

LEGACY e-NEWS

Building a world where young people reject tobacco and anyone can quit.

Blog

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Calendar

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In This Issue:

- **New Federal Excise Tax**
- **New Study: Health Care Providers and Cessation**
- **Tobacco is Toxic for Toto Too**
- **truth[®] and MTV**
- **Adult Cigarette Use Declines**
- **New Smoking and Movies Study**
- **Legacy Awarded for Campaign**

Historic Federal Tobacco Tax Hike Could Prompt as Many as One Million American Smokers to Quit

On April 1, 2009, a federal cigarette excise tax increase went into effect as part of the Children's Health Insurance Plan (CHIP) Reauthorization bill. The federal tax on cigarettes was raised to \$1.01 a pack, an increase of 62 cents, while tax on little cigars was raised to \$1.01 a pack, an increase of 97 cents. Large cigars and "cigarillos" will have a more modest increase capped at \$.40 per cigar. (Please see Legacy's press release at: <http://www.americanlegacy.org/2933.aspx>). This historic increase equally taxes little cigars and cigarettes for the first time, a move that will hopefully curb consumption of these products. For more detailed numbers on how cigarette prices can affect consumption, visit: <http://www.cdc.gov/mmwr/preview/mmwrhtml/00054047.htm>.



New Study: Not Enough Smokers Find Quit Support at the Doctor's Office

Health care providers (HCPs) are one of the most important allies a smoker can have, particularly when it comes to understanding health risks of smoking and learning about the quitting process. Why, then, have more than one in five smokers (21%) *never* talked to an HCP about their smoking? A national survey from the American Legacy Foundation[®] of more than 1,000 current smokers reveals that smokers may be overlooking critical opportunities to talk to their HCPs about smoking – and, more

important, about quitting. To read the full press release, visit <http://www.americanlegacy.org/3049.aspx>.



Tobacco is Toxic for Toto Too

Did you know exposure to secondhand smoke has been linked with nasal cancer and lung cancer in dogs and lymphoma in cats? The American Legacy Foundation is urging pet owners to quit smoking for their pets during the month of April, which kicks off Prevention of Cruelty to Animals Month. A growing body of research shows there are no safe levels of exposure to secondhand smoke—for humans or for animals. And one new study shows that nearly 30 percent of pet owners are smokers – a number too high given the consequences of exposure to secondhand smoke. Visit <http://www.americanlegacy.org/3082.aspx> to learn more.



truth® and MTV Team Up Again to Infect Youth with Truth About Tobacco

The **truth**® campaign is coming to a cable TV show near you through five new video vignettes that will air exclusively on MTV. The latest **truth**® offering – which began in late March – is called “The Infectors,” and follows two young men who represent the typical MTV hosts as they explore facts about tobacco. In all five spots, a crowd of people interrupt innocent bystanders in everyday experiences to illustrate some of the claims made by tobacco industry executives. To read the full release visit <http://www.americanlegacy.org/3047.aspx>.



Adult Cigarette Smoking Declines in 44 States

A new report shows from 1998-2007, smoking prevalence among adults decreased in 44 states, DC, and Puerto Rico, but the rate of decline might be too slow to reach the Healthy People Objective by 2010 unless comprehensive, evidence-based tobacco control programs are fully implemented in all states. The CDC Office on Smoking or Health released the new state-specific trends on adult cigarette smoking in the March 13 edition of the **Morbidity and Mortality Weekly Report**, which can be found at <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5809a1.htm>.



Smoking in Movies Can Create a Long-Term Addiction

There is a growing body of evidence showing that exposure to smoking in movies can cause youth to start smoking and that movies can actually be more powerful

than traditional tobacco ads. Now, a new study released in the April edition of **Pediatrics** shows that smoking in movies not only triggers youth to start lighting up, but it can create an established habit in years to come. Read the study at <http://pediatrics.aappublications.org/cgi/reprint/123/4/e551.pdf>. To learn more about the effort to reduce exposure to smoking in movies, visit the foundation's Web site or visit <http://www.americanlegacy.org/70.aspx>.



American Legacy Foundation and GSD&M Idea City Awarded 2009 Gold Ogilvy Award for Ad Research

The Advertising Research Foundation awarded a Gold Ogilvy Award in the Health & Public Service category to the American Legacy Foundation and its advertising agency, GSD&M Idea City, for their strategy behind Legacy's EX® quit smoking campaign. Each year, this prestigious award honors research that has contributed significantly to the development of great advertising. The research behind the EX® quit smoking campaign led to a unique call to smokers: Re-learn life without cigarettes.



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