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**Date:** 6.9.2012 13:23:05

**Subject:** STAN Bulletin: 30th Edition: 6-September-2012

## Smoking & Tobacco Abstracts & News

**STAN Bulletin  
30th Edition  
6-September-2012**

**Editor's note:** An important tobacco trial, combining two class-action lawsuits, resumed this week here in Montreal. As day-to-day proceedings grind on, the trial rarely makes the news, but [Eye on the Trials](#), the blog by Cynthia Callard, Executive Director of [Physicians for a Smoke-Free Canada](#) (PSC) makes for compelling, and should be compulsory, reading. Today's account of yesterday's testimony includes the hall-of-fame quote, immediately below, by 92-year-old former JTI-Macdonald executive Peter Gage. There may be men and women on Mars before the "antidote" is found.

Stan Shatenstein

### Noteworthy:

"The feeling was if you could put a man in the moon they ought to be able to come up with an antidote for the health problem of cigarettes. A lot of people were of the same view. But as you know it didn't happen... We knew there was a problem. We had no research facilities. There was nothing we could do about it... We had no any (sic) major discussions with the industry or even with ourselves because we didn't have the facilities – we didn't even have a chemist on the side. We were spectators to the scene in some ways." [Former JTI-Macdonald executive Peter Gage. Day 53: Voice of the Pioneer, [Eye on the Trials](#)]

### In the News:

- ERS: NZ: Christchurch: [Smoking & Natural Disasters: Increased Tobacco Consumption Post-Earthquake](#)
- ERS: EU: [European Commission wants tougher anti-smoking measures to halt spread of chronic diseases](#)
- France: [Government eyeing 6% tobacco price rise in ongoing push against smoking](#)
- India: [Plain packaging of cigarettes under consideration](#); [ITC: Cigarette giant makes 'healthy' food choice](#)
- India: [Gutka chewing tobacco habit a tough nut to crack, but states impose bans](#)
- Lebanon: [Smoking ban takes effect, sparking anger](#); [Protesters demand modification](#)
- Lebanon: [Prime Minister firm on smoke ban, suggests amendments](#); Beirut: [Some feel put out](#)
- Philippines: [Court of Appeals allows point-of-sale, but not media cigarette ads](#); [Opinion: Blowing smoke on taxes](#)
- NZ: [BAT: Tobacco plain packaging battle continues, firm launches major advertising campaign](#)
- Russia: [Public Smoking Ban Headed to Parliament Soon, Defying Industry Opposition](#); [Firms to be hit](#)
- Thailand: [Cigarette promotional items technically illegal, but law easily circumvented](#)
- UK/Canada/Australia/US: [Patches, drugs help to quit smoking](#) [[Addiction: Kasza](#)]
- UK: [BAT: Falling cigarette volumes do not mean lower profit](#)
- US: [Child Labourers: The Hidden Victims of Tobacco](#)
- US: FL: W. Palm Beach: [RJR: Tobacco trial opens as widow sues over husband's death](#)
- US: PA: [Patriot-News: Editorial: With smokeless tobacco use on rise, it's time state incorporates a tax](#)
- US: MO: St. Louis Post-Dispatch: [Commentary: Higher tobacco tax will benefit our children & grandchildren](#)
- US: NY: [Governor signs two tobacco-control bills on e-cigarettes & smoking near schools](#)
- US: VA: [Federal & state officials aim to crack down on cigarette smuggling](#); [Crime commission study](#)

### In this Edition:

- Addiction - Brown: Australia: Time preference role in cessation: Household Income & Labour Dynamics, 2001-08
- Arch Gen Psych - Haghghi: Canada: Prenatal Smoking Exposure, Amygdala Volume & Adolescent Fat Intake
- BMC Pub Health - Poston: US: Menthol cigarette pricing at military & community retail outlets

- BMC Pub Health - White: Brazil: Potential impact of cigarette product plain packaging among young women
- BMJ Open - Adachi-Mejia: US: Individual vs. community influences on youth smoking behaviours
- Drug Alc Depend - Hughes: US: Natural history of efforts to stop smoking: Prospective cohort study
- EHP - Ahearn: Joubert/London: Epigenomics & Maternal Smoking: Podcast/Transcript
- Eur J Prev Cardiol - Christensen: Denmark: AMI: Smoking ban impact on acute myocardial infarction admissions
- Eur Resp Rev - Caminati: Integrated approach in diagnosis of smoking-related interstitial lung diseases
- Health Pol - Shopik: Canada: Smoke-free hospital ground policy impact: Patient experiences & perceptions
- Int J Cancer - Hecht: Lung carcinogenesis by tobacco smoke
- IJPH - Schulz: Switzerland: Ticino: Effect of smoke-free legislation on gastronomy revenue
- JADA - Zablotzky: Tobacco-Use Cessation; Walsh: Author's response
- N&TR - Buchanan: US: Perceived Treatment Assignment & Cessation: Bupropion Vs. Placebo
- N&TR - Green: US: Peer Influence & Selection Processes in Adolescent Smoking Behavior: Comparative Study
- N&TR - Kennedy: JTI/BAT/PMI: TI Strategies to Minimize or Mask CS: Regulatory Opportunities
- N&TR - Scheffels: Norway: Perceptions of Plain & Branded Cigarette Packaging Among Youth & Adults
- N&TR - Wakefield: Australia: TC Mass Media Campaign Exposure & Recent Quitter Relapse
- Tob Control - Avila-Tang: Assessing SHS exposure: Biological markers; Apelberg: Environmental monitoring
- Tob Control - Kyriss: PM: How the tobacco industry creates controversy on TSNA carcinogenicity

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## Abstracts:

### **The role of time preference in smoking cessation: a longitudinal analysis of data from the Household Income and Labour Dynamics of Australia survey, 2001–08**

#### **Addiction**

[Early View \(Online Version of Record published before inclusion in an issue\)](#)

Article first published online: **5 SEP 2012**

Heather Brown and Jean Adams

#### **Abstract**

#### **Aims**

Time preference describes how consideration of future events may affect present-day behavioural decisions. The aim was to establish whether time preference predicts smoking cessation in a longitudinal analysis.

#### **Design**

Secondary analysis of data from the Household Income and Labour Dynamics of Australia survey.

#### **Setting**

Australian community.

#### **Participants**

Members of the Household Income and Labour Dynamics of Australia survey panel, aged 15–64 years, who responded to at least four waves of data collection between 2001 and 2008, and reported any level of tobacco consumption at any wave.

#### **Measurements**

Smoking cessation was measured using a self-report questionnaire. Time preference was measured using self-reported time-period for financial planning. A range of socio-demographic and smoking-related covariates were controlled for.

## Findings

A total of 1817 individuals were included in the analysis, representing 7913 separate observations. After controlling for socio-demographic and smoking-related covariates, the hazard ratio of quitting in those with longer versus shorter-term time preference (95% confidence intervals) = 1.28 (1.02–1.59).

## Conclusions

Adult smokers with a longer-term time preference, who are more likely to consider future events when making present-day decisions, are more likely to quit smoking.

<http://onlinelibrary.wiley.com/doi/10.1111/j.1360-0443.2012.03997.x/abstract>

<http://onlinelibrary.wiley.com/doi/10.1111/j.1360-0443.2012.03997.x/pdf>

**Note:** Open Access. Full text PDF freely available from link immediately above.

## Related coverage:

Smokers Who Value The Future Are More Likely To Quit

<http://www.medicalnewstoday.com/releases/249877.php>

## Prenatal Exposure to Maternal Cigarette Smoking, Amygdala Volume, and Fat Intake in Adolescence

*Arch Gen Psychiatry*. Published online September 03, 2012. doi:10.1001/archgenpsychiatry.2012.1101

Amirreza Haghghi, Deborah H. Schwartz, Michal Abrahamowicz, Gabriel T. Leonard, Michel Perron, Louis Richer, Suzanne Veillette, Daniel Gaudet, Tomáš Paus, Zdenka Pausova

### Abstract

**Context** Prenatal exposure to maternal cigarette smoking is a well-established risk factor for obesity, but the underlying mechanisms are not known. Preference for fatty foods, regulated in part by the brain reward system, may contribute to the development of obesity.

**Objective** To examine whether prenatal exposure to maternal cigarette smoking is associated with enhanced fat intake and risk for obesity, and whether these associations may be related to subtle structural variations in brain regions involved in reward processing.

**Design** Cross-sectional study of a population-based cohort.

**Setting** The Saguenay Youth Study, Quebec, Canada.

**Participants** A total of 378 adolescents (aged 13 to 19 years; Tanner stage 4 and 5 of sexual maturation), half of whom were exposed prenatally to maternal cigarette smoking (mean [SD], 11.1 [6.8] cigarettes/d).

**Main Outcome Measures** Fat intake was assessed with a 24-hour food recall (percentage of energy intake consumed as fat). Body adiposity was measured with anthropometry and multifrequency bioimpedance. Volumes of key brain structures involved in reward processing, namely the amygdala, nucleus accumbens, and orbitofrontal cortex, were measured with magnetic resonance imaging.

**Results** Exposed vs nonexposed subjects exhibited a higher total body fat (by approximately 1.7 kg;  $P = .009$ ) and fat intake (by 2.7%;  $P = .001$ ). They also exhibited a lower volume of the amygdala (by 95 mm<sup>3</sup>;  $P < .001$ ) but not of the other 2 brain structures. Consistent with its possible role in limiting fat intake, amygdala volume correlated inversely with fat intake ( $r = -0.15$ ;  $P = .006$ ).

**Conclusions** Prenatal exposure to maternal cigarette smoking may promote obesity by enhancing dietary preference for fat, and this effect may be mediated in part through subtle structural variations in the amygdala.

<http://archpsyc.jamanetwork.com/article.aspx?articleid=1356544>

## Related coverage:

Mothers who smoke during pregnancy 'put children at risk of obesity later on' - Daily Mail

<http://www.dailymail.co.uk/health/article-2197692/Mothers-smoke-pregnancy-children-risk-obesity-later-on.html>

Mom's Prenatal Smoking Tied to Kids' Obesity - MedPage Today

<http://www.medpagetoday.com/PrimaryCare/Smoking/34529>

Prenatal maternal smoking associated with increased risk of adolescent obesity - Science Codex

<http://www.sciencecodex.com/prenatal-maternal-smoking-associated-with-increased-risk-of-adolescent-obesity-97720>

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## **Menthol cigarette pricing at military and community retail outlets in the United States**

**BMC Public Health 2012, 12:731** doi:10.1186/1471-2458-12-731

Published: **1 September 2012**

Walker SC Poston, Sara A. Jahnke, Christopher K. Haddock, Melissa L. Hyder, Jennifer E. Taylor, Harry A. Lando and Christopher M. Kaipust

### **Abstract**

#### **Background**

Cigarette prices at military exchanges historically have been discounted. DoD Instruction 1330.9 has mandated that prices be within 5% of the price offered in the local community since 2001. Because minorities are highly represented in the military, we determined whether menthol cigarette prices, the leading choice of African Americans, were compliant with the instruction.

#### **Methods**

We collected, via telephone, menthol cigarette price data from 48 randomly selected US military installation exchanges and matched local area Walmarts. We collected prices after taxes to determine the cost to consumer. Newport was selected as the index brand for menthol cigarettes because it is the leading and second leading brand smoked by African Americans and by Hispanics, respectively and has the second overall highest market share in the US.

#### **Results**

Smokers purchasing menthols at exchanges would realize average savings of 22.78%. There were no significant differences in savings based on military service ( $F = 1.850$ ,  $p = 0.152$ ) or US Census Division ( $F = 1.226$ ,  $p = 0.311$ : data not shown). In addition, not a single exchange price was compliant with the DoD instruction.

#### **Conclusions**

Newport menthol cigarettes at military exchanges cost substantially less than the nearest Walmart, with an average savings of 23%. Our findings demonstrate that menthol cigarettes are substantially discounted on military installations, in a manner similar to other cigarette prices, and that DoD Instruction 1330.09 is not enforced.

<http://www.biomedcentral.com/1471-2458/12/731/abstract>

<http://www.biomedcentral.com/content/pdf/1471-2458-12-731.pdf>

**Note:** Open Access. Full text PDF freely available from link immediately above.

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## **The potential impact of plain packaging of cigarette products among Brazilian young women: an experimental study**

**BMC Public Health 2012, 12:737**

Published: **4 September 2012**

Christine M White, David Hammond, James F Thrasher and Geoffrey T Fong

### **Abstract**

## Background

Tobacco use is responsible for 5.4 million deaths every year worldwide and is a leading cause of preventable death. The burden of these deaths is rapidly shifting to low and middle-income countries, such as Brazil. Brazil has prohibited most forms of tobacco advertising; however, the cigarette pack remains a primary source of marketing. The current study examined how tobacco packaging influences brand appeal and perceptions of health risk among young women in Brazil.

## Methods

A between-subjects experiment was conducted in which 640 Brazilian women aged 16–26 participated in an online survey. Participants were randomized to view 10 cigarette packages according to one of three experimental conditions: standard branded packages, the same packs without brand imagery ("plain packaging"), or the same packs without brand imagery or descriptors (e.g., flavors). Participants rated packages on perceived appeal, taste, health risk, smoothness, and smoker attributes. Finally, participants were shown a range of branded and plain packs from which they could select one as a free gift, which constituted a behavioral measure of appeal.

## Results

Branded packs were rated as significantly more appealing, better tasting, and smoother on the throat than plain packs. Branded packs were also associated with a greater number of positive smoker attributes including style and sophistication, and were perceived as more likely to be smoked by females than the plain packs. Removing descriptors from the plain packs further decreased the ratings of appeal, taste and smoothness, and also reduced associations with positive attributes. In the pack offer, participants were three times more likely to select branded packs than plain packs.

## Conclusions

Plain packaging and removal of descriptors may reduce the appeal of smoking for youth and young adults, and consequently reduce smoking susceptibility. Overall, the findings provide support for plain packaging regulations, such as those proposed in Australia.

<http://www.biomedcentral.com/1471-2458/12/737/abstract>

<http://www.biomedcentral.com/content/pdf/1471-2458-12-737.pdf>

**Note:** Open Access. Full text PDF freely available from link immediately above.

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## A comparison of individual versus community influences on youth smoking behaviours: a cross-sectional observational study

**BMJ Open.** 2012 Sep 1;2(5). pii: e000767. doi: 10.1136/bmjopen-2011-000767. Print 2012.

[Adachi-Mejia AM](#), [Carlos HA](#), [Berke EM](#), [Tanski SE](#), [Sargent JD](#).

### Abstract

#### OBJECTIVES:

To compare individual with community risk factors for adolescent smoking.

#### DESIGN:

A cross-sectional observational study with multivariate analysis.

#### SETTING:

National telephone survey.

#### PARTICIPANTS:

3646 US adolescents aged 13-18 years in 2007 recruited through a random digit-dial survey.

**OUTCOME MEASURES:**

Ever tried smoking and, among experimental smokers, smoking intensity (based on smoking in past 30 days).

**RESULTS:**

One-third of participants (35.6%, N=1297) had tried smoking. After controlling for individual risk factors, neither tobacco outlet density nor proximity were associated with tried smoking or smoking intensity. Associations with trying smoking included age (adjusted OR (AOR)=1.23, 95% CI 1.16 to 1.31), lower socioeconomic status (AOR=0.82, 95% CI 0.74 to 0.91), sibling smoking (AOR=2.13, 95% CI 1.75 to 2.59), friend smoking (AOR=2.60, 95% CI 2.19 to 3.10 for some and AOR=7.01, 95% CI 5.05 to 9.74 for most), movie smoking exposure (AOR=2.66, 95% CI 1.95 to 3.63), team sports participation (AOR=0.69, 95% CI 0.54 to 0.89) and sensation seeking (AOR=7.72, 95% CI 5.26 to 11.34). Among experimental smokers, age (AOR=1.32, 95% CI 1.21 to 1.44), minority status (AOR=0.48, 95% CI 0.30 to 0.79 for Black; AOR=0.46, 95% CI 0.31 to 0.69 for Hispanic; AOR=0.53, 95% CI 0.43 to 0.85 for mixed race/other), friend smoking (AOR=3.37, 95% CI 2.37 to 4.81 for some; AOR=20.27, 95% CI 13.22 to 31.08 for most), team sports participation (AOR=0.38, 95% CI 0.26 to 0.55) and sensation seeking (AOR=6.57, 95% CI 3.71 to 11.64) were associated with smoking intensity.

**CONCLUSIONS:**

The study suggests that interventions and policies to prevent and reduce youth smoking should focus on individual risk factors for smoking, including supporting participation in team sports, minimising exposure to movie smoking, addressing the social influence of friend smoking and addressing experience seeking among high sensation-seekers.

<http://bmjopen.bmj.com/content/2/5/e000767.short>

<http://bmjopen.bmj.com/content/2/5/e000767.full.pdf+html>

**Note:** Open Access. Full text PDF freely available from link immediately above.

**The natural history of efforts to stop smoking: A prospective cohort study**

[Drug Alcohol Depend.](#) 2012 Aug 30. [Epub ahead of print]

[Hughes JR](#), [Solomon LJ](#), [Fingar JR](#), [Naud S](#), [Helzer JE](#), [Callas PW](#).

**Abstract****BACKGROUND:**

In a prior study, we found changing tobacco use was more complex than previously thought, with users often transitioning between intending to quit and not intending to quit, and among typical use, abstinence, and reduction, on multiple occasions. The current study attempted to replicate those results.

**METHODS:**

A convenience sample of 40 tobacco smokers who intended to quit within the next 3 months called in nightly for 28 days to an interactive voice response system to report cigs/day and daily intentions to smoke or not for the next day. We provided no treatment.

**RESULTS:**

Within the month of the study, 32% of smokers had multiple episodes of intentions to not smoke, and 64% transitioned among smoking as usual, abstinence, and reduction status on multiple occasions. When participants reported that they intended not to smoke the next day, 56% of the time they did not make a quit attempt the next day. Just under half (44%) of quit attempts occurred on days with no intentions to quit the night before. Most quit attempts (69%) lasted less than a day. Reduction in cigs/day was as common as abstinence.

**CONCLUSIONS:**

Our prospective results replicated retrospective findings that most attempts to stop smoking result in a complex pattern of

changes in smoking. These results suggest treatments should accommodate (a) multiple quit attempts over a short period, (b) reduction episodes, (c) unplanned quit attempts, and (d) immediate relapse.

<http://www.sciencedirect.com/science/article/pii/S0376871612003274>

**Also:**

Predictive validity of the Motivation To Stop Scale (MTSS): A single-item measure of motivation to stop smoking

<http://www.sciencedirect.com/science/article/pii/S0376871612002864>

**Epigenomics and Maternal Smoking, with Bonnie Joubert and Stephanie London**

**Environ Health Perspect 120:-** <http://dx.doi.org/10.1289/ehp.trp083112>

**Online: 31 August 2012**

**Abstract**

Children whose mothers smoked during pregnancy are more likely to have problems like low birth weight, asthma, and possibly obesity, cancer, and high blood pressure. For clues into the mechanism behind these effects, scientists are looking to the epigenome, the personalized set of directions that tells our cells how and when to produce proteins, which is one of the ways gene activity is controlled. In this podcast Stephanie London and Bonnie Joubert discuss the results of their recent study in which they identified a set of genes with methylation changes present at birth in children whose mothers smoked during pregnancy.

<http://ehp03.niehs.nih.gov/article/info%3Adoi%2F10.1289%2Fehp.trp083112>

**Note:** Open Access. Full text PDF of transcript and podcast audio freely available from link immediately above.

**The impact of the Danish smoking ban on hospital admissions for acute myocardial infarction**

[Eur J Prev Cardiol.](#) 2012 Aug 31. [Epub ahead of print]

[Christensen TM](#), [Møller L](#), [Jørgensen T](#), [Pisinger C](#).

**Abstract**

Background: Exposure to secondhand smoke is associated with an increased risk of acute myocardial infarction (AMI). The positive impact of a smoking ban on AMI hospitalization rates has been demonstrated both inside and outside Europe. A national smoking ban (SB) was implemented in Denmark on 15 August 2007. Purpose: To evaluate the impact of the Danish SB on hospital admissions for AMI. Methods: Poisson regression models were used to analyse changes over time in AMI-admissions in Denmark. We investigated a seven year period: five years before and two years after implementation of the SB. We accounted for the variation in the population size and for seasonal trends. Potential confounders included were: gender, age and the incidence of type 2 diabetes (T2D). Results: A significant reduction in the number of AMI-admissions was found in the last three years of the study period after adjusting for the potential confounders. The significant reductions were found one year before the SB (relative rate (RR) = 0.86, 95% confidence interval (CI) 0.79-0.94), one year after the SB (RR = 0.77, 95% CI 0.71-0.85) and two years after the SB (RR = 0.77, 95% CI 0.70-0.84). Conclusions: A significant reduction in the number of AMI-admissions was found already one year before the SB after adjustment for the incidence of T2D. The results differ from most results found in similar studies throughout the world and may be explained by the incremental enactment of SBs in Denmark and the implementation of a nation-wide ban on industrially produced trans-fatty acids in food in 2004.

<http://cpr.sagepub.com/content/early/2012/08/31/2047487312460213.abstract>

**An integrated approach in the diagnosis of smoking-related interstitial lung diseases**

[Eur Respir Rev.](#) 2012 Sep 1;21(125):207-17.

[Caminati A](#), [Cavazza A](#), [Sverzellati N](#), [Harari S](#).

### Abstract

Cigarette smoke consists of several chemical compounds with a variety of effects in many organs. In the lung, apart being the main cause of chronic obstructive pulmonary disease, carcinoma and idiopathic spontaneous pneumothorax, tobacco smoke is associated with interstitial lung diseases (ILDs), including respiratory bronchiolitis-associated ILD (RB-ILD), desquamative interstitial pneumonia (DIP), pulmonary Langerhans' cell histiocytosis (PLCH), idiopathic pulmonary fibrosis, acute eosinophilic pneumonia, ILD in rheumatoid arthritis and pulmonary haemorrhage in Goodpasture syndrome. This review will focus on the diseases with a stronger epidemiological association with tobacco smoke, namely RB-ILD, DIP and PLCH. Although the exact pathogenetic evidence linking smoking with these disorders is still not completely understood, there is growing evidence that tobacco smoke targets the terminal or respiratory bronchioles in these diseases, and the differences are reflective of the degree of severity of small airway and parenchymal reaction to the smoke exposure. Despite considerable clinical, radiological and histological overlap between RB-ILD, DIP and PLCH, it is useful to retain the separate classifications for prognostic and therapeutic implications.

<http://err.ersjournals.com/content/21/125/207.abstract>

### Related *Eur Resp Rev* Editorial:

Global effort against rare and orphan diseases

<http://err.ersjournals.com/content/21/125/171.extract>

### Impact of smoke-free hospital grounds policies: Patient experiences and perceptions

[Health Policy](#). 2012 Aug 30. [Epub ahead of print]

[Shopik NA](#), [Schultz AS](#), [Nykiforuk CI](#), [Finegan BA](#), [Kvern MA](#).

### Abstract

Implementation of a smoke-free hospital grounds policy changes the health care context for patients. This article examines patient's perspectives, providing insight into the shifting culture of smoking in hospitals and the impact of smoke-free policy during hospitalization. This qualitative study used semi-structured interviews (N=82) to explore patient perspectives of tobacco use, policy compliance, and abstinence support in Canadian hospitals with smoke-free grounds policies. Results indicated general support for smoke-free policies, but also highlighted that the intended goals were not realized; patients reported the policy is routinely violated, second-hand smoke exposure remained common at hospital entrances and assessment and treatment of tobacco dependency was inadequate. Patients provided rationales for policy violation, which included significant concern for personal safety. Health authorities must lend careful consideration to the effects of policy on hospitalization. Study results highlight patient views on tobacco dependence, hospitalization, and treatment expectations, which when adequately addressed could support abstinence, promote healthy recovery and hospital policy compliance.

<http://www.sciencedirect.com/science/article/pii/S0168851012002151>

### Special Section Paper

#### Lung carcinogenesis by tobacco smoke

#### International Journal of Cancer

[Accepted Article](#). [These manuscripts have been accepted, but have not been edited or formatted. They will be published at a future date.](#)

Accepted manuscript online: **4 SEP 2012**

Stephen S. Hecht

### Abstract

Cigarette smoke is a complex mixture of chemicals including multiple genotoxic lung carcinogens. The classic mechanisms of carcinogen metabolic activation to DNA adducts, leading to miscoding and mutations in critical growth



control genes, applies to this mixture but some aspects are difficult to establish because of the complexity of the exposure. This paper discusses certain features of this mechanism including the role of nicotine and its receptors; lung carcinogens, co-carcinogens and related substances in cigarette smoke; structurally characterized DNA adducts in the lungs of smokers; the mutational consequences of DNA adduct formation in smokers' lungs; and biomarkers of nicotine and carcinogen uptake as related to lung cancer. While there are still uncertainties which may never be fully resolved, the general mechanisms by which cigarette smoking causes lung cancer are well understood and provide insights relevant to prevention of lung cancer, the number one cancer killer in the world, causing 1.37 million deaths per year.

<http://onlinelibrary.wiley.com/doi/10.1002/ijc.27816/abstract>

**Also:**

Smoke-induced microRNA and related proteome alterations. Modulation by chemopreventive agents

<http://onlinelibrary.wiley.com/doi/10.1002/ijc.27814/abstract>

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**Effect of smoke-free legislation on Ticino gastronomy revenue**

[Int J Public Health](#). 2012 Aug 22. [Epub ahead of print]

[Schulz PJ](#), [Hartung U](#), [Fiordelli M](#).

**Abstract**

**OBJECTIVE:**

To provide evidence on the effects of smoke-free laws on gastronomy revenue in a European setting based on objective data. Damage to gastronomy revenue is a widely used argument against smoke-free legislation.

**METHOD:**

Gastronomy revenue in Ticino is compared with the rest of Switzerland before and after Ticino banned smoking from gastronomy in April 2007, being the first (and at the time of the study only) Swiss canton to do that. The study uses breakdowns by cantons of taxable revenue of gastronomy branches and retailers (for comparison) provided by the Swiss tax authorities for the years 2005-2008.

**RESULTS:**

Revenues of restaurants and bars were not damaged by the Ticino smoke-free law. Decreases in Ticino happened before the smoke-free law came into effect. Evidence for night clubs is inconclusive.

**DISCUSSION:**

The absence of detrimental effects on restaurant and bar revenue corroborates the gist of research on the subject from other countries. The argument that the decline of bar and restaurant sales prior to the implementation of the ban might have occurred in anticipation of the new regulation is not considered tenable.

<http://www.springerlink.com/content/0017680672230728/>

<http://www.springerlink.com/content/0017680672230728/fulltext.pdf>

**Note:** Open Access. Full text PDF freely available from link immediately above.

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**Letter to the Editor**

**Tobacco-Use Cessation**

*The Journal of the American Dental Association* September 1, 2012 vol. 143 no. 9 962-963

[Nevin Zablotsky](#)

I would like to commend Dr. Margaret Walsh and colleagues for their June JADA article, "The Effect of Training on the Use of Tobacco-Use Cessation Guidelines in the Dental Setting" (Walsh MM, Belek M, Prakash P. JADA 2012;143[6]: 602–613). Their work helps reinforce that educating dentists on the effects of tobacco use on oral and overall health via either workshops or self-study will increase the likelihood of dentists working with tobacco-addicted patients to help them quit their tobacco dependence.

Just as most tobacco-using patients know the use of these products is deleterious to their health, most dental professionals also realize that the periodontal disease, caries and oral cancers they see in these patients correlate to their tobacco habit.<sup>1</sup> The dilemma for tobacco users is that they are addicted and, given the "rewiring" of their brains to the nicotine molecule, among other issues, they face tremendous obstacles to quitting...

Everyone agrees that the dental profession must work with tobacco-using patients on some level to help guide them in their efforts to quit. It would definitely "help the cause" if dental and medical insurance companies, foundations and other philanthropic organizations stepped up to help fund this education. It also has been shown that if cessation counseling, even if it lasts only 10 minutes, is given to patients, the increase in the likelihood of quit rates significantly goes up.<sup>5,6</sup> If medical or dental insurance companies paid a modest fee for this counseling, many more practitioners would be more likely to provide this service.

I feel that it is safe to say that most everyone agrees that tobacco use is harmful and, given that it costs the U.S. economy more than \$193 billion dollars per year,<sup>7</sup> we need to "put our money where our mouth is" in helping fund these educational opportunities and services.

<http://jada.ada.org/content/143/9/962.full>

**Also:**

Authors' response

<http://jada.ada.org/content/143/9/963.1.short>

**Referenced JADA study:**

The effect of training on the use of tobacco-use cessation guidelines in dental settings

<http://jada.ada.org/content/143/6/602.long>

**Perceived Treatment Assignment and Smoking Cessation in a Clinical Trial of Bupropion Versus Placebo**

*Nicotine Tob Res first published online September 4, 2012 doi:10.1093/ntr/nts143*

Taneisha S. Buchanan, Lisa Sanderson Cox, Janet L. Thomas, Nicole L. Nollen, Carla J. Berg, Matthew S. Mayo, and Jasjit S. Ahluwalia

**Abstract**

**Introduction:** Psychoactive effects of smoking cessation medications such as bupropion may allow participants in smoking cessation clinical trials to correctly guess their treatment assignment at rates greater than chance. Previous research has found an association between perceived treatment assignment and smoking cessation rates among moderate to heavy smokers ( $\geq 10$  cigarettes per day [cpd]) in two bupropion clinical trials.

**Methods:** The aim of this study was to determine the impact of perceived treatment assignment on end-of-treatment cotinine-verified smoking abstinence at Week 7 and Week 26 among African American light smokers ( $\leq 10$  cpd) enrolled in a double-blind, placebo-controlled study of bupropion. Participants ( $n = 390$ ) included in this study reported their perceived treatment assignment on the end-of-treatment (Week 7) survey.

**Results:** Participants were predominantly female (63.1%), 48.1 years of age ( $SD = 11.2$ ), and smoked an average of 8 cpd ( $SD = 2.5$ ). Participants given bupropion were more likely to correctly guess their treatment assignment (69%; 140/203) than those assigned to placebo (51.3%; 96/187) ( $p < .0001$ ). After adjusting for treatment condition, participants who perceived assignment to bupropion versus placebo were not more likely to be abstinent than those who perceived assignment to placebo at Week 7 or at Week 26. The interaction between treatment and perceived treatment assignment was also nonsignificant.

**Conclusions:** Consistent with two previous studies testing bupropion, participants assigned to bupropion were more likely to correctly guess their treatment assignment than those assigned to placebo. However, in contrast to previous studies with heavier smokers, perceived treatment assignment did not significantly impact cotinine-verified abstinence in light smokers.

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts143.abstract>

**Also:**

Effects of Abstinence in Adolescent Tobacco Smokers: Withdrawal Symptoms, Urge, Affect, and Cue Reactivity

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts155.abstract>

Effectiveness of Antismoking Media Messages and Education Among Adolescents in Malaysia and Thailand: Findings From the International Tobacco Control Southeast Asia Project

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts161.abstract>

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**Peer Influence and Selection Processes in Adolescent Smoking Behavior: A Comparative Study**

**Nicotine Tob Res 2012 published 3 September 2012**, 10.1093/ntr/nts191

Harold D. Green, Jr., Mariana Horta, Kayla de la Haye, Joan S. Tucker, David R. Kennedy, and Michael Pollard

**Abstract**

**Introduction:** Adolescent smoking studies find evidence of active peer influence and selection processes. However, studies have shown that these processes operate differently depending on context. This study uses SIENA to model coevolutionary processes between smoking and changes in friendship ties, comparing two high schools in which data were collected in identical fashion to explore influence and selection mechanisms with respect to current smoking, and smoking levels.

**Methods:** This is a longitudinal survey with 2 waves of data. In-home surveys were conducted with students from 2 large high schools in the United States: a West Coast school, and a Midwestern school. Participants were consented students in 10th and 11th grades at the first wave of data collection. The primary measures were self-reported smoking behavior and friendship nominations.

**Results:** There is evidence of influence and selection in both schools for adolescents' smoking status (1 = any smoking) and for level of smoking.

**Conclusions:** These models reflect great similarities in influence and selection processes across schools for different smoking behaviors. However, smoking prevalence may impact the exact mechanisms by which influence and selection operate. Researchers should consider smoking interventions with independent modules addressing different selection and influence processes, implemented based on contextual factors such as the prevalence of smoking.

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts191.abstract>

**Also:**

Initial Reactions to Tobacco Use and Risk of Future Regular Use

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts180.abstract>

Tobacco Use Among Southwestern Alaska Native People

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts137.abstract>

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**Tobacco Industry Strategies to Minimize or Mask Cigarette Smoke: Opportunities for Tobacco Product Regulation**

**Nicotine Tob Res first published online September 4, 2012**

Ryan David Kennedy, Rachel A. Millstein, Vaughan W. Rees, and Gregory N. Connolly

**Abstract**

**Introduction:** The tobacco industry has developed technologies to reduce the aversive qualities of cigarette smoke, including secondhand smoke (SHS). While these product design changes may lessen concerns about SHS, they may not reduce health risks associated with SHS exposure. Tobacco industry patents were reviewed to understand recent industry strategies to mask or minimize cigarette smoke from traditional cigarettes.

**Methods:** Patent records published between 1997 and 2008 that related to cigarette smoke were conducted using key word searches. The U.S. Patent and Trademark Office web site was used to obtain patent awards, and the World Intellectual Property Organization's Patentscope and Free Patents Online web sites were used to search international patents.

**Results:** The search identified 106 relevant patents published by Japan Tobacco Incorporated, British America Tobacco, Philip Morris International, and other tobacco manufacturers or suppliers. The patents were classified by their intended purpose, including reduced smoke constituents or quantity of smoke emitted by cigarettes (58%,  $n = 62$ ), improved smoke odor (25%,  $n = 26$ ), and reduced visibility of smoke (16%,  $n = 18$ ). Innovations used a variety of strategies including trapping or filtering smoke constituents, chemically converting gases, adding perfumes, or altering paper to improve combustion.

**Conclusions:** The tobacco industry continues to research and develop strategies to reduce perceptions of cigarette smoke, including the use of additives to improve smoke odor. Surveillance and regulatory response to industry strategies to reduce perceptions of SHS should be implemented to ensure that the public health is adequately protected.

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts169.abstract>

**Also:**

Impact of Tobacco Regulation on Animal Research: New Perspectives and Opportunities

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts162.abstract>

Effects of Moderating Factors Including Serotonin Transporter Polymorphisms on Smoking Behavior: A Systematic Review and Meta-analysis Update

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts149.abstract>

## Perceptions of Plain and Branded Cigarette Packaging Among Norwegian Youth and Adults: A Focus Group Study

*Nicotine Tob Res first published online September 4, 2012*

Janne Scheffels and Gunnar Sæbø

### Abstract

**Introduction:** In Norway, packaging is one of the few remaining ways for tobacco companies to promote their products. Plain packaging of tobacco products could be a means to limit this promotion.

**Methods:** Eleven focus group interviews with daily, occasional, and former smokers and nonsmokers ( $N = 69$ ) aged 16–50 were undertaken to explore perceptions of different cigarette brands, the role of package design in communicating brand images, and how participants perceived cigarette packages when important design elements such as colors, symbols, logos, and branded fonts were removed.

**Results:** Distinct images of brands and user identities associated with these were narrated. Elements of the package design such as colors, images, and fonts were described as configuring brand images. Compared with current, completely branded cigarette packages, packages that displayed progressively fewer branding design elements were perceived increasingly unfavorably and as detracting from the images that packages otherwise communicate.

**Conclusions:** The findings indicate that packaging is vital to consumer identification with and differentiation between cigarette brands and that a policy of plain packaging could be useful in reducing the impact of packaging in promotion of tobacco products.

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts153.abstract>

**Also:**

Native, Discount, or Premium Brand Cigarettes: What Types of Cigarettes Are Canadian Youth Currently Smoking?

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts148.abstract>

Crossing the Smoking Divide for Young Adults: Expressions of Stigma and Identity Among Smokers and Nonsmokers

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts136.abstract>

## Does Tobacco-Control Mass Media Campaign Exposure Prevent Relapse Among Recent Quitters?

*Nicotine Tob Res first published online September 4, 2012*

Melanie A. Wakefield, Steven J. Bowe, Sarah J. Durkin, Hua-Hie Yong, Matthew J. Spittal, Julie A. Simpson, and Ron Borland

### Abstract

**Objective:** To determine whether greater mass media campaign exposure may assist recent quitters to avoid relapse.

**Method:** Using date of data collection and postcode, media market estimates of televised tobacco-control advertising exposure measured by gross ratings points (GRPs) were merged with a replenished cohort study of 443 Australians who had quit in the past year. Participants' demographic and smoking characteristics prior to quitting, and advertising exposure in the period after quitting, were used to predict relapse 1 year later.

**Results:** In multivariate analysis, each increase in exposure of 100 GRPs (i.e., 1 anti-smoking advertisement) in the three-month period after the baseline quit was associated with a 5% increase in the odds of not smoking at follow-up (OR = 1.05, 95% CI 1.02–1.07,  $p < 0.001$ ). This relationship was linear and unmodified by length of time quit prior to the baseline interview. At the mean value of 1081 GRPs in the 3 months after the baseline-quit interview, the predicted probability of being quit at follow-up was 52%, whereas it was 41% for the minimum (0) and 74% for the maximum (3,541) GRPs.

**Conclusion:** Greater exposure to tobacco-control mass media campaigns may reduce the likelihood of relapse among recent quitters.

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts134.abstract>

### Also:

Original Investigation Pharmacogenetic Smoking Cessation Intervention in a Health Care Setting: A Pilot Feasibility Study

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts173.abstract>

Effects of Smoking Cues and Argument Strength of Antismoking Advertisements on Former Smokers' Self-efficacy, Attitude, and Intention to Refrain From Smoking

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts171.abstract>

Psychological Differences Between Smokers Who Spontaneously Quit During Pregnancy and Those Who Do Not: A Review of Observational Studies and Directions for Future Research

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts142.abstract>

Preliminary Evidence That Adherence to Counseling Mediates the Effects of Pretreatment Self-efficacy and Motivation on Outcome of a Cessation Attempt in Smokers with ADHD

<http://ntr.oxfordjournals.org/content/early/2012/08/24/ntr.nts135.abstract>

## Assessing secondhand smoke exposure with reported measures

*Tob Control Published Online First: 4 September 2012 doi:10.1136/tobaccocontrol-2011-050296*

Erika Avila-Tang, Jessica L Elf, K Michael Cummings, Geoffrey T Fong, Melbourne F Hovell, Jonathan D Klein, Robert McMillen, Jonathan P Winickoff, Jonathan M Samet

### Abstract

Non-smokers are exposed to tobacco smoke from the burning cigarette and the exhaled smoke from smokers. In spite of decades of development of approaches to assess secondhand smoke exposure (SHSe), there are still unresolved methodological issues. This manuscript summarises the scientific evidence on the use of SHSe reported measures and their methods, objectives, strengths and limitations; and discusses best practices for assessing behaviour leading to SHSe for lifetime and immediate or current SHSe. Recommendations for advancing measurement science of SHSe are provided. Behavioural measures of SHSe commonly rely on self-reports from children and adults. Most commonly, the methodology includes self, proxy and interview-based reporting styles using retrospective recall or diary-style reporting formats. The reporting method used will vary based upon the subject of interest, assessment objectives and cultural context. Appropriately implemented, reported measures of SHSe provide an accurate, timely and cost-effective method for assessing exposure time, location and quantity in a wide variety of populations.

<http://tobaccocontrol.bmj.com/content/early/2012/09/03/tobaccocontrol-2011-050296.abstract>

<http://tobaccocontrol.bmj.com/content/early/2012/09/03/tobaccocontrol-2011-050296.full.pdf+html>

**Also:**

Assessing secondhand smoke using biological markers

<http://tobaccocontrol.bmj.com/content/early/2012/09/01/tobaccocontrol-2011-050298.abstract>

<http://tobaccocontrol.bmj.com/content/early/2012/09/01/tobaccocontrol-2011-050298.full.pdf+html>

Environmental monitoring of secondhand smoke exposure

<http://tobaccocontrol.bmj.com/content/early/2012/09/03/tobaccocontrol-2011-050301.abstract>

<http://tobaccocontrol.bmj.com/content/early/2012/09/03/tobaccocontrol-2011-050301.full.pdf+html>

**Note:** Open Access. Full text PDFs freely available from links immediately above.

**The development of scientific consultants: how the tobacco industry creates controversy on the carcinogenicity of tobacco-specific nitrosamines**

[Tob Control](#). 2012 Sep 2. [Epub ahead of print]

[Kyriss T](#), [Schneider NK](#).

**Abstract**

**BACKGROUND:**

Tobacco-specific nitrosamines (TSNAs) are a group of carcinogens, which originate from nicotine and other tobacco alkaloids during fermentation and burning of tobacco. Between 1990 and 2010, the tobacco industry-funded extensive academic research on TSNAs in Germany. The objective was to gain better knowledge of how industry aims and strategies correlate with contents of publications by German toxicologists accepting tobacco industry funding by focusing on one prominent such toxicologist.

**METHODS AND FINDINGS:**

The authors analysed previously secret tobacco industry documents that were disclosed following a series of litigation cases in the USA and compared them with peer-reviewed published results of tobacco industry-funded toxicologists. The tobacco industry, in particular Philip Morris, developed sophisticated strategies to downplay TSNA's carcinogenic potential. Over 2 decades, German toxicologist Elmar Richter, faculty member of the renowned Ludwig-Maximilians-University, Munich, received substantial financial support from the tobacco industry. Numerous publications show that his research findings supported the aims of the tobacco industry. In his commissioned work, he suggested that TSNA burden can be explained by misclassification of smokers or assay background levels caused by TSNA-like molecules from food. Other publications cast doubt on the relevance of animal testing for TSNAs to humans claiming a detoxifying effect of nicotine on the metabolism of TSNAs or suggesting that adducts of TSNAs are unsuitable as biomarkers of exposure to tobacco smoke.

**CONCLUSIONS:**

Economic interests of the tobacco industry have strongly influenced the research activity of Richter and his group. The publications of his working group about carcinogenic effects of TSNAs published between 1992 and 2009 should therefore not be regarded as independent. Scientists and policy makers should consider the long-standing and intensive inter-relation between certain toxicologists and the tobacco industry when assessing the research results and consider ignoring them

<http://tobaccocontrol.bmj.com/content/early/2012/09/01/tobaccocontrol-2012-050696.abstract>

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