Global Tobacco: Control and Prevention
1.0 Credit
Spring Quarter, 2015

DAY AND TIME: 6-9 PM Monday March 30 - June 1, 2015

LOCATION: 633 N Saint Clair, 20th FL, Magmile conference room

FACULTY
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DESCRIPTION: The purpose of this course is to help students acquire the in-depth knowledge and skills necessary to become a spokesperson in the area of tobacco control and prevention. Students will learn the health problems associated with tobacco use especially for vulnerable populations; the consequences of second and third-hand smoke; new and promising clinical, public health, and legal strategies for both prevention and cessation; international perspectives on tobacco control; and sources of information to further their continued education in this topic.

OBJECTIVES:
By the end of the course, students will be expected to:
- Describe the epidemiology of use and tobacco-related morbidity and mortality both domestically and internationally, and how these vary by age, gender, racial/ethnicity.
- Use the ecological model to describe the factors associated with the initiation and maintenance of smoking among youth
- Identify sources of data on tobacco control and prevention and apply these data to critical, contemporary issues
- Describe evidence-based tobacco prevention and cessation strategies for: large community initiatives, small social environment initiatives (i.e., schools, family, health settings), and legal and regulatory initiatives
- Identify and discuss current events in the area of tobacco control and prevention
- Prepare a relevant and cogent scientific and advocacy argument for the prevention of a selected tobacco control and prevention issue

COURSE REQUIREMENTS
1. **Class attendance:** Attendance at all classes is highly encouraged—absences will be permitted on a limited basis, and students will be expected to write a 1-2 page paper summarizing the content of the class they missed.
2. **Participation:** Students are expected to have read and studied all their assignments prior to class, and to participate actively in the weekly discussions of current events. In addition, students will be asked to present, at least once during the term, a brief review of key issues relevant for the week’s topics. Examples might include:
   - Tobacco marketing to African-American community
   - Tobacco marketing to Hispanic community
   - Social media and tobacco prevention
   - Smokeless tobacco products
• Smokers’ rights
• ACA benefits for smoking cessation
• Tobacco quit-lines: how do they work?
• Debate on the regulation of E-Cigarettes

3. **Mid-term examination:** Students will be given a take-home examination at the conclusion of Week 4

4. **Issue Brief & presentation:** Students will synthesize the scientific literature to prepare a 5-7 page referenced paper (not including citations) on a topic relevant to tobacco prevention and control. The purpose of the paper will be to guide public or private sector policy makers on policy and funding decisions. Examples include addressing the evidence and implications for the following issues:
   a. Smoking and body weight
   b. The trajectory of smoking use patterns among youth
   c. Racial and ethnic differences in smoking
   d. Genetic factors contributing to smoking
   e. The effect of taxing and pricing on youth tobacco use
   f. School based interventions for smoking prevention
   g. Clinical interventions for youth smoking cessation
   h. The role of mass media in smoking prevention
   i. Smoking and movies

   Students will present their papers during the final class.

**GRADES**

1. Student performance
   - Class participation: 30%
   - Mid-term test: 25%
   - Issue brief: 30% paper and 15% presentation

2. The Programs in Public Health administer web-based course evaluations to students for each course near the end of the quarter. Your completion of both the Unit (course) and Faculty evaluations is required; failure to complete the evaluations will result in an incomplete grade until the evaluations are submitted. You will be sent the web link and instructions via e-mail later in the quarter. You will have about 2 weeks time to complete the evaluations before grades are submitted.

**ACADEMIC INTEGRITY**

Academic integrity at Northwestern University is based on a respect for individual achievement that lies at the heart of academic culture. Every faculty member and student, both graduate and undergraduate, belongs to a community of scholars where academic integrity is a fundamental commitment. The Programs in Public Health abides by the standards of academic conduct, procedures, and sanctions as set forth by The Graduate School at Northwestern University. Students are responsible for knowledge of the information provided by The Graduate School on their Web page at [http://www.tgs.northwestern.edu/studentsvcs/ethics/](http://www.tgs.northwestern.edu/studentsvcs/ethics/).

Additionally, faculty reserve the right to use the “Safe Assignment: Plagiarism Detection Tool” that is part of the Course Management System. Info about this tool is found at [http://course-management.northwestern.edu/tipsheets.html](http://course-management.northwestern.edu/tipsheets.html).

**Course Material:**

- Georgia State University School of Public Health- Tobacco Portal: [http://tobacco.publichealth.gsu.edu/about/](http://tobacco.publichealth.gsu.edu/about/)
- Julius Richmond Center for Excellence-reports and data on second hand smoke
https://www2.aap.org/richmondcenter/
- Report of the Surgeon General: *The Health Consequences of Smoking- 50 Years of Progress* (2014). NOTE: students will be provided copies of this report
- Surgeon General’s Report. *Preventing Tobacco Use Among Youth and Young Adults* (2012). NOTE: students will be provided copies of this report
- ARHQ. U.S. Preventive Services Task Force recommendation on tobacco use cessation
- CDC. Task Force on Community Preventive Services recommendation on tobacco use prevention
- Healthy Chicago Policy Briefs (2012-3014)
- Articles from the scientific literature
- Current events as reported in news articles
- World Health Organization: Framework Convention on Tobacco Control
- Supreme Court cases
- Federal and State legislative action on tobacco control and prevention
- Movie: Thank You for Smoking

**COURSE OUTLINE**

March 30: Overview of Tobacco Control: History and Role of Nicotine in Causation of Disease; Epidemiology of Tobacco Use

**Reading Assignments**
  - Pages 17-34
  - Pages 63-69
  - Pages 109-125
  - Pages 625-641
- Surgeon General’s Report. *Preventing Tobacco Use Among Youth and Young Adults* (2012):
  - Pages 131-165.

April 6: Ecological Model of Factors Influencing Tobacco Use Among Youth

**Reading Assignments:**
- Surgeon General’s Report. *Preventing Tobacco Use Among Youth and Young Adults* (2012):
  - Pages 427-460

April 13: E-Cigarettes and Menthol-Flavored Cigarettes: Use and Prevention

**Readings Assignments:**
- Healthy Chicago Policy Brief: Curbing the use of menthol and other flavored cigarettes among youth (2013)

*Student debate on the regulation of e-cigarettes*
April 20: Global Tobacco Control: International epidemiology, the Tobacco Framework Convention
Guest Faculty: Jonathan D. Klein, MD, MPH (will be invited)
Jonathan D. Klein, MD, MPH
American Academy of Pediatrics
Associate Executive Director
Director, Julius B. Richmond Center

Reading Assignments:
  Pages 818-826.
- Framework Convention on Tobacco Control…NEED reference

April 27: Movie: Thank You for Smoking, and discussion of implications for prevention

May 4: Prevention Efforts- Part I: Large community initiatives: Mass media, multi-component community initiatives, comprehensive state-wide initiatives…including Chicago prevention efforts
Guest Faculty: Jesse Lava, MPP (will be invited)
Chicago Department of Public Health
Bureau of Policy, Planning, and Legislative Affairs
Director | Planning, Research, and Development

Readings Assignments:
- Task Force on Community Preventive Services: Increasing Tobacco Use Cessation
  [http://www.thecommunityguide.org/tobacco/cessation/index.html](http://www.thecommunityguide.org/tobacco/cessation/index.html)

May 11: Prevention Efforts- Part 2: Small social environmental initiatives: school programs, family interventions, office-based interventions

Reading Assignments:

May 18: Prevention Efforts- Part 3: Tar Wars—Federal and state legal and regulatory efforts to control tobacco
Guest Faculty: Christina Ciecierski, Ph.D. (will be invited)
Northeastern Illinois University
Department of Economics

Reading Assignments
- David Hudson. Tobacco ads. First Amendment Center
- Thomas. HR Bill 1256. FDA authority to regulate tobacco (March 3, 2009)
• Bayer. Tobacco advertising in the US. *JAMA* 202;287:2990-2995

**June 1:** Student Presentations