

**UNIVERSITY OF CALIFORNIA, SAN FRANCISCO
SCHOOL OF NURSING**

Department of Social and Behavioral Sciences

Spring, 2005

***S235: Tobacco Control Policy Issues (1 - 3 units)
Tuesdays, 12 p.m.-1p.m. (lecture series, for 1 unit)
Tuesdays, 1 p.m.-2p.m. (seminar, for an additional 1-2 units)***

Faculty: **Ruth E. Malone, RN, PhD, FAAN**
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Office hours: by appointment

Class: Tuesdays, 12 noon, Room N217, followed by seminar

Course Description:

This course will focus on developing students' understanding of the key issues in and evolution of tobacco control policies in the United States and internationally. Lectures and readings in the history of tobacco control will prepare students to engage in weekly discussions and prepare case studies of particular tobacco control policies.

Course Objectives:

At the completion of this course, students will:

- 1) identify key ongoing and emerging issues in tobacco control policy;
- 2) analyze the policy environment for tobacco control and anticipate how various players in the tobacco control arena may respond to emerging policy debates, given the historical record;
- 3) examine tobacco industry assertions with historical fact;
- 4) describe tobacco control strategies that have been successful or have failed in the past.

The course will also focus on drawing lessons from tobacco control policy that may apply in other policy arenas

Course Requirements :**For 1 unit of credit: (pass/no pass only, please)**

- Attend and participate in lecture series and complete related weekly readings.

For 2 units of credit: (pass/no pass only, please)

- Attend and participate in lecture series and complete readings.
- Attend and participate in seminar series, including discussion of readings.
- Prepare and deliver a 10-minute oral presentation on a tobacco control policy issue of your choice.

For 3 units of credit: (either grade option)

- Attend and participate in lecture series and complete readings.
- Attend and participate in seminar series, including discussion of readings.
- Prepare and deliver a 10-minute oral presentation on a tobacco control policy issue of your choice.
- Prepare an original paper on a tobacco control policy issue of your choice.

Evaluation Methods:

For those taking only the lecture series: weekly sign-in and demonstration of having actually reviewed the readings by asking occasional intelligent questions related to them.

For those taking the course for 2-3 units:

- Attendance and active participation in class discussions with faculty and guest speakers, integrating and demonstrating understanding of readings, is crucial to the success of the class. Students should raise critical questions from the readings and be prepared to discuss the subjects.
- Oral presentation. Each seminar student will be expected to make a 10- minute presentation to the class on a tobacco control policy issue. The presentation should include: key dimensions of the tobacco policy issue, including some historical context; identification of stakeholder groups and their relative power and interest in the issue; and a brief outline of the advantages and disadvantages of at least two possible policy options that might be pursued to address the issue. The oral presentation may be

based on the same issue explored in the paper for those taking the course for 3 units (below). Powerpoint is recommended, but is not required.

- Tobacco-Policy Related Research/Analysis Paper: For those taking the course for **3 units**, a final paper is required (12-15 pages (not including references), typed, double-spaced, font size approx. equivalent to Times New Roman 12 pt, use laser-quality printer, APA or Vancouver format). You are encouraged to use the Legacy Tobacco Documents Library (<http://legacy.library.ucsf.edu/>) and the Tobacco Control Archives (<http://www.library.ucsf.edu/tobacco/>) as sources, in addition to relevant peer-reviewed literature and recommended other literature, as appropriate to your topic. *See below*

For those taking the course for 3 units: **A description/abstract of this paper** (1 paragraph, double spaced) will be **due WEEK 6 (May 3)**. It should identify the problem or issue, the primary findings or likely arguments, and the potential policy relevance of the work. The abstract will be reviewed and returned with comments.

The final paper will be **due the last day of class (May 31)**, and should include the following:

Key Components:

- Description of a specific tobacco control policy issue or condition or set of conditions.
- Background on policy activity related to the issue
- **ONE** of the following:
 - a. Analysis of the policy issue, including clear definition of the problem, key positions and stakeholders, discussion of at least two possible policy options to address the issue, economic and political feasibility, advantages and disadvantages of each, and likely media strategies each might use to communicate the position to the public and to policymakers. Cite relevant literature to support your conclusions.
 - b. Original policy-related research on an aspect of tobacco control, drawing on the online internal tobacco industry documents. This should include a description of your search strategies, a report of your findings, and a discussion of the relevance of your findings for tobacco control, public health, or policymaking more generally.

Papers will be graded on the basis of creative and critical thinking exhibited, paper structure and and logical development of ideas, comprehensiveness of discussion of policy issue and/or research within length constraints, appropriate citation of relevant literature, and potential usefulness for a policy audience. Writing, grammar, spelling, use of style guidelines and punctuation will also be considered in grading. Length of the paper *should not exceed 12-15 pages*, double spaced, excepting tables or illustrations (if included) and references.

Required Readings:

As listed in the **syllabus** (below); copies of readings are available as a reader from the Bookstore.

Recommended Books:

- De Bayer, J., & Brigden, L. W. (2003). Tobacco control policy: Strategies, successes, and setbacks. World Bank Publications.
- Feldman, E. A., & Bayer, R. (2004). Unfiltered: Conflicts over tobacco policy and public health. Cambridge: Harvard University Press.
- Glantz, S.A., & Balbach, E.D. (2000). Tobacco war: Inside the California battles. Berkeley: University of California Press.
- Glantz, S.A., Slade, J., Bero, L.A., Hanauer, P., & Barnes, D.E. (1996). The cigarette papers. Berkeley: University of California Press.
- Jha, P., & Chaloupka, F. J. (1999). Curbing the epidemic. Governments and the economics of tobacco control. World Bank Publications.
- Kessler, D. A. (2001). A question of intent. New York: Public Affairs.
- Kluger, R. (1997). Ashes to ashes: America's hundred-year cigarette war, the public health, and the unabashed triumph of Philip Morris. New York: Vintage Books.
- Pertschuk, M. (2001). Smoke in their eyes: Lessons in movement leadership from the tobacco wars. Nashville: Vanderbilt University Press.
- Rabin, R. L. & Sugarman, S. D. (2001). Regulating tobacco. New York: Oxford University Press.

Course Calendar at a Glance

March 29: Course overview: Key events/strategies in tobacco control policy

Ruth Malone

April 5: Tobacco control policy and marginalized groups

Ruth Malone and possible guest speakers

April 12: The tobacco industry's youth nonsmoking programs: help or hype? *Pam Ling*

April 19: Policy Advocacy Case Study: From the Heart of Tobacco Country to Smokefree Lexington

Ellen Hahn

April 26: International Tobacco Control Issues: The Industry's Global Reach

Stella Bialous

May 3: The Framework Convention on Tobacco Control: International Policy Treaty

Thomas Novotny

Paper abstract/description due

May 10: Tobacco industry sponsorships and public health policy

Tim Dewhirst

May 17: Bans on Tobacco Industry Research Funding and Conflicts of Interest

Lisa Bero

May 24: Smokefree movies

Stan Glantz

**May 31: Hot and emerging issues in tobacco control
Report on the NIGHTINGALES project**

Ruth Malone & others

STUDENT PRESENTATIONS—possible extended session

PAPERS DUE END OF CLASS

COURSE OUTLINE

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Faculty</u>
1	March 29	Course Overview and Introduction Policy as health intervention Key events in tobacco control policy Tobacco control policy strategies The internal industry documents Cross-cutting issues	Ruth Malone UCSF

Readings: (Reader)

Kagan, R. A., & Nelson, W.P. (2001). The politics of tobacco regulation in the United States. In Rabin, R. L. & Sugarman, S. D. (2001). Regulating tobacco (pp. 11-38). New York: Oxford University Press.

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Faculty</u>
2	April 5	Tobacco Control and Marginalized Groups	Ruth Malone

Readings: (all accessible online through PubMed search at UCSF library website)

Muggli, M. E., Pollay, R. W., Lew, R., & Joseph, A.M. (2002). Targeting of Asian Americans and Pacific Islanders by the tobacco industry: Results from the Minnesota Tobacco Document Depository. Tobacco Control, 11, 201-209.

The readings below are available under "Publications" at www.altriameanstobacco.com

Yerger, V.B., & Malone, R. E. (2002). African American leadership groups: Smoking with the enemy. Tobacco Control, 11, 336-345.

Offen, N., Smith, E. A., & Malone, R. E. (2003). From adversary to target market: The ACT-UP boycott of Philip Morris. Tobacco Control, 12, 203-207.

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Faculty</u>
3	April 12	The industry's youth nonsmoking programs: Help or hype?	Pam Ling, MD

Pam Ling, MD, MPH, is Assistant Professor in Residence in the UCSF Department of General Internal Medicine.

Readings:

Landman, A., Ling, P.M., & Glantz, S.A. (2002). Tobacco industry youth smoking prevention programs: Protecting the industry and hurting tobacco control. American Journal of Public Health, 92(6), 917-930.

Ling, P.M., Landman, A., & Glantz, S. A. (2002). It is time to abandon youth access tobacco programmes. Tobacco Control, 11, 282-284.

Also review Lantz, et al., 2000, available at:
<http://tc.bmjournals.com/cgi/content/full/9/1/47>

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Faculty</u>
4	April 19	Policy Advocacy Case Study: From the Heart of Tobacco Country to Smokefree Lexington, Kentucky	Ellen Hahn

Ellen Hahn, RN, DNS is Associate Professor in the College of Nursing at University of Kentucky, a Robert Wood Johnson Fellow in Substance Abuse Leadership, and a leader of Smokefree Lexington.

Readings:

First paper available at:
<http://www2.mc.uky.edu/TobaccoPolicy/ResearchProduct/policyleversforcontroлтobaccocomsumption.pdf>

Repace, J. (2004). Respirable particles and carcinogens in the air of Delaware hospitality venues before and after a smoking ban. Journal of Occupational and Environmental Medicine, 46(9), 887-905.

Shopland D. Disparities in smoke-free workplace policies among food service workers. *Journal of Occupational and Environmental Medicine*. 2004;46(4):347-356.

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Faculty</u>
5	May 17	International tobacco issues	Stella Aguinaga Bialous

Stella Aguinaga Bialous, RN, Dr.P.H. is President, Tobacco Policy International and a consultant to the World Health Organization.

Readings:

Browse: Building Blocks for Tobacco Control, online at:

http://www.who.int/tobacco/resources/publications/tobaccocontrol_handbook/en/

Aguinaga Bialous S, Kaufman N, Sarna L.(2003).Tobacco Control Policies. Seminars in Oncology Nursing,19(4):291-300

Percival J, Aguinaga Bialous S, Chan S, Sarna L. (2003). International Efforts in Tobacco Control. Seminars in Oncology Nursing,19(4):301-307.

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Faculty</u>
6	May 3	FCTC: The First International Tobacco Control Treaty	Thomas Novotny, MD

Thomas Novotny is Professor and Director of International Programs, UCSF School of Medicine.

Readings:

Collin, J., Lee, K., & Bissell, K. (2002). The framework convention on tobacco control: The politics of global governance. Third World Quarterly, 23 (2), 265-282.

Novotny, T. E., & Carlin, D. The ethical and legal aspects of global tobacco control. [working paper shared with author permission]

The paper below is accessible through PubMed on the UCSF Library website:

Yach, D. & Bettcher, D. (2000). Globalisation of tobacco industry influence and new global responses. Tobacco Control, 9, 206-216.

Review website content: <http://www.fctc.org/>

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Faculty</u>
7	May 10	Tobacco sponsorship and public policy	Tim Dewhirst

Tim Dewhirst, Ph.D., is Associate Professor, Department of Management and Marketing, University of Saskatchewan

Readings:

Cornwall, T. B. (1997). The use of sponsorship-linked marketing by tobacco firms: International public policy issues. Journal of Consumer Affairs, 31 (2), 238-254.

Dewhirst, T. (2004) POP goes the power wall? Taking aim at tobacco promotional strategies used at retail. Available online at <http://tc.bmjournals.com/cgi/content/full/13/3/209>

Manfredi, C.P. (2002). Expressive freedom and tobacco advertising: A Canadian perspective. American Journal of Public Health, 92(3), 360-362.

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Faculty</u>
8	April 26	Bans on Tobacco Industry Research Funding and Conflicts of Interest	Lisa Bero

Lisa Bero, Ph.D., is Professor in the Department of Clinical Pharmacy at UCSF.

Readings:

Bero L. (2003). Implications of the tobacco industry documents for public health and policy. Ann. Rev. Public Health, 24: 267-288.

Bero, L. A. (2005). Tobacco industry manipulation of research. Public Health Reports, 120, 1-18.[proof copies from author]

<u>Date</u>	<u>Topic</u>	<u>Faculty</u>
9 May 24	Smokefree movies	Stan Glantz

Stan Glantz, PhD is a Professor in the UCSF Department of Epidemiology and Biostatistics.

Readings:

The readings below can be accessed at

http://www.smokefreemovies.ucsf.edu/godeeper/the_science.html

Lambert, A., Sargent, J., et al. (2004) How Philip Morris unlocked the Japanese cigarette market: lessons for global tobacco control *Tobacco Control* 2004; 13: 400-402.

Dalton, M.A., Sargent, J.D., et. al (2003) Effect of viewing smoking in movies on adolescent smoking initiation: A cohort study. *The Lancet* 362(9380):281-285. (Reprinted with permission of The Lancet.)

Glantz, S.A. (2003) Smoking in movies: A major problem and a real solution. *The Lancet* 362(9380):281-285. (Reprinted with permission of The Lancet.) Summary of Study.

Mekemson, C., Glantz, S. (2002) How the tobacco industry built its relationship with Hollywood. *Tobacco Control* 11:i81-i91

Also browse these sites: www.smokefreemovies.ucsf.edu

http://legacy.library.ucsf.edu/popular_documents_movies.html

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Faculty</u>
10	May 31	Hot and emerging issues CLASS PRESENTATIONS (from students taking course for 2-3 units)	Ruth Malone

Readings:

The readings below are available online under "Publications" at:

<http://www.altriameanstobacco.com/>

Wander, N., & Malone, R. E. (2004). Selling off or selling out? Medical schools and ethical leadership in tobacco stock divestment. *Academic Medicine*, 79 (11), 1017-1026.

Smith, E.A., & Malone, R. E. (2003). Thinking the 'unthinkable': Why Philip Morris considered quitting. Tobacco Control, 12, 208-213.

The papers below are accessible through PubMed on the UCSF Library website:

Geist, H. (1999). Global assessment of deforestation related to tobacco farming. Tobacco Control,8, 18-28.

Warner, K. E., & Martin, E. G. (2003). The US tobacco control community's view of the future of tobacco harm reduction. Tobacco Control, 12, 383-390.

PAPERS DUE END OF CLASS

ENJOY YOUR SUMMER!