

***Tobacco Studies in Public Health and Tobacco Scholars Program***  
**University of Washington**  
**School of Public Health and Community Medicine**

**BACKGROUND AND PURPOSE**

Two grants were received by the UW School of Public Health and Community Medicine (UW SPHCM), Department of Health Services in 2002-2003. The first, **Tobacco Studies in Public Health**, is being used to develop curricula focused on tobacco and public health and the second, **Tobacco Scholars in Public Health** provides scholarship funding for students interested in pursuing a concentration in tobacco studies. The Principal Investigator for both projects is Abigail Halperin, MD, MPH and the Program Manager is Sara Savage, MPH. The grants were acquired through a national, competitive grant initiative called STEP-UP (Scholarship, Teaching, and Education Program for Tobacco Use Prevention) funded by the American Legacy Foundation and administered through the Association of Schools of Public Health (ASPH). This initiative aims to increase the capacity of accredited schools of public health in the United States to produce public health professionals with a focus, dedication and expertise in the field of tobacco prevention, policy and treatment. The UW programs are funded through May 2005.

**TOBACCO STUDIES PROGRAM AND CONCENTRATION**

Graduate students pursuing a master's degree, or pre-dissertation doctoral students, in any of the UW SPHCM departments who have an interest in the field of tobacco prevention, research, policy and/or treatment may choose to concentrate on tobacco as a public health issue through some or all of the following:

- Completion of a **3-credit course, *Tobacco and Public Health: Impact, Prevention, Policy and Social Change*** (offered Spring Quarter '04 and '05)  
*This 10-week (20 session), 3-credit HSERV590E course provides a comprehensive overview of the history, health effects, politics, and prevention of tobacco use, combining medical, psychosocial, epidemiological and economic perspectives. The course uses readings, case studies, and guest speakers to stimulate active discussion and debate, giving students a framework for understanding the epidemic of tobacco addiction as well as its prevention and treatment. For more information about the course, go to:*  
[http://depts.washington.edu/hserv/courses/HSERV\\_590\\_E/](http://depts.washington.edu/hserv/courses/HSERV_590_E/)
- Participation in a **quarterly journal club/seminar** focused on tobacco issues and research
- Completion of a SPHCM-approved **practicum** in the tobacco control field
- Completion of a **thesis or capstone** on an approved tobacco research, policy, or prevention topic

Students who commit to completing all four of these elements may qualify to apply for **scholarship funding**. See the next section for details on eligibility, levels of support, requirements and application procedures.

A certificate of completion signed by the Dean and Department Chair will be given to those students who complete the concentration.

**HSERV 590E: Tobacco and Public Health: Impact, Prevention, Policy and Social Change**  
UW School of Public Health and Community Medicine, Dept of Health Services  
Spring Quarter, March 30 – June 8, 2005  $\Phi$  Wednesdays 1:30 – 4:30 pm

**DRAFT COURSE SUMMARY (12/2/04)**

- Session 1      Overview of Course Expectations & Assignments**  
W 3/30/05      Abigail Halperin MD, MPH and Sara Savage MPH
- Overview of Tobacco Industry Marketing Strategies and Public Health Approaches to Control Tobacco Use**  
Alan Blum, MD, Director, Center for the Study of Tobacco and Society, University of Alabama
- Session 2      Medical Consequences and Epidemiology of Tobacco Use**  
W 4/6/05      Richard Hurt, MD, Mayo Clinic, Rochester, Minn
- Session 3      Tobacco Dependence: Understanding Nicotine Addiction and Treatment**  
W 4/13/05      Tim McAfee MD MPH, Medical Director, Free and Clear Quitline  
Paul Zemann, Public Health Seattle-King County, Tobacco Prevention Program
- Session 4      Tobacco Harm Reduction and Economics of Tobacco**  
W 4/20/05      Ken Warner PhD, University of Michigan
- Session 5      Comprehensive Approaches to Tobacco Control and Prevention:**  
W 4/27/05      **Case Study in Youth and Young Adults**  
Abigail Halperin, MD, MPH, Marilyn Cohen, PhD (invited), others TBD
- Session 6      Second Hand Smoke: The Science, Politics and Economics of Clean Indoor Air**  
M 5/2/05\*      Pierce County Health Department / Ballot Initiative rep?
- Session 7      Health Disparities and the Impact of Tobacco Use in Vulnerable Populations**  
**Case studies of: African Americans and Women (including pregnancy outcomes)**  
W 5/11/05      Phillip Gardiner, DrPH, University of California, San Francisco
- Session 8      The Global Tobacco Epidemic and the WHO Framework Convention on Tobacco Control**  
W 5/18/05      Stella Aguinaga Bialous, RN, MScN, DrPH, UC San Francisco
- Session 9      Legal & Regulatory Issues: Role of Litigation, FDA regulation, MSA**  
W 5/25/05      Mitchell Zeller, JD Pinney and Associates, WA, DC
- Session 10      Community-based Tobacco Control Interventions (COMMIT Project)**  
W 6/1/05      Beti Thompson PhD, Fred Hutchinson Cancer Research Center (tentative)  
Student presentations (2-3)
- Session 11      W 6/8/05      Student Presentations (3-4)**

\*Reschedule of Wed class due to National Conference on Tobacco or Health in Chicago, May 4-6, 2005

## SESSION 1

Wednesday, March 30, 2004 1:30-4:30 pm

Health Sciences Building, Room TBD

### **Overview of Tobacco Industry Marketing Strategies and Public Health Approaches to Control Tobacco Use**

**Guest Speaker: Alan Blum, MD, Professor of Medicine (?) and Director, Center for the Study of Tobacco and Society, University of Alabama.**

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

After this session, the student will be able to:

1. Describe the evolution of tobacco marketing in the U.S. and identify three direct marketing strategies currently employed by the industry nationally (international issues to be covered in Session 8: Global Tobacco Epidemic)
2. Explain how the industry indirectly markets their products and name three specific current examples of indirect marketing.
3. Name three historical events that had significant positive impact on the tobacco control movement
4. Describe one example of each of the following tobacco control strategies: economic inducements, laws and policies, and educational interventions.
5. Compare and assess the effectiveness and synergism of the three different types of tobacco control intervention strategies above. (This might actually be a good discussion question for this session, ie comparing and contrasting the strategies and how they work together.)

#### **Key Topics to be Covered:**

##### Tobacco Industry Tactics

- a. Direct marketing i.e., advertising and promotions
- b. Indirect marketing i.e., public relations, lobbying, philanthropy, etc.

##### Public Health Approaches to Control Tobacco Use

- c. Landmarks of the tobacco control movement ('64 SG report, tax increases, MSA, etc)
- d. Categories of tobacco control interventions (education & information, disincentives [taxation, life insurance rates, workplace incentives] and laws and regulations) and their effectiveness.

#### **Possible Discussion Questions:**

- How did the tobacco industry capitalize on political/historical events to give smoking a positive image?
- How does the industry maintain their customer base and recruit new smokers?
- How has the industry been able to continue producing and selling a deadly and addictive product?
- How effective have tobacco control strategies been in reducing smoking rates and smoking-related illness?
- What have been some successes and failures of the tobacco control movement?

## Required Readings

### Industry Tactics:

1) Advocacy Institute, August 1998. *Smoke & Mirrors: How the Tobacco Industry Buys & Lies Its Way to Power & Profits*. (Alan – we probably can't get this booklet to students before the first day of class, unless we photocopy and put on electronic reserves – any other ideas for overview articles on the many evil ways of the tobacco industry?)

2) Campaign for Tobacco-Free Kids and Action on Smoking and Health. 2001 Report: *Trust Us, We're the Tobacco Industry*. A 56 page collection of tobacco company quotes and other information, sorted by specific topics that show that the companies have not changed and cannot be trusted.

<http://tobaccofreekids.org/campaign/global/framework/docs/TrustUs.pdf>

### Tobacco Control Strategies:

3) USDHHS. *Reducing Tobacco Use: A Report of the Surgeon General*, 2000. Atlanta, GA: US Department of Health and Human Services, Public Health Service, Centers for Disease Control, Office on Smoking and Health, 2000. Read pages 29-42, from Chapter 2: "A Historical Review of Efforts to Reduce Smoking in the United States" (**coursepak**)

4) Warner, K. E. (2001). The Need for, and Value of, a Multi-level Approach to Disease Prevention: The Case for Tobacco Control. Promoting Health: Intervention Strategies from Social and Behavioral Research. B. D. Smedley and S. L. Syme. Washington DC, National Academies Press: 417-449. (**coursepak**)

### Other Possibilities for Tobacco Control Strategies:

1) USDHHS. *Reducing Tobacco Use: A Report of the Surgeon General*, Executive Summary, 2000. Atlanta, GA: US Department of Health and Human Services, Public Health Service, Centers for Disease Control, Office on Smoking and Health, 2000. (To be **handed out in class** - focus on chapter summaries)

### Other Possibilities for Industry Tactics:

3) Shamasunder, B. and L. Bero (2002). "Financial ties and conflicts of interest between pharmaceutical and tobacco companies." Jama **288**(6): 738-44. (**E-reserves**)

5) Buckley, C. (1995). Thank You for Smoking. New York, Harper Collins Perennial, 288 pp. This fictional novel (by son of William F. Buckley) follows protagonist Nick Naylor, a lobbyist for the dreaded Tobacco Industry. Naylor is on a quest to prove to his boss, B.R., that he is worth the money they are paying him to lie and finesse the public into thinking cigarettes are not dangerous. Nick defends his moral character by claiming he is doing all of this to pay the mortgage and send his son through one of Washington's most elite private schools (St. Euthanasius). (**library reserves**)

6) Sharfstein, J. (1999). "Blowing smoke: how cigarette manufacturers argued that nicotine is not addictive." Tob Control **8**(2): 210-3. (**E-reserves**)

7) World Health Organization (2000). Tobacco Company Strategies to Undermine Tobacco Control Activities, Committee of Experts on Tobacco Industry Documents (Abigail wrote the first chapter, on Phillip Morris's "Boca Raton action plan"). Hard copy available in library reserves or access at [http://www.who.int/tobacco/policy/who\\_inquiry/en/print.html](http://www.who.int/tobacco/policy/who_inquiry/en/print.html)

8) Campaign for Tobacco Free Kids Action Fund, Campaign Contributions by Tobacco Interests, Quarterly Report, January 2003. <http://tobaccofreekids.org/reports/contributions/january2003.pdf>

9) Industry documents available through Univ of California, San Francisco library:  
<http://www.library.ucsf.edu/tobacco/>

10) Trinkets and Trash: Artifacts of the Tobacco Epidemic – this site monitors and collects current and historical examples of tobacco products, promotional items, marketing tactics and advertising.  
<http://www.trinketsandtrash.org/>

11) Truth in Advertising: a collection of vintage cigarette ads from the 1940's and 50's.  
<http://www.chickenhead.com/truth/index.html>

**Syllabus (Draft 3/29/05)**

**HSERV 590E: TOBACCO and 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 (March 30 – June 8, 2005)

Course web site: [http://depts.washington.edu/hserv/courses/HSERV\\_590\\_E/](http://depts.washington.edu/hserv/courses/HSERV_590_E/)

**Instructors:**

**Abigail Halperin, MD, MPH**

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after class

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**Class Time:** Wednesdays, 1:30 – 4:30 pm (Except Session 6, week of May 2 – see course summary)

**Location:** Health Sciences Building, Room I-132 (Except on April 6 – Room T747)

**Coursepak:** Available from Rotunda copy center (inside I-court) \$49.25

**Course Background and Rationale**

This course forms the core of the Tobacco Studies in Public Health Program for MPH students at the UW School of Public Health and Community Medicine (SPHCM). The Tobacco Studies Program was initiated June 1, 2002, through a grant from the American Legacy Foundation, administered through the Association of Schools of Public Health (ASPH), as part of their STEP-UP grant initiative. This initiative aims to increase the capacity of accredited schools of public health in the United States to produce public health professionals with a focus, dedication and expertise in the field of tobacco prevention, policy and treatment. Tobacco use is the number one cause of mortality in the United States today, responsible for the deaths of nearly half a million people per year. The issue of tobacco control, prevention and treatment is not only one of the most compelling and urgent public health issues of our day, but it provides the student of public health with an opportunity to explore the multi-dimensional aspects of the public health model.

**Course Description**

*Tobacco and Public Health: Impact, Prevention, Policy and Social Change* is a 10-week (10 session), 3-credit seminar course, that will meet Wednesdays, 1:30-4:20, Spring Quarter of 2005 (3/30/05-6/8/04). The course will utilize a multi-level approach to public health by providing a comprehensive overview of the health effects, history, marketing, politics, and control of tobacco use, combining medical, psychosocial, epidemiological and economic perspectives to give students a framework for understanding tobacco addiction and its prevention and treatment. The course content will be delivered primarily by local and national speakers who are experts in their field. This course will provide the foundation for

students to begin pursuing a public health career dedicated to diminishing the tremendous toll of tobacco use and addiction in our society through research, teaching and/or public health practice.

### **Course Learning Objectives**

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

- a. Identify factors (biological, psycho-social, environmental, and politico-economic) which contribute to tobacco addiction among individuals and across different populations (youth, adults, women, racial/ethnic groups, lesbian/gay/bi/transgender, and economically disadvantaged).
- b. Explain medical consequences (morbidity and mortality) for individual tobacco users and the public health impact (epidemiological, economic) of tobacco use and exposure to environmental tobacco smoke.
- c. Demonstrate the knowledge and skills necessary to begin to design, implement and evaluate research projects and intervention programs that address the prevention and treatment of tobacco use.
- d. Participate in public debate/discussion and inform policy making which impact tobacco use, addiction, prevention, environmental tobacco smoke (ETS) exposure and related disease.

### **Acknowledgements**

We would like to thank the following agencies, groups and individuals for their support in the development and implementation of this course and the UW Tobacco Studies in Public Health and Tobacco Scholars Program.

#### **Grant funding:**

American Legacy Foundation  
Association of Schools of Public Health

#### **Speaker funding:**

Washington State Department of Health, Tobacco Prevention and Control Program  
Public Health Seattle-King County Tobacco Prevention Program  
Fred Hutchinson Cancer Research Center, Social and Behavioral Affinity Group  
Free & Clear Tobacco Cessation Program

#### **Other assistance and support:**

UW School of Public Health and Community Medicine, Department of Health Services  
UW School of Public Health and Community Medicine, Dean's Office  
UW Center for Health Education and Research  
Tobacco Prevention Resource Center  
Campaign for Tobacco-Free Kids  
CDC, Office on Smoking and Health  
Yuki Durham, Health Services Librarian  
UW Library Services



**COURSE SUMMARY**  
 Wednesdays 1:30-4:30 pm (with a 15 minute break)  
 Room I-132 (except on 4/6/05)

<b>DATE</b>	<b>SESSION TOPICS and SPEAKERS</b>
<b>3/30/05</b>	<b>Overview of Course Expectations &amp; Assignments</b> Abigail Halperin MD, MPH and Sara Savage MPH  <b>Overview of Tobacco Industry Marketing Strategies and Public Health Tobacco Control Strategies</b> Robert Jaffe, MD, Founding Director, Washington State DOC (Doctors Ought to Care)
<b>4/6/05</b>	<b>*Please note room change this day only* (Room T-747)</b> <b>Medical Consequences and Epidemiology of Tobacco Use</b> Richard Hurt, MD, Director, Nicotine Dependence Center, Mayo Clinic, Rochester, Minn
<b>4/13/05</b>	<b>Tobacco Dependence: Understanding Nicotine Addiction and Treatment</b> Tim McAfee MD, MPH, Chief Medical Officer, Free and Clear Quitline Paul Zemann, Public Health Seattle-King County, Tobacco Prevention Program
<b>4/20/05</b>	<b>Tobacco Harm Reduction Economics of Tobacco</b> Ken Warner PhD, Director, Tobacco Research Network and Professor of Public Health Policy, University of Michigan
<b>4/27/05</b>	<b>Comprehensive Approaches to Tobacco Control and Prevention: Case Study in Youth and Young Adults</b> Abigail Halperin, MD, MPH, Art Peterson, PhD and Erin Fitzgerald, Teen Futures Media Network
<b>5/2/05*</b>	<b>*Please note date change this week*</b> <b>Second Hand Smoke: The Policy, Politics and Economics of Clean Indoor Air</b> Kevin Phelps, Chair, Pierce County Board of Health & Susan Ferguson, Legal Counsel, Tacoma-Pierce County Health Department / Healthy Indoor Air Ballot Initiative (I-901) Representative
<b>5/6/05</b>	<b>Abstract of Proposed Final Paper/Presentation DUE</b> (topic and a one paragraph description)
<b>5/11/05</b>	<b>Health Disparities and the Impact of Tobacco Use in Vulnerable Populations</b> <b>Case studies of: African Americans and Women (including pregnancy outcomes)</b> Phillip Gardiner, DrPH, Tobacco Related Disease Research Program, University of California, Office of the President
<b>5/18/05</b>	<b>The Global Tobacco Epidemic and the WHO Framework Convention on Tobacco Control</b> Stella Aguinaga Bialous, RN, MScN, DrPH, President, Tobacco Policy International
<b>5/25/05</b>	<b>Tobacco Product Regulation: FDA Efforts from 1994 to 2000 and Prospects for New Legislation</b> Mitchell Zeller, JD Pinney Associates, Bethesda, Maryland (former Director of the FDA Office of Tobacco Programs) <b>Student presentations (2)</b>
<b>6/1/05</b>	<b>Student presentations</b>
<b>6/8/05</b>	<b>Student Presentations/Evaluations</b> <b>Final Papers DUE</b>

\*Reschedule of Wed class due to National Conference on Tobacco or Health in Chicago, May 4-6, 2005



## Explanation of Assignments and Grading

### Assignments

- 1) **Read all assigned readings and** be prepared to discuss them in class. All required readings are in the coursepack or will be distributed in class. The “suggested additional readings” are articles or books available through library reserves, E-reserves or E-journals if you would like to pursue a topic in more detail. There are many excellent books set aside in library reserves for browsing.
- 2) **Present information on a local or national tobacco control organization.** Choose an organization or web site to explore (site visit, phone interview, web search, brochures or volunteering) and report back to the class on the organization’s mission and activities. These will be short 5-10 minute presentations given throughout the course. A sign-up sheet will be circulated with a list of organizations and dates.
- 3) **Final Project: Paper and Presentation** The project will consist of a 15-20 minute oral/slide presentation and a 10-12 page paper due no later than June 8, 2004 (There will be no final exam). The project can be on a topic of your choosing with instructor approval. Abstract of proposed paper (topic and brief description) **due the week of May 2<sup>nd</sup>** by email to Sara Savage [sarasav@u.washington.edu](mailto:sarasav@u.washington.edu). Requirements for the final project and a list of suggested topics are described in detail on the course web page, under “additional documents”. We will use part of class on May 25, all of class on June 1 and June 8<sup>th</sup> (exam day) for student presentations.

### Grading

There are four main requirements for this course. They include:

- Punctual attendance at all classes and reading of assigned materials (20% of grade)
- Informed and active participation in class discussion, and interaction with guest speakers (20%)
- 5-10 minute informal class presentation on a local or national tobacco control organization, project or website, with a one page written description to be handed out in class (20%)
- Satisfactory completion of a final project/paper with brief oral presentation (40% of grade)

**As this is a seminar style course with many nationally renowned experts presenting guest lectures, it is mandatory that all students read assigned material, contribute to class discussion and attend all class sessions. Unexcused absences or repeated tardiness will result in a significantly lower grade. Please call or email Sara if you know you are going to be late or absent.**

### Resources to be provided

- Detailed class syllabus, course pack of articles, E-reserve articles and books on library reserve.
- List of suggested final project topics
- List of local, state and national tobacco control organizations
- Powerpoint handout on tobacco control web resources
- A list of local tobacco-related practicum opportunities

## **SESSION 1**

Wednesday, March 30, 2004 1:30-4:30 pm

Health Sciences Building, Room I-132

### **Introduction to Tobacco and Public Health Course and**

### **Overview and History of Tobacco Industry Marketing Strategies and Public Health Tobacco Control Strategies**

#### **A. Introduction to Tobacco and Public Health Course**

**Course Instructors:** Abigail Halperin, MD, MPH and Sara Savage, MPH (teaching assistant)

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

After this session, the student will be able to:

1. Describe the topics to be covered by this course, schedule, course expectations, assignments, readings and grading
2. Describe the framework of tobacco control interventions to be explored in this course

#### **Discussion Questions:**

- Discussion of student backgrounds and experiences with public health and/or tobacco control
- Discussion of student expectations for course
- Discussion of faculty expectations re: participation, assignments, grading, etc

#### **B. Overview and History of Tobacco Industry Marketing Strategies and Public Health Tobacco Control Strategies**

**Guest Speaker: Robert Jaffe, MD**, Founding Director of Washington DOC (Doctors Ought to Care), a tobacco education and youth advocacy organization <http://www.bcm.edu/doc/>

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

After this session, the student will be able to:

1. Identify the factors that contributed to the development of the tobacco industry and rise of tobacco use in the U.S.
2. Describe the evolution of tobacco marketing in the U.S. and identify three direct marketing strategies currently employed by the industry nationally (international issues to be covered in Session 8: Global Tobacco Epidemic)
3. Explain how the industry indirectly markets their products and name three specific current examples of indirect marketing.
4. Name some of the landmarks of the tobacco control movement (both successes and failures) (e.g. '64 SG report, tax increases, MSA, etc)
5. List the three major objectives of the tobacco control movement and describe how they inter-relate (prevent initiation in kids, promote cessation, protect non-smokers from secondhand smoke) – harm reduction, a related concept, will be addressed by Ken Warner on 4/20