popularity of the events within the San Diego young adult hipster community is consistent and continues to grow.

Dr. Ling and her team have developed a tailored survey for the “during” and “post” campaign to measure exposure to the Commune brand, involvement with the brand, the brand’s place in the Hipster subculture, establishing its social authority, connecting the brand with a smokefree lifestyle, perceptions that peers and social leaders are smoking less, and their smoking behaviors.

Under the UCSF Tobacco Control Umbrella: Featured Publication

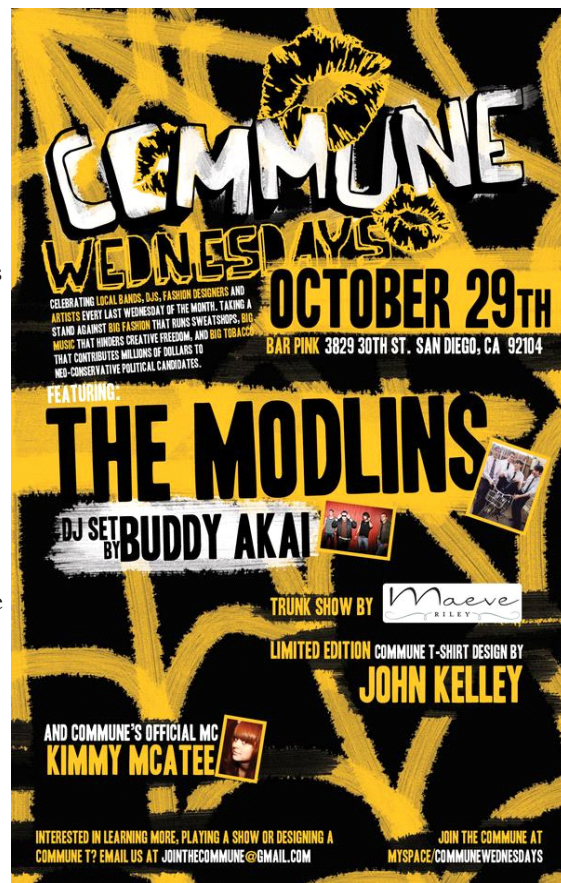
False Promises: The Tobacco Industry, “Low Tar” Cigarettes, and Older Smokers

Janine Cataldo, RN, PhD and Ruth Malone, RN, PhD, FAAN

Journal of the American Geriatric Society 2008 Aug 4. [Epub ahead of print]

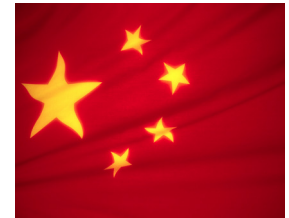
In an investigation of the role of the tobacco industry in marketing to older smokers and aging baby boomers, Dr. Janine Cataldo and Dr. Ruth Malone found that the tobacco companies aggressively targeted older smokers and tried to prevent them from quitting. “Low tar” cigarettes were developed in response to the health concerns of older smokers, despite industry knowledge that such products had no health advantage and did not help smokers quit. Through marketing “low tar” or “light” cigarettes to older smokers “at risk” of quitting, the industry contributes to the illusion that such cigarettes are safer, although “light” cigarettes may make it harder for addicted smokers to quit. Through targeted mailings of coupons and incentives, the industry discourages older smokers from quitting. Through rhetoric aimed at convincing addicted smokers that they alone are responsible for their smoking, the industry contributes to self-blame, a documented barrier to cessation. Educating practitioners, older smokers, and families about the tobacco industry’s influence may decrease the tendency to “blame the victim,” thereby enhancing the likelihood of older adults receiving tobacco addiction treatment. Comprehensive tobacco control measures must include a focus on older smokers.

“Low tar” cigarettes were developed in response to the health concerns of older smokers, despite industry knowledge that such products had no health advantage and did not help smokers quit.



Commune Flyer

Smoking Cessation Among Young Women in China



Together with colleagues at Peking Union Medical College and UCSF students Michael Ho and Karen Finch, Dr. Tom Novotny, International Program Director at the CTCRE, has collected information on susceptibility to smoking cessation among young women, ages 15-24 in China. This project started with a qualitative student research project in 2006, involving a small sample of young women in Beijing. A larger, population-based sample has been surveyed in six provinces, and data are now being prepared for analysis. In addition, a separate study focusing on young women who have migrated from rural to urban areas for work in the globalized Chinese economy has now been completed showing high smoking prevalence among these migrants who work in hotels, restaurants, and entertainment venues. These studies will help inform policy to prevent smoking in this particularly vulnerable group, whose prevalence of smoking has been historically very low. It represents an effort to prevent an epidemic of smoking-related diseases from beginning by heading off the opening of new markets and targeted recruitment efforts by the Chinese and multi-national tobacco companies. Data from this project will be reported by Dr. Shao-jun Ma of Peking Union Medical College at the upcoming World Conference on Tobacco Or Health.

Updates from the Library



The LTDL now includes 25,000 documents from the US Smokeless Tobacco Company, the largest manufacturer of moist snuff smokeless tobacco products in the US and producer of the well-known brands, Skoal and Copenhagen. Learn more about the product tobacco companies are starting to heavily market in response to the increase in smoke-free venues.

The British American Tobacco document database was recently merged with the LTDL. Now you can search through almost 1.5 million documents from this hundred-year-old tobacco company with world-wide operations. BAT sells cigarettes in countries in Asia, Africa, South and Central America, and Europe, particularly in those from the former British empire.

In addition, the multimedia collection now includes more than 950 audio and video tapes available for immediate listening/viewing on the Internet Archive (http://www.archive.org/details/tobaccoarchives_audio & <http://www.archive.org/details/tobaccoarchives>). Watch old television commercials, focus groups of smokers, government hearings, pseudoscience reports and in-house promotional videos. This resource is especially useful with students. View a sample of the videos by clicking the “videos” link from the LTDL home page.

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>).

Smokefree Movies: Big Tobacco bought Golden Age Hollywood

Tobacco companies paid Hollywood stars to endorse cigarette brands and linked their brands to smoking in movies through mass advertising campaigns from 1927 to 1951, reports a CTCRE-led team in this September’s *Tobacco Control*.

Lead author Kristen Lum uncovered scores of endorsement agreements with Clark Gable, Spencer Tracy, Joan Crawford, Claudette Colbert and other stars, worth up to \$75,000 a year in 2008 dollars, in the digital Legacy Tobacco Documents Library. Period tobacco ads, many collected by Robert Jackler, MD, of Stanford, plugged the stars, their studios and their latest films.

While two-thirds of top stars from the late 1930s through the 1940s — many with iconic smoking scenes in classic films — were found to be on Big Tobacco’s payroll, the major studios that controlled the stars’ contracts benefited directly from the massive national ad campaigns paid for by tobacco companies.

This research, combined with the documented history of product placement in the 1970s, 1980s and 1990s, shows that Big Tobacco has exploited films in five of the eight decades since the first talking picture premiered. Widely endorsed solutions include R-rating future movies with smoking.

Download the paper, “Signed, Sealed and Delivered,” at: www.smokefreemovies.ucsf.edu/earlyhollywood.



At MGM in 1930s, Joan Crawford pushed Old Gold and Lucky Strike; at Warner Bros. in 1940s, Raleigh and Chesterfield.

“The major studios that controlled the stars’ contracts benefited directly from the massive ...ad campaigns paid for by tobacco companies.”

CTCRE/UCSF Presentations at APHA Conference

UCSF Center for Tobacco Control Research and Education

Center for Tobacco Control Research and Education
530 Parnassus Avenue, Suite 366
San Francisco, CA 94143

Phone: 415-502-6341
Fax: 415-514-9345
Email: jenni.alexander@ucsf.edu

We're on the Web!
www.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 for more information.

Monday, October 27, 2008

Session time	Presenter	Title	Session ID
12:30-2 PM	Pamela Ling, MD, MPH Medicine	Using psychographic segmentation to target risk behavior interventions: A case study of San Diego young adults	3242.0
2:30-4 PM	Stanton A. Glantz, PhD Medicine	Tobacco Trade Policy and Health	3361.0
Poster 4:30-5:30 PM	Catherine Saucedo, BA Smoking Cessation Leadership Center	Performance partnership as a model to develop cessation strategies for people with diabetes who smoke	3366.0
Poster 4:30-5:30 PM	Elizabeth Smith, PhD Social and Behavioral Sciences	Tobacco industry sponsorship of arts organizations	3371.0
Poster 4:30-5:30 PM	Janice Y. Tsoh, PhD Psychiatry	Factors associating with the desires to use smoking cessation medications among Chinese Americans	3371.0

Tuesday, October 28, 2008

8:30-10 AM	Pamela Ling, MD, MPH Medicine	Session intro: Moving Targets: How tobacco industry marketing strategies are evolving	4001.0
8:30-10 AM	Adrienne Mejia, MPH CTCRE	From Timberline to Camel Snus: RJ Reynolds' smokeless tobacco marketing strategies	4001.0
8:30-10 AM	Daniel Cortese, PhD CTCRE	Marketing Cigarettes and Snus to Upwardly Mobile Young Adults	4001.0
8:30-10 AM	Yogi Hendlin, MSc CTCRE	Understanding the Culture of Cool: Advertising Camel Cigarettes to Hipsters	4001.0
12:30-2 PM	Adrienne Mejia, MPH CTCRE	Smokeless tobacco temptations: RJ Reynolds and Philip Morris's Interests in entering the smokeless tobacco market	4153.0
2:30-4:00 PM	Elizabeth Smith, PhD Social and Behavioral Sciences	War as a marketing opportunity: The tobacco industry and the U.S. military	4242.0
4:30-6:00 PM	Patricia A. McDaniel, PhD Social and Behavioral Sciences	'As responsible and trustworthy as any tobacco company can be': Credibility, corporate social responsibility, and the tobacco industry	4336.0
4:30-6:00 PM	Joshua Yang, PhD CTCRE	Meeting or shaping its social contract? Philip Morris's societal alignment strategy	4336.0
4:30-6:00 PM	Ruth Malone, RN, PhD Social and Behavioral Sciences	Corporate Philanthropy, lobbying, and public health policy	4336.0
4:30-6:00 PM	Laura Tesler, PhD CTCRE	Big Tobacco's "other" philanthropy: Think tanks, policy institutions and religious organizations	4336.0
4:30-6:00 PM	Dorie E. Apollonio, PhD Clinical Pharmacy	Philip Morris's youth smoking prevention programs: CSR as a strategy to forestall regulation	4336.0

Wednesday, October 29, 2008

12:30-2:00 PM	Elizabeth Smith, PhD Social and Behavioral Sciences	"Health" at any cost: Popular press comparison of the risks of obesity and tobacco use	5141.0
Poster 8:30-9:30 AM	Hadii Mamudu, PhD CTCRE	International Trade and Public Health: Trade vs. Tobacco Control during the Framework Convention on Tobacco Control Negotiation	5027.0