

LEGACY e-NEWS

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

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June 2009

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Greetings, Colleagues:

Thanks for subscribing to the Legacy eNews! Be sure to check out our Facebook and Blog links (above) which are updated periodically. The President's Blog this month focuses on the recent excise tax increase.

President Obama Signs the Family Smoking and Prevention Act

The American Legacy Foundation® applauds the historic step taken by President Obama in signing the Family Smoking and Prevention Act into law this week. This legislation is an unprecedented public health victory and years from now, could be lauded as a true tipping point in the rapid decline of smoking and changing of social norms surrounding tobacco in the U.S. From sweeping marketing restrictions to banning flavorings that appeal to youth, the nation will soon see the end to misleading claims such as "light" and "low tar," and benefit from transparency regarding ingredients and new more prominent warnings that will more effectively communicate the deadly effects of tobacco. (To read Legacy's statement online, visit <http://americanlegacy.org>.)



US Appeals Court Rules Tobacco Companies Still Guilty of Massive Fraud

On May 22, 2009, the U.S. Court of Appeals for the District of Columbia Circuit upheld the U.S. District Court's findings in *U.S. v. Philip Morris, et al.* that the tobacco industry engaged in a pattern of widespread fraud and deception with deadly health effects for the American public for more than 50 years. It is an extraordinary, exhaustive and unanimous decision from a panel of judges who span the divide on the Court of Appeals. It also underscored the fact that it is likely that this fraud will continue. (Read the Foundation's statement [here](#).) Unfortunately, the appellate court also affirmed the lower court's decision that only limited remedies are available, not including counter-marketing campaigns to youth smoking prevention and adult smoking cessation. The case will go back to the lower court to address a few rather small issues. We, then, expect appeals to the U.S. Supreme Court.



Legacy Continues to Fight for Funds that Save Lives

Legacy is continuing its fight to protect the funds that Ohio set aside for tobacco control for their original purpose. Last spring, Ohio sought to liquidate the Ohio Tobacco Foundation's endowment and spend the funds instead on job creation programs. The Ohio Foundation filed suit to challenge this decision but was shortly thereafter closed down altogether. Legacy intervened in the lawsuit and is continuing the fight. In February, 2009 the court issued a preliminary injunction, prohibiting the state from using the tobacco endowment funds for the job stimulus program. On June 1, 2009 the court held a hearing on a permanent injunction. We expect a decision in the next few months. An appeal will likely follow.



New Findings on Prenatal Smoking

According to a study funded by the National Institute on Drug Abuse, prenatal exposure to smoking combined with a specific genetic variant confers a greater risk for behavioral problems in children. This study obtained accurate measurements of smoking behaviors during the actual pregnancy as opposed to previous prenatal smoking studies that measured exposure based on the mother's recollection of past smoking. Read NIDA's release [here](#) or listen to a related podcast from the NIH [here](#).

On a related topic, on May 29, the CDC's Division of Reproductive Health Morbidity and Mortality Weekly Report revealed that efforts to reduce smoking prevalence among female smokers before pregnancy have been ineffective. However, efforts to reduce smoking among pregnant women during pregnancy and after delivery have met with some success.



World Health Organization Report: Tobacco on Screen is a Problem

In a rapidly changing digital landscape, understanding the role of media in reducing or promoting tobacco use is critically important as we continue working to fight the tobacco

epidemic. Last summer, the highest US authority on cancer - the National Cancer Institute - confirmed a [causal relationship](#) between smoking in films and young people starting to smoke. Now, a new report released in June by the [World Health Organization](#) and the [Smoke Free Movies Project](#) details the problem of smoking in movies around the world, tying it to the larger tobacco epidemic that kills about 5 million people worldwide every year. This report is just one more tool in the arsenal to urge Hollywood to make movies smoke-free once and for all. To read the report and learn more about policy options and responses from various countries, [click here](#).



Breathe Equality: The 7th Annual LGBTQ Tobacco Control Summit

The National LGBT Tobacco Control Network convened its Annual LGBTQ Tobacco Control Summit June 9 at the Sheraton in Phoenix as a preconference event for NCTOH. Cheryl G. Heulton, DrPH, president and CEO of the American Legacy Foundation, delivered keynote remarks focusing on tobacco as a social justice issue in the LGBTQ community, which has been heavily targeted by the tobacco industry and significantly impacted by tobacco-related illness. Other summit topics included: utilizing social networking sites to build youth/adult partnerships, integrating tobacco with chronic disease prevention programs, building partnerships with businesses, branding health to LGBT youth and integrating smoking cessation into HIV treatment care. The Summit wrapped up with an evening comedic performance by Rene Hicks, an award-winning comedian, cancer survivor and self-proclaimed former accountant, laughter advocate, smoke-free ninja, and social activist. Legacy is a past and current funder of the work of the LGBTQ Tobacco Control Network and was one of the sponsors for this year's LGBTQ Tobacco Control Summit. LGBT Tobacco Control Network Director, Scout, Ph.D., then presented Dr. Heulton with the LGBTQ Tobacco Control Leadership Award for exceptional vision and pioneering advocacy to include LGBTQ people in the battle to eliminate all health disparities..



New Grantee Stories for your Reading Pleasure

We have posted a new set of grantee stories to Legacy's Web site. It consists of stories on CRUSH - a social marketing and culturally tailored project focused on LGBT population in Las Vegas and iQuit - an tobacco cessation project targeting youth in Princeton, NJ. [Click here](#) to read the stories.



It's not just a marathon. It's a race to fight the #1 cause of preventable death in America.

Legacy is proud to be among the New York Road Runners' Charity Partners for the ING New York City Marathon 2009 Charity Program. This program provides runners not granted entry to the marathon by either qualifications or the lottery guaranteed marathon entries in return for charitable donations of \$2,500 or more. We have a limited number of guaranteed entries, so if you are a runner, we encourage you to sign up now. Your contribution will aid us in our life-saving work.

Runners, [click here](#). To support a runner and make a donation, [click here](#).

Your contribution in support of Team Legacy is a donation to a public charity and is tax deductible to the extent provided for by law. We will send you confirmation of your donation for tax purposes for any donation made by credit card and for donations made by check equal to or exceeding \$250 (per IRS regulations, donations less than \$250 do not require documentation). Contributions made by check should clearly identify the runner you are supporting and should be made payable to the American Legacy Foundation. Unfortunately, we cannot accept international donations or process international credit cards at this time. Payment must be made in US dollars.



Get Live Updates from Legacy on Twitter.com

In an effort to reach our stakeholders in a digital age, Legacy is now present on the social networking Web site <http://www.twitter.com>. Follow Legacy by visiting <http://www.twitter.com/americanlegacy>.



New Web Site Answers your Questions about Little Cigars

Legacy, in collaboration with smokefree.gov, developed a list of frequently asked questions in an effort to develop a piece of collateral that answers youth's questions about little cigars and cigarillos in plain language. Please visit <http://www.smokefree.gov/cigarillo.html> for answers to questions about Black and Milds, Swisher Sweets and other cigars and cigarillos.



truth® Wants to Know: "Do You Have What it Takes?"

The latest advertising campaign from the **truth®** youth smoking prevention campaign explores the kinds of decisions tobacco industry executives undertake - decisions that make for a successful, but deadly, business. The ad campaign, called Do You Have What It Takes?, asks real-life job-seekers whether they would be willing to participate in the types of decisions and situations that tobacco-industry executives have made or encountered. The new campaign rolled out at the end of May with television, print, cinema and online advertisements, along with a new Web site and social networking elements. Do You Have What it Takes? will run throughout the summer months, complementing **truth®**'s 10th annual summer grassroots tour, which kicks off on June 26 in Los Angeles. Every year, **truth®** crews connect with more than 500,000 teens, allowing teens to experience the **truth®** campaign first-hand. This year, two crews and their signature orange "**truth®** trucks" will make more than 60 stops across 25 states, as they travel to some of the season's hottest teen-oriented events.



Youth Award Winner Used Tobacco Industry Documents to Spread Awareness of Tobacco Industry Strategies and Tactics

A youth advocate from Minnesota was honored for his work using documents from the tobacco industry to tell the story behind Big Tobacco's practices. Nic Buron, a Master's candidate at Mill's College in Oakland, Calif, was awarded with a Christine O. Gregoire Youth/Young Adult Award for Outstanding Use of Tobacco Industry Documents at the 2009 National Conference on Tobacco or Health in Phoenix, AZ. Using tobacco industry documents, Buron created a powerful and successful campaign called the Killer Quotes Tour for Catalyst, Minnesota's statewide youth prevention and policy advocacy organization. He developed campaign gear and promotional materials such as t-shirts, buttons, and interactive games to get youth involved choosing quotes from the tobacco industry documents and even a Text-A-Quote program where teens could sign up to receive Killer Quotes directly from Catalyst via text message. Nic's grassroots effort has resulted in more than 400 new members for Catalyst and boosted attendance at their annual statewide summit by 30 percent. [Click here](#) see a video of the Killer Quotes campaign that Buron produced. Buron has long been an anti-tobacco advocate, participating in state organizations as well as serving on Legacy's Youth Activism Council in the past.



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