



Home of
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MDQuit NEWSLETTER

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Inside this issue:

Youth Advocacy Works! **2**

Research Corner: Menthol Cigarettes **3**


Preventive Medicine article reviews **3**

4th Annual Best Conference Wrap-up **4**

MDQuit Team & Advisory Board **4**

Maryland's Tobacco Report Card

The American Lung Association (ALA) recently issued Report Cards evaluating smoking policies at the state and federal levels. Assessments were based on the *State of Tobacco Control 2009*, a report that determines how well each state is protecting its citizens from tobacco-related risks. Maryland's efforts in each category were graded as follows:



<i>CATEGORY</i>	<i>GRADE</i>
<p><i>Smoke-Free Air</i></p> <p>Based on smoking prohibitions in 9 categories.</p>	A
<p><i>Cigarette Tax</i></p> <p>An additional \$.01 on Maryland's current tax of \$2.00 on a pack of 20 cigarettes would earn us a grade of B!</p>	C
<p><i>Tobacco Prevention and Control Spending</i></p> <p>Maryland tobacco control programs are currently operating at 11% of CDC recommended funding. To receive an A in this category, Maryland needs a 7-fold increase in funding.</p>	F
<p><i>Cessation Coverage</i></p> <p>Medicaid coverage is minimal, with limitations varying by health plan. Maryland state health plans offer no cessation coverage. Some private insurance providers cover cessation services.</p>	F

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Based on the ALA's Report Card, Maryland's current GPA is 1.5. Maryland's achievement in *Smoke-Free Air* is impressive, but improvement is needed on *Tobacco Prevention and Control Spending* and *Cessation Coverage*, in order to truly make the grade in providing adequate healthcare and a safer environment for our citizens.





Teens Rejecting Abusive Smoking Habits

Youth Advocacy Works!

MDQuit helps support the DHMH-funded Teens Rejecting Abusive Smoking Habits (TRASH for short!), a statewide youth coalition working to foster youth-led community action in tobacco prevention activities and programs that encourage and increase youth advocacy, positive development, civic involvement, leadership and decision-making responsibilities, and reduce youth exposure to secondhand smoke.

The TRASH coalitions recently conducted legislative visits with the General Assembly Representatives from their home jurisdictions. At a statewide youth advocate meeting on November 7th, 2009, Kathleen Dachele, Director of the Legal Resource Center at UM School of Law (pictured right with youth from Baltimore City TRASH coalition Heal, Inc.) conducted a training session. She reviewed tobacco-related issues, and the proper way to conduct meetings with legislators. “Role plays” prepared the youth advocates for these visits.



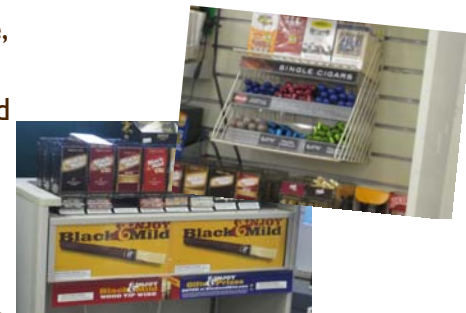
The youth advocates met with Representatives to voice their concerns about tobacco use among youth, focusing on the rise in the use of little and small cigars. In December 2009, the Montgomery County *Students Opposing Smoking (SOS)* group met with Senator Madaleno (D-Dist. 18) to discuss the problem of little cigars in their community. Following the meeting with SOS, Senator Madaleno introduced state-level legislation that would prohibit the sale of flavored cigars! The Frederick County *Life and Discovery* group (below, left) met with Senator Mooney (R-Dist. 3),



while 10th graders from the Prince George’s County *In Reach, Inc.* group (below, right, photo by Christopher Anderson of The Gazette) traveled to Annapolis to meet with Dels. Anne Healey (D-Dist. 22) and Tawana P. Gaines (D-Dist. 22) to discuss their anti-tobacco campaign. Youth advocates from Baltimore City met with Delegate Tarrant (D-Dist. 40) and the Harford County group met with Dels. Riley (D-Dist. 34A) and McComas (R-Dist. 35B).

Youth advocate groups completed environmental scans of tobacco advertising and product availability in their communities. They discovered that *Black & Milds* were a commonly purchased cigar brand by youth, were available in various flavors (grape, apple, cherry, champagne, etc.), and that *Black & Milds* were the cheapest tobacco product in the stores, ranging from \$0.89 to \$1.39 each! The information collected was presented during their legislative visits, and proved to be crucial in demonstrating to legislators how tobacco products are being targeted to youth in their jurisdictions.

Youth advocates are now conducting activism activities in their communities to reinforce their messages that cigars are dangerous products. Preventing the use of these products among youth is essential to decreasing illness and death among Marylanders from tobacco-related diseases.





Research Corner

Menthol Cigarettes

In January 2010, jointogether.org reported that menthol cigarettes have the potential to interfere with smoking cessation¹. Due to the cooling sensation that menthol causes, smokers are able to inhale more deeply, which could result in increased exposure to nicotine, carbon monoxide, and other tobacco smoke constituents, potentially leading to increased nicotine dependence compared to non-menthol smokers². Additionally, menthol itself has the potential to release carcinogens when metabolized by the body².

African Americans are more likely to smoke menthol cigarettes and have higher tobacco-related morbidity and mortality than their white counterparts. Okuyemi et al. (2003) found a significant difference in smoking cessation rates between African American menthol smokers and non-menthol smokers when treated with the drug bupropion (Wellbutrin, Zyban)². When taking bupropion, an antidepressant commonly used to aid patients in smoking cessation⁴, menthol cigarette smokers were significantly less likely to quit than non-menthol cigarette smokers². The study also indicated that African Americans seem to be at a higher risk for nicotine dependence, and seem to be less successful in quit attempts than whites, in general².

There is ongoing research examining whether menthol alone affects quit rates. In two separate studies, menthol was found to have no significant effects on quit rate when participants were not receiving any other drugs that could affect smoking cessation^{2,3}.

1. <http://www.jointogether.org/news/research/summaries/2010/menthol-seems-to-reinforce.html>
2. Okuyemi, K.S., et al. (2003). Does menthol attenuate the effect of bupropion among African American smokers? *Addiction*, 98, 1387-1393.
3. Hyland, A. et al. (2002). Mentholated cigarettes and smoking cessation: Findings from COMMIT. *Tobacco Control*, 11, 135-139.

Hot off the Press!



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Find these articles at:
<http://www.tobacco-cessation.org/>

Check out two new articles in a special edition of the American Journal of Preventive Medicine on Increasing Tobacco Cessation in America.

Building Consumer Demand for Tobacco-Cessation Products and Services. The National Tobacco Cessation Collaborative's (NTCC) Consumer Demand Roundtable.

Backinger, C.L., Thornton-Bullock, A., Miner, C. Orleans, C.T., Siener, K., DiClemente, C.C., Phillips, T.M., Rowden, J.N., Arkin, E.

This article overviews the innovative work of the NTCC's Consumer Demand Roundtable driven by viewing smokers and their use of tobacco-cessation products and services from a "consumer's perspective."

The Journey to the End of Smoking. A Personal and Population Perspective.

Carlo C. DiClemente, PhD, Janine C. Delahanty, PhD, Robert M. Fiedler, JD

This article chronicles the path of change for the population of smokers in using Maryland Adult Tobacco Survey data from 2000, 2002 & 2006.

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Join Together is a group working toward Advancing Effective Alcohol and Drug Policy, Prevention, and Treatment. You can sign up for news and alerts at their website. Join Together also offers free online learning opportunities (CEUs) for addictions counselors.

4th Annual Best Practices Conference Wrap-up

Our 4th Annual Best Practices Conference was held on **Thursday, January 21, 2010** at the Turf Valley Resort in Ellicott City. The morning began with a keynote address by Dr. Carlo DiClemente, entitled “*Do You Know Where Your Smokers Are: Who They Are and What They are Doing?*” This presentation used innovative clicker technology to poll the audience on their knowledge of Maryland smoking data. The second keynote address, presented by Ms. Kathleen Hoke Dachille, focused on the Food and Drug Administration (FDA) Regulation of Tobacco Products. Next, Dr. Jack Henningfield discussed *Electronic Nicotine Delivery Systems and the Public Health and Regulatory Challenges*. Afternoon sessions were led by staff members of the MDQuit Resource Center, and included *Motivational Enhancement Techniques I & II, Maximizing What You Can Do with Fewer Resources, and Special Topics in Tobacco*.

To access slides of the presentations used during the conference, please visit:
<http://www.mdquit.org/MDQuit4>.

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Next Issue Coming Summer 2010