

**2008 SYLLABUS ~ HSERV 590 B**  
**TOBACCO & PUBLIC HEALTH:**  
**IMPACT, PREVENTION, POLICY AND SOCIAL CHANGE**  
 Department of Health Services  
 School of Public Health and Community Medicine  
 University of Washington, Seattle  
 Spring Quarter (April 2 – June 11, 2008)

**Instructor: Abigail Halperin MD, MPH**

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[kriggs@u.washington.edu](mailto:kriggs@u.washington.edu) (preferred method of communication)**Class Time:** Wednesdays, 1:00 – 2:50 pm**Location:** Health Sciences Building, Room I-132**Course Website:** <https://hserv.washington.edu/courses/course/view.php?id=79>**UW TSP Website:** <http://depts.washington.edu/tobacco/>

### COURSE DESCRIPTION

This course provides an overview of the history, health effects, politics, policy, treatment and prevention of tobacco use, combining medical, psychosocial, epidemiological and economic perspectives. The course will feature expert speakers, readings, and assignments that give students a framework for understanding the epidemic of tobacco addiction and its impact on multiple dimensions of public health. Lessons regarding behavior change, social determinants of health and tobacco use, health disparities, global impact and politics, epidemiologic research, development of public policy and community-based interventions can all be gleaned from the study of the tobacco epidemic and efforts to reduce tobacco use and related diseases.

This course is part of the UW Tobacco Studies Program (UW TSP), which is now in its 6<sup>th</sup> year, and currently funded by a non-restricted medical education grant from the Pfizer Medical Education Group. Grant funding enables us to host nationally and internationally renowned experts in fields of tobacco treatment, prevention and policy and provide financial support for graduate students interested in pursuing a career in tobacco control or related research. We welcome guests from local tobacco prevention, treatment and research organizations to attend individual classes, adding to this unique academic-community partnership.

### COURSE LEARNING OBJECTIVES

**Students completing the course will be able to:**

1. Demonstrate the knowledge and skills necessary to design and implement projects and programs that address prevention and treatment of tobacco use
2. Identify factors that contribute to tobacco addiction among individuals and across different populations

3. Explain medical consequences for individual tobacco users and the public health impact of tobacco use and exposure to secondhand smoke
4. Evaluate effectiveness of treatment interventions to reduce tobacco use among individuals and across different populations
5. Describe tobacco related health disparities and methods to address these disparities across vulnerable populations
6. Participate in public discussion and inform policies that impact tobacco use, addiction, treatment, prevention, secondhand smoke exposure and related diseases

### COURSE EXPECTATIONS, ASSIGNMENTS AND GRADING

#### 1) **Weekly issue/discussion statements and required readings (40% of grade)**

As this is a seminar style course with several national experts presenting guest lectures, it is important that students complete required readings and actively contribute to class discussions. **Please call (616-3767) or email (preferred) Karin at [kriggs@u.washington.edu](mailto:kriggs@u.washington.edu) if you know you are going to be late or absent.**

All required readings will be in the coursepak or distributed in class. The “suggested additional readings” are for those who are interested in pursuing a topic in more depth or detail (e.g., for the final paper/presentation). The additional readings include articles or books that will be available through library reserves, E-reserves or E-journals. Furthermore, there are several excellent books set aside in library reserves.

To help guide our discussion, each student must submit—via the electronic course drop box <https://catalysttools.washington.edu/collectit/dropbox/tobacco/1926>—a brief statement (a sentence or two; no more than a short paragraph) describing an issue that she or he found interesting or perplexing in the readings for each session. Along with the brief statement, each student must submit one or two questions that she or he would like to see pursued during class discussion. The questions may be directly related to the student’s issue statement, but they need not be. They can relate to anything covered in the readings, or anything related to the topic that was not adequately addressed in the readings. These issue/question statements will be used to direct and promote class discussion. Students should bring a copy of their own issue/question statement to class. Issue/question statements must be submitted weekly by **11:45 PM on the Tuesday evening before class**. Late submissions will not be counted as credit towards your final grade, unless by prior approval from the instructor. Instructions to submit discussion questions are outlined below.

#### **Instructions to submit discussion questions:**

1. Go to <https://catalysttools.washington.edu/collectit/dropbox/tobacco/1926> (please bookmark this page for easy reference)
2. Log in with your UW Net ID (your UW email prefix) and password
3. Click on the week & date corresponding to the assignment (e.g. Week 1, April 2)
4. Once you have created and saved a word document of your issue/question statement, upload it by clicking “browse” under “Submit a file for this assignment”
5. Locate your word document, select it, then click “Open”
6. The file will automatically upload

If you need further assistance, please email Karin at [kriggs@u.washington.edu](mailto:kriggs@u.washington.edu)

2) **Short assignment: Letter to an editor or organization (20% of grade)**

Write a letter to the editor of a major local newspaper (Seattle Times or PI) or other newspaper, journal or periodical, or to an organization, on a current tobacco-related health, policy or political issue of interest or concern to you. Use the following guidelines (Sample letters from previous years available on course web page):

- Utilize factual information and public health principles to back up your opinion/thesis.
- Get to the main point quickly and keep the letter short (no more than 150-200 words, or it is likely to be cut if published...see example from Seattle PI on course page)
- Keep the tone informative and persuasive, rather than accusatory or derisive.
- Follow the submission guidelines of the particular paper or magazine (which often have strict word count limits).

Submit the letter to Karin and Abigail **by email no later than Monday, April 28th.**

3) **Final Project and Presentation (40% of grade)**

**2-Credit Option: Individual Presentation**

Give a 10-15 minute presentation on a topic of your choosing (with instructor approval). We encourage you to choose a topic that was not covered in class, or which you are interested in pursuing in more depth than was provided in class. If two people are interested in the same topic, they can combine into a small group, but each person still needs to produce the following 3 components of the project. For a list of topic ideas, look under "course documents" on the course web page. Components of the final project include:

1. An **abstract** with the title and a brief description (200-300 words) of the proposed topic **submitted by email to Abigail and Karin no later than Monday, May 5<sup>th</sup>.**
2. A 10-15 minute **presentation** (with power point and/or other handouts) to the class (including time for questions). Presentations will take place in class on **June 4<sup>th</sup> and June 11<sup>th</sup>** (sign up sheet to be distributed)
3. A one-page, 1.5-spaced written synopsis of the presentation (plus references on a second page). **Submit by email to Abigail and Karin no later than June 11<sup>th</sup>.**
4. An electronic or hard copy of the PowerPoint slides and/or handouts from the presentation. **Also due no later than June 11<sup>th</sup>.**

OR

**3-Credit Option: Individual Paper & Presentation**

Write an 8-10 page, double-spaced paper (with references) and give a presentation to the class on a topic of your choosing (with instructor approval). We encourage you to choose a topic that was not covered in class, or which you are interested in pursuing in more depth than was provided in class. For a list of topic ideas, look under "course documents" on the course web page. Components of the individual project include:

1. An abstract with the title and a brief description (250-350 words) of the proposed paper **submitted by email to Abigail and Karin no later than Monday, May 5<sup>th</sup>.**
2. An 8-10 page paper, double-spaced with a minimum of 5 references, **submitted to Abigail and Karin by email no later than June 11<sup>th</sup>.**

3. A 15-20 minute presentation to the class (including time for questions). Presentations will take place in class on **June 4<sup>th</sup> and June 11<sup>th</sup>** (sign up sheet on course webpage)
4. An electronic or hard copy of your PowerPoint slides (and handouts, if any) also **due no later than June 11<sup>h</sup>**.

**SUMMARY OF ASSIGNMENT DUE DATES:**

**11:45 PM Tuesday evenings (weekly):** Issue/question statements

**April 28th:** Letter to an editor or organization

**May 5<sup>th</sup>:** Abstract (title and brief description) of the proposed final presentation or paper topic

**June 4 or 11:** Oral presentations to the class. Final length will be determined by number of students in the class, but we will aim for 10-15 minutes per 2-credits student and 15-20 min for 3-credit students, including up to 5 minutes for questions

**June 11<sup>th</sup>:** Final written part of project (see details in each section above)

**COURSE OVERVIEW**  
**Spring Quarter, April 2 – June 11, 2008**  
**Wednesdays 1:00 – 2:50 pm ♦ Room I-132**

<b>DATE</b>	<b>SESSION TOPICS and SPEAKERS</b>
4/2/08	<p><b>Introduction: <i>Course Expectations &amp; Assignments</i></b>  <b>Abigail Halperin MD, MPH and Karin Riggs, MSW</b></p> <p><i>History of the Tobacco Epidemic and Public Health Strategies – What Works?</i>  <b>Ken Warner PhD</b>, Dean, University of Michigan, School of Public Health and world renowned expert in tobacco control research and policy</p>
4/9/08	<p><b><i>Tobacco Dependence: Understanding Nicotine Addiction and Treatment</i></b>  <b>Tim McAfee MD MPH</b>, Chief Medical Officer and Vice President of Clinical &amp; Behavioral Sciences, Free and Clear, Inc.</p>
4/16/08	<p><b><i>Tobacco Use Trends and Prevention Among Young Adults: The Role of Industry Promotion and Counter-Marketing Strategies</i></b>  <b>Pamela Ling MD MPH</b>, Assistant Professor of Medicine, University of California, San Francisco, Center for Tobacco Control and Research</p>
4/23/08	<p><b><i>The Growing Global Tobacco Epidemic and the International Response</i></b>  <b>Ross Hammond</b>, Director, International Grants Program, Campaign for Tobacco-Free Kids, San Francisco, CA</p>
4/28/08	<b>Letter to the Editor or Organization DUE</b>
4/30/08	<p><b><i>Tobacco Harm Reduction: Products, Strategies and Regulation</i></b>  <b>Mitchell Zeller JD</b>, VP for Policy &amp; Strategic Communications, Pinney Associates, Washington, DC (former Director of FDA Office on Tobacco Programs)</p>
5/5/08	<b>Abstract of paper or presentation DUE</b>
5/7/08	<p><b><i>Why Do Kids Smoke? Risk and Protective Factors for Tobacco Use Among Youth and The Role of Media Exposure</i></b>  <b>James Sargent MD</b>, Professor of Pediatrics, Dartmouth Medical School</p>
5/14/08	<p><b><i>Epidemiology and Medical Consequences of Tobacco Use &amp; Secondhand Smoke Exposure</i></b>  <b>Abigail Halperin MD, MPH</b>, Director, UW Tobacco Studies Program</p>
5/21/08	<p><b><i>Vulnerable Populations: Tobacco Use Among African Americans</i></b>  <b>Phillip Gardiner DrPH</b>, Research Administrator for Social and Behavioral Sciences, University of California Tobacco-Related Disease Research Program</p>
5/28/08	<p><b><i>The WA State Dept of Health, Tobacco Prevention and Control Program: Overview of a Model Comprehensive Tobacco Control Program</i></b>  <b>Terry Reid MSW</b>, Program Manager, and other program staff</p>
6/4/08	<b>Student Final Project Presentations</b>
6/11/08	<p><b>Student Final Project Presentations (No final exam)</b>  <b>ALL FINAL PROJECTS DUE</b></p>

## GENERAL BACKGROUND READING

*Please read before first class, along with readings for Session 1*

Campaign for Tobacco-Free Kids. *The toll of tobacco in the United States of America*. January 15, 2008. Available online at: <http://tobaccofreekids.org/research/factsheets/pdf/0072.pdf>. Accessed March 19, 2008. (1 page fact sheet) **(coursepak)**

Framework Convention Alliance. *Tobacco facts*. June, 2005. Available online at: [http://www.ftp.org/docs/factsheets/fca\\_factsheet\\_001\\_en.pdf](http://www.ftp.org/docs/factsheets/fca_factsheet_001_en.pdf). Accessed March 19, 2008. (2 page fact sheet on global tobacco) **(coursepak)**

Frieden TR, Blakeman DE. The dirty dozen: 12 myths that undermine tobacco control. *Am J Public Health*. 2005; 95(9): 1500-5. **(coursepak)**

### SESSION 1

Wednesday, April 2, 2008, 1:00- 2:50 pm

#### Tobacco Control Strategies—What Works?

**Guest speaker: Ken Warner, PhD**, Dean and Avedis Donabedian Distinguished University Professor  
University of Michigan School of Public Health and Director, University of Michigan Tobacco Research Network

#### Learning Objectives:

After this session, the student will be able to:

1. Describe the multi-level approach to public health and how tobacco control fits into that model
2. List three major objectives of the tobacco control movement and describe how they inter-relate
3. Describe one example of each of the following: economic inducements, laws and policies, and educational interventions that aim to reduce smoking rates and/or protect the health of non-smokers.
4. Assess the effectiveness of the different types of tobacco control interventions.
5. Explain the positive and negative aspects of increasing excise taxes as a tobacco control strategy.
6. Identify major novel approaches to grappling with "residual" smoking after all of the standard interventions have been applied.

#### Required Reading:

Warner KE. The need for, and value of, a multi-level approach to disease prevention: the case for tobacco control. (2001). In Smedley BD, Syme SL, eds. *Promoting Health: Intervention Strategies from Social and Behavioral Research*. Washington DC: National Academies Press; 2001: 417-449. **(coursepak)**

Chaloupka FJ, Hu TW, et al. The taxation of tobacco products (Ch. 10). In Jha P, Chaloupka FJ, eds. *Tobacco Control in Developing Countries*. Oxford: Oxford University Press; 2000: 237-72. **(coursepak)** Read sections 10.1-10.3 (up to p. 254) then skim the rest.

Campaign for Tobacco-Free Kids. *State cigarette excise tax rates & rankings, fact sheet*. November 27, 2007. Available online at: <http://tobaccofreekids.org/research/factsheets/pdf/0097.pdf>.

Accessed March 18, 2008. **(coursepak)** (It may be of interest to compare this state tax data with smoking prevalence by state: MMWR 2006; 56(44) listed in session 7 suggested reading)

**Suggested Additional Reading** (PDFs and links on course web page):

Warner KE. Tobacco policy research: insights and contributions to public health policy. In Warner KE, ed. *Tobacco Control Policy*. San Francisco: Jossey-Bass; 2006: 3-86. **(library reserves)**

Warner KE. The economics of tobacco: myths and realities. *Tob Control*. 2000; 9(1): 78-89.

Warner KE, Hodgson TA, et al. Medical costs of smoking in the United States: estimates, their validity, and their implications. *Tob Control*. 1999; 8(3): 290-300.

Lal A, Scollo M. Big Mac index of cigarette affordability. *Tob Control*. 2002; 11(3): 280-2.

Zagorsky JL. The wealth effects of smoking. *Tob Control*. 2004; 13(4): 370-4.

Guindon GE, Tobin S, et al. Trends and affordability of cigarette prices: ample room for tax increases and related health gains. *Tob Control*. 2002; 11(1): 35-43.

## SESSION 2

Wednesday, April 9, 2008 1:00- 2:50 pm

### **Tobacco Dependence: Understanding Nicotine Addiction and Treatment**

**Guest speaker: Tim McAfee MD, MPH, Chief Medical Officer, Free & Clear, Inc**

#### **Learning Objectives:**

After this session, students will be able to:

1. Define drug dependence and explain how nicotine fits this definition, comparing and contrasting tobacco with other addictive substances
2. Describe the pharmacological, physiological and psychological basis of nicotine addiction and explain how these factors interact to impact tobacco use behavior, dependence and barriers to cessation
3. List and describe the main components of the USPHS Clinical Practice Guideline for Treating Tobacco Use and Dependence, including the 5 As, the 5 Rs and the clinic systems approach
4. Explain the role of counseling, medication and societal forces in supporting smokers at various stages of readiness to quit, including relapse.
5. Understand issues relating to helping people quit including:
  - a. Mechanisms for funding treatment,
  - b. Benefits & drawbacks of traditional (in-person group) and novel (telephone/web and mass media) modalities,
  - c. Interplay between carrot (improving provision of treatment) and stick (increasing price and de-normalization) approaches to increasing quit attempts.

#### **Required Reading:**

Kalant H. Nicotine as an addictive substance. In Ferrence R, ed. *Nicotine and Public Health*. Washington, DC: APHA; 2000: 117-134. (The article ends at p.127, the rest is references & commentary) **(coursepak)** Complete book **(library reserves)**

Benowitz NL. Clinical Pharmacology of Nicotine: Implications for Understanding, Preventing, and Treating Tobacco Addiction. *Clinical Pharmacology & Therapeutics*. Advance online publication 27 February 2008; 10.1038/clpt.2008.3. pp.1-11 (**coursepak**)

Fiore M, Bailey WC, Cohen SJ, et al. *Treating Tobacco Use and Dependence-Quick Reference Guide for Clinicians*. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. June, 2000. (**coursepak**) (This is a 23 page booklet but it is large font and mostly charts and bulleted lists to skim. The complete Clinical Practice Guideline is on **reserve in the library**.)

Schroeder S. What to do with a patient who smokes. *JAMA*. 2005; 294(4): 482-7. (**coursepak**)

**Suggested Additional Reading** (PDFs and links on course web page):

Heishman N. Cognitive and behavioral effects of nicotine. In Ferrance R, ed. *Nicotine and Public Health*. Washington, DC, APHA. 2000: 93-116.

Henningfield JE. Tobacco dependence treatment: scientific challenges; public health opportunities. *Tob Control*. 2000; (9): 3-10.

McAfee TA. Quitlines: A tool for research and dissemination of evidence-based cessation practices. *Am J Prev Med*. 2007; 33(6S): S357-S367.

Zhu SH, Anderson CM, et al. Evidence of real-world effectiveness of a telephone quitline for smokers. *N Engl J Med*. 2002; 347(14): 1087-93.

**Web Resources** (available as hotlinks on the course web page):

Washington State Quitline. [home page]. Available at: <http://www.quitline.com/>. Accessed March 19, 2008.

Free & Clear Tobacco Cessation Program. [home page]. Available at: <http://www.freeclear.com/>. Accessed March 19, 2008. (Serves 10 states including Washington and Oregon.)

Center for Tobacco Cessation. [home page]. Available at: <http://www.ctcinfo.org/>. Accessed March 19, 2008.

Treatobacco.net. [home page]. Available at: <http://www.treatobacco.net/home/home.cfm>. Accessed March 19, 2008. (Database and educational resource for treatment of tobacco dependence, managed by the Society for Research on Nicotine and Tobacco.)

### SESSION 3

Wednesday, April 16, 2008 1:00-2:50 pm

#### **Tobacco Use Trends and Prevention Among Young Adults: The Role of Industry Promotion and Counter-Marketing Campaigns**

**Guest Speakers: Pamela Ling MD MPH**, Assistant Professor, General Internal Medicine  
University of California, San Francisco, Center for Tobacco Control and Research Education

#### **Session Learning Objectives:**

After this session, the student will be able to:

1. Describe trends and current smoking prevalence rates among young adults.
2. Identify ways that the tobacco industry promotes tobacco to young adults and

- evaluate the potential impact of these tactics on smoking trends in this population.
3. Identify factors in counter-marketing ad campaigns that are salient to youth and young adults, and compare with those used by the tobacco industry in their youth smoking prevention campaigns.

**Required Readings:**

Ling PM, Glantz SA. Why and how the tobacco industry sells cigarettes to young adults: evidence from industry documents. *Am J Public Health*. 2002; 92(6): 908-16. **(coursepak)**

Ling PM, Neilands TB, Glantz SA. The effect of support for action against the tobacco industry on smoking among young adults. *Am J of Public Health*. 2007; 97(8): 1449-1456. **(coursepak)**

Landman A, et al. Tobacco industry youth smoking prevention programs: protecting the industry and hurting tobacco control. *Am J Public Health*. 2002; 92(6): 917-930. **(coursepak)**

Farrelly MC, Healton CG, et al. Getting to the truth: evaluating national tobacco counter marketing campaigns. *Am J Public Health*. 2002; 92(6): 901-7. **(coursepak)**

**Suggested Additional Reading** (PDFs and links on course web page):

Schar E, Gutierrez K, Murphy-Hoefer R, Nelson DE. *Tobacco Use Prevention Media Campaigns: Lessons Learned from Youth in Nine Countries*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2006. Available at [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco). Accessed March 19, 2008.

Thrasher JF, Niederdeppe JD, et al. Using anti-tobacco industry messages to prevent smoking among high-risk adolescents. *Health Educ Res*. 2006; 21(3): 325-37.

Hyland AM, et al. Anti-tobacco television advertising and indicators of smoking cessation in adults: a cohort study. *Health Educ Res*. 2006; 21(3): 348-54.

Randolph W, Viswanath K. Lessons learned from public health mass media campaigns: marketing health in a crowded media world. *Annu Rev Public Health*. 2004; 25: 419-37.

Biener L, Albers AB. Young adults: vulnerable new targets of tobacco marketing. *Am J Public Health*. 2004; 94(2): 326-30

Backinger CL, Fagan P, et al. Adolescent and young adult tobacco prevention and cessation: current status and future directions. *Tob Control*. 2003; 12(S4): 46-53.

**SESSION 4**

Wednesday, April 23, 2008 1:00- 2:50 pm

**The Growing Global Tobacco Epidemic and the International Response**

**Guest Speaker: Ross Hammond**, Director, International Grants Program, Campaign for Tobacco Free Kids, San Francisco

**Learning Objectives:**

After this session, students will be able to:

1. Describe the impact of tobacco use on morbidity and mortality in the developing world.

2. Explain the epidemiological transition from infectious to chronic disease in developing societies.
3. Understand the links between tobacco farming, tobacco use and poverty.
4. Describe the role of tobacco companies in the rise of tobacco use overseas.
5. Explain the underlying goals, mechanisms and negotiations that went into creating the WHO Framework Convention on Tobacco Control (WHO FCTC) and describe the current status of the treaty and its potential impact on tobacco use and related diseases in the 21<sup>st</sup> century.

### Required Readings:

National Geographic, Tobacco Planet, Male and Female Smoking, 2002 & 2003 (**coursepak**)

World Health Organization. *WHO Report on the Global Tobacco Epidemic, 2008: The MPOWER package—Executive Summary*. Geneva: World Health Organization; 2008. (**coursepak**) Full report available online at [http://www.who.int/tobacco/mpower/mpower\\_report\\_full\\_2008.pdf](http://www.who.int/tobacco/mpower/mpower_report_full_2008.pdf) Accessed March 19, 2008.

Yach D, Wipfli H, Hammond R, Glantz S. Globalization and tobacco (Ch. 3). In: Kawachi I, Wamala S, eds. *Globalization and Health*. New York: Oxford University Press; 2007. p. 39-67. (**coursepak**)

World Health Organization. *Tobacco and Poverty: A Vicious Circle*. 2004; 1-13. (**coursepak**)

Mathers CD, Loncar D. Projections of global mortality and burden of disease from 2002 to 2030. *PLoS Med*. 2006; 3(11): e442. (*Skim with focus on tobacco-related content*) (**coursepak**)

### Suggested Additional Reading (PDFs and links on course web page):

Yach D, Wipfli H. A century of smoke. *Ann Trop Med Parasitol*. 2006; 100(5-6): 465-79.

Bobak M, Jha P, Nguyen S, Jarvis M. Poverty and smoking (Ch. 3). In: Jha P, Chaloupka FJ, eds. *Tobacco Control in Developing Countries*. Oxford; New York: Oxford University Press; 2000. p. 41-61.

Campaign for Tobacco Free Kids. *Golden Leaf, Barren Harvest: The Costs of Tobacco Farming*. Washington DC: November, 2001. Available at: <http://tobaccofreekids.org/campaign/global/FCTCreport1.pdf>. Accessed March 19, 2008.

Campaign for Tobacco Free Kids. *Public Health, International Trade and the Framework Convention on Tobacco Control*. Washington, DC: March, 2001. Available at: <http://www.tobaccofreekids.org/campaign/global/framework/docs/Policy.pdf>. Accessed March 19, 2008.

### Books

World Health Organization. *Building Blocks for Tobacco Control: A Handbook*. Geneva: TFI; 2004. [http://www.who.int/tobacco/resources/publications/tobaccocontrol\\_handbook/en/](http://www.who.int/tobacco/resources/publications/tobaccocontrol_handbook/en/). Accessed March 19, 2008.

MacKay JM, Eriksen M. *The Tobacco Atlas*. Geneva: World Health Organization; 2006. (**library reserves**) or [http://www.who.int/tobacco/resources/publications/tobacco\\_atlas/en/](http://www.who.int/tobacco/resources/publications/tobacco_atlas/en/). Accessed March 19, 2008. (*The atlas includes full-color world maps and graphics, revealing similarities and differences between countries related to multiple aspects of tobacco control.*)

Jha P, Chaloupka FJ, eds. *Tobacco Control in Developing Countries*. Oxford: Oxford UP; 2000. **(library reserves)**

De Beyer J, Brigden LW, eds. *Tobacco Control Policy: Strategies, Successes and Setbacks*. Washington, DC: World Bank RITC; 2003. **(library reserves)**  
(This book tells the stories of recent struggles with tobacco control in six countries – Bangladesh, Brazil, Canada, Poland, South Africa and Thailand.)

**Web Resources** (available as hotlinks on the course web page):  
Framework Convention Alliance. [Home page]. Available at: <http://www.fctc.org/>. Accessed March 19, 2008. (FCA is coalition of over 300 NGOs from over 100 countries. Complete text of the WHO treaty can be found in this web site.)

Bloomberg Initiative to Reduce Tobacco Use. [Web page]. Tobacco-Free Kids Web page on the Bloomberg Initiative. Available at: [http://tobaccofreecenter.org/about\\_us/bloomberg\\_global\\_initiative](http://tobaccofreecenter.org/about_us/bloomberg_global_initiative). Accessed March 19, 2008. (A 5-partner, \$125 million initiative to combat tobacco use in low and middle-income countries.)

Campaign for Tobacco-Free Kids. [Home page]. Available at: <http://tobaccofreecenter.org/en/>. Accessed March 19, 2008. (Numerous reports and factsheets.)

## SESSION 5

Wednesday, April 30, 2008 1:00-2:50 pm

### **Tobacco Product Regulation and Harm Reduction: The Perils of an Unregulated Marketplace**

**Guest Speaker: Mitchell Zeller, JD**, Vice President for Policy and Strategic Communications, Pinney Associates, Bethesda, Maryland

#### **Learning Objectives:**

After this session, the student will be able to:

1. Understand the recent history of legislative efforts to grant FDA regulatory authority over tobacco products and the prospects for new legislation.
2. Discuss possible methods of product regulation and the research needs (and problems) associated with each
3. Develop a familiarity with the marketing of tobacco-based products that purport to reduce exposure to and risk from toxins in tobacco smoke.

#### **Required Readings:**

Britton J, Edwards R. Tobacco smoking, harm reduction, and nicotine product regulation. *The Lancet*. 2008; 371: 441-45. DOI:10.1016/S0140-6736(07)61482-2

Hatsukami DH, Zeller M. Tobacco Harm Reduction: The Need for Research to Inform Policy. *APA Online*. 2004; 18(4). **(coursepak)**

Hatsukami DK, Henningfield JE, et al. Harm reduction approaches to reducing tobacco-related mortality. *Annu Rev Public Health*. 2004; 25: 377-95. **(coursepak)**

Shiffman S, Pillitteri JL, et al. Smoker and ex-smoker reactions to cigarettes claiming reduced risk. *Tob Control*. 2004; 13(1): 78-84. **(coursepak)**

**Suggested Additional Reading on Regulation** (PDFs and links on course web page):

These three short opinion pieces were published together as a debate:

Shatenstein S. Food and Drug Administration regulation of tobacco products: introduction. *Tob Control*. 2004; 13(4): 438.

Siegel M. Food and Drug Administration regulation of tobacco: snatching defeat from the jaws of victory. *Tob Control*. 2004; 13(4): 439-41.

Myers, ML. Opposition in search of a rationale: the case for Food and Drug Administration regulation. *Tob Control*. 2004; 13(4): 441-3.

Givel M. Philip Morris' FDA gambit: good for public health? *J Pub Health Policy*. 2005; 26: 450-468.

Kessler D. *A Question of Intent: A Great American Battle with a Deadly Disease*. New York: Public Affairs; 2001. **(library reserves)**

Rabin R, Sugarman S. *Regulating Tobacco*. New York: Oxford UP; 2001. **(library reserves)**

**Suggested Additional Reading on Harm Reduction** (PDFs and links on course web page):

Hatsukami DK, Benowitz NL, et al. Biomarkers to assess the utility of potential reduced exposure tobacco products. *Nicotine Tob Res*. 2006; 8(4): 600-22.

Zeller M. *A Public Health Policy Perspective on the "So-Called" Reduced Exposure and Reduced Risk Tobacco Products*. Bethesda, MD: Pinney Associates; 2004.

Dunsby J, Bero L. A nicotine delivery device without the nicotine? Tobacco industry development of low nicotine cigarettes. *Tob Control*. 2004; 13(4): 362-9.

*Tobacco Control*. 2003; 12(4). (Most of this issue is dedicated to tobacco harm reduction.)

Foulds J, Ramstrom L, et al. Effect of smokeless tobacco (snus) on smoking and public health in Sweden. *Tob Control*. 2003; 12(4): 349-59.

Tomar SL, Connolly GN, et al. Declining smoking in Sweden: is Swedish Match getting the credit for Swedish tobacco control's efforts? *Tob Control*. 2003; 12(4): 368-371.

Warner KE. Tobacco harm reduction: promise and perils. *Nicotine Tob Res*. 2002; 4(S2): S61-71.

Institute of Medicine. *Clearing the Smoke: Assessing the Science Base for Tobacco Harm Reduction*. Washington, DC: Institute of Medicine; 2001. **(library reserves)**

**Web Resources** (available as hotlinks on the course web page):

Big Tobacco's Guinea Pigs: How an Unregulated Industry Experiments on America's Kids and Consumers. [full report and slideshow]. Available at:

<http://www.tobaccofreekids.org/reports/products/>. Accessed March 19, 2008.

**SESSION 6**

Wednesday, May 7, 2008 1:00-2:50 pm

**Why Do Kids Smoke?**

**Risk and Protective Factors for Tobacco Use Among Youth and the Role of Media Exposure**

**Guest Speaker: James D. Sargent MD**, Cancer Control Research Program, Norris Cotton Cancer Center, Dartmouth Medical School

**Learning Objectives:**

After this session, students will be able to:

1. Understand how smoking is defined during adolescence
2. Discuss trends in youth smoking
3. Understand the kinetics of smoking uptake from a developmental perspective
4. Consider racial/ethnic differences in youth smoking uptake
5. Understand cognitions and attitudes that predict smoking, exogenous risk factors for smoking initiation, and exogenous risk factors for progression to regular smoking
6. Define addiction for adolescent smokers.

**Required Readings:**

Campaign for Tobacco Free Kids. *Tobacco Use Among Youth Fact Sheet*. December 11, 2007. Available at: <http://tobaccofreekids.org/research/factsheets/pdf/0002.pdf>. Accessed March 19, 2008. **(coursepak)**

Johnston LD, O'Malley PM, Bachman JG, Schulenberg JE.. *Monitoring the Future: National Results on Adolescent Drug Use--Overview of Key Findings, 2006*. Bethesda, MD: US Department of Health and Human Services National Institutes of Health National Institute on Drug Abuse; 2006. (Read pages 39-42 in **coursepak**. For more information, a hyperlink to the full report can be found on the course page, or at [www.monitoringthefuture.org/pubs/monographs/overview2006.pdf](http://www.monitoringthefuture.org/pubs/monographs/overview2006.pdf).) Accessed March 19, 2008.

DiFranza JR, et al. Measuring the loss of autonomy over nicotine use in adolescents. *Arch Pediatr Adolesc Med*. 2002; 156: 397-403. **(coursepak)**

Anderson CB, Pollack KI, Wetter DW. Expected smoking outcomes and smoking behavior: an exploratory study among adolescents. *Psych of Addictive Behav*. 2002; 16(3): 196-204. **(coursepak)**

Dalton MA, Sargent JD, et al. Effect of viewing smoking in movies on adolescent smoking initiation: a cohort study. *The Lancet*. June 10, 2003; 1-7. **(coursepak)**

**Suggested Additional Reading** (PDFs and links on course web page):

CDC. Global Youth Tobacco Surveillance, 2000-2007 highlights. *MMWR*. January 25, 2008; 57(SS01): 1-3.

CDC. Cigarette use among high school students—United States, 1991-2005. *MMWR*. July 7, 2006; 55(26): 724-726. **(coursepak)**

CDC. Racial/ethnic differences among youths in cigarette smoking and susceptibility to start smoking—United States, 2002-2004. *MMWR*. December 1, 2006; 55(47): 1275-1277. **(coursepak)**

**SESSION 7**

Wednesday, May 14, 2008 1:00-2:50 pm

**Epidemiology and Medical Consequences of Tobacco Use & Secondhand Smoke Exposure****Learning Objectives:**

After this session, the student will be able to:

1. Describe the trends in smoking prevalence by gender, age, education, income, race and geographical region in the U.S.
2. Explain the population impact of tobacco use on morbidity, mortality, and disability
3. Identify the major illnesses and other adverse health effects caused by tobacco use and exposure to environmental tobacco smoke.
4. Explain the basis for concluding that the association between tobacco use and its related diseases is causal
5. Describe the short and long term health benefits of quitting

**Required Reading:**

List of 28 Surgeon General's Reports on Smoking and Health, 1964-2006. **(coursepak)**

USDHHS. *The health consequences of smoking: A report of the Surgeon General 2004*. US Department of Health and Human Services; 2004. Full report available online at: [http://www.cdc.gov/tobacco/data\\_statistics/sgr/sgr\\_2004/index.htm](http://www.cdc.gov/tobacco/data_statistics/sgr/sgr_2004/index.htm). Accessed March 24, 2008. Read Introduction and Approach to Causal Inference (pp 3-24; 11 pages of text, the rest charts) and excerpt from Executive Summary, "A Vision for the Future" (5 pp) **(coursepak)**.

USDHHS. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General—Executive Summary*. US Department of Health and Human Services; 2004. Full report available online at: <http://www.surgeongeneral.gov/library/secondhandsmoke/>. Accessed March 21, 2008. Read Introductions, Preface (up to page iv); Major Conclusions (pp 9-14) and Tobacco Industry Activities/Summary (pp 21-24) **(coursepak)**

California Environmental Protection Agency. *Proposed Identification of Environmental Tobacco Smoke as a Toxic Air Contaminant—Executive Summary*. CAL EPA, Air Resource Board, Office of Environmental Health Hazard Assessment, 2005. Available online at: [http://www.oehha.ca.gov/air/environmental\\_tobacco/2005etsfinal.html](http://www.oehha.ca.gov/air/environmental_tobacco/2005etsfinal.html). Accessed March 24, 2008. Read pp ES 12-18 **(coursepak)**

Johnson KC. Accumulating evidence on passive and active smoking and breast cancer risk. *Int J Cancer*. 2005; 117: 619-628. **(coursepak)**

Doll R, Peto R, et al. Mortality from cancer in relation to smoking: 50 years observations on British doctors. *Br J Cancer*. 2005; 92(3): 426-9. **(coursepak)**

CDC. Cigarette smoking among adults -- United States, 2006. *MMWR*. November 9, 2007; 56(44): 1157-61. **(coursepak)**

CDC. State-specific prevalence of cigarette smoking among adults and secondhand smoke rules & policies in homes and workplaces -- United States, 2005. *MMWR*. October 27, 2006; 55(42): 1148-51 **(coursepak)**

**Suggested Additional Reading** (PDFs and links on course web page):

Nusselder WJ, Looman CW, et al. Smoking and the compression of morbidity. *J Epidemiol Community Health*. 2000; 54(8): 566-74.

**SESSION 8**

Wednesday, May 21, 2008 1:00-2:50 pm

**Health Disparities and the Impact of Tobacco Use Among African Americans**

**Guest Speaker: Phillip Gardiner DrPH**, Social & Behavioral Sciences Research Administrator for the Tobacco Related Disease Research Program (TRDRP), University of California, Office of the President.

**Learning Objectives:**

After this session, students will be able to:

1. Describe differences in tobacco use rates and incidence of tobacco-related morbidity and mortality among various ethnic/racial groups, with a focus on African Americans.
2. Explain how the tobacco industry targets and exploits African Americans.
3. Describe possible etiologies for the disproportionate cancer and heart disease related mortality among African Americans.

**Required Reading:**

CDC. Prevalence of Cigarette Use Among 14 Racial/Ethnic Populations – United States, 1999-2001 *MMWR*. Jan 30, 2004; 53(03): 49-52. **(coursepak)**

WA State Department of Health Tobacco Prevention and Control Program. *Adult smoking rates in Washington: a report on current disparities*. March, 2007. Available online at [http://www.doh.wa.gov/tobacco/program/reports/07disp\\_report.pdf](http://www.doh.wa.gov/tobacco/program/reports/07disp_report.pdf). Accessed March 24, 2008. **(hand out in class)**

Haiman CA, Stram DO, et al. Ethnic and racial differences in the smoking-related risk of lung cancer. *N Engl J Med*. 2006; 354(4): 333-42. **(coursepak)**

Gardiner PS. The African Americanization of menthol cigarette use in the United States. *Nicotine Tob Res*. 2004; 6(S1): S55-65. **(coursepak)**

**Suggested Additional Reading** (PDFs and links on course web page):

CDC. Racial/ethnic differences among youth and susceptibility to start smoking—United States 2002-2004. *MMWR*. Dec 1, 2006; 55(47): pp 1275-1277.

USDHHS. *Tobacco Use Among U.S. Racial/Ethnic Minority Groups: A Report of the Surgeon General, Executive Summary*, Atlanta, Georgia: US Department of Health and Human Services, Public Health Service, Centers for Disease Control, Office on Smoking and Health, 1998.

Complete report available online at

[http://www.cdc.gov/tobacco/data\\_statistics/sgr/sgr\\_1998/index.htm](http://www.cdc.gov/tobacco/data_statistics/sgr/sgr_1998/index.htm). Accessed March 21, 2008.

Moolchan ET, Fagan P, Fernander AF, Velicer WF, Hayward MD, King G, et al. Addressing tobacco-related health disparities. *Addiction*. 2007; 102(S2), 30-42.

Fagan P, Moolchan ET, Lawrence D, Fernander A, Ponder PK. Identifying health disparities across the tobacco continuum. *Addiction*. 2007; 102(S2): 5-29. doi:10.1111/j.1360-0443.2007.01952.x

Ryan H, Wortley PM, Easton A, Pederson L, Greenwood G. Smoking among lesbians, gays, and bisexual: A review of the literature. *Am J of Prev Med.* 2001; 21(2): 142-149.

Willsie SK, Foreman MG. Disparities in lung cancer: focus on Asian Americans and Pacific Islanders, American Indians and Alaska Natives, and Hispanics and Latinos. *Clin Chest Med.* 2006; 27(3): 441-52.

LeMaster PL, Connell CM, et al. Tobacco use among American Indian adolescents: protective and risk factors. *J Adolesc Health.* 2002; 30(6): 426-32.

Samet J. Health effects of tobacco use by Native Americans, past and present. In Winter JC, ed. *Tobacco Use by Native North Americans: Sacred Smoke and Silent Killer.* U of Oklahoma P; 2000. **(library reserves)**

**Web Resources** (available as hotlinks on the course web page):

Policy Advocacy on Tobacco and Health. [home page]. Available at

<http://www.thepraxisproject.org/path/index.html>. Accessed March 19, 2008.

(PATH is a national initiative designed to simultaneously build bridges between tobacco control policy initiatives and strengthen the voice and capacity of communities of color in the tobacco control movement.)

WA State Dept of Health Tobacco Prevention and Control Program. [tobacco related disparities page]. Available at <http://www.doh.wa.gov/tobacco/disparities/disparity.htm>. Accessed March 19, 2008.

Sabemos. [home page]. Available at

[http://www.cdc.gov/tobacco/secondhand\\_smoke/sabemos/index.htm](http://www.cdc.gov/tobacco/secondhand_smoke/sabemos/index.htm) Accessed March 24,

2008. (An English- Spanish-language communications kit designed to promote awareness of existing positive social norms regarding in-home protection from secondhand smoke.)

## SESSION 9

Wednesday, May 28, 2008 1:00-2:50 pm

### The Washington State Tobacco Prevention & Control Program: A National Leader in Comprehensive Tobacco Control

**Guest Speakers: Terry Reid MSW, Director and Michael Boysun MPH, Epidemiologist  
Washington State Tobacco Prevention & Control Program, WA State Dept of Health**

#### Session Learning Objectives:

After this session, the student will be able to:

1. Identify and describe the components of a successful state-level comprehensive tobacco control plan
2. Describe the process for developing and evaluating a state plan.
3. Describe key features or elements of the WA State plan and how funding for the plan was/is secured

#### Key Topics to be Covered:

- The CDC model and guideline for comprehensive tobacco control programs
- History of how the Washington State Tobacco Prevention and Control Plan was developed, current activities and goals.

**Required Readings:**

CDC. *Best Practices for Comprehensive Tobacco Control Programs—2007, Introduction and Executive Summary*. Atlanta GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; October, 2007. Available online at:

[http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/stateandcommunity/best\\_practices/](http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/). Accessed March 19, 2008. (*Introduction pp. 11-18, and Executive Summary pp. 7-9*). **(coursepak)**

*A Tobacco Prevention and Control Plan for Washington State, 1999--Executive Summary*. Available online at: <http://www.doh.wa.gov/tobacco/program/reports/TobacSum.pdf>. Accessed March 19, 2008. (*Summarizes the original \$26.2 million per year plan prepared at Governor Locke's request by the Tobacco Prevention and Control Council. The plan continues to guide program planning. The full report, along with other progress reports is available online at: http://www.doh.wa.gov/Tobacco/*. Accessed March 19, 2008.) **(hand out in class)**

Dilley JA, Rohde K, Dent C, Boysun MJ, Stark MJ, Reid T. Effective tobacco control in Washington State: A smart investment for healthy futures. *Prev Chron Disease*. 2007; 4(3): 1-8. **(coursepak)**

Fichtenberg CM, Glantz SA. Association of the California Tobacco Control Program with declines in cigarette consumption and mortality from heart disease. *N Engl J Med*. 2000; 343(24): 1772-7. **(coursepak)**

**Suggested Additional Reading** (PDFs and links on course web page):

Farrelly MC, Pechacek TF, et al. The impact of tobacco control program expenditures on aggregate cigarette sales: 1981-2000. *J Health Econ*. 2003; 22(5): 843-59.

Pierce JP, Gilpin EA, et al. Has the California tobacco control program reduced smoking? *JAMA*. 1998; 280(10): 893-9.

Biener L, Harris JE, et al. Impact of the Massachusetts tobacco control program: population based trend analysis. *BMJ*. 2000; 321(7257): 351-4.

**Web Resources** (available as hotlinks on the course web page):

CDC. [state tobacco control programs surveillance and evaluation resources page]. Available online at: [http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/surveillance\\_evaluation/index.htm](http://www.cdc.gov/tobacco/tobacco_control_programs/surveillance_evaluation/index.htm). Accessed March 19, 2008.

**SESSIONS 10 & 11**

Wednesday, June 4, 2008 1:00-2:50 pm

Wednesday, June 11, 2008 1:00-2:50 pm

**Student Final Project Presentations: See assignment information at beginning of syllabus**

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- Group Health Center for Health Studies
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