

Current Happenings...

Volume 5, Issue 1

Fall 2014

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Home Page:

www.tobacco.ucsf.edu

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

Smoking Cessation Leadership Center:

www.smokingcessationleadership.ucsf.edu/

Smoke Free Movies:

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Fontana Tobacco Treatment:

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Apply Now for the 4
2015-2016 Postdoc
Fellowship Program!

Please Welcome Our 2014 Postdoctoral Tobacco Control Research Fellows

Six new postdoctoral research fellows joined the UCSF Center for Tobacco Control Research and Education (CTCRE) in 2014. Their interests range from behavioral neuroscience to political science and policy development. After two years of cohorts that did not include international candidates, this year we have one fellow from Germany and another from the Netherlands. Most of our postdocs have already been published, some even in familiar journals such as *Nicotine & Tobacco Research* and *Tobacco Control*. Please read the following bio summaries, introducing our first year fellows:



Noah Gubner, PhD completed his graduate studies in the Department of Behavioral Neuroscience at Oregon Health & Science University in Portland, OR. For his dissertation research, Noah utilized behavioral and genetic animal models that are well established for alcohol research to study the combined effects of nicotine and alcohol on reward and neuroadaptation, with the goal of understanding why these two drugs share such a high rate of co-abuse. Another aspect of drug addiction research in which he has a great interest is treatment. The second part of his dissertation used preclinical mouse models to further evaluate the smoking cessation aid varenicline as a potential pharmacological treatment for alcohol dependence. During his graduate career he received a Ruth L. Kirschstein National Research Service Award (NRSA) from NIAAA, a Dissertation Research Award from the American Psychological Association, and a local OHSU Tartar Trust Fellowship award.



Andrew Kelly, PhD received his PhD in Political Science from Northwestern University in 2012. His work is in the areas of Comparative Politics and American Political Development, with a focus on institutional and policy development. His dissertation explored the political origins of American scientific capacity in the nineteenth- and early twentieth-century. After completing his PhD, he spent two years at UC Berkeley as a Robert Wood Johnson Health Policy Research Scholar. His work there examined the policy and political development of Medicare Managed care. As a CTCRE fellow, he is interested in studying the causes of the widespread and consistent underinvestment in tobacco control policy in the United States. This project will also aim to understand the policy and political reasons underlying the de-prioritization of tobacco control policy across the states.



Margarete Kulik, PhD is a native of Germany, but considers herself Dutch at heart having spent many years in the Netherlands since college. Since submitting her dissertation a year ago she has been a postdoctoral researcher at the Department of Public Health of the Erasmus University Medical Center Rotterdam in the Netherlands. Prior to this appointment she was a researcher at the same department playing a key role in two European research projects which had the goal of developing and applying innovative quantification tools to assess the impact of policies and interventions on risk factor prevalence and on health and inequalities across Europe. Her work on the particular applications to smoking resulted in her doctoral thesis entitled “Smoking and Inequalities: Quantifying Policies and Interventions”, which was supervised by Prof. Johan P. Mackenbach. Margarete also holds a

SAVE THE DATE: “It’s About A Billion Lives” Symposium: Jan 30, 2015

8:30—12:00PM

Keynote Speaker: Robin Koval, President, American Legacy Foundation

MSc in Economics from Maastricht University, the Netherlands and an MA in Demography from the University of California, Berkeley. While at the CTCRE she is planning to expand her research interests in comparative studies of tobacco control effectiveness and of how inequalities can be reduced in outcomes related to smoking to the US state level context. She is excited to be back in the Bay Area and very much looking forward to working in such a vibrant tobacco control environment.



Kathryn Ross, PhD graduated in May with a PhD in Behavior, Cognition, and Neuroscience from American University in Washington, D.C. Her research has focused on investigating factors that influence smoking behavior. For her thesis and dissertation projects she focused on cognitive factors; i.e. when smokers believe they can smoke next, as well as behavioral factors; i.e. smoking topography, that impact smoking motivation. She hopes to extend this research at the CTCRE. Specifically, she is interested in looking at how smoking metabolism influences smoking behavior as well as if these cognitive, behavioral, and physiological factors that affect smoking motivation extend to e-cigarette use. Kathryn is also interested in collaborating with faculty who are focused on tobacco research with the adolescent population. She believes that pursuing research that provides a better understanding of how adolescents start and escalate smoking behavior allows us to identify factors that differentiate why some experimental smokers quit easily while others become lifelong smokers.



Johannes Thruhl, PhD received his PhD in psychology in 2013, from Friedrich-Alexander-University Erlangen-Nuremberg, Germany. In his dissertation research, conducted at the Institute for Therapy Research (IFT), Munich, he focused on behavioral smoking cessation interventions for adolescents studying issues of participant recruitment and intervention effectiveness. At IFT, Johannes co-developed and conducted a study using smartphones and an ecological momentary assessment (EMA) paradigm to investigate smoking patterns of young adult smokers over the course of several months. During his graduate studies, he participated in the interdisciplinary European Graduate School in Addiction Research (ESADD) at Dresden University of Technology and received a broad training in addiction research. In addition, he undertook research stays at the Prevention Research Center in Berkeley, CA and the research institute Addiction Switzerland in Lausanne focusing on the associations between social norms and smoking among adolescents as well as the drinking behavior of young adults in the nightlife setting. While at UCSF he would like to conduct studies using EMA methodology to investigate the effects of various factors, such as social norms, tobacco advertisements, and tobacco policies on the smoking behavior of young people.



Julie Wang, PhD received her Bachelor's Degree in Liberal Arts, an MPH in Global Health at George Washington University and PhD in Public Health (Health Behavior) at University of California, San Diego. Julie's research interests include behavioral interventions in smoking, physical activity, and dietary behavior; theory-based intervention strategies for behavioral modification; objective measures of health behavior; and technology-based intervention modalities including *mHealth* for behavior change. Her dissertation work examined the utility of a wearable sensor/device (Fitbit) and text messaging to promote physical activity. In her CTCRE fellowship, she aspires to develop and/or test the effects of theory-based *mHealth* interventions for smoking cessation.

Leaving the Nest: Five CTCRE Postdoc Fellows Take Faculty Positions



From left to right: Ryan Lindsay, PhD, Frank Bandiera, PhD and Amanda Fallin, PhD, RN

Five CTCRE postdoc fellows secured faculty positions in 2014. Amanda Fallin, PhD, RN, returned to her home state of Kentucky as an Assistant Professor at the University of Kentucky, College of Nursing. Second year fellow Frank Bandiera, PhD, MPH, will be an Assistant Professor at the University of Texas, in Dallas and Emily McDonald, PhD, also a second year fellow, becomes an Associate Professor at John Jay College (CUNY) in New York City. Nan Jiang, PhD, joined the University of Hong Kong, as an Assistant Professor and our first year fellow, Ryan Lindsay, PhD, could not resist an

offer to become an Assistant Professor at Idaho State University. Additionally, Rachel Grana, PhD, MPH, became a Health Scientist in Tobacco Regulatory Science at the National Cancer Institute in Rockville, MD. Two other second year fellows continued their postdoctoral careers locally, Maria Roditis, PhD is at Stanford University and Erik Rodriguez, PhD, continued with the University of California, San Francisco. Congratulations to all of them for their hard work and achievements! They will be truly missed!



From left to right: Nan Jiang, PhD, Fellowship Program Director Pamela Ling, MD, MPH, Emily McDonald, PhD and Rachel Grana, PhD, MPH

Tobacco Faculty Members Recognized

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



We are delighted to announce that Wendy Max, PhD, was selected as the 2014 recipient of the Harold S. Luft Award for Mentoring in Health Services and Health Policy Research.

In addition to being Director of the Institute for Health & Aging and Professor of Health Economics in the School of Nursing's Department of Social and Behavioral Sciences, Dr. Max is an affiliated faculty member in the Philip R. Lee Institute for Health Policy Studies. She was the 2010 Helen Nahm Research Lecturer at UCSF, and also honored as a Champion of Diversity at UCSF. She is nationally recognized for her health services and health policy work related to the economic impact of behavior on disease and health expenditures, particularly related to tobacco use. Not only is Dr. Max a star in her field, but she is an exemplary mentor and role model who is dedicated to the growth and well-being of all who work with her — staff, trainees, and junior faculty.



SMOKEFREE CAMPUS UPDATE: Banning Tobacco Products & e-Cigarettes at UCSF

In September of 2013, UCSF proudly became tobacco free, and the use of tobacco products (including e-cigarettes) on campus was banned. The campus also issued a policy stating that all employees would refrain from using these products during work hours. As of July 2014, UCSF has still not seen the full effect of these policies. Members of the public regularly smoke directly in front of these signs and seem surprised when they are informed that they are not permitted to do so. Even staff wearing scrubs, gowns, and clothing bearing the UCSF logo, smoke near the Irving Street entrance to the UC Parnassus Campus. A simple but powerful action would be to replace the faded and tattered monochromatic “no smoking” signs on campus with signs that reflect UCSF’s tobacco free policy. The UCSF Center for Tobacco Control Research and Education (CTCRE) has provided some suggested logos to the committee overseeing this campus-wide effort. In fact, Dr. Amanda Fallin and Dr. Maria Roditis (both CTCRE Alumni) have already researched the evolving signage on UC campuses since the UC system became tobacco free. They found that signage needs to include both the international symbol for no smoking in addition to written messages, because international students were often confused by signs that read “clean air” or included the slogan “breathe free”, but did not contain the international sign for no smoking. UCSF is now considering plans for new signage and issuing administrative citations for violators. In order to protect the health of all it is vital that UCSF take action on this issue immediately.



CTCRE Speaker Spotlight: Janet Hoek, PhD, Fights for a Smokefree New Zealand, “Slippery Slopes or Slippery Logic: Analysis of a tobacco industry campaign opposing plain packaging in New Zealand”

In 2014, Dr. Janet Hoek made her fourth visit to the CTCRE, having blossomed into a true ambassador bridging the efforts of our faculty and fellows at the Tobacco Center with her colleagues in New Zealand. She has extended her hospitality to both CTCRE Directors, Stanton Glantz, PhD, and Pamela Ling, MD, MPH (Dr. Ling launched her sabbatical with three months in New Zealand over the summer). In February 2014, she shared her visit with aspiring tobacco control research student Rebecca Gray, who studies under her tutelage as a PhD candidate in Public Health at the University of Otago.

Dr. Janet Hoek is a Professor of Marketing at the University of Otago in New Zealand and Deputy Director of ASPIRE2025, a collaboration of researchers working to achieve the smokefree 2025 goal. She is also a Fellow of the Australian and New Zealand Marketing Academy, a member of the National Tobacco Control Working Group, and a member of the Australian government’s Environmental Assessment Guidelines on plain packaging. Her presentation topics address exploring a growing interest in ‘endgame’ solutions to tobacco smoking and the strategies required to achieve this goal, public perceptions of tobacco retail interventions, and an analysis of a tobacco industry campaign opposing plain packaging in New Zealand. New Zealand is one of the few countries to have set a smokefree target date; in 2010 the government declared its goal of achieving a smokefree society by 2025. Dr. Hoek has promised to return in the Spring of 2015, to present more of her research and she always makes time for meetings with our fellows and other interested colleagues.



*Janet Hoek, PhD
Professor of
Marketing at the
University of
Otago*

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We're on the Web!
<http://tobacco.ucsf.edu>

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 know more information about our program or make a donation, please email our Administrative Director, Karen Williams, at karen.williams@ucsf.edu Or call 415-476-4683.

Online Fellowship Application Portal is Now Open!

The CTCRE is now accepting applications for its highly regarded postdoctoral training program, beginning in July, 2015. 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 CTCRE Receives \$20 million for Tobacco Regulatory Science Research

The UCSF Center for Tobacco Control Research and Education (CTCRE) is one of 14 locations chosen to receive funding to support Tobacco Center on Regulatory Science (TCORS) programs. The objective of this endeavor, funded by the U.S. FDA and NIH, is to develop improved models that will inform tobacco product regulatory strategies. CTCRE has opened its doors as a source for establishing a training model for the other 13 locations. University of Texas and Georgia State University have even sent representatives to personally interview us about what we do.

For more about TCORS Programs, please visit: tobacco.ucsf.edu/tobacco-center-regulatory-science-tcors

Visit Our CTCRE Fellows at the 142nd Annual APHA

The CTCRE Fellows & Alumni are making their presence felt at the 2014 Annual American Public Health Association Conference (APHA) in New Orleans. Many of our fellows will be sharing their research findings at poster and oral presentations, or roundtable discussions at APHA. The conference opens on Saturday, Nov. 15, and runs through Wednesday, Nov. 19, 2014, at the New Orleans Convention Center. Please be sure to stop by our booth (#1851) to hear about what our fellows and alumni are discovering in the area of tobacco control research and health policy.



Featured Publication: "Electronic Cigarette Use and Conventional Cigarette Use Among US Adolescents: A Cross-sectional study"

Electronic cigarettes, promoted as a way to quit regular cigarettes, may actually be a new route to conventional smoking and nicotine addiction for teenagers, report co-authors, Lauren Dutra, ScD, postdoctoral fellow, at UCSF's Center for Tobacco Control Research and Education (CTCRE) and Stanton Glantz, PhD, Director of the Center. "Despite claims that e-cigarettes are helping people quit smoking, we found that e-cigarettes were associated with more, not less, cigarette smoking among adolescents" Dutra said. "E-cigarettes are likely to be gateway devices for nicotine addiction among youth, opening up a whole new market for tobacco." Once the publication appeared in the March 2014, online issue of JAMA Pediatrics, an onslaught of media attention followed. With Dr. Glantz out of the country, Dutra took on radio, television and internet media; fielding interviews with Al Jazeera Television, KQED Radio, Health/US News.com and the HuffingtonPost.com, among others. Of course, Dutra's findings did not come without opposition from other tobacco research scholars who maintain that a cross-sectional study does not provide definitive evidence that using e-cigarettes makes teens more likely to use cigarettes. Critics argued that important factors are not addressed, such as, kids who smoke may be more likely to engage in risky behaviors overall. Fortunately, many scholars, policy advocates and lawmakers can agree on some things, such as the importance of regulations by the FDA, banning e-cigarette use in public places and implementing laws preventing marketing and selling to minors.

To view article visit : JAMA Pediatr.doi:10.1001/jamapediatrics.2013.5388



CTCRE Fellow,
Lauren Dutra, ScD