

The Tobacco Epidemic and Public Policy: A Seminar, HS 249-0
Winter 2004
Room 41-268
Wednesdays
3-6 PM

PURPOSE: This course is designed to prepare graduate students in public health for the rapidly expanding public health field of tobacco education, prevention and control, and for all students who can benefit from understanding the policy interventions pioneered by public health professionals to combat the world-wide tobacco epidemic.

WEDNESDAY, JANUARY 14

I THE TOBACCO EPIDEMIC
McCarthy

W.

Prevalence of tobacco use and populations affected (women, youth, multi-ethnic groups, social classes). Global trends. Health effects and predictions (diseases, addiction). Types of response: public information and education, cessation, legislation, litigation, international action.

Rabin and Sugarman, Ch. 1
World Bank, Chs. 1,2

WEDNESDAY, JANUARY 21

II PUBLIC HEALTH STRATEGIES AND PRIORITIES
R.Roemer

Importance and types of legislation (supply and demand). (Comprehensive or categorical legislation: preventing youth smoking versus comprehensive approaches including cessation; priority for tax and price increases). Reducing harm to smokers. WHO Framework Convention on Tobacco Control. Litigation in the United States and other countries. The California Experience

Rabin and Sugarman, Ch. 7
World Bank, Chs. 4,5
Blanke, Chs, 2,3,6,7,8,9,11,13,14 (on reserve)

WEDNESDAY, JANUARY 28

III. CAMPAIGNING AGAINST THE TOBACCO INDUSTRY
Breslow

L.

The California Tobacco Control Program
Nicholl

J.

Tobacco industry power; the Smoke Ring; public opinion; strength of public health forces; role of public health professionals; interest groups; types of campaigns; tobacco industry's strategic retreat; case studies: U.S. and international.

Rabin and Sugarman, Ch. 2
Glantz, The Cigarette Papers (on reserve)

Student presentation: Review of The Smoke Ring: The Politics of Tobacco by Peter Taylor (1984)

WEDNESDAY, FEBRUARY 4

IV. PUBLIC HEALTH COMMUNICATIONS IN THE TOBACCO WARS J.
Nicholl

The tobacco industry's use of advertising and promotion of sports and cultural events. Early counter-advertising efforts; state policy campaigns; educational campaigns, national, state and local; communication as intervention; message analysis; review a variety of communications and analyze for message content.

Rabin and Sugarman, Ch. 4
World Bank, pp. 45-52

Student Presentation: Tobacco advertising and children

WEDNESDAY, FEBRUARY 11

V RAISING TOBACCO PRICES TO REDUCE CONSUMPTION/PREVALENCE J.
Nicholl

Mechanisms for price increases; price elasticity of demand; source of tobacco control funds; repay societal costs of tobacco use, competing views of the economic cost of smoking; regressive tax; impact on low-income smokers; smuggling; case studies: domestic and international; price increases imposed by tobacco companies.

Rabin and Sugarman, Chs. 3,4
World Bank, pp.58-65

Student Presentation: How smuggling works

WEDNESDAY, FEBRUARY 18

VI YOUTH SMOKING W.
McCarthy

Initiation of smoking. Trends. Strategies for control.

Rabin and Sugarman, Ch. 6
Jacobson et al., Combating Teen Smoking (on reserve)

Student presentation: Prevention and control program peer actions

WEDNESDAY, FEBRUARY 25

VII ENVIRONMENTAL TOBACCO SMOKE

M.

Miller

R.

Roemer

Review of scientific evidence on the health effects of environmental tobacco smoke. Analysis of asthma and respiratory effects, cardiovascular and stroke, lung, breast, and other cancers, behavioral and developmental manifestations, including sudden infant death syndrome, prenatal exposure including effect on birth weight. Report of the California Protection agency, "Health Effects of Environmental tobacco Smoke," 2003. State and local legislation. Guest Lecturer: Mark Miller, MD, MPH, Public Health Medical Officer, Office of Environment Health Hazard Assessment, California Environment Protection Agency and Director, Pediatric Environmental Health Specialty Unit, UC San Francisco.

Rabin and Sugarman, Ch. 8
World Bank, Ch. 4, pp. 51-53

Student Presentation: Preemption: the industry's strategy.

WEDNESDAY, MARCH 3

VIII CESSATION

B.

Berman

Tobacco addiction. Interventions to assist smokers to quit. Consumer sovereignty. Nicotine replacement therapy. Role of education. Statutory health warnings. Taxation.

Rabin and Sugarman, pp. 115-117
World Bank, pp. 27-28,75

Student presentation: Evolution of health warnings

WEDNESDAY, MARCH 10

IX FUTURE DIRECTIONS IN TOBACCO CONTROL

J.

Nicholl

New policy initiatives; residential smoking bans, outdoor restrictions; penalties on adult

smokers; regulation of the retail store environment; response to tobacco industry initiatives; role of U.S. tobacco prevention movement in global struggle against tobacco; is a smoke-free society possible? Desirable?

WEDNESDAY, MARCH 17

X STUDENT PRESENTATIONS OF BRIEFING PAPERS

REQUIRED TEXTS

Robert L. Rabin and Stephen D. Sugarman, eds., Regulating Tobacco, New York: Oxford University Press, 2001

Curbing the Epidemic, Governments and the Economics of Tobacco Control.
Washington, DC: The World Bank, 1999

ADDITIONAL READINGS ON RESERVE AT THE BIOMEDICAL LIBRARY

D. Douglas Blanke, Ed., Tobacco Control Legislation: An Introductory Guide, Geneva: World Health Organization, 2003

Richard Kluger, Ashes to Ashes: America's Hundred-Year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris, New York: Alfred A. Knopf, 1996

Stanton A. Glantz, John Slade, Lisa A. Bero, Peter Hanauer, and Deborah E. Barnes, The Cigarette Papers, Berkeley, CA, University of California Press, 1996

Prabhat Jha and Frank Chaloupka, eds., Tobacco Control in Developing Countries, New York: Oxford University Press, 2000.

Barbara S. Lynch and Frank Chaloupka, eds., Growing Up Tobacco Free: Preventing Nicotine Addiction in Children and Youths, Washington, DC, National Academy Press, 1994

Peter D. Jacobson, Paula M. Lantz, Kenneth E. Warner, Jeffrey Wasserman, Harold A. Pollack, and Alexis K. Ahlstrom, Combating Teen Smoking: Research and Policy Strategies, Ann Arbor: The University of Michigan Press, 2001.

David Kessler, A Question of Intent: A Great American Battle with a Deadly Industry, New York: Public Affairs, 2001.

See also the journal, Tobacco Control, in the reading room of the Biomedical Library.

CONDUCT OF COURSE

The first two classes are lectures by the faculty on (a) the problem of tobacco and (b) public health strategies to combat the epidemic, particularly legislative responses.

The succeeding classes will consist of (a) 45-minute presentations by students on a specific aspect of the topic of the class and (b) faculty presentations on the whole topic, with class discussion.

ASSIGNMENTS

1. A student presentation at the opening of one class.
2. A briefing paper of 10-12 pages on a selected strategy for tobacco control, describing (1) the problem, (2) the strategy, (3) its advantages, (4) any deficits of this strategy; and suggestions for action on this problem.
3. Final examination

GRADING

Class presentation	-	10%
Class participation	-	10%
Briefing paper	-	40%
Final exam	-	40%