

TOBACCO: PREVENTION, USE, AND PUBLIC POLICY
PUBLIC HEALTH (PH)121
HEALTH SERVICES (HS)/COMMUNITY HEALTH SCIENCES (CHS) 221
FALL, 2005

INSTRUCTOR: Barbara A. Berman, Ph.D.

This is a four-credit course that utilizes a lecture and discussion format to introduce students to concepts and issues in the area of tobacco use and its control. The study of tobacco provides an ideal framework in which to examine key public health themes and issues. Tobacco use and its health consequences constitutes a critical health crisis worldwide, involving the interplay of historical, biological, socio-cultural, political, and economic forces. It is a case study of how these complex forces effect the knowledge, attitudes and behavior of individuals, and the shape of public policy. Tobacco control research spans a broad range of concerns, including epidemiology, prevention, cessation and more. Intervention strategies run the gamut from those that focus on prevention and cessation on an individual level to comprehensive legislative and other public health approaches. The study of tobacco informs our understanding of how efforts and movements for change emerge and evolve. Much can be learned about the character of international health problems not only from the activities of the tobacco industry and the spread of tobacco use worldwide, but from the determined efforts to challenge this industry and effectively address this growing global emergency, as well.

Students enrolling in Public Health 121 will be graded as follows:

Mid-term examination (40%)
Final examination (60%)

Students enrolling in Health Services 221 will be graded as follows:

Mid-term examination (20%)
Research paper (20%)
Final examination (60%)

The course will meet on:	Tuesday	9:00 - 12:00 a.m. in Room CHS 71257
Office Hours:	Thursday	8:00 - 11:00 a.m. and by appointment
Dr. Berman can be reached at:	Phone:	(310) 794-9283
	E-Mail:	bberman@ucla.edu
	FAX:	(310) 206-3566
	Office:	Division of Cancer Prevention and Control Research School of Public Health and Jonsson Comprehensive Cancer Center Room A2-125 CHS

ASSIGNED TEXTS:

Regulating Tobacco

Robert L. Rubin and Stephen D. Sugarman, Editors
Oxford University Press, 2001

Curbing the Epidemic

Government and the Economics of Tobacco Control
A World Bank Publication, 1999

ADDITIONAL ASSIGNMENTS:

Required readings available online are noted in the course outline. Additional required articles and materials may be assigned/distributed in class and/or placed on reserve in the Biomedical Library.

RESEARCH PAPER

[Students enrolling in Health Services 221]

For the research paper, students are being asked to identify and examine a question or issue of interest. Prepare a 10 - 12 page paper that describes and summarizes the issue, the research that supports the various points of view relevant to the question (with detailed reference to the research literature), and that critically assesses this research evidence. A broad range of issues are appropriate for the paper. For example:

1. What efforts have been made in the US and elsewhere to use cigarette labeling to reduce tobacco use? Does this work? Why? Why not?
2. Have the tobacco companies, such as Philip Morris, changed their behavior since the Master Settlement Agreement, or are they only trying to change their image?
3. What progress has been made in clinical intervention for tobacco control? What barriers remain?
4. Should the public health community support "harm reduction" as an approach to reducing the health consequences of tobacco use?
5. What contribution can the Framework Convention make to international tobacco control? What are the limitations in what it can do? What role is the US playing in this effort?
6. Is reducing access to cigarettes the most important key to tobacco control among young people?
7. Do state-wide tobacco control programs work? Why? Why not?
8. Are economic approaches, such as taxation and control of smuggling, the most important keys to tobacco control?
9. Does tobacco advertising really influence children?
10. What is the importance of the clean indoor air movement in the overall control of tobacco?

Students are encouraged to meet with Dr. Berman to discuss their paper, and are required to submit a paragraph describing the topic to her for approval, as noted on the course outline.

COURSE OUTLINE AND ASSIGNMENTS

October 4 INTRODUCTION AND HISTORICAL OVERVIEW

DHHS. *Reducing Tobacco Use: A Report of the Surgeon General*. Atlanta, Georgia: USDHHS, CDC, Office on Smoking and Health, 2000. Chapter 2: Historical Review of Efforts to Reduce Smoking in the United States, p.29-43. Available at: http://www.cdc.gov/tobacco/sgr/sgr_2000/Chapter2.pdf

October 11 **You are required to attend the Tobacco-Related Disease Research Program (TRDRP) Conference 2005: “15 Years of Progress in the Fight Against Tobacco.” The Westin Bonaventure - Los Angeles. October 10-11, 2005. Information about the meeting is available on-line at www.trdrp.org.**

October 18

THE TOBACCO PROBLEM

Tobacco use trends/patterns. Prevalence overall and by group (age, gender, race/ethnicity, socioeconomic status, education, level of acculturation), per capita consumption. Initiation overall and by group, tobacco use as a “pediatric problem,” risk factors for youth tobacco use (industry marketing; parental/peer support and role modeling; media; social norms); tobacco as a gateway drug (relationship to other substance use). Trends (overall and by group) in cessation and in public opinion and knowledge. Tobacco as a global epidemic.

Consequences of tobacco use. Health consequences of tobacco use: (cancer, cardiovascular diseases, chronic obstructive lung disease)(incidence, morbidity, survival and mortality patterns and trends); reproductive outcomes - pregnant women, the fetus, newborns; consequences of exposure to environmental tobacco smoke; elements of tobacco products that contribute to health consequences. Economic consequences (and economic implications of reduction in tobacco use).

The tobacco industry. Description of industry activities and strategies—marketing, sponsorship, research, lobbying, product development – and their evolution.

Discussion of TRDRP meeting highlights

Video: Smoke and Mirrors: A History of Denial

Curbing the Epidemic: Forward, Preface, Chapter 1, 2, 3
(ACS) Cancer Prevention and Early Detection. Facts and Figures, 2005,
p.1-7, 17-25. Available from ACS (call 1-800-ACS.2345) or on the ACS
website:

<http://www.cancer.org/downloads/STT/CPED2005PWSecured.pdf>

Trust Us: We’re the Tobacco Industry (Tobacco Free Kids/ASH)

Available: www.nyscaat.org/nyscaatdir/pdf/trustus.pdf

October 25 TOBACCO CONTROL: INTERVENING FOR CHANGE

Overview. Key elements in tobacco intervention. The paradigm shift in tobacco control, and the scientific rationale for comprehensive tobacco control efforts.

Regulating Tobacco: Chapters 1, 2, 3

Curbing the Epidemic: Chapter 4

SGR 2000: Chapter 2, p. 43-51

A PARAGRAPH describing your paper topic is due in class on October 25 from students enrolling in Health Services 221. Dr. Berman will approve topics and/or arrange to meet with students to discuss topics as needed.

November 1

Prevention. Types of interventions, model programs, and case studies.

Strengths, weaknesses and barriers to intervention: media, school based programs, community interventions, intervening in health care settings. The role of public policy: restriction in access (advertisements/marketing restrictions sales and stings, vending machines, taxation). Issues in implementation, measurement, and assessment.

Regulating Tobacco: Chapter 4, 6

MID -TERM EXAMINATION

November 8:

Comprehensive programs, public policy, legislation, litigation. Anti-tobacco efforts in the United States: the evolution and elements of the tobacco control movement (non-smokers rights, coalitions and cooperation); economic and political efforts (local, state, federal): clean indoor air policies (measuring exposure, economic implications of exposure and non-smoking policies, barriers to implementation and enforcement); restricting access; restricting advertising and promotion (First Amendment issues); taxation; product regulation; program sponsorship. Case Studies: community programs, The California experience (Prop. 99), COMMIT, ASSIST. Legislation and litigation: lobbying, laws and lawmakers: litigation; tobacco settlements and beyond; preemption and immunity; programs, price tags, alternatives.

Regulating Tobacco: Chapter 7, 8

Curbing the Epidemic: Chapters 4 (p.37-53), 5, 6

November 15: Social Action: Making change happen

Guest Lecturer: Mr. Jack Nicholl (Nicholl Campaigns)
William J. McCarthy, Ph.D.

**November 22: Comprehensive programs, public policy, legislation, litigation
(Continued)**

November 29: Cessation. The cessation process and models of change. Factors effecting cessation: addiction (the addiction process and the addictive properties of tobacco), depression, co-morbidities, weight control, social support. Types of cessation interventions: clinical vs. public health strategies (self-help, group, physician intervention, adjuncts, media); reaching diverse populations (program access, cultural

sensitivity); barriers to effective intervention; issues in measurement and assessment (survey data, validation measures). The genetic factor and “harm reduction.”

Regulating Tobacco: Chapter 5

Curbing the Epidemic: Chapter 4, p. 53-56

Cancer Facts and Figures, 2003, p.21-28. (ACS)

Available from ACS (call 1-800-ACS.2345) or on the ACS website:

<http://www.cancer.org/downloads/STT/CAFF2003PWSecured.pdf>

December 6: THE INTERNATIONAL PERSPECTIVE

International trends in tobacco use and their health consequences: developing and developed nations; factors contributing to international tobacco use (marketing, etc.); the international anti-tobacco effort: developing, developed nations. The Framework Convention.

FUTURE TRENDS, CONCLUSIONS, REVIEW

The future of tobacco as a public health problem. The application of lessons learned from the “tobacco story” to other public health problems.

Regulating Tobacco: Chapter 9

Curbing the Epidemic: Chapter 7

PAPERS DUE for students enrolling in Health Services 221

December 15: FINAL EXAMINATION

(Thursday)

8:00 - 11:00 a.m.