



# BREAK FREE ALLIANCE NEWS

ENDING THE CYCLE OF TOBACCO AND POVERTY

November 2010

## INSIDE THIS ISSUE:

[- NEW Repository](#)

[- Alliance Partner Highlight](#)

[- Tobacco Cessation for Correctional Populations Manual, NEW 2nd Edition](#)

[- SCLC's Catalogue of Tools](#)

[- Legacy Report - Tobacco Control in Low SES Populations](#)

[- New Resources from ALA](#)

[- NHCHC Clinicians' Network Survey](#)

[- National Networks for Tobacco Control and Prevention Website](#)

## Break Free Alliance's NEW Repository

We are thrilled to announce a new resource available on the Alliance's website. You now can search for reports, research articles, publications and more on our resources and research pages. We've also begun adding contact information in our new directory for those who have expertise in working on tobacco control issues affecting low socioeconomic status (low SES) populations and/or expertise in topic areas pertaining to low SES populations.

Do you have expertise in both tobacco control and low SES populations/topics that you'd like to share with others? Or maybe you have a resource you'd like us to post related to low SES and tobacco control?

To suggest additions to our repository, [send us an email](#) with **BREAK FREE POST** in the subject line. We look forward to hearing from you!

## Alliance Partner Highlight: [Center for Tobacco Research and Intervention](#)

Bruce Christiansen, PhD

Dr. Christiansen is an Associate Scientist for the [Center for Tobacco Research and Intervention](#) at the University of Wisconsin School of Medicine and Public Health. He is pursuing a research program exploring the role community agencies could play in addressing tobacco use by their clients. He has teamed with the [Salvation Army](#)



[- Great American Smokeout](#)

[- We're on Facebook!](#)

[- Become a Partner!](#)

[- New Alliance Committee Members](#)

---

## [UPCOMING EVENTS](#)

## [RECENT RESEARCH](#)

---

### **Break Free Alliance COORDINATING COUNCIL MEMBERS:**

[Association of Gospel  
Rescue Missions](#)  
Rev. Larry J. Arce

[National Health Care for the  
Homeless Coalition](#)  
Jill Jarvie

[Tobacco Technical  
Assistance Consortium](#)  
Debra Morris

[Rural Alaska Community  
Action Program, Inc.](#)  
Joie Brown

[The Salvation Army](#)  
Paul Freyder

[Louisiana Tobacco Control  
Program](#)  
Tiffany Netters

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

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

[West Virginia Bureau for](#)

[of Wisconsin and Upper Michigan](#) for this work. Their first project demonstrated that community agency staff could at least broach the subject of tobacco use by clients with no detrimental effect on client perception of the Salvation Army. In fact, clients appreciated being asked about their smoking and staff found it rewarding to do so.

They are just concluding their second study which had some interesting results. While a brief (12 minute) intervention that presented the effectiveness rates of various treatments for tobacco dependence and information about the [Wisconsin Tobacco Quit Line](#) resulted in more calls to the quit line, smokers also became less confident about their ability to quit when compared to control smokers. Lessons learned will be put to the test in a larger study slated to begin in early 2011.

This third study will focus on those smokers not willing to make a quit attempt at the present time, a large proportion of smokers seeking services from community agencies. The overall goal of this research program is a tool kit for community agencies that is tailored to their setting, easy to implement and of known effectiveness that would permit them to take a more active role in addressing this vital health issue among their clients.

#### *Break Free Alliance involvement:*

Currently, Dr. Christiansen is serving on the Alliance's Sustainability Committee and will be participating on related workgroups.

#### *Personal story:*

For some years I worked as a health consultant for the Wisconsin Medicaid program. Among my duties was the identification of ways to stretch their limited budget. I just followed the data. The savings to the Medicaid program each time an enrollee quits smoking is eye popping. Since following this cost data, I've come to appreciate that those living in poverty deserve enhanced access to tobacco dependence treatments that work.

For more information, please contact [Dr. Christiansen](#) or visit the [UW Center for Tobacco Research and Intervention](#).

---

## **Tobacco Cessation for Correctional Populations Manual, NEW 2nd Edition**

We've just finished printing an updated edition of *Tobacco Cessation for Correctional Populations: A Health Education Manual*. This curriculum is designed for use in all correctional

**Public Health**  
Bruce W. Adkins

**Commonwealth of the  
Northern Mariana Islands**  
Becky Robles

---

**Break Free Alliance  
STAFF:**

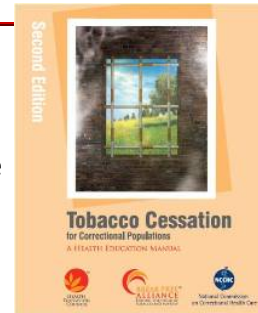
Janet Porter,  
Program Director

Lisa Houston,  
Program Administrator

Kristi Maryman,  
Program Coordinator

Debra Oto-Kent,  
Executive Director of the  
**Health Education Council**

facilities. Participating inmates will learn about the health effects of tobacco use, how to quit using tobacco in the correctional environment and how to stay quit upon release. Included are instructions for facilitators, reproducible handouts and a resource section to obtain additional information and materials.



The 2nd edition includes the following:

- A completely revised introduction section that now includes information on peer education, leading and facilitating discussion, and local resources

- Updated information on nicotine replacement therapy

- More strategies on how inmates can cope with stress

- Discussion of the connection between tobacco and HIV, substance abuse, marijuana and hepatitis C

- Updated resource and glossary sections

To purchase, please visit Health Education Council's [online store](#). You can also contact the Health Education Council directly at 916-556-3344.

---

## Smoking Cessation Leadership Center's Catalogue of Tools

The Smoking Cessation Leadership Center's [Catalogue of Tools](#) is a collection of resources and tools from national partners that can be used for providers to aid them with cessation interventions. Anyone can access and download the catalogue for free from their [website](#).

For more information about the Catalogue and other resources offered by SCLC, please contact:

[Reason S. Reyes](#)

Technical Assistance Manager

Smoking Cessation Leadership Center

University of California, San Francisco

(415) 502-3786 Direct

(877) 509-3786 SCLC Toll-Free Technical Assistance

---

## Legacy Report - Tobacco Control in Low SES

## Populations

[Legacy](#) has recently published a report entitled [Tobacco Control in Low SES Populations](#). This latest Legacy publication seeks to shine a spotlight on the issues of concentrated, high prevalence of tobacco use and limited access to and use of effective prevention and cessation resources in low SES populations. It explores evidence-based and promising practices to address these tobacco-related disparities. This publication also features examples of five different tobacco control projects that demonstrate how organizations are addressing the issue of tobacco use in low SES populations.

For more information, please contact:

[Kabi Pokhrel](#), Director of Dissemination

---

## New Resources from the American Lung Association

On November 9th, 2010, the [American Lung Association](#) (ALA) will be releasing its third annual Helping Smokers Quit: State Cessation Coverage 2010 report. This report provides an overview of smoking cessation services and treatments offered in each state by Medicaid, Medicare, state employee plans, quitlines and private insurance. It is also a great resource for focusing media and policymaker attention on cessation coverage policies. This year ALA has an expanded section on quitlines, and will discuss federal health care reform. Last year's report can be accessed [here](#).

On November 9th, a webinar will be scheduled to discuss the findings and focus of this year's report and 2010 trends.

What: Helping Smokers Quit – 2010 Webinar

When: Tuesday, November 9, 2010. 2:30-3:30 pm EDT.

Who: Tobacco Control partners nationwide.

Note: This call is not for media. Reporters are invited to contact Mary Havell at 202-785-3355 or [mhavell@lungusa.org](mailto:mhavell@lungusa.org) for more information or to schedule an interview.

How: Register [here](#)

\*Note that a recording of the webinar will also be available at this link 24 hours after the webinar has occurred.\*

Please contact [Jennifer Singleterry](#) or [Mary Havell](#) with any

questions.

*American Lung Association Report – Smoking Cessation: the Economic Benefits*

ALA is also pleased to share the newly released report, [Smoking Cessation: the Economic Benefits](#). The findings from this report indicate that most smoking cessation treatments will give states a positive return on their investment. On average, it is estimated that states will see a return of \$1.26 for every dollar spent on helping smokers quit. State-by-state information on the economic benefits of smoking cessation treatments can be found [here](#).

Please contact [Jennifer Singleterry](#) with any questions.

---

## **NHCHC Clinicians' Network Survey**

Break Free Alliance is currently partnering with the [National Health Care for the Homeless Council's \(NHCHC\) Clinicians' Network](#) to survey health care providers about tobacco use among those they serve. Over 100 responses have been collected thus far. The data will be used to provide recommendations on how to best address tobacco use among low SES populations, specifically those experiencing homelessness. Recommendations should be available in the beginning of 2011.

To learn more about addressing tobacco use among homeless populations, check out the August edition of the Clinicians' Network Healing Hands publication, titled "[Butt Out: Homelessness & Smoking Cessation](#)," and Break Free Alliance's [Addressing Tobacco Use in Homeless Populations: Recommendations of the Expert Panel](#).

---

## **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 click [here](#) to see how you can help advance parity and eliminate tobacco-related disparities.

## National Networks for Tobacco Control and Prevention

---

### Great American Smokeout Resources

The 35th Annual Great American Smokeout will be held on November 18, 2010. This event is held each year on the third Thursday in November to encourage smokers to quit for a day in the hope they may quit for good.

Click [here](#) to view a sample press release that can be used to promote the event.

Click [here](#) to visit the American Cancer Society's website for smoking cessation resources and materials to help publicize the Great American Smokeout.

---

### We're on Facebook & Twitter!

Visit the Alliance's Facebook and Twitter pages to keep up-to-date with future events, resources and advocacy initiatives. To view each page, click on the Facebook and Twitter icons below. Note: 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, your chance has finally arrived! 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.

---

## Welcome New Break Free Alliance Committee Members

We'd like to extend an official welcome to Stakeholders who have recently signed up to participate on Alliance committees:

Sustainability Committee:

Michael Powell, Program Manager, [State of Alaska, Division of Behavioral Health](#)

Communications Committee:

Janet Williams, [American Medical Association](#)

Ann Pobutsky, [Hawaii State Department of Health](#)

Network Development Committee:

Sara Lamnin, Program Director, [South Hayward Parish, Hayward Community Action Network](#)

Becky Robles, [Commonwealth of the Northern Mariana Islands](#)

---

## Upcoming Events

[Health Care Responses to Homelessness in a Time of Reform](#)

National Health Care for the Homeless Council and Vanderbilt School of Medicine

November 3-4; Nashville, Tennessee

[Clearing the Air through Environmental, Systems, and Policy](#)

[Changes: A Road Map for Healthy Communities](#) – Virginia Public Health Association & Virginia Department of Health

November 4th; Richmond, Virginia

[APHA 138th Annual Meeting and Exposition](#)

November 6-10; Denver, Colorado

[4th Annual National Conference on Health Disparities](#)

November 10-13; Philadelphia, Pennsylvania

[Great American Smokeout](#)

November 18; Nationwide

[16TH Annual Rural Multiracial and Multicultural Health Conference](#)

December 1-3; Tucson, Arizona

[Modeling for Public Health Action: From Epidemiology to Operations](#)

CDC Preparedness Modeling Unit

December 9-10; Atlanta, Georgia

[SAVE THE DATE: Reducing Tobacco Use 2011 – Keeping it Relevant for Kids, Teens & Young Adults](#)

April 5-6, 2011; Newport News, Virginia

[SAVE THE DATE: Health Education Council's 5th Annual Benefit Golf Tournament](#)

June 3, 2011; Sacramento, California

---

## Recent Research

**State Medicaid Coverage for Tobacco-Dependence Treatments --- United States, 2009**

Morbidity and Mortality Weekly Report (MMWR)

October 22, 2010 / 59(41);1340-1343

**Smoking Characteristics of Adults With Selected Lifetime Mental Illnesses: Results From the 2007 National Health Interview Survey**

American Journal of Public Health

AJPH First Look, published online ahead of print Oct 21, 2010

Annette K. McClave, Lela R. McKnight-Eily, Shane P. Davis, Shanta R. Dube

**Mechanisms and genes involved in enhancement of HIV infectivity by tobacco smoke**

Toxicology. 2010 Oct 1. [Epub ahead of print]

Zhao L, Li F, Zhang Y, Bourkadi NE, Wang Z, Yu C, Taylor EW.

**Quit attempts and intention to quit cigarette smoking among Medicaid recipients in the USA**

Public Health. 2010 Oct;124(10):553-8. Epub 2010 Sep 15. Liu F.

**Association of availability of tobacco products with socio-economic and racial/ethnic characteristics of neighborhoods**

Public Health. 2010 Sep;124(9):525-9. Epub 2010 Aug 17.  
Siahpush M, Jones PR, Singh GK, Timsina LR, Martin J.

**Effects of adopting a smoke-free policy in state psychiatric hospitals**

Psychiatr Serv. 2010 Sep;61(9):899-904.  
Hollen V, Ortiz G, Schacht L, Mojarrad MG, Lane GM Jr, Parks JJ.

**The effect of the smoke-free workplace policy in the exposure to secondhand smoke in restaurants, pubs, and discos in San Juan, Puerto Rico**

P R Health Sci J. 2010 Sep;29(3):279-85.  
Marín HA, Díaz-Toro E.

**Will cardiovascular disease prevention widen health inequalities?**

PLoS Med. 2010 Aug 24;7(8):e1000320.  
Capewell S, Graham H.

**Substance Abuse Treatment Counselors and Tobacco Use: A Comparison of Comprehensive and Indoor-Only Workplace Smoking Bans.**

Nicotine Tob Res. 2010 Sep 2. [Epub ahead of print]  
Knudsen HK, Boyd SE, Studts JL.

**Implementation and enforcement of tobacco bans in two prisons in North Carolina: a qualitative inquiry.**

J Correct Health Care. 2010 Apr;16(2):98-105.  
Foley KL, Proescholdbell S, Herndon Malek S, Johnson J.

**A prospective study of the impact of smoking on outcomes in bipolar and schizoaffective disorder**

Compr Psychiatry. 2010 Sep-Oct;51(5):504-9. Epub 2010 Feb 19.  
Dodd S, Brnabic AJ, Berk L, Fitzgerald PB, de Castella AR, Filia S, Filia K, Kelin K, Smith M, Montgomery W, Kulkarni J, Berk M.

**Tobacco use cessation and weight management among motor freight workers: results of the gear up for health study**

Cancer Causes Control. 2010 Aug 20. [Epub ahead of print]  
Sorensen G, Stoddard A, Quintiliani L, Ebbeling C, Nagler E, Yang M, Pereira L, Wallace L.

**Enhancing clinical research with alcohol, tobacco and cannabis problems and dependence**

Drug Alcohol Rev. 2010 Sep;29(5):483-90.  
Allsop S, Carter O, Lenton S.

**Using policy to increase prescribing of smoking cessation medications in the VA healthcare system.**

Tob Control. 2010 Sep 24. [Epub ahead of print]  
Smith MW, Chen S, Siroka AM, Hamlett-Berry K.

**Impacts of a Support Intervention for Low-income Women Who Smoke**

Social Science & Medicine  
Available online 29 September 2010.  
Stewart MJ, PhD, Kushner KE, Greaves L, Letourneau N, Spitzer D and Boscoe M.

**Smoking habits and health-related quality of life in a rural Japanese population**

Qual Life Res. 2010 Sep 21. [Epub ahead of print]  
Funahashi K, Takahashi I, Danjo K, Matsuzaka M, Umeda T, Nakaji S.