

Current Happenings...

Volume 1, Issue 5

Summer 2009

Quick Links:

Home Page:

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Legacy Tobacco Documents:

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

British American Tobacco Documents:

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Smoke Free Movies:

www.smokefreemovies.ucsf.edu

Nightingales:

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

Inside this issue:

Tobacco Center Faculty Awards	2
Training Next Leaders in Tobacco Control Advocacy	2
Featured Publication	2
LTDL Announcements	3
Educational Seminars	3
Smokefree Movies	3
CTCRE/UCSF Presentations at NCTOH 2009	4

New and Familiar Faces

Quan Gan, PhD



Born and raised in China, Quan Gan completed his undergraduate study in Environmental Science at Nankai University before coming to the United States for his graduate study. He received his doctoral degree from the School of Public Health at UC Berkeley in 2007.

Quan is interested in a number of issues related to tobacco control in China. His past research focused on the health cost of passive smoking in China and the effectiveness of smoke-free policies in lowering secondhand smoke exposure.

His most recent research involves measuring nicotine and carcinogen intakes of smokers using low-tar and herbal cigarettes in China. By comparing the levels of intakes with those observed among regular smokers, he plans to examine the validity of the Chinese tobacco industry's "less harm, low tar" campaign. In a separate project, Quan is investigating the extent of involvement of the Chinese tobacco industry in university research in China. By publicizing the findings, he plans to raise the ethical question in China of whether universities and research institutions should accept funding from the tobacco industry.

Joshua Yang, PhD, MPH



Joshua Yang received his training in public health from the UCLA School of Public Health. In his dissertation, Josh examined the development of the ethnic-specific health infrastructure serving the Chinese immigration in Chinatown. He has also worked as a Senior Researcher at the UCLA Center for Health Policy Research where he conducted local and statewide evaluation research.

As a fellow at the Center for Tobacco Control Research and Education, Josh has worked with Ruth Malone on tobacco industry corporate social responsibility and Tom Novotny on federal tobacco control policy research. With Ruth Malone, he published a paper in the December 2008 issue of *Tobacco Control* titled, "Working to shape what society's expectation of us should be": Philip Morris' societal alignment strategy". His most recent work with Tom Novotny titled "Beyond FDA regulation: Policy coherence in US tobacco control" was published in *PLoS Medicine* in May. He is currently conducting work on corporate responsibility and international health policy.

Maciej Goniewicz, PhD



Maciej Goniewicz is a pharmacist who obtained his doctorate at the Medical University of Silesia in Poland (SUM). At the University, he gained five years of experience in tobacco control. Prior to starting the fellowship program at the Center for Tobacco Control Research and Education, Maciej worked as a researcher and teacher at the School of Pharmacy and Laboratory Medicine at SUM.

Maciej has formulated a research program at the Center for Tobacco Control Research and Education identifying biomarkers. The biomarkers Maciej studies are tobacco-specific elements which indicate the harm of exposure to tobacco smoke. Maciej is studying the ratio of specific tobacco elements in urine, to determine the source of exposure. This ratio can easily discriminate active from passive smoking and was found to be lower in occasional smokers compared to daily smokers. In addition, Maciej studies the important economic relationship between the tobacco industry and pharmacies. He has identified and described various promotional and marketing tools to promote the close economic relationship between the two.

Tobacco Center Faculty Members Awarded

Congratulations to the following Tobacco Center faculty for their recent awards!

Dorie Apollonio, Assistant Adjunct Professor in Clinical Pharmacology

- *Regulation & Governance*, a journal devoted to the study of regulation and governance by political scientists, lawyers, historians, anthropologists, and economists, named *Wheat from Chaff*, an article Dr. Apollonio co-authored, as the best article published in the 2007-2008 volumes of the journal.
- 2008 Dean's Recognition for Excellence in Teaching Award; UCSF School of Pharmacy

Lisa Bero, Professor of Clinical Pharmacy and Institute for Health Policy Studies

- Academic Senate's Distinction in Mentoring Award; UCSF

Stanton Glantz, Professor of Medicine, American Legacy Distinguished Professor in Tobacco Control, Director, Center for Tobacco Control Research and Education

- Luther L. Terry Award for Exemplary Leadership in Tobacco Control. Distinguished Career Award.

Rita Redberg, Professor of Clinical Medicine

- UCSF Pathways 2009 Mentoring Award
- The American Heart Association's 2009 Go Red for Women Award



Redberg, honored by the Heart Association, has worked tirelessly to advance the cause of preventing and treating heart disease in women both locally and nationally.

Training the Next Leaders in Tobacco Control Advocacy

On Saturday, May 9th, the CTCRE held its 6th annual Tobacco Documents Workshop for community leaders. Participants learned through hands-on, guided searches of the Legacy Tobacco Documents Library and other documents databases and presentations from top tobacco documents researchers and advocates how the tobacco documents serve as a crucial resource for public health advocates. The presenters showed the attendees how to use the documents to develop effective programs to prevent and reduce tobacco use in their own communities. Dr. Stanton Glantz, Professor of Medicine, American Legacy Foundation Distinguished Professor in Tobacco Control, and Director of the Center for Tobacco Control Research and Education gave the lunchtime address and spoke of the past, the present, and the future of tobacco control, including the strengths and flaws of the current proposed FDA legislation of tobacco products. The workshop was very well received. As one attendee noted afterwards, "I learned how to better generate buzz in my community regarding tobacco. Thank you for the highly informative workshop. Do it again and again!"

Under the UCSF Tobacco Control Umbrella: Featured Study

Hypnosis for Smoking Cessation: A Randomized Trial

Timothy P. Carmody, Carol L. Duncan, Joel A. Simon, Sharon Solkowitz, Joy Huggins, Sharon Lee and Kevin Delucchi

The purpose of this study was to determine whether hypnosis would be more effective in helping smokers quit than standard behavioral counseling when both interventions are combined with nicotine patches. A total of 286 current smokers were enrolled in a randomized controlled smoking cessation trial at the San Francisco Veterans Affairs Medical Center. Participants in both treatment conditions were seen for two 60-minute sessions, and received three follow-up phone calls and two months of patches. If subjects reported not smoking at the 6 and 12 month follow-ups, their smoking status was verified by asking their spouses or roommates if they had quit or by having them send in saliva samples to be tested for cotinine, a break-down product of nicotine. At 6 months, 29% of the hypnosis group reported being off cigarettes for at least 7 days compared with 23% of the behavioral counseling group. After verification, 26% of the hypnosis group were confirmed to be off at 6 months compared with 18% of the behavioral group. At 12 months, 24% for the hypnosis group and 16% for the behavioral group reported that they had been off cigarettes for at least 7 days. With verification, 20% of the hypnosis group were shown to be abstinent at 12 months compared with 14% of the behavioral group. Among participants with a history of depression, significantly more of the subjects who were in the hypnosis group were off cigarettes both at the 6 and the 12-month follow-ups. It was concluded that hypnosis combined with nicotine patches compares favorably with standard behavioral counseling in generating long-term quit rates.

"Hypnosis combined with nicotine patches compares favorably with standard behavioral counseling in generating long-term quit rates."

The Legacy Tobacco Documents Library now contains 10,085,872 documents! The newest additions to the LTDL include:

- 114 U.S. Smokeless Tobacco Company (USSTC) videos to the Multimedia Collection. USSTC is a leading manufacturer of smokeless tobacco products including Skoal and Copenhagen now owned by Altria. The 114 new videos are from the 1970s and '80s and include numerous commercials featuring country and southern rock musician Charlie Daniels and baseball hall of famer Carlton Fisk. USSTC was an active sponsor of NASCAR, the Skoal Bandit team, Winston Cup winner Harry Gant and the Copenhagen-Skoal Rodeo Superstars Championship. To find these videos on LTDL, search the Multimedia collection for "[origin: us smokeless tobacco](#)". Highlights from these videos can also be seen on YouTube: <http://www.youtube.com/user/ltdlmultimedia>.
- 7,643 previously privileged or protected documents from RJ Reynolds that were subpoenaed and made available by Congressman Thomas Bliley. To find these documents, search the RJR collection for "[speccoll:Bliley ddu:20090423](#)"
- 12,443 British American Tobacco Company documents, which is the final addition to this collection that illustrates how BAT operated in countries all over the world. To find these documents search the BAT collection for "[ddu:20090402](#)."

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>).

Recent and Upcoming Educational Seminars at CTCRE

Neal L. Benowitz, MD: "Tobacco Products and Biomarkers of Tobacco Exposure" on the human pharmacology of nicotine and that of nicotine addiction in particular.

Sharon Eubanks, JD: "Practical Aspects of the FDA Legislation from a Former Federal Litigator" on current legislation on tobacco regulation by the Food and Drug Administration (FDA). The morning of Sharon Eubanks's seminar, the DC court upheld the groundbreaking ruling in a federal RICO case against several tobacco industry giants. Sharon Eubanks served as the lead prosecuting attorney on this case.

Dorie Apollonio, PhD: "Forestalling Regulation through Tobacco Industry-Sponsored Youth Smoking Prevention Programs" on recent tobacco industry "smoking prevention" efforts used for public relations purposes.

Margaret Walsh, EdD: "Translating Tobacco Treatment Guidelines into Dental Settings" on the efficacy of training intensity and third party reimbursement on general dentists' attitudes, and assessment/treatment behaviors related to patients' tobacco use.



Sharon Eubanks and Stan Glantz are collaborating on a book together, titled "Continuing Bad Acts."

Groundbreaking WHO Report on Smoking in the Movies

"The world just changed for kid-rated films with smoking." The headline on the latest Smokefree Movies ad in entertainment journal *Variety* announced the publication of a new global report by the World Health Organization (WHO). This report details the four smokefree movie policies — including an adult-rating ("R" in the United States) for future films with smoking.

The release of WHO's report follows an important BreatheCalifornia/UCSF analysis. This analysis of the film industry's "placebo" tobacco rating policy was announced in Las Vegas two years ago. As health experts warned at the time, the film industry's rating administration has added tobacco labels ("descriptors") to just 12 percent of youth-rated movies with smoking given national release. The major studios that belong to the Motion Picture Association of America, which runs the rating system, get off lightly too compared to the independent studios. Vague pledges to "consider" smoking in ratings mean that films will be "PR" rated, not "R" rated.

As policymakers around the world take note of the WHO report on smokefree movie remedies, the global marketability of Hollywood movies with smoking, rated for kids in the US, appears in question. Film projects now in pre-production can be "future-proofed," as the SFM ad in *Variety* points out, if studios simply eliminate smoking in movies rated G, PG and PG-13.

"The world just changed for kid-rated films with smoking."

CTCRE/UCSF Presentations at NCTOH 2009 (Partial List)

Wednesday, June 10, 2009

UCSF Center for Tobacco Control Research and Education

Center for Tobacco Control Research and Education
530 Parnassus Avenue, Suite 366
San Francisco, CA 94143-1390

Phone: 415-476-4683
Fax: 415-514-9345
Email: karen.williams@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.

Session time	Presenter	Title	Session ID
Poster 11:00— 12:00 AM	Janice Y. Tsoh, PhD Psychiatry Vivian Wang, BA Psychiatry Andrew Wen, MD Pediatrics	Recruiting Chinese Americans to a Smoking Reduction and Cessation Research Program: Who Came Through	Poster Session 1
Poster 2:30— 3:30 PM	Janice Y. Tsoh, PhD Psychiatry Candice Wong, MD, MPH, PhD, Nursing	Smokefree Home/Work Policy Enforcement, Not Prevalence, Differ in Asian American Women by Education	Poster Session 2
Poster 2:30— 3:30 PM	Richard Barnes, JD CTCRE Stanton Glantz, PhD Medicine	Enacting Tobacco Taxes by Direct Popular Vote: Lessons from 20 Years of Experience	Poster Session 2
3:30— 5:00 PM	Pamela Ling, MD, MPH, Medicine	Tobacco Marketing: Where Have All the Billboards Gone?	INDUSTRY 313
3:30— 5:00 PM	Naphthali Offen, BS, Social and Behavioral Sciences Valerie Yerger, MA, ND, Social and Behavioral Sciences	Using Tobacco Industry Documents to Promote Advocacy and Other Tobacco Control Efforts at the Community Level	TCM 322

Thursday, June 11, 2009

8:30— 10:00AM	Stanton Glantz, PhD Medicine	Eliminating the Tobacco Industry's Influence on Academic Research	INDUSTRY 347
8:30— 10:00AM	Stanton Glantz, PhD Medicine	Smokefree Policies in Argentina: The Successful Case of the Province of Santa Fe	INTERNATIONAL - 349
8:30— 10:00 AM	Steven Schroeder, MD, Medicine	Time for a Change: Advocating for Comprehensive Tobacco Cessation Programs	POLI 418
10:00— 11:00 AM	Janice Tsoh, PhD Psychiatry Vivian Wang, BA Psychiatry Andrew Wen, MD Pediatrics	Effectiveness of Media Recruitment for Chinese American Smoking Cessation Project	Poster Session 3
10:00— 11:00 AM	Pamela Ling, MD, MPH, Medicine	Social Branding to Prevent LGBT Smoking	D&D 371
11:00— 12:30 PM	Stanton Glantz, PhD Medicine	Can Smoke-Free Laws Reduce Heart Attacks? Implications of the Emerging Science	PLENARY 102
1:30— 3:00 PM	Steven Schroeder, MD, Medicine	Walking the Talk: Creating Tobacco-Free Health and Psychiatric Settings	POLI 386
1:30— 3:00 PM	Janice Tsoh, PhD Psychiatry	Developing a Secondhand Smoke Counseling Intervention for Chinese American Smokers and Nonsmokers	D&D 372
1:30— 3:00 PM	Michael Waters, Nursing Valerie Yerger, MA, ND, Social and Behavioral Sciences	African Americans: NRT or Complementary/Alternative Medicine for Tobacco Cessation	CESS 366
3:30— 5:00 PM	Pamela Ling, MD, MPH, Medicine	Smokeless Tobacco—What Are the Right Questions?	SP 207

Friday, June 12, 2009

10:30— 12:00 PM	Connie Revel, MA SCLC Catherine Saucedo, BA, SCLC Steven Schroeder, MD, Medicine	Tobacco Free for Recovery: The Substance Abuse and Mental Health Services Administration 100 Pioneers for Smoking Cessation Campaign	CESS 398
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