

HARVARD SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF SOCIETY, HUMAN DEVELOPMENT AND HEALTH

2003

INTERNATIONAL TOBACCO CONTROL

Fall 2 Period: October 27, 2003 -- December 17, 2003

Monday, Wednesday 1:30-3:20 p.m.

Room 201 Kresge Building

Instructor:

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Room 713, Kresge.

Focus and Objectives of the Course: Cigarette smoking is the leading cause of preventable mortality and morbidity in the world, responsible for an estimated 420,000 deaths per year in the U.S. alone. This course is designed to equip students with core knowledge on issues related to tobacco control - including the epidemiology of tobacco use; the economics of the transnational tobacco industry; and strategies to curb the marketing and sales of cigarettes at local, state, national, and international levels.

Course Format and Requirements: The course will be organized as twice-weekly lectures, discussions, and three class debates. The course will feature a number of local experts and guest speakers. Class preparation will consist of assigned readings.

There are two course requirements:

(1) *Preparation and participation in one of three Class Debates*

On November 10 (Monday), November 12 (Wednesday), or November 17 (Monday). The **sign up sheet** for the debate will be passed around in the first week. A member of a debating team who does not make an oral presentation will be required to hand in a 2-page, double-spaced summary of their contribution to the debate.

(2) *A Final Term Paper* (no more than 10 type-written, *double-spaced* pages, excluding references) due on the final day of class, Wednesday, December 17, 2003. The final paper will either consist of a short research paper, or a focused literature review with some

discussion of policy. During the past 10 years that this course has been offered, students have maintained a stellar record of publications emanating from student research projects (see list attached below). Students may work in pairs if they wish.

Two classes have been set aside during the course specifically for the student projects: November 24 (Monday), which will be devoted to discussion of ideas for projects; and December 17 (Wednesday), the last class of the course, which is traditionally set aside for class presentation of selected student projects. These presentations are voluntary and will not be graded. Aside from these classes, students are expected to work on their projects outside of class.

Grades will be allocated as follows:

Participation in Class Debate	30%
Final term paper	70%

Partial List of Past Final Term Papers from this Course Published in Peer-Reviewed Journals

1. Study of cigarette counter displays/racks and reported theft of tobacco products.
[Caldwell MC, Wysesell MC, Kawachi I. Self-service tobacco displays and consumer theft. *Tobacco Control* 1996; 5: 160-161.]
2. Case study of Swiss national referendum to ban tobacco advertising and promotion -- why it failed.
[Cornuz J, Burnard B, Kawachi I, Gutzwiller F, Paccaud F. Why did Swiss citizens refuse to ban tobacco advertising? *Tobacco Control* 1996; 5: 149-153.]
3. Empirical study of cigarette advertising on top of taxi cabs in Boston neighborhoods.
[Sesso H, Kawachi I. Cigarette advertising on taxi cabs in Boston. *Tobacco Control* 1997; 6: 128-130.]
4. Review of the history of tobacco control in USA.
[Emmons KM, Kawachi I, Barclay G. Tobacco control: A brief review of history and prospects for the future. *Hematology/Oncology Clinics of North America* 1997;2:177-195.]
5. Editorial on tactics used by the transnational tobacco industry, and how the medical profession might counteract them.
[Makary MA, Kawachi I. The international tobacco strategy. *JAMA* 1998;280:1194-95.]
6. Empirical investigation of the depiction of smoking in the movies of popular Hollywood

actresses.

[Escamilla G, Craddock A, Kawachi I. Women and smoking in Hollywood movies: A content analysis. *Am J Public Health* 2000;90:412-414.]

7. Case study of the effect of 301 trade sanctions on smoking in Japan.
[Honjo K, Kawachi I. Effects of market liberalization on smoking in Japan. *Tobacco Control*, 2000;9:193-200.]
8. Study of cigarette nicotine dosage in relation to use of low-yield cigarettes among male Japanese smokers.
[Ueda K, Kawachi I, Nakamura M, Nogami H, Shirokawa N, Masui S, Okayama A, Oshima A. Cigarette nicotine yields and nicotine intake among Japanese male workers. *Tobacco Control* 2002;11:55-60.]
9. Study of trends in tobacco advertising in youth-oriented magazines
[Kroenke C, Kawachi I. Trends in targeting of tobacco advertisements to youth. Submitted manuscript.]
10. Internet sales of tobacco to minors
[Kay Wanke & Joe Knowles. Submitted manuscript].

Suggestions for Further Reading

In addition to the materials in the course packet, students may find the following books of interest:

1. *Ashes to Ashes*. By Richard Kluger. New York: Alfred Knopf, 1996.
Highly acclaimed and encyclopedic history of tobacco and tobacco control in America.
2. *The Cigarette Papers*. By Stanton A. Glantz, John Slade, Lisa A. Bero, and Peter Hannauer. University of California Press, 1998.
Excerpts from 4,000 pages of confidential tobacco industry documents that landed on Stan Glantz's doorstep one morning in the spring of 1994. Very revealing about inner workings of the industry.
3. *Cornered. Big Tobacco at the Bar of Justice*. By Peter Pringle. Henry Holt & Co. 1998.
Investigative journalism covering the events leading up to the \$368 billion tobacco settlement.
4. *The Runaway Jury*. By John Grisham. Doubleday, 1996.
Court-room thriller based on a tobacco-company case in Biloxi, MS. Although "fictionalized", the tactics of the tobacco industry exposed in this tale are highly authentic.
5. *Thank You for Smoking*. By Christopher Buckley. Harper/Perennial, 1995.
Hilarious (and deeply disturbing) satire of tobacco lobbyists and their Capitol Hill tactics.
6. *Cigarettes: Anatomy of an Industry from Seed to Smoke*. By Tara Parker-Pope. The New Press, 2001. Well-researched book by a Wall Street Journal reporter. Covers history of the cigarette business, including cultivation, distribution, and marketing.
7. *Smokescreen: The Truth Behind the Tobacco Industry Coverup*. By Philip J. Hilts.
Covers the history of tobacco industry cover-up of smoking/cancer link. Written by New York Times science writer.
8. *The Tobacco Wars: Inside the California Battles*. By Stanton A. Glantz and Edith Balbach. University of California Press, 2000. Gripping account of tobacco wars in California, written by one of the guest lecturers in course (Dr. Balbach).

Some Useful Websites

Tobacco Control (journal) website:

<http://tc.bmjournals.com/>

Smoking prevalence data:

1. Behavioral Risk Factor Surveillance System (BRFSS):
<http://www.cdc.gov/brfss/>
2. Youth Risk Behavior Survey (YRBS):
<http://www.cdc.gov/nccdphp/dash/yrbs/publications.htm>

Information on tobacco control activities:

1. Americans for Nonsmokers' Rights:
<http://www.no-smoke.org/advo.html>
2. Campaign for Tobacco-free Kids:
<http://www.tobaccofreekids.org/>
3. Mangini Trial documents on Joe Camel:
<http://www.library.ucsf.edu/tobacco.mangini>
4. Office on Smoking and Health:
<http://www.cdc.gov/tobacco>
5. Tobacco Control Resource Center and the Tobacco Product Liability Project:
<http://www.tobacco.neu.edu>
6. State tobacco information center (on litigation):
<http://stic.neu.edu>
7. Tobacco documents online:
<http://www.tobaccodocuments.org>
8. University of California Tobacco Control Archives:
<http://galen.library.ucsf.edu/tobacco>

SYLLABUS

Session 1. October 27 (Monday). Course Overview

Themes:

- (a) Class introductions
- (b) Course overview:
 - Burden of disease due to tobacco
 - Why are cigarettes legal?
 - Overview of tobacco control strategies
- (c) Practice class debate: “Should Congress end the tobacco farm subsidy?”

Instructor: Professor Kawachi

Readings:

1. Emmons KM, Kawachi I, Barclay G. Tobacco control: A brief review of history and prospects for the future. *Hematology/Oncology Clinics of North America* 1997; 2: 177-195.
2. Zhang P, Husten C. Impact of the Tobacco Price Support Program on tobacco control in the United States. *Tobacco Control* 1998;7:176-182.

Session 2. October 29 (Wednesday) The transnational tobacco trade

Themes

- (a) The global marketing of tobacco, with special reference to Asia
- (b) The Framework Convention on Tobacco Control
- (c) Economics of tobacco control in developing countries

Instructors: Professor Kawachi

Readings:

1. Jha P, Chaloupka FJ. The economics of global tobacco control. *BMJ* 2000;321:358-361.
2. Honjo K, Kawachi I. Effects of market liberalization on smoking in Japan. *Tobacco Control* 2000;9:193-200.

Session 3. November 3 (Monday) The global burden of disease caused by tobacco

Themes:

- (a) Methods for estimating the burden of disease attributable to smoking
- (b) Global burden of mortality due to cigarette smoking, 2000

Instructor: Dr. Majid Ezzati
Assistant Professor
Department of Population and International Health

Readings:

1. Ezzati M, Lopez AD. Measuring the accumulated hazards of smoking: global and regional estimates for 2000. *Tobacco Control* 2003;12:79-85.
2. Ezzati M, Lopez AD. Estimates of global mortality attributable to smoking in 2000. *The Lancet* 2003;362:847-852.

Session 4. November 5 (Wednesday) Tobacco litigation

Themes:

- (a) Litigation as a tobacco control strategy
- (b) Current state of tobacco litigation
- (c) The 1998 Master Settlement Agreement and beyond

Instructor: Professor Richard Daynard, J.D.
Tobacco Product Liability Project
Northeastern University Law School

Readings:

1. Daynard RA, Bates C, Francey N. Tobacco litigation worldwide. *BMJ* 2000;320:111-3.
2. Daynard RA. Tobacco litigation: a mid-course review. *Cancer Causes and Control* 2001;12:383-6.

Session 5. November 10 (Monday) Class Debate # 1 – Tobacco product innovation and harm reduction

Debate Topic: “Should public health professionals support the development of safer cigarettes?”

Debate Moderator: Professor Kawachi

Readings: Students assigned to the debate are expected to do their own sleuthing!

Session 6. November 12 (Wednesday). Class Debate #2 – Tobacco taxation

Debate Topic: “Congress should increase the federal excise tax on a pack of cigarettes by \$2.00 – immediately.”

Debate Moderator: Professor Kawachi

Readings: Ditto as for debate #1!

Session 7. November 17 (Monday) Class Debate #3 – Tobacco advertising

Debate Topic: “Congress should ban all forms of tobacco advertising to protect the public health.”

Debate Moderator: Professor Kawachi

Readings: Ditto as for debates #1 & 2!

Session 8. November 19 (Wednesday) The Massachusetts Tobacco Control Program

Themes:

- (a) The Massachusetts Tobacco Control Program -- history and accomplishments
- (b) Counter-advertising as a tobacco control strategy

Instructor: Dr. Gregory Connolly, DMD, MPH
Director
Massachusetts Tobacco Control Program
Massachusetts Department of Public Health

Readings:

1. Independent Evaluation of the Massachusetts Tobacco Control Program, 8th Annual Report, 2003. Prepared by Abt Associates for the Massachusetts Department of Public Health.
2. Special Supplement Issue of Tobacco Control. Tobacco Control in Massachusetts: Making Smoking History. *Tobacco Control*, June 2002, volume 11, Supplement 11, 75 pp.

Session 9. November 24 (Monday) Class discussion of student projects

This session will be devoted to discussing student ideas for the final course paper/project. Be prepared to describe your ideas for the final project.

November 26 (Wednesday) – THANKSGIVING RECESS

Session 10. December 1 (Monday). Tobacco use and the social class divide

Themes:

- (a) Smoking and social class – a neglected dimension of tobacco control?
- (b) Social inequalities in exposure to outdoor tobacco advertising

Instructor: Dr. Elizabeth Barbeau
Assistant Professor
Department of Society, Human Development and Health &
Dana Farber Cancer Institute

Readings:

1. Barbeau B, Krieger N, Soobader M. Working class matters: Socioeconomic disadvantage, race/ethnicity, gender and smoking: NHIS 2000. *American Journal of Public Health* 2003 (in press).
2. Barbeau B, McLellan D, Levenstein C, DeLaurier GF, Kelder G, Sorensen G. Reducing occupation-based disparities related to tobacco: Roles for occupational health and organized labor. Manuscript in review.
3. Balbach ED, Gasior RJ, Barbeau EM. R.J. Reynolds' targeting of African Americans, 1988-2000. *American Journal of Public Health* 2003;93:822-827.

Session 11. December 3 (Wednesday). Tobacco industry politics.

Themes:

- (a) Tobacco industry tactics to oppose tobacco control measures
- (b) The anti-tobacco movement – history and achievements

Instructor: Dr. Edith Balbach, PhD
Director of Community Health Program
Tufts University

Readings:

1. Balbach ED, Traynor MP, Glantz SA. The implementation of California's tobacco tax initiative: The critical role of outsider strategies in protecting Proposition 99. *Journal of Health Politics, Policy and Law* 2000;25(4):689-715.

2. Nathanson CA. Social movements as catalysts for policy change: The case of smoking and guns. *Journal of Health Politics, Policy and Law* 1999;24(3):421-488.

Session 12. December 8 (Monday). An afternoon with Dr. Mike Siegel

Themes:

- (a) Testifying in tobacco litigation trials
- (b) Counter-advertising as a tool of tobacco control

Instructor: Dr. Michael Siegel
Associate Professor of Social and Behavioral Sciences
Boston University School of Public Health

Readings:

1. Siegel M. The effectiveness of state-level tobacco control interventions: a review of program implementation and behavioral outcomes. *Annual Review of Public Health* 2002;23:45-71.
2. Siegel M. Antismoking advertising: figuring out what works. *Journal of Health Communication* 2002;7:157-162.
3. Siegel M. Mass media antismoking campaigns: A powerful tool for health promotion. *Annals of Internal Medicine* 1998;129:128-132.
4. Siegel M, Biener L. The impact of an antismoking media campaign on progression to established smoking: Results on a longitudinal youth study. *Am J Public Health* 2000;90:380-386.

Session 13. December 10 (Wednesday).

NO CLASS TODAY –

2003 NATIONAL CONFERENCE ON TOBACCO OR HEALTH
(DECEMBER 10-12, BOSTON MARRIOTT COPLEY PLACE & SHERATON BOSTON).

For conference program, go to:
www.tobaccocontrolconference.org

On-site student registration \$200

Session 14 . December 15 (Monday). Restricting youth access to tobacco

Themes:

- (a) Promotion of cigarettes to minors by tobacco industry
- (b) Prohibition of sales of tobacco to minors
- (c) Cost-effectiveness of enforcing youth access laws

Instructor: Professor Joseph DiFranza, M.D.
University of Massachusetts Medical School

Readings:

1. DiFranza JR, Peck RM, Radecki TE, Savageau JA. What is the potential cost-effectiveness of enforcing a prohibition on the sale of tobacco to minors? *Prev Med* 2001;32:168-74.
2. DiFranza JR. A review of the impact of restricted access on youth tobacco use. Unpublished manuscript.

Session 15. December 17 (Wednesday). STUDENT PRESENTATIONS OF PROJECTS

Moderated by Professor Kawachi.

FINAL COURSE PAPER DUE TODAY