



# BREAK FREE ALLIANCE NEWS

ENDING THE CYCLE OF TOBACCO AND POVERTY

March 2010

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## Promising Practices 2010 Conference UPDATE

The conference agenda is now [posted online!](#) Check out all the exciting breakout sessions, speakers and special presentations we have scheduled for this two-day conference.

**Agenda sneak peek:** We welcome the [Honorable Dr. Louis W. Sullivan](#) as our opening keynote speaker. Dr. Sullivan is currently the chair of the board of the [National Health Museum](#) and was the former Secretary of the U.S. Department of Health and Human Services from 1989-1993. He is also the founding Dean and first President of the [Morehouse School of Medicine](#) in Atlanta, GA.



If you haven't already registered, [REGISTER NOW](#), and make sure to book your hotel accommodations as soon as possible. [Jazz Fest 2010](#) is occurring during the same time in New Orleans, which means [Hotel Monteleone](#) and other hotels are booking up fast.

[Promising Practices: Achieving Health and Social Equity in Tobacco Control](#) will be held in New Orleans, Louisiana on April 27-28, 2010.

This conference is presented by the [Health Education Council's Break Free Alliance](#) and [National African American Tobacco Education Network](#).



## UPCOMING EVENTS

## Expert Panel to Address Tobacco Use in Homeless Populations

On October 21st, 2010, Break Free Alliance convened an invitation-only expert panel in Washington, DC to address tobacco use among the homeless. A broad range of expertise was represented by the 27 participants, who consisted of

[RECENT RESEARCH](#)

homeless service providers, the formerly homeless, tobacco control experts, policy makers, funders and researchers.

**Break Free Alliance COORDINATING COUNCIL MEMBERS:**

The goals of the meeting were to identify successes and challenges to addressing tobacco use in homeless populations; identify current practices and models; and develop targeted recommendations that will result in a report/guide for dissemination to researchers, policy makers, funding agencies, state tobacco

[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 Public Health](#)

Bruce W. Adkins

**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](#)

control programs and service providers.

During the meeting, participants identified promising interventions related to reducing tobacco use among the homeless, critical factors to achieving success as well as challenges and barriers. At the end of the day, the participants worked as a group to come up with a list of specific recommendations.

Break Free Alliance is now refining the process and outcomes of the panel into a report to help guide those interested in reducing tobacco use among homeless populations. These recommendations will apply to tobacco control programs, social service agencies, community advocates and researchers.

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## Correctional Facilities Post-Smoking Ban

[Break Free Alliance](#) and the [Louisiana Tobacco Control Program](#) are partnering with the [Louisiana Department of Public Safety and Corrections](#) on a new tobacco control initiative.

This initiative follows on the heels of a statewide ban on indoor smoking in correctional facilities that took place last August, and includes the following objectives: 1) assess staff attitudes after the ban; 2) field test a revised version of Break Free Alliance's *Tobacco Cessation for Correctional Populations: A Health Education Manual*; and 3) ban smoking altogether on correctional campuses.

This initiative is planned to take place over five years and will begin its implementation phase early this year.

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## Repository

Keep an eye on Break Free Alliance's [website](#), as there will soon be a repository featuring research, programs and policy on tobacco use among low socioeconomic status (SES) populations as well as contact information for community partners working on specific topics and/or with specific populations.

If you would like your name and contact information to be listed on our site or have ideas for research, programs or policies to post, [let us know!](#) post, [let us know!](#)



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## Survey of Homeless, Low SES

The Alliance has teamed up with two national entities to survey hundreds of community health service providers, healthcare clinicians and others working with

low SES populations in both the clinical and community setting. The two stakeholder organizations involved with this project are the [National Headquarters of Community Action Programs](#) and the [National Health Care for the Homeless Council](#).

Both organizations will be disseminating this survey, which will capture tobacco use prevalence among low SES populations (specifically among the homeless); provider attitudes and beliefs about client tobacco use; and what types of tobacco cessation and/or policies are being implemented in facilities serving low SES populations.

This survey is one of the first attempts to collect national data on this issue. The results from the survey will be used to develop recommendations on how health

care providers can best address tobacco use among low SES and homeless individuals. This data will be shared with all of our stakeholders and partners later in 2010.

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## Social Justice Training

In partnership with the [American Lung Association](#) of Alameda County, facilitators from the Health Education Council's (HEC) Break Free Alliance and National African American Tobacco Education Network conducted a training titled, "Tobacco Use as a Social Justice Issue" on February 18th in San Leandro, CA. Participants of the training were members of the Alameda County Tobacco Control Coalition (ACTCC) members.



Some highlights of the training include tobacco industry marketing to African Americans and low socioeconomic status (SES) populations, corporate accountability, economic justice and public advocacy. HEC facilitators engaged the participants by tapping into current perceptions of social justice and tying them into tobacco control issues. Ideally, ideas generated during the training will be used by ACTCC inform future collaborative efforts in addressing the social injustices they see in their communities.

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## Emblems for Youth Tobacco Prevention

For the past couple of years, Break Free Alliance and [The Salvation Army](#) (TSA) have been working collaboratively to develop a youth tobacco prevention program on a CD-ROM for TSA's Girl and Boy Guard Emblem Program. Much like the Boy and Girl Scouts of America, TSA's Emblem Program is designed for youth to become involved with their communities, obtain basic life skills, and become healthy, happy and well-rounded adults.

As the Emblem Program formerly included minimal tobacco prevention activities, the CD-ROM educates youth on the dangers of tobacco use and how to become an advocate against the tobacco industry. In order to complete the tobacco



prevention emblem program, students complete a variety of activities and assignments, including tobacco and health; tobacco industry targeting; how to live a healthy life without tobacco; advocacy projects; and ways to help their family and friends who use tobacco.



After students complete all required activities, they each receive an emblem signifying their completion of the tobacco prevention program. The program was developed by Break Free Alliance, TSA and MedEX Multimedia, Inc. The CD-Rom is currently in its final revisions, and will be released in the next couple of months. For any questions about this product, please contact [Kristi Maryman](#).

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## Breaking Free from Camel Snus

Several U.S. tobacco companies are promoting the use of a form of tobacco known as snus, which is an oral smokeless and spitless tobacco product that typically requires refrigeration to maintain freshness. A leader in this market appears to be Camel Snus, as its distribution has been expanded nationwide by offering retailers discounted product prices, promotional bonuses, and even free refrigerator units to keep the product cold. Additionally, Camel is offering discounted prices and “buy one – get one free” coupons to the public.

“Something that obviously caught our eye,” said Janet Porter, [Break Free Alliance](#) Program Director, “is that Camel Snus currently is using the term ‘break free’ in a new ad touting it as a mess-free tobacco that can be enjoyed anywhere.” The Alliance recognizes that there is no safe form of tobacco, and it strongly opposes the promotion and adoption of any initiative asserting that any form of tobacco is an acceptable substitute for conventional cigarettes, cigars, pipes, or spit tobacco.

According to Robert Anderson of the [West Virginia University Prevention Research Center](#) (and Break Free Alliance’s current Chair), “The use of one tobacco product to break free of another is a dangerous practice.” Anderson continued, “Because of declining national cigarette sales and the wave of public smoking bans, the industry is hedging its future on oral tobacco products. Our Alliance finds the notion that use of a one form of tobacco to substitute for another is unacceptable, especially when the health risks of these newly introduced oral tobacco products are still unknown.”

Break Free Alliance has developed a position statement regarding snus and the marketing of snus to people of low socioeconomic (low SES) status that can be [downloaded from our website](#).

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## 40 Days to Freedom Is Here!

*40 Days to Freedom Tobacco Cessation Facilitator's Guide and Daily Devotional Guide* were designed in response to the overwhelming demand for a culturally tailored, tobacco cessation guide for the African American community.

The Facilitator's Guide is composed of a six-week tobacco cessation course intended for a class size of ten participants or less. Each week participants are educated about tobacco use and guided through a spiritual journey towards a tobacco-free lifestyle. Included in the Facilitator's Guide are class exercises created to inform current tobacco users about steps to quitting tobacco use, tobacco's health effects, common myths, and tobacco industry marketing tactics.



The daily devotional guide is composed of uplifting words that work in concert to provide spiritual support, encouragement and daily direction for individuals battling to quit tobacco use.

40 Days to Freedom Guides are available for purchase; please contact [Chinedu Nwaigwe](mailto:Chinedu.Nwaigwe@naatpn.org) at 916-556-3344.

*Pricing: 40 Days to Freedom Materials are sold in bundles of ten. You will receive 10 Daily Devotional Guides and one Facilitator Guide for \$100.*

*Note: Returning customers may purchase additional Daily Devotional Guides in sets of 10 for \$75.*

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## Menthol and Low SES

What issues surface around addressing the use of menthol cigarettes among low socioeconomic status (SES) populations? Break Free Alliance Program Director Janet Porter had a chance to delve into this topic at the Second National Conference on Menthol, convened by the [National African American Tobacco Prevention Network](http://naatpn.org) (NAATPN).

On the second day of the conference, all of the [National Tobacco Prevention Networks](http://naatpn.org) facilitated breakout sessions dedicated to menthol tobacco use in their respective populations. Ms. Porter facilitated the low SES session and elicited the following responses: 1) More data on menthol use in this population is needed; 2) Removing menthol may not have an impact on this population; 3) More education is needed about the use of menthol as a predatory tactic of the tobacco industry.

To learn more about the conference, contact NAATPN at [thenetwork@naatpn.org](mailto:thenetwork@naatpn.org).

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## FDA Announcement

The U.S. Food and Drug Administration is pleased to announce the selection of

the voting members of the Tobacco Products Scientific Advisory Committee (TPSAC).

The committee will provide advice, information, and recommendations to FDA on a wide range of tobacco-related issues. View the list of [voting members](#).

The first meeting of the committee is scheduled for March 30-31, 2010 and will focus on the impact of the use of menthol in cigarettes on the public health. The meeting is open to the public and interested people may present data, information, or views, orally or in writing. [Learn more about how to participate](#).

For more information, you can review the related [press release](#), the [official Advisory Committee Meeting Announcement](#), or visit the Web site of the FDA Center for Tobacco Products at [www.FDA.gov/tobacco](http://www.FDA.gov/tobacco).

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## 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.

### Follow Us on Twitter

Break Free Alliance is on Twitter! [Follow our tweets](#) on Alliance activities, research, news stories, conference updates, and more.

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## Health Education Council Benefit Golf Tournament

Please join the [Health Education Council](#) in raising funds to expand our programs through our [4th Annual Benefit Golf Tournament](#) on Friday, June 4th, 2010. The tournament will be held in Davis, California at the [Wildhorse Golf Club](#), which was named "Best Golf Course in Yolo County 2005." The ticket price of \$125 includes green fee, range balls, cart, lunch, awards dinner and loads of fun!

Register by April 15th to receive a contest card FREE (\$20 value). Cards include free play in longest drive, closest to the pin, and putting contests. Prizes include \$50 - \$100 gift cards to area favorites including McCormick's & Schmick's Seafood Restaurant and Ruth's Chris Steakhouse. Best man and best woman in each contest receive a prize, and tournament prizes are awarded to the top three golf foursomes as well as the lowest scoring team.

Sign up as a foursome with three fellow golfers OR register any number of people and we will match you up with awesome people to make your foursomes.

So come out and enjoy some sunny California weather, cold drinks, and an award-winning golf course...all for a great cause. We hope to see you there!

Can't attend? You can support the tournament by donating a raffle and/or silent auction item. Sponsorship opportunities are also available. Please contact: Kristi

Maryman at (916) 556-3344 or [kmaryman@healthedcouncil.org](mailto:kmaryman@healthedcouncil.org) to learn more about these opportunities.



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## Upcoming Events

### [Updates in Correctional Health Care](#)

April 24-27, 2010; Nashville, TN

### [Promising Practices 2010: Achieving Health and Social Equity in Tobacco Control](#)

April 27-28, 2010; New Orleans, LA

### [Running Over: The AGRM 97th Annual Convention](#)

May 9-12, 2010; St. Charles, IL

### [Tribal Institute on Commercial Tobacco: Integrating Chronic Disease Interventions](#)

June 3-4, 2010; Albuquerque, NM

### [2010 National Health Care for the Homeless Conference & Policy Symposium](#)

### [Innovative Approaches: Building on 25 Years of Health Care for the Homeless](#)

June 3-5, 2010; San Francisco, CA

### [Health Education Council's 4th Annual Benefit Golf Tournament](#)

June 4, 2010; Davis, CA

### [Lighting the Lamp for Strength in Unity](#) - Annual Rural Providers' Conference

June 7-11, 2010; Kodiak, AK

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## Recent Research

### **Workplace secondhand smoke exposure in the U.S. Trucking industry**

Environ Health Perspect. 2010 Feb;118(2):216-21.

*Chiu YH, Hart JE, Spiegelman D, Garshick E, Smith TJ, Dockery DW, Hammond SK, Laden F.*

### **Smoking Cessation Efforts in One New York City HIV Clinic**

J Assoc Nurses AIDS Care. 2010 Jan-Feb;21(1):11-5.

*Zwiebel MA, Hughes V.*

### **The implementation of tobacco-related brief interventions in substance**

**abuse treatment: A national study of counselors**

J Subst Abuse Treat. 2010 Jan 28. [Epub ahead of print]  
*Knudsen HK, Studts JL.*

**The relation of tobacco use during hospitalization to post-discharge smoking cessation among US veterans**

Prev Med. 2010 Feb 1. [Epub ahead of print]  
*Duffy SA, Scholten RL, Karvonen-Gutierrez CA.*

**Reaching Spanish-Speaking Smokers: State-Level Evidence of Untapped Potential for QuitLine Utilization**

American Journal of Public Health  
AJPH First Look, published online ahead of print Feb 10, 2010  
*Emily K. Burns, Arnold H. Levinson*

**Combining community participatory research with a randomized clinical trial: the protecting the hood against tobacco (PHAT) smoking cessation study**

Hearth Lung. 2010 Jan-Feb;39(1):50-63. Epub 2009 Jul 22.  
*Froelicher ES, Doolan D, Yerger VB, McGruder CO, Malone RE.*

**Differences in socioeconomic and gender inequalities in tobacco smoking in Sweden and Denmark; a cross sectional comparison of the equity effect of different public health policies**

BMC Public Health. 2010 Jan 9;10(1):9. [Epub ahead of print]  
*Eek F, Ostergren PO, Diderichsen F, Rasmussen NK, Andersen I, Moussa K, Grahn M.*

**Effects of the Wars on Smoking Among Veterans**

Journal of General Internal Medicine. 10.1007/s11606-009-1224-1 [doi]. January 15, 2010, [Epub ahead of print].  
*Bastian, L.A.; Sherman, S.E.*

**Successful Change in Tobacco Use in Schizophrenia**

Journal of the American Psychiatric Nurses Association, Vol. 16, No. 1, 30-35 (2010)  
*Joel O. Goldberg*

**Prerelease intent predicts smoking behavior postrelease following a prison smoking ban**

Nicotine & Tobacco Research Advance Access published online on December 27, 2009  
*Laura Thibodeau, Douglas E. Jorenby, David W. Seal, Su-Young Kim and James M. Sosman*

**Smoking, physical inactivity, and obesity: associations with social status**

Dtsch Arztebl Int. 2010 Jan;107(1-2):1-7. Epub 2010 Jan 7.  
*Lampert T.*

**Implementation of the Tobacco Tactics program in the Department of Veterans Affairs**

J Gen Intern Med. 2010 Jan;25 Suppl 1:3-10.  
*Duffy SA, Karvonen-Gutierrez CA, Ewing LA, Smith PM; Veterans Integrated*

*Services Network 11 Tobacco Tactics Tea.... Collaborators (8) Carmody T, Dalmacy C, Flanagan P, Fore A, Heath J, Hicks T, Ronts D, White R.*

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**A publication compiled and produced for the friends and associates of  
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**3950 Industrial Blvd, Suite 600  
West Sacramento, CA 95691-3430  
1-888-442-2836**