

# Current Happenings . . .

Volume 2, Issue 6

Fall 2009

*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:**

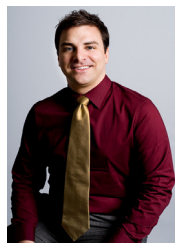
<http://www.nightingalesnurses.org/home.html>

*Inside this issue:*

UCSF/UC Hastings Symposium	2
It's About a Billion Lives—Keynote Speaker, WHO Director Dr. Douglas Betcher	2
Featured Publication	2
LTDL Announcements	3
Naphtali Offen - Unsung Hero	3
One New Fellow's Research	3
CTCRE/UCSF Presentations at APHA 2009	4

## Fellowship Alumni – Making Waves Around the Globe

### Daniel Cortese, PhD



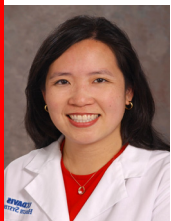
During Danny's time at the CTCRE from 2006 to 2008, he collaborated with Dr. Pamela Ling and Dr. M. Jane Lewis on a project analyzing tobacco industry-produced lifestyle magazines. In their research, Dr. Cortese, Ling and Lewis sought to understand the motives behind producing these magazines and the role they played in tobacco marketing strategies to young adults. Danny is currently an Assistant Professor at Governors State University in Illinois. He's completing an article analyzing the previously secret tobacco industry documents and is also developing a book manuscript on how other industries have co-opted tobacco industry marketing tactics.

### Nick Schneider, MD



During his fellowship in 2007, Nick developed a study on smoking cessation for tuberculosis patients, a study which is currently being performed in Rio de Janeiro, Brazil. Nick currently works as a science manager at the German Cancer Research Center in the WHO Collaborating Center for Tobacco Control in Heidelberg, Germany. There, he coordinates the German participation in the development of international guidelines under the Framework Convention on Tobacco Control (FCTC), namely Article 12 (education, communication, training and public awareness) and the Article 14 Working Group focusing on cessation. He works in close collaboration with the German Ministry of Health, the Convention Secretariat, the WHO-Tobacco Free Initiative and civil society. Nick also serves in the Scientific Advisory Board of the EU Campaign "Help: For a life without tobacco" ([www.help-eu.com](http://www.help-eu.com)).

### Elisa Tong, MD



As a fellow at the Center from 1998 to 2000, Elisa analyzed the internal tobacco industry documents and studied how they subverted scientific research on second-hand smoke, lung cancer, cardiovascular disease, and children's health. Currently, Elisa is an Assistant Professor of Medicine at the University of California, Davis Medical Center in Sacramento. In 2007, she was a co-recipient of the American Legacy Foundation's Sybil G. Jacobs award for Outstanding Use of the Tobacco Industry Documents. Currently, her research focuses on industry scientific issues, tobacco user behavior and cessation, and Asian populations.

In addition, an article which alumna **Dorie Apollonio, PhD** published in *Regulation and Governance* in 2008 won a best paper award in 2009. Alumnus **Rijo John, PhD** received the "2008 Young Scholar Award" from the International Society of Addiction Journal Editors and the World Health Organization. At the American Cancer Society's home office in Atlanta, Rijo conducts research on tobacco control issues in developing countries, focusing mostly on Asian countries. As a fellow, **Patricia McDaniel, PhD** initially focused on tobacco industry environmental issues. She is now investigating tobacco industry corporate social responsibility initiatives and their implications for tobacco control. Former fellow **Josh Yang, PhD** is an Assistant Professor at California State University, Fullerton. Josh is working on one project, among several, examining tobacco industry activities in Pakistan. This is only a partial list of the extensive activities of the Center's alumni, who continue to make waves around the world.

## Joint UCSF/UC Hastings Summit Presents Report to the US Federal Drug Administration

On August 28th, the UCSF/UC Hastings Consortium on Law, Science & Health Policy and the Hastings Science and Technology Journal sponsored a consortium at UC Hastings. The conference represented a unique opportunity for tobacco control professionals to provide expert advice to the US Federal Drug Administration (FDA). On June 22nd, President Barack Obama signed the Family Smoking Prevention and Tobacco Control Act of 2009. This Act gives significant regulatory power over tobacco products to the FDA. The FDA had issued a "Request for Comments", asking the public to submit advisory comments "that will inform strategies to protect the public health as we implement this new authority." The FDA sought guidance on the approaches and actions it should take initially to "increase the likelihood of reducing the incidence and prevalence of tobacco product use and protecting the public health."

The conference was organized into four, hour-long panels of experts. The panels covered these four topics: federal, state and local government collaboration; regulation of the marketing and sale of tobacco products; smoking cessation and addiction; and tobacco use prevention. The conference, held in a roundtable format to facilitate audience input, yielded an extensive report from each of the panels. Center faculty member Richard Barnes will edit the four written reports before submitting the conference proceedings to the FDA.

### Dr. Douglas Bettcher to Speak at "Billion Lives"

Recently, the Center was honored to have Douglas Bettcher, MD, PhD accept an invitation to serve as keynote speaker at its upcoming symposium. The symposium is titled "It's About a Billion Lives: Advances in Tobacco Control – Celebrating Tobacco Research and Education at UCSF100

It will take place on Friday, February 12, 2010 from 8 a.m. to 12:30 p.m. in the Health Sciences West building, on the Parnassus campus. The Center hosts this annual summit which celebrates the diverse tobacco control efforts at UCSF. Dr. Bettcher is the Director of the World Health Organization (WHO's) Tobacco-Free Initiative. He has been a tireless advocate for the WHO's Framework Convention on Tobacco Control (FCTC), which was the first health treaty negotiated under the auspices of the WHO. The FCTC was entered into force in 2005, and is one of the most widely embraced treaties in United Nations history. In addition to the speech by Dr. Bettcher, the symposium will feature presentations by UCSF faculty and fellows, a poster session displaying the breadth of tobacco research at UCSF, and a closing speech by Chancellor Susan Desmond-Hellmann, MD, MPH.

For more information about the symposium, please contact Jennifer Lau at (415) 502-6341.

### Under the UCSF Tobacco Control Umbrella: Featured Publication

**Resisting tempting foods and smoking behavior: Implications from a self-control theory perspective.**

**Dikla Shmueli, PhD and Jodi Prochaska, PhD**

*Health Psychology*. Vol. 28(3), May 2009, 300-306.

An exciting new study illuminates the relationship between self-control and smoking cessation. In the study, researchers for Dr. Dikla Shmueli (fellowship alumna) and Dr. Jodi Prochaska (Center faculty) told participants that they were studying dietary self-control. The researchers randomly assigned 97 smokers to two groups: one exposed to tempting sweets (i.e. brownies and cookies) and the other exposed to vegetables (i.e. radishes and broccoli). Experimenters had each of the participants sit at a table with the food for five minutes and did not allow him or her to eat anything from the plate. Experimenters then gave each of the participants a 10-minute recess. After the recess, the experimenters sampled the carbon monoxide levels in the participants' breath. Participants also answered whether or not they had smoked during the break. The experimenters found that participants who had resisted sweets were slightly more likely to smoke during the break (53%) than those who had resisted vegetables (34%). Dr.'s Shmueli and Prochaska's innovative study shows the difficulty of undertaking smoking cessation programs and dietary changes at the same time. It also suggests that individuals should not try to change too many health behaviors simultaneously.



*Douglas Bettcher, MD, PhD, Director of the World Health Organization's Tobacco-Free Initiative, will deliver the keynote speech at this year's "Billion Lives" Symposium.*

*Dr.'s Prochaska and Shmueli conclude that individuals (such as smokers trying to quit) should not try to change too many health behaviors at once.*

The Legacy Tobacco Documents Library (LTDL) has a new collection of documents available to explore - the Research Collections. These are smaller collections of industry documents that were gathered by individuals and/or organizations during the course of specific research or litigation.

The LTDL has also acquired the following individual research collections from Tobacco Documents Online (TDO) and will be adding more collections in the near future:

- Ness Motley Collection - 36,108 documents
- Product Design - 9,550 documents
- Potentially Reduced Exposure Products (PREPs) - 909 documents
- Industry-Provided Depositions - 2,249 documents

Please access [http://legacy.library.ucsf.edu/about/about\\_research\\_collections.jsp](http://legacy.library.ucsf.edu/about/about_research_collections.jsp) for more information on these new collections.

*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>).*

## Naphtali Offen, the Center's "Unsung Hero"

Congratulations to Naphtali Offen on receiving the American Lung Association (ALA) C. Everett Koop Unsung Hero Award. The ALA presented the award to Naphtali in recognition of his decades-long fight against the tobacco industry. Offen received the award at an ALA banquet at the Doubletree Hotel Mission Valley in San Diego on June 26.

Naphtali is a UCSF tobacco documents researcher and also the president of the Coalition of Lavender-Americans on Smoking and Health (CLASH). In 1991, he co-founded CLASH, with Gloria Soliz, to call attention to the devastation that tobacco wreaks on the lesbian, gay, bisexual and transgender (LGBT) community. Naphtali also seeks to educate the LGBT community on the motives behind pervasive tobacco industry sponsorship of community events and groups, especially those that provide AIDS- and health-related services to the LGBT community. Naphtali's research illuminates how tobacco companies like Philip Morris target the LGBT community under the guise of philanthropy. As Naphtali states, "Tobacco is one of the leading preventable causes of death among LGBT's, if not *the* leading cause. I'm delighted that many LGBT elected officials and leaders of our community's organizations have signed CLASH's statement vowing not to accept money from the tobacco industry. They understand that LGBT's smoke twice as much as the general population; they see through the tobacco industry's pretense at friendship; and they hold the industry responsible for the toll on the community."



*Naphtali Offen seeks to clarify the motives behind tobacco industry sponsorship of lesbian, gay, bisexual and transgender (LGBT) commu-*

## New Fellow Jumps in with Both Feet

Mariaelena Gonzalez is a first year post-doctoral fellow who received her PhD in Sociology from Stanford University. She has extensive experience as a research assistant and a teaching fellow/lecturer at Stanford. As a research assistant, she concentrated on factors that increase and decrease, access to medical school and PhD programs for under-represented minority students. While at the CTCRE, Mariaelena Gonzalez, PhD will focus on the formation and implementation of the World Health Organization's Framework Convention for Tobacco Control (FCTC). Specifically, Mariaelena is researching the various attempts to block the FCTC guidelines on advertising and smoke-free public places. She is also tracking the movement to include children's testimony in public hearings of FCTC-related bills, and arguments over how and why these stakeholders should be included in the debate over tobacco legislation. Her current research in the Legacy Tobacco Documents Library is uncovering how the tobacco industry conceived of the international tobacco control movement during the industry's attempts to block approval of the FCTC. By understanding the lenses through which the various tobacco companies viewed the tobacco control movement, we can better understand the motives behind their proposed FCTC alternatives, such as Project Sunrise, and their corporate social responsibility movements. Because of the increasing visibility of comprehensive and deceptive public relations campaigns such as Project Sunrise, Mariaelena's research has particular resonance for understanding tobacco company motives.

*Mariaelena Gonzalez is researching the decision-making framework behind the tobacco companies' comprehensive and deceptive public relations campaigns.*

**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](http://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](mailto:karen.williams@ucsf.edu) for more information.*

**CTCRE/UCSF Presentations at APHA 2009 (Partial List)**

**Monday, November 9, 2009**

Session time	Presenter	Title	Session ID
10:30 AM — 12:00 PM	Ruth Malone, RN, PhD, FAAN	Fighting the IRB in Community-Based Participatory Research: A Case Study	3157.0
10:30 AM — 12:00 PM	Pamela Ling, MD, MPH, Medicine Moderator & Presenter	Under the Radar: Exposing and Countering Tobacco Marketing Strategies: Counter-Engineering Tobacco Marketing Strategies Targeting Young Adult Hipsters	3095.0
12:30 — 2:00 PM	Elizabeth Smith, PhD, Department of Social & Behavioral Sciences	Tobacco Industry and Smoker Attitudes Toward Cigarette Butt Litter	3191.0
12:30 — 2:00 PM	Richard Barnes, JD	Regulating the Disposal of Tobacco Butts as Toxic Hazardous Waste: Replicate Other Hazardous Waste Disposal Protocols or Create a New One?	3191.0
4:30 — 5:30 PM	Janice Tsoh, PhD, Psychiatry Stephen McPhee, Medicine	Tobacco, AI/AN and Asian Pacific Islander Communities: Smoking Prevalence and Factors Associated with Smoking Status among Young Vietnamese Males	Poster Session 3371.0
4:30 — 5:30 PM	Margaret M. Walsh, MS, EdD, Dentistry	Dentists' Tobacco Control Attitudes, Behaviors and Barriers	Poster Session 3369.0
4:30 — 6:00 PM	Robert A. Hiatt, MD, PhD, Comprehensive Cancer Center	From Community Participation Research to Dissemination	3411.0

**Tuesday, November 10, 2009**

10:30 AM — 12:00 PM	Eliseo J. Perez-Stable, MD, Medicine	Using California Health Interview Survey to Understand Self-Rated Health among South Asians Residing in California	4088.0
12:30 — 1:30 PM	Judith J. Prochaska, PhD, MPH, Psychiatry Dikla Shmueli, PhD, Psychiatry	Effect of Positive Emotion on Cigarette Smoking Following Self-Control Depletion	Poster Session 4146.0
12:30 — 1:30 PM	Margaret M. Walsh, MS, EdD, Dentistry	Translating Tobacco Treatment Guidelines Into Dental Settings	Poster Session 4148.0
2:30 — 4:00 PM	Wendy Max, PhD, Nursing	Estimating the Economic Burden of Second-Hand Smoke Exposure	4255.0
4:30 — 6:00 PM	Pamela Ling, MD, MPH, Medicine	Booze and Butts: Alcohol Imagery in Young Adult Tobacco Lifestyle Advertising	4348.0

**Wednesday, November 11, 2009**

12:30 — 2:00 PM	Judith J. Prochaska, PhD, MPH, Psychiatry Sharon Hall, MD, Psychiatry Stephen Hall, MD, Psychiatry	Predictors of Subjective Social Status Among Smokers with Serious Mental Illness	5139.0
-----------------	--	--	--------