



BREAK FREE ALLIANCE NEWS

ENDING THE CYCLE OF TOBACCO AND POVERTY

August 2010

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Break Free Alliance Launches Facebook Page

Please visit the Alliance's new Facebook page and keep up-to-date with future events, resources and advocacy initiatives. To view the page, click on the Facebook icon —>



Thank You for Supporting Promising Practices 2010!

On behalf of the [Health Education Council](#), [Break Free Alliance](#) and the [National African American Tobacco Education Network \(NAATEN\)](#), thank you to everyone who attended and/or supported our second national conference, Promising Practices: Achieving Health and Social Equity in Tobacco Control in New Orleans, Louisiana, April 27-28, 2010. This conference focused on three tracks: integrating tobacco control into chronic disease planning; access to tobacco prevention, education and cessation services; and influencing policy, legislation and health care reform.

This year's conference attracted over 300 attendees representing 41 states and Canada. Both during the event and in follow-up conversations with attendees, our conference was praised for its diversity of topics, applicable presentations and overall organization. Break Free Alliance Coordinating Council members, NAATEN Stakeholders, moderators and our conference planning committee all volunteered many hours to make this conference a success, and for that they have our sincerest gratitude.

We were fortunate to have such inspirational speakers as Dr. Louis W. Sullivan (Chairman, [the Sullivan Alliance](#) ; Chairman, [The National Health Museum](#)), Dr. Alan Blum (Professor and Endowed Chair in Family Medicine; Director, [University of Alabama Center for the Study of Tobacco](#); Medical Activist; Historian) and Debra Oto-Kent (Executive Director, Health Education Council).

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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

We'd also like to thank our generous sponsors: [Public Health - Seattle & King County](#) ; [Pfizer](#) ; the [Louisiana Department of Health and Hospitals, Tobacco Control Program](#) ; [The Louisiana Campaign for Tobacco-Free Living](#) ; [Legacy](#) ; the [State of Alaska Tobacco Prevention and Control Program](#) ; [American Lung Association](#) ; [Roswell Park Cancer Institute](#) ; [ATTACK Toolkit](#) ; and the [National African American Tobacco Prevention Network](#).

And, a shout out to the excellent New Orleans-based musicians who performed during our conference - [The Soul Rebels Brass Band](#) and [Lyle Henderson and Emmanuel](#).

CONFERENCE PHOTOS ARE HERE!
[See for yourself](#) the exciting work that took place in New Orleans.



Here's what some conference attendees have been saying:

"Thank you and your team for all your hard work in making this a marvelous and outstanding conference where many good ideas were gained and much information was shared. And the venue and timing were perfect. You all get gold stars!!!!!"

- Percy Brown, [Oklahoma State University](#)

"I really enjoyed the conference. The attendees were not the usual tobacco control advocates and seemed to be people more involved at the community level."

Janet Williams, [American Medical Association](#)

"It was an awesome conference, thank you for the wonderful hospitality, interesting topics and wonderful presenters."

Jean Leroux, [National Latino Tobacco Control Network](#)

If you weren't able to attend our conference or missed a presentation, all of them are now available online – [check them out here!](#)

Were you able to make a connection at our conference, form a new collaborative partnership and/or use the information you learned in your work? [Let us know!](#)

[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

[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](#)

Break Free Alliance Highlights

New Coordinating Council Member – Becky Robles

The Alliance is pleased to announce that the Commonwealth of the Northern Mariana Islands (CNMI) has joined the Coordinating Council and Becky Robles has been selected to represent CNMI. Becky was born and raised in Southern California and moved to Saipan to teach high school health and physical education, and coach volleyball. She has been in tobacco prevention for three years, previously serving as the CNMI Tobacco Quitline Coordinator and now as the Tobacco Prevention and Control Program Coordinator at the [Community Guidance Center Prevention Office](#). Welcome Becky!

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

Sustainability Committee:

Michael Ballue, [National Council on Alcohol and Drug Dependence, South Bay](#)
Bruce Christiansen, [Center for Tobacco Research and Intervention, University of Wisconsin](#)

Ella Morris, [Rural Alaska Community Action Program, Inc.](#)

Marie Mulroy, [Breathe New Hampshire](#)

Scott Neal, [Public Health - Seattle & King County](#)

Reason Reyes, [Smoking Cessation Leadership Center](#)

Communications Committee:

Dana Diehl, [State of Alaska Tobacco Prevention & Control Program](#)

Bill Blatt, [American Lung Association](#)

Jennifer Singleterry, [American Lung Association](#)

Kathy Danberry, [State of West Virginia, Division of Tobacco Prevention](#)

Network Development Committee:

Tracy Clopton, [Ohio Department of Health](#)

Catherine Saucedo, [Smoking Cessation Leadership Center](#)

Expert Panel Makes Recommendations on Addressing Tobacco in Homeless Populations

On October 21, 2009 the Break Free Alliance gathered over 20 researchers, policy makers, tobacco control administrators and service providers to develop targeted recommendations on tobacco policy and programming initiatives to reduce tobacco use among homeless persons. Policy recommendations, prioritized state, local and social service-based cessation interventions as well as research priorities are highlighted in a comprehensive report of the panel's findings. Critical factors for achieving success, challenges and solutions are also identified for each topic area (policy and cessation interventions) and remaining research questions outlined. A copy of the report can be found [here](#).

Podcast on Smoking Among the Homeless

Dr. Travis Baggett, Fellow of General Internal Medicine at the Massachusetts General Hospital, member of [National Health Care for the Homeless Council](#) and Stakeholder with Break Free Alliance, was recently interviewed about a paper he co-authored on cigarette smoking in a national sample of Health Care for the Homeless clinic users. Listen to the podcast of the interview [here](#). This paper was published in the American Journal of Preventive Medicine, and a free copy is available on their [website](#).

The National African American Tobacco Education Network (NAATEN) Partners with the Arkansas Department of Health

[Arkansas Department of Health](#) has invited the [National African American Tobacco Education Network](#) (NAATEN) Program Administrator, Chinedu A.

Nwaigwe to provide a presentation on African Americans and the tobacco industry and the faith-based curriculum, *40 Days to Freedom*. In August, Ms. Nwaigwe will be speaking to Department of Health staff and representatives from some of the largest churches in Arkansas. If you would like more information on NAATEN's resources or would like to schedule a presentation/training for your organization, please contact Chinedu at cnwaigwe@healthedcouncil.org or call 916-556-3344 ext. 126.

APPEAL Holds 15th Anniversary Conference and Dinner

Break Free Alliance was excited to attend the first day of the Asian Pacific Partners for Empowerment, Advocacy & Leadership's ([APPEAL](#)) 15th Anniversary Celebration in San Francisco in early June 2010. The theme for this year's event, "Talk Story: Sharing Strategies for Sustainable Change: Tobacco and Food Justice for Native Hawaiian Pacific Islanders (NHPI) and Asian Americans," was reflected in both the communication mediums (including film, graphic recording and storyboard) and the content of presentations. Speakers shared history, geography and culture as well as the challenges faced in fighting tobacco and obesity-related disease in their communities. Highlighted in the presentations were partnerships and innovative strategies among AA and NHPI communities to address these issues. In the evening, APPEAL held a lovely 15th Anniversary Fundraising Dinner during which attendees were entertained by performing artists [GenRyu Arts](#) and 'AHAMELE, and honorees were presented with awards. To find out more about this event, you can visit their [website](#) or contact

appeal@appealforhealth.org.

ATTACK Assessment of Educational Materials for Young Adults

- Contributed by *Aleksey Tyannikov*

Young adults have the highest smoking prevalence rates in the nation according to the National Survey on Drug Use and Health. In addition, unemployed or non-college attending young adults have much higher smoking rates than their employed or college-attending peers. [The ATTACK Toolkit project](#) conducted an assessment of existing young adult-specific educational materials to determine their effectiveness. The most revealing finding is that young adults were very apprehensive about publications being forced on them (i.e., handed out). There is a high probability that publications would end up in the trash without being read if they received the materials without asking. Read the full report [here](#).

For more information, please contact Aleksey Tyannikov at atyannikov@sacbreathe.org.

Two New Resources from the Washington State Tobacco Program

- Contributed by *David Harrelson*

The [Washington State Tobacco Prevention and Control Program](#) recently released two documents that provide helpful insights into the best ways of reducing tobacco-related disparities among those living in poverty. The documents, [Innovative Approaches to Reducing the Burden of Tobacco Use Among Low SES Populations](#) and [Health Equity for All: A Leadership Summit to Reduce the Burden of Tobacco Use Among Low SES Populations](#) are now available in the [Facts and Resources](#) section of Break Free Alliance's website.

The *Innovative Approaches* document was created with state tobacco program funding by Program Design and Evaluation Services (PDES). Using key informant interviews, this research was done to help the program better understand the unique characteristics of this population, and the best ways to reduce tobacco-use disparities among this group.

The *Health Equity for All* document summarizes the presentations, discussions and conclusions from a two-day meeting of state and local tobacco and social service groups in Oregon and Washington. The report highlights key strategies that could be undertaken to reduce tobacco use among populations living in poverty.

BACKGROUND:

By 2008, the Washington Program had successfully dropped its adult smoking rate by almost 30%. That same year, the program established “identifying and eliminating tobacco-related disparities” as a top priority in its new five-year

strategic plan. As the plan was being developed, the program discovered that smoking among those living in poverty was twice as high as the state's overall adult smoking rate (28% vs 15%) and had not dropped. Disparities had increased, not decreased. To assist its planning, Washington funded research and co-sponsored a 2-day low SES summit with the Oregon tobacco program and CDC. For Washington, the summit provided an opportunity to discuss the findings in the "Innovative Approaches" report, identify effective strategies and forge new partnerships. The Oregon program entered the summit hoping to launch a cross department effort to address tobacco-related disparities among all of its health and social service programs.

For more information, please contact David Harrelson at David.harrelson@doh.wa.gov or (360) 236-3685.

Expanding State Medicaid Cessation Coverage - Access to Call Information

A Nationwide Partners call, hosted by the [American Cancer Society Cancer Action Network](#), [American Heart Association](#), [American Lung Association](#), [Partnership for Prevention](#) and [Campaign for Tobacco Free Kids](#), was held on July 29th, 2010. The call addressed Medicaid Coverage of Tobacco Cessation in Health Care Reform and discussed ways organizations can work to expand comprehensive cessation benefits to Medicaid recipients.

The July 29th call can be heard at:

<http://tobaccofreekids.org/audio/conferencecall.mp3>

To be put in touch with partners from the American Cancer Society Cancer Action Network, American Heart Association, the American Lung Association or the Campaign for Tobacco-Free Kids in your state who are working on expanding cessation coverage, please email mfisher@lungusa.org.

FDA Center for Tobacco Products to Launch Stakeholder Listening Series

[FDA Center for Tobacco Products](#) will launch a Stakeholder Listening Series to take full advantage of the knowledge, ideas, feedback, and suggestions from all communities interested in and affected by the Tobacco Control Act. Sessions will take place across the U.S. and summaries will be available on www.fda.gov/tobacco. Each session will focus on topics of greatest interest to our primary stakeholder communities and will include presentations by topic experts and the FDA. Read more [here](#).

New Online Smoking Cessation Study

Seattle's Fred Hutchinson Cancer Research Center--a world leader in the fight against cancer--launched a new nationwide smoking cessation study, WebQuit, in June 2010. This study will examine which online programs are the most effective

at helping people quit by enrolling participants into two different online programs and then comparing the outcomes. The goal of this study is to develop more effective online smoking cessation programs in the future.

To learn more about the study and to enroll, please visit www.webquit.com. Visit www.fhcrc.org for information about Fred Hutchinson Cancer Research Center.

Deep South Tobacco Prevention and Control Policy Institute

In collaboration with [The Louisiana Campaign for Tobacco-Free Living \(TFL\)](#) and the [Americans for Nonsmokers' Rights Foundation \(ANRF\)](#), the state's [Tobacco Control Program \(LTCP\)](#) provided extremely informative sessions to its Community Partners and TFL's grantees regarding smoke-free air policies. Besides the Louisiana staff, grantees, and stakeholders, other Deep South states were invited to participate, including Mississippi, Alabama, Georgia, Florida, and South Carolina.

Speakers at the breakout sessions provided the participants with information and ideas to use in their own states, positions, etc. Some of the speakers included: Onjewel Smith, Southern States Regional Consultant with the [Americans for Nonsmokers' Rights Foundation](#), Dr. Stanton Glantz – Professor of Medicine (Cardiology), [American Legacy Foundation](#) Distinguished Professor in Tobacco Control and Director of the [Center for Tobacco Control Research and Education](#); Liz Williams – Project Manager at American Nonsmokers' Rights Foundation; Cynthia Hallett – Executive Director of the [American for Nonsmokers' Rights](#); Derrick Hollie – Founder of Global Advertising; Stephen Babb – Public Health Analyst with the Policy, Planning, and Coordination Unit of the Director of the [Centers for Disease Control](#) and Prevention Office on Smoking Health; to name a few.

Participants in the *Deep South Tobacco Prevention and Control Policy Institute* left this conference fully equipped with materials and knowledge needed to keep the ball rolling implement evidence-based strategies, like smoke-free air policies at the local level for continued momentum of the Tobacco Control Movement in the southern states. This knowledge coupled with the networking opportunities across other Southern states provided a great opportunity to shine a spot light on the challenges and opportunities within the southern states.

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.

Upcoming Events

Symposium on Public Health and Homelessness, Sponsored by the CDC Public Health & Homelessness Planning Group
August 25, 2010, 7:30 AM – 5:00 PM

[The Institute 2010](#)

October 4-6, 2010; Atlanta, Georgia

[National Conference on Correctional Health Care](#)

October 9-13, 2010; Las Vegas, Nevada

[Seventh National Conference on Quality Health Care for Culturally Diverse Populations](#)

October 18-21, 2010; Baltimore, Maryland

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

November 6-10, 2010 - Denver, Colorado

Recent Research

Smoking and Advice to Quit in a National Sample of Homeless Adults
American Journal of Preventive Medicine. August 2010. Volume 39, Issue 2, Pages 164-172.
Baggett T, Rigotti N.

In the shadow of a new smoke free policy: A discourse analysis of health care providers' engagement in tobacco control in community mental health
Int J Ment Health Syst. 2010 Jul 28;4(1):23. [Epub ahead of print]
Johnson JL, Moffat BM, Malchy LA.

Cigarette smoking knowledge, attitudes, and practices of patients and staff at a perinatal substance abuse treatment center
J Subst Abuse Treat. 2010 Jul 27. [Epub ahead of print]
Chisolm MS, Brigham EP, Lookatch SJ, Tuten M, Strain EC, Jones HE.

Prenatal Smoking Exposure and the Risk of Psychiatric Morbidity Into Young Adulthood
Arch Gen Psychiatry. 2010;67(8):841-849.
doi:10.1001/archgenpsychiatry.2010.92
Mikael Ekblad, BM; Mika Gissler, DrPhil, MSocSci; Liisa Lehtonen, MD, PhD; Jyrki Korkeila, MD, PhD

Personal network correlates of alcohol, cigarette, and marijuana use among homeless youth
Drug Alcohol Depend. 2010 Jul 23. [Epub ahead of print]
Wenzel SL, Tucker JS, Golinelli D, Green HD Jr, Zhou A.

Tobacco use prevalence and factors associated with tobacco use in new U.S. Army personnel

J Addict Dis. 2010 Jul;29(3):284-93.

Grier T, Knapik JJ, Canada S, Canham-Chervak M, Jones BH.

Tobacco use and cessation among veterans recovering from stroke or TIA: a qualitative assessment and implications for rehabilitation

Top Stroke Rehabil. 2010 Mar-Apr;17(2):140-50.

Zillich AJ, Hudmon KS, Damush T.

The Impact of Quitting Smoking on Weight among Women Prisoners Participating in a Smoking Cessation Intervention.

Am J Public Health. 2010 Jun 17. [Epub ahead of print]

Cropsey KL, McClure LA, Jackson DO, Villalobos GC, Weaver MF, Stitzer ML.

Interventions for smoking cessation and reduction in individuals with schizophrenia

Cochrane Database Syst Rev. 2010 Jun 16;6:CD007253.

Tsoi DT, Porwal M, Webster AC.

Regulation of smoking in public housing.

N Engl J Med. 2010 Jun 17;362(24):2319-25.

Winickoff JP, Gottlieb M, Mello MM.

Tobacco outlet density and demographics: Analysing the relationships with a spatial regression approach.

Public Health. 2010 Jul;124(7):412-416. Epub 2010 Jun 11.

Yu D, Peterson NA, Sheffer MA, Reid RJ, Schnieder JE.

Associations between adolescent socioeducational status and use of snus and smoking.

Tob Control. 2010 Jun 14. [Epub ahead of print]

Overland S, Tjora T, Hetland J, Aarø LE.

Substance use of pregnant women and early neonatal morbidity: where to focus intervention?

Can J Public Health. 2010 Mar-Apr;101(2):149-53.

Burstyn I, Kapur N, Cherry NM.

Is the co-occurrence of smoking and poor consumption of fruits and vegetables confounded by socioeconomic conditions?

Int J Public Health. 2010 Jun 4. [Epub ahead of print]

Muff C, Dragano N, Jöckel KH, Moebus S, Möhlenkamp S, Erbel R, Mann K, Siegrist J.

Elements of External Validity of Tools for Health: An Intervention for Construction Laborers

Am J Health Promot. 2010 May/June;24(5):e11-e20.

Hunt MK, Harley AE, Stoddard AM, Lederman RI, Macarthur MJ, Sorensen G.