

# LEGACY e-NEWS

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

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## Legacy Joins the Blogosphere

Ever wonder what's on the mind of the head of the largest national public health foundation dedicated to reducing tobacco use in the U.S.? Now you can find out by reading the new blog of the foundation's President and CEO, **Cheryl G. Heaton, Dr.PH.** Bookmark the page and visit it regularly for the latest on hot topics in tobacco control.

<http://drcherylheaton.blogspot.com/>



## A Cigarette for the Electronic Age

With computers getting smaller and phones getting smarter, you could say it was only a matter of time until electronic cigarettes came along. These cigarette-size devices mimic cigarettes and make a mist out of a solution containing nicotine and flavoring (some are also available without nicotine). While they are generally made in China, e-cigarettes are widely available in the U.S. but currently are not subject to any Federal review or regulatory process despite containing a regulated drug, nicotine. As a public health foundation we find this of particular concern. The hope is that since there's no tobacco being burned, these products might have less health risk than cigarettes or cigars. The problem is that we just don't know about any of the claims being made until rigorous, peer-reviewed research is done, and there have yet to be any definitive studies of these products' safety or efficacy. A few other important points to consider:

- Although some companies are marketing these as cessation products, they have not been proven to help people quit.
- Of all the various models we have seen, none are child-proof. The nicotine liquid or cartridge could be harmful or fatal if accidentally ingested by infants, children, or pets. If not properly dosed, nicotine can also be fatal to adults as well.
- E-cigarettes might be used in places where smoking is banned thus undermining enforcement of smoke-free laws, providing cues and role models that appear to promote smoking. This may undermine motivation to quit among current smokers, and perhaps even encourage ex-smokers to start again.
- Nicotine content in these products varies widely across brands and types and flavors including those typically appealing to youth such as vanilla, ice cream, and bubble gum. The flavors and the product itself may appeal to youth and young adults and thus e-cigarettes could become a new gateway or bridge to smoking cigarettes.

The e-cigarette is a nicotine delivery device and therefore should come under FDA control as a drug delivery system. We believe it should be tested and approved by FDA before being released to the public. [Click here to see Legacy's policy statement on e-cigarettes and more.](#)



## Can Quitting Smoking Help Fight Swine Flu?

According to the CDC, smoking can weaken your immune system, making you more susceptible to infections such as the flu. Some research has shown an increase in influenza among smokers, compared to nonsmokers, and a higher mortality rate from influenza for smokers than nonsmokers. As the country and the world increasingly experience the toll of Swine Flu every day, it could give the public health community an opportunity to send a new and immediate message: quit smoking. While smokers may know why they should quit due to tobacco's deadly toll in the long run, they may not know the risk of exposure to flu they face as a smoker. [Click here](#) to read the CDC's Smoking and Influenza fact sheet.



## High School Quit Rates Show Need for more Prevention

A new report from the CDC shows that 60 percent of high school smokers tried to quit in the past year, but only 12 percent were successful, on average. Quitting smoking is a formidable task at any age, and because research on youth cessation is elusive, efforts to prevent kids from lighting up are more important than ever given this new data. Other research tells us that there are no safe levels of cigarette use -young people can develop a nicotine dependence within weeks of "experimenting" with cigarettes, often before the onset of daily smoking. More research is needed to determine best practices for helping youths quit smoking in light of this new evidence. For now, preventive efforts like reducing the social acceptability of smoking through counter marketing efforts such as **truth®**, and restricting sales and advertising to minors are our best bet to curb youth smoking. The data was released in the May 1st issue of the CDC's **Morbidity and Mortality Weekly Report** which can be found at:

<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5816a4.htm>.



## Bringing Research from the Lab to the Community

[The Schroeder Institute](http://www.americanlegacy.org/3085.aspx) at the American Legacy Foundation and the Lombardi Comprehensive Cancer Center at Georgetown University Medical Center have teamed up to combine expertise in biomedical, behavioral, social and population sciences to make a difference in eliminating tobacco-use behavior. The consortium, formally agreed to in April, seeks to understand how to move basic and clinical research out of the laboratory and into the real world more effectively and efficiently to inform a coherent, unified national cessation strategy. To read the full press release, visit: <http://www.americanlegacy.org/3085.aspx>.



## What Women Should Know about Pregnancy and Smoking

It is estimated that as many as 22 percent of pregnant women and girls smoke - giving birth to almost half a million babies each year. For years the foundation worked on an [initiative](#) to help pregnant women quit smoking to avoid adverse birth outcomes for the baby, including low birth weight, Sudden Infant Death Syndrome and pediatric asthma, among other things. But what about mom? There are great risks to the mother who smokes during a pregnancy, including premature rupture of membranes, placental abruption, and placenta previa, which increases the risk of postpartum hemorrhage (bleeding after delivery). While quitting smoking may be a tough thing to do, giving up cigarettes can save mommy and baby's life! Many women want to quit and would if they got help. **See one EX community in action now:** <http://community.becomeanex.org/group/kimberly>.



## And the Winner Is...

Spreading the **truth®** about tobacco includes reaching audiences far and wide through local media efforts. For the campaign's summer tour in 2008, crew members conducted interviews with television, print and radio media across the country, and the campaign has earned recognition in an international competition for these efforts. [The Hermes Creative Awards](#) honored communications work around the **truth®** Orange Summer Tour 2008 with a Gold Award for Television Placement, and a Platinum award - the highest award in the competition - for a PR campaign. This is the third consecutive year **truth®** has been honored by Hermes for outreach around the summer tour in these two categories. The tour campaign is also being considered for the 2009 SABRE Award for public relations by a non-profit organization. Morning television shows in markets across the country featured the **truth®** "truck" or crew, including appearances in San Antonio, Kansas City, Miami, Buffalo, St. Louis, San Diego, and Spokane.



## New Grants Dissemination Piece

Legacy has released a new publication titled, "*Building Effective Collaborations: Organizations and Communities Working Together in Tobacco Control*." This February 2009 publication broadens the discussion on collaboration and examines a variety of ways in which organizations can engage different partners and community members to implement a tobacco control and prevention program. It also highlights strategies to address the challenges of creating a collaboration that is effective, sustainable, and beneficial to all partners. The publication is available at [http://www.americanlegacy.org/PDF/Building\\_Effective\\_Collaborations - Organizations Working Together in Tobacco Control.pdf](http://www.americanlegacy.org/PDF/Building_Effective_Collaborations_-_Organizations_Working_Together_in_Tobacco_Control.pdf)



### Visit MyLegacyStory.org on World No Tobacco Day

**World No Tobacco Day** is observed on May 31, 2009 and people around the globe will be working to bring public awareness to the deadly toll of tobacco. If you've been personally affected by tobacco, please get involved and share your story with us at [www.MyLegacyStory.org](http://www.MyLegacyStory.org). We look forward to hearing from you!



### May is Asian Pacific American Heritage Month

Across the nation, Asian Americans observe **Asian Pacific American Heritage Month** in May with street and film festivals to help celebrate accomplishments of Asian Americans that have made significant contributions to their community. The foundation applauds all Asian Americans who have made and continue to make significant contributions to the community and supports these efforts in keeping its commitment to support communities of color combat the tobacco epidemic. In 2000, sixty-eight percent of Asian Americans reported wanting to quit smoking and 39 percent reported making a quit attempt. This month provides us with a good opportunity to reach this community with important public health messages that are relevant and powerful. The **EX®** campaign gives another resource for Asian Americans and all communities of color to re-learn life without cigarettes. The campaign's site features action-oriented tools and information to help smokers prepare for quitting by developing a personalized quit plan, as well as a virtual community where smokers can share stories and best practices about their quit attempt. Please visit [www.BecomeAnEx.org](http://www.BecomeAnEx.org) for additional information.



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