



BREAK FREE ALLIANCE NEWS

ENDING THE CYCLE OF TOBACCO AND POVERTY

May 2011

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Promising Practices National Tobacco Control Conference April 17-18, 2012, New Orleans, Louisiana

MARK YOUR CALENDARS!

It's official - the next [Health Education Council](#) & [Break Free Alliance](#) national tobacco control conference will take place April 17-18, 2012 in New Orleans.

This will be our third national tobacco control conference that focuses its efforts on reducing the burden of tobacco use in low socioeconomic status and ethnic/minority populations.

Here is what some Promising Practices 2010 conference attendees had to say about our event:

"Thank you and your team for all your hard work in making this a marvelous and outstanding conference where many good ideas were gained and much information was shared. And the venue and timing were perfect. You all get gold stars!!!!!"

- Percy Brown, Oklahoma State University

"I really enjoyed the conference. The attendees were not the usual tobacco control advocates and seemed to be people more involved at the community level."

- Janet Williams, American Medical Association

"It was an awesome conference, thank you for the wonderful hospitality, interesting topics and wonderful presenters."

- Jean Leroux, National Latino Tobacco Control Network

Be on the lookout for official save the date materials and registration details in late May.

Visit breakfreealliance.org for the latest conference information!

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**Break Free Alliance
COORDINATING
COUNCIL
MEMBERS:**

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[National Health Care for
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[Tobacco Technical
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Control Program](#)
Tiffany Netters

[North American Quitline
Consortium](#)
Tamatha Thomas-Haase

[Prevention Research
Center, West Virginia
University](#)
Robert H. Anderson

[West Virginia Bureau for
Public Health](#)

Break Free Alliance Blogs!

We're excited to announce the launch of Break Free Alliance's [new blog!](#)

This blog will highlight our thoughts and experiences around current tobacco control issues affecting disadvantaged populations as well as provide a platform for partners who are working on these issues. Our goal is to sustain a much-needed dialogue on how to best reach low socioeconomic status (SES) individuals with tobacco control interventions.

Click on the below blog entry highlighting the Communities Putting Prevention to Work Training Break Free Alliance staff attended on March 28-30th, 2011.



We'll also be posting our blog entries on our [Facebook](#) and [Twitter](#) pages and we'd love your feedback and ideas for blog content. We encourage you to share your stories as a guest blogger.

As a guest blogger -

- Do you have lessons to share from community-based interventions targeting low SES individuals?
- Do you or someone you know have a personal story to tell on this subject?
- Is the translation of your research helping practitioners who work with underserved populations?
- Is there a conference you attended that had relevant information for our blog?

[Let us know!](#)

What's New at the Health Education Council?

The [Health Education Council](#) is turning 20 in 2011! Join us as we celebrate with the following events:

5th Annual Benefit Golf Tournament - June 3rd
Click the save the date card to learn more.

Bruce W. Adkins

[Commonwealth of the Northern Mariana Islands](#)

Becky Robles

[National Association of Community Health Centers](#)

Tommy Royston



Break Free Alliance STAFF:

Janet Porter ,
Program Director

Lisa Houston,
Program Administrator

Kristi Maryman,
Program Coordinator

Debra Oto-Kent,
Executive Director of the [Health Education Council](#)

20th Anniversary Celebration - October 20th
Click the save the date card to learn more.



To learn more about Health Education Council's resources and materials, please click [here](#).

Can't make our 2011 celebratory events? That's okay; [Become a virtual donor!](#)

As we continue to work to reduce health disparities in tobacco and obesity prevention and increase resources for low income families; we ask that you consider a gift of \$20.00 to commemorate our 20th anniversary.

Out of the billions of dollars given to philanthropies, most come in increments of \$10 and \$20. This means that you, as an individual, have the ability to be a part of a greater movement towards improving communities in need.

To give \$20 for our 20th, click [here](#).

Be sure to check our website at www.healtheducation.org for up-to-date event information.

For additional ways to become involved with our fundraising efforts, please contact [Ramona Mosley](#) at 916-556-3344.

Break Free Alliance's 2011 Summer Webinar Series
Addressing Tobacco Use in Correctional Facilities

Tobacco use prevalence is particularly high among correctional populations. Smoking rates among the incarcerated have been estimated to be as high as 70% - well above the 20% rate for all U.S. adults.

The purpose of the 2011 Summer Webinar Series is to expand on our most recent publication, "[Recommendations for Addressing Tobacco Use in Correctional Facilities through Policy and Cessation Programming](#)," by promoting continued discussion of the briefing paper's recommendations and encouraging dialogue among partners working to address tobacco use among correctional and post-correctional populations.

Participants from state tobacco control programs and correctional systems will have the opportunity to participate in the following four webinars:

Webinar 1 - July 12th | 11:00am-12:30pm PST

Making the Case for Tobacco Control Policy and Cessation Programming in Correctional Settings

Webinar 2—July 26th | 11:00am-12:30pm PST

Strategies for Implementing and Strengthening Comprehensive Clean Indoor and Outdoor Air policies

Webinar 3—August 16th | 11:00am-12:30pm PST

Approaches to Implementing Tobacco Cessation Services in Correctional Systems

Webinar 4—August 30th | 11:00am-12:30pm PST

Linking Newly-Released Inmates with Community-Based Cessation Resources

Who Should Attend?

- State tobacco control staff
- Correctional facility staff (medical & administrative) within prisons, jails and community corrections facilities
- Policy makers
- Community centers/community based organizations that assist newly released inmates with community resources and services
- Others interested in tobacco use in correctional institutions

To learn more about the webinar series click [here](#).

[REGISTER HERE!](#)

Space is limited!

FOR MORE INFORMATION ABOUT THE 2011 SUMMER WEBINAR SERIES,
PLEASE CONTACT:
KRISTI MARYMAN,
Break Free Alliance Program Coordinator

916-556-3344

kmaryman@healthedcouncil.org

Updated: Tobacco Taxes and Their Impact on Low Socioeconomic Status Populations

Break Free Alliance has recently released an updated version of the document, Tobacco Taxes and Their Impact on Populations of Low Socioeconomic Status. This document has several useful recommendations for states as they pursue tobacco tax increases.

Click [here](#) to view and download the document.



The ABC's of the FDA and The Black Community

The [Food and Drug Administration's Tobacco Products Scientific Advisory Committee](#) reported that:

"Removal of menthol cigarettes from the marketplace would benefit public health in the United States."

The African American Tobacco Control Leadership Council agrees. Over 80% of African American smokers smoke menthol cigarettes; therefore, the removal of menthol cigarettes would especially benefit the African American community.

This webinar will:

- Expose the tobacco industry's predatory marketing practices in our community.
- Trace the history of menthol cigarette use and the Black community.
- Describe the FDA's process to address the use of menthol as an ingredient in cigarettes.
- Show you how to make your voice heard by the FDA.

Presenters and Topics:

Audrey Smith, MA, RD, CHES; Watts Healthcare Corporation-Moderator

The Tobacco Industry's Pervasive Presence in the Black Community

Valerie Yerger, N.D., University of California, San Francisco

The Black Community and Menthol

Phillip Gardiner, Dr. P.H., University of California Office of the President's Tobacco Related Disease Research Program

The FDA, Menthol, and What you can do

Carol McGruder, Co-Chairperson AATCLC

This webinar takes place on Thursday, May 26th, 2011, 1:00 - 3:00pm PDT.

For more information, [visit this page](#).

[Click here to REGISTER.](#)

Contact:

Carol McGruder
African American Tobacco Control Leadership Council
cmcgruder@usa.net
888.881.6619

American Medical Association's Smoking Cessation for Special Populations Educational Module

The [American Medical Association](#) (AMA) has developed a new educational module that provides clinicians with an overview of the myths associated with smoking cessation in individuals with a mental illness or substance use disorder and provides counseling tips and strategies. This activity is part of AMA's Educating Physicians on Controversies and Challenges in Health (EPoCH) program.

Continuing Medical Education (CME) Information

Upon completion of this module, participants will be able to do the following:

- Recognize the importance of addressing tobacco dependence in patients with a mental illness or substance use disorder
- Describe the 5 A's and 2 A's and an R -- actionable strategies for medical professionals to address tobacco dependence
- Describe the five keys to cessation for the patient

The American Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

To view this module, click [here](#). Questions about the program can be directed to [Janet Williams](#) at the American Medical Association.

West Virginia University Health Sciences Center – Tobacco Research Intensive Lecture Series – Highlights “Tobacco and Socioeconomic Status”

Five nationally recognized tobacco specialists from across the country addressed “Tobacco and Co-occurring Health Risks and Disparities” at this year’s [Tobacco Research Intensive Lecture Series \(TRILS\)](#), April 4-8 at the [West Virginia University Health Sciences Center \(HSC\)](#).

On Wednesday, April 6, Cheryl Heaton, Dr.P.H., founding president and CEO. of the [American Legacy Foundation](#) presented her lecture on tobacco and socioeconomic status in the Okey Patteson Auditorium at the HSC.

The lecture is archived and can be found [here](#).

Additional topics included:

[Tobacco, Children and Metabolic Syndrome](#)

[Tobacco and Periodontal Disease](#)

[Tobacco and Sexual & Gender Minority Populations](#)

Since 2008, TRILS has been providing the public and healthcare community with educational and informative lectures about tobacco use, its impacts, and current medical research. The series is presented through a partnership that includes the [Mary Babb Randolph Cancer Center](#), the [West Virginia Prevention Research Center](#), the [WVU Office of Public Health Practice](#) and T2R2.

All lectures are open to the public and the series is now available [online](#).

Smoke-Free Multi-Unit Housing Webinar hosted by the American Academy of Pediatricians (AAP)

[The Richmond Center of Excellence](#) hosted a smoke-free multi-unit housing webinar on April 11th that provided an overview of the facts, figures, and trends associated with secondhand smoke exposure and multi-unit housing. In addition to the research findings, the webinar provided insight into how research and policy can inform advocacy efforts and action plans in your community, state, and/or AAP chapter.

Featured presenters:

Karen Wilson, MD, MPH, FAAP, Assistant Professor, University of Rochester

Jonathan Winickoff, MD, MPH, FAAP, Associate Professor, Harvard Medical School

This webinar was recorded and is available [here](#).

Contact the [Richmond Center](#) with questions.

Pasadena City Council (CA) Approves New Multi-Unit Housing Codes

On April 4th, the Pasadena City Council directed the City Attorney to prepare and return within 60 days amendments to the Pasadena Municipal Code to restrict smoking in multi-unit housing by amending the City's municipal code as follows:

- Prohibit tobacco smoking on patios and balconies, and in outdoor common areas, of multi-unit housing;
- Require disclosure of the ordinance requirements to all prospective and existing tenants and buyers in rental, lease and purchase agreements by January 2012;
- Establish phase-in period for 100% smokefree multi-unit housing by 2014; and
- Require all newly constructed housing to be 100% smokefree.

The Council also added and approved a new item that will require all new housing construction to be 100% smokefree (30 days after the ordinance is adopted). All recommendations include both apartments and condos.

To review the details of the new amendments from the Pasadena City Council & Redevelopment Commission meeting, click [here](#).

Way to go Pasadena!

Florida Correctional Facilities to Go Tobacco-Free

Department of Corrections Secretary Edwin Buss announced that Florida's prisons will be tobacco-free by September 2011 to cut health care costs and make prisons safer.

Buss was one of Governor Rick Scott's first appointees. He previously headed Indiana's prison system.

Buss said inmates hospitalized for tobacco-related illnesses cost taxpayers nearly \$9 million in the past year. He said snuffing out cigarettes also will make the prisons cleaner and removing lighters will make them safer. Inmates will be offered smoking cessation assistance and designated smoking areas will be set up outside prison walls and fences for employees.

To read additional articles relating to Florida's efforts, view the [ONLINE HERALD/TIMES TALLAHASSEE BUREAU NEWSPAPER](#).

The National Networks for Tobacco Control and Prevention Website

The National Networks website provides helpful information, resources and links regarding priority populations, as well as a vast inventory of promising tools and programs for working with members of our communities. The website has recently been updated, and now features current news, upcoming events, pictures, discussion feeds and more, so visitors can stay updated on the latest information and opportunities to connect.

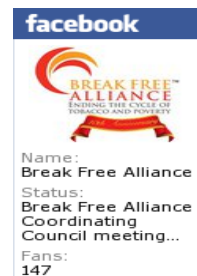
Please visit <http://www.tobaccopreventionnetworks.org> to see how you can help advance parity and eliminate tobacco-related disparities.

National Networks

for Tobacco Control and Prevention

Break Free Alliance and Social Media

Visit the Alliance's [Facebook](#), [Twitter](#) and [blog](#) pages to keep up-to-date with future events, resources and advocacy initiatives. To view these pages, click on the social media icons below. Please "LIKE" our Facebook page in order to unlock all available resources.



Become a Partner!

If you've been waiting to share your expertise with us and contribute to our Network, now is your chance! We need your expertise. We're looking for tobacco control advocates, policy experts, grassroots organizers, fundraisers, researchers, and others dedicated to ending the cycle of tobacco and poverty. Visit [here](#) to learn more about what being a Partner with Break Free Alliance means and how you can participate.

UPCOMING EVENTS

[SOPHE/NACDD 2011 Joint Academy and Midyear Scientific Meeting
Tapestry for Change: Addressing Chronic Health Issues in a Dynamic World](#)
May 1-4; Albuquerque, New Mexico

[6th Annual National Smokeless & Spit Tobacco Summit: The New Face of
Smokeless Tobacco Addiction](#)
May 10-12; Austin, Texas

[Disparities Leadership Program](#)
May 19-20; Boston, Massachusetts

[Promoting Wellness: An Integrated Approach to Homeless Service Delivery](#)
May 19-20; Denver, Colorado

[UCSF Center for Tobacco Control Research and Education Workshop: Putting
the Tobacco Industry's Words to Work for You](#)
May 20; San Francisco

[Updates in Correctional Health Care](#)
May 21-24; Phoenix, Arizona

[18th Annual Nicotine Dependence Conference](#)
May 23-24; Rochester, Minnesota

[World No Tobacco Day](#)
May 31; International

[Health Education Council's 5th Annual Benefit Golf Tournament](#)
June 3; Sacramento, California

[9th Annual Disparities in Health in America in a Global Context Workshop](#)
June 20-25; Houston, Texas

[2011 National Health Care for the Homeless Conference & Policy Symposium:
A Prescription for Ending Homelessness: Social & Health Equity](#)
June 23-25; Washington DC

REPOSITORY HIGHLIGHTS

The articles listed below are just a snapshot of what you can find in Break Free Alliance's [Repository](#). For additional articles relating to tobacco use among low SES populations, visit the [Research](#) section of the Repository.

Also, we're looking to add more items to the [Resources](#) and [Directory](#) sections in our Repository: if you have expertise in and/or resources about low SES populations and tobacco control issues, [let us know!](#)

A systematic review and meta-analysis of the effectiveness of behavioral smoking cessation interventions in selected disadvantaged groups.

Addiction. 2011 April 14; doi: 10.1111/j.1360-0443.2011.03467.x. [Epub ahead of print]

Bryant J, Bonevski B, Paul C, McElduff P, Attia J.

Are Smokers with HIV Using Information and Communication Technology? Implications for Behavioral Interventions.

AIDS Behav. 2011 Mar 9. [Epub ahead of print]

Chander G, Stanton C, Hutton HE, Abrams DB, Pearson J, Knowlton A, Latkin C, Holtgrave D, Moore RD, Niaura R.

Tobacco Use by Male Prisoners Under an Indoor Smoking Ban.

Nicotine Tob Res. 2011 Mar 29. [Epub ahead of print]

Kauffman RM, Ferketich AK, Murray DM, Bellair PE, Wewers ME.

An Electronic Decision Support System to Motivate People with Severe Mental Illnesses to Quit Smoking.

Psychiatr Serv. 2011 Apr;62(4):360-6.

Brunette MF, Ferron JC, McHugo GJ, Davis KE, Devitt TS, Wilkness SM, Drake RE.

Talking to Iraq and Afghanistan War Veterans About Tobacco Use.

Nicotine Tob Res (2011) doi: 10.1093/ntr/ntr028

Widome R, Joseph AM, Polusny MA, Chlebeck B, Brock B, Gulden A & Fu SS.

Modeling Geographic and Demographic Variability in Residential Concentrations of Environmental Tobacco Smoke Using National Data Sets.

J Expo Sci Environ Epidemiol. 2011 Mar 16. [Epub ahead of print]

Chahine T, Schultz B, Zartarian V, Subramanian SV, Spengler J, Hammitt J, Levy JI.

Evaluation of a Student-Run Smoking Cessation Clinic for a Medically Underserved Population.

BMC Res Notes. 2011 Mar 8;4(1):55. [Epub ahead of print]

Lough LE, Ebbert JO, McLeod TG.

This publication was compiled and produced for the friends and associates of Break Free Alliance.



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