



Home of
Fax to Assist

MDQuit NEWSLETTER

INSIDE
THIS ISSUE:

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E-Cigarettes:
A healthy
alternative?

Tobacco Tax
Increase

Tobacco-related
Legislative
Updates

Research Corner:
Thirdhand Smoke

Motivational Tips

MDQuit Team &
Advisory Board
Members

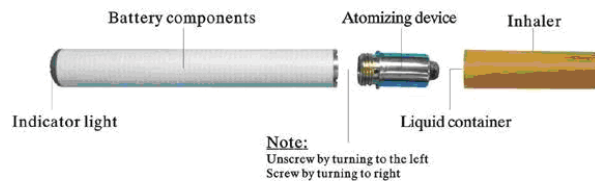
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E-Cigarettes: A healthy alternative?

The electronic cigarette (aka "e-cigarette" or "e-cig") is a battery-operated cigarette which does not contain tobacco. When a smoker inhales, the battery warms liquid nicotine stored in a plastic filter and a nicotine mist is exhaled. Several companies are producing e-cigarettes, including Ruyan, Smoking Everywhere, and Crown Seven. Their marketing focus is largely on internet sales, although kiosks have been sited in Maryland shopping malls. A variety of fruit and menthol flavors are available, making the product appealing to young age groups as well as adults. The e-cig is being marketed in many ways, inciting controversy: as a way to self-

administer nicotine in smoke-free environments, as a safe alternative to cigarettes, and as a cessation tool. Australia has banned the sale of e-cigarettes, and (continued on page 4)



Federal Tobacco Tax Increase:

Will Smokers be Encouraged to Quit?

A federal cigarette excise tax increase went into effect on April 1, 2009. This tax was implemented as part of the Children's Health Insurance Plan (CHIP) Reauthorization bill. The purpose of the tax is twofold – to increase revenue and to potentially decrease youth smoking. The federal tax on cigarettes was raised to \$1.01 a pack, an increase of 62 cents. The tax on little cigars was raised to \$1.01 a pack, an increase of 97 cents. This is the first time that little cigars and cigarettes have been equally taxed. Large cigars and "cigarillos", which are still sold as single items in many states have a maximum tax of \$.40 per cigar. See page 2 for more information about cigar laws in Maryland.

What might the tax increase mean for cigarette consumption?

For Youth? From 1991 to 2005 the Youth Risk Behavior Survey showed that large tobacco tax increases were associated with significant reductions in smoking by youth.¹ (continued on page 4)





Maryland General Assembly 2009 Wrap-Up: Tobacco-related Legislative Updates **Revised**†

In our last issue, Kathleen Dachille of the Center for Tobacco Regulation provided an update on tobacco-related legislative actions that would be considered by the Maryland General Assembly this spring. Here, we provide an update on the results of the voting for each bill.

Senate Bill 80:

This bill allows local jurisdictions to issue civil citations for tobacco sales to minors and requires retailers to request identification from customers appearing to be under 30.



Did this bill pass?

It passed the Senate but died in the House Economic Matters Committee. Last-minute complications with this bill will require its revision for next year.

Senate Bill 288/House Bill 966:

SB 288/HB 966 is a public health bill designed to protect young children in cars from the immediate and long-term effects of exposure to concentrated secondhand smoke. The bill prohibits drivers from smoking or allowing a passenger to smoke in a vehicle in which a child under the age of eight (based on the safety seat age) is present. A violation of this provision results in a civil penalty of up to \$50 but does not constitute a moving violation and will therefore have no impact on the operator's driving record.



Did this bill pass?

No. House Bill 966 was voted down at the Maryland General Assembly with a vote of 4-7. SB 288 was voted down in the Senate Judicial Proceedings Committee by a vote of 4-7.

House Bill 238:

House Bill 238 is designed to reduce youth access to cigars. This bill specifically aims to protect young adults in inner city Baltimore from cigar exposure. To reduce youth access to cigars, this bill requires that cigars be sold in a minimum of four per packages. The bill is designed to deter high school students from buying cigars. Single cigars, such as Black & Milds, Phillie Blunts, and Swisher Sweets can be bought at gas stations and convenience stores for less than \$1.00, often around \$0.69. Many of these single cigars are available in fun flavors – cherry, wine, apple, pinkberry, grape, vanilla cream, etc. – that are marketed to young adults who often smoke them as a starter to marijuana and cigarettes. Additionally, single cigars are not required to carry health warnings. This bill has two exceptions: 1) sales at tobacco shops and 2) single cigars with a wholesale price of at least \$2.00. The sale of single premium cigars is not affected.



Did House Bill 238 pass? †

No! House Bill 238 failed to get out of committee by a vote of 13-8.

For additional information about these bills, view Ms. Dachille's presentation, "Tobacco and the Maryland General Assembly 2009: Abbreviated Version" at: www.mdquit.org/content-mdquit/policy-initiatives/dachille41709.pdf. If you are interested in more information or want to support a tobacco-related bill, please contact Kathleen Dachille at the Legal Resource Center for Tobacco Regulation, Litigation & Advocacy at (410) 706-1294; kdachille@law.umaryland.edu.

† Please note it was erroneously reported in the June 2009 Newsletter that House Bill 238 passed.



Research Corner

Thirdhand Smoke

Ever noticed how you can still smell the scent of smoke in a room long after a cigarette has been smoked? Or how a small enclosed space like an elevator or a car will smell like smoke long after a smoker has been on board? Have you ever noticed the smell that lingers on a smoker's hair or clothing? This is called "thirdhand smoke".

What Is "Thirdhand Smoke"?

Researchers have coined the term "thirdhand smoke" to describe the invisible yet toxic gases and particles that linger long after secondhand smoke (the smoke that comes from the lighted end of a cigarette, cigar, etc., or the smoke that is exhaled by the smoker) has dissipated.

A recent study by Winickoff and colleagues (2009) found that exposure to these chemicals may be particularly risky for infants and children. For more detailed information on the study check out an online version of Winickoff and colleagues study: <http://pediatrics.aappublications.org/cgi/reprint/123/1/e74>

Winickoff, J.P., Friebely, J., Tanski, S. E., Sherrod, C., Matt, G. E., Hovell, M. F., & McMillen, R. C. (2009). Beliefs About the Health Effects of "Thirdhand" Smoke and Home Smoking Bans, *Pediatrics*, 123, e74-e79.

Motivational Tips

Client motivation is emerging as one of the most important ingredients necessary for behavior change, including quitting tobacco use. Motivation was once seen as solely the responsibility of the client, and unfortunately many treatment providers continue to use confrontational techniques that are likely to be ineffective when a person is not ready to change. For example, a recent study suggests that smokers with chronic obstructive pulmonary disease who are confronted with poor results on breathing measures are no more likely to quit smoking than those who receive care as usual (Kotz et al., 2009).

Motivation is increasingly viewed as an area for treatment providers to address with their clients, rather than waiting for them to "hit bottom" or confronting their denial. A motivational style includes principles of empathy and rolling with resistance, as well as specific techniques (see sidebar) that can be used to help motivate clients to engage in changing health behaviors and quit smoking. More information is available in the recommended text: **Miller, W. R. and Rollnick, S. (2002). *Motivational Interviewing: Preparing people to change addictive behavior*. 2nd ed. New York, Guilford.**

Kotz, D., Wesseling, G., Huibers, M.J.H., van Schayck, O.C.P. (2009). Efficacy of confronting smokers with airflow limitation for smoking cessation. *European Respiratory Journal*, DOI: 09031936.00116308.

Enjoy our **NEW** Research Corner? It's easy to stay up-to-date on the latest tobacco research—go to JoinTogether.org.

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.



Motivational Interviewing Strategies

- Ask Open-ended Questions
- Listen Reflectively
- Affirm Efforts to Change
- Summarize
- Elicit Self-motivational Statements

E-Cigarettes *(continued from page 1)*

the FDA has launched an investigation of the product. Reportedly, the FDA is refusing to allow e-cigs, e-cigars, and e-pipes to cross the border until the investigation is complete. Manufacturers are displeased with this decision, citing that the FDA does not yet have regulatory control of nicotine and tobacco products (see sidebar). Legacy® and the World Health Organization have issued brief reports including concerns that e-cigs have not undergone rigorous studies necessary to support the manufacturers' claims of safety or efficacy for smoking cessation; they state that e-cigs should undergo toxicity analyses and clinical studies like the CDC-approved nicotine replacement products including the patch and gum. The potential side effects of inhaling vaporized nicotine via e-cigs are unknown, though the effects of nicotine (e.g., increased heart rate, risk for long-term addiction) are expected to be the same in both traditional and e-cigarettes. The distribution and use of e-cigarettes is a hot-button issue that may not be settled for some time.

Federal Tobacco Tax Increase *(continued from page 1)*

For Minorities? Lower-income and minority smokers are more likely than other smokers to be encouraged to quit in response to cigarette price increases.² Eight studies in New Zealand from 1981 to 1991 revealed that cigarette taxes reduced demand. Researchers indicated that tobacco taxation will likely provide overall health benefits to low-income residents.³

For Quitline Usage? In Maine, quitline reach jumped from 5% to 6.6% with the implementation of a cigarette tax. In years following, quitline usage remained higher than in pre-tax years.⁴ The national quitline transfer number, 1-800-QUIT-NOW, which transfers calls to local quitlines, registered 203,374 calls in March 2009, more than twice February's 91,316 calls, possibly reflecting smokers' interest in quitting before the tax increase would occur on April 1. An increase in quit attempts may have lasting impact; in 2000, researchers created a predictive model of tax increases and concluded that tax hikes have the ability to decrease population smoking rates in the short-term and that these effects grow over time. These findings suggest that tax increases could lead to substantial savings in health care costs and in human lives.⁵

To view this articles' references, go to: www.mdquit.org/index.php/policy-initiatives/

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FDA Regulation of Tobacco Products

On Thursday, June 11th, both the US Senate and House voted to pass a bill that will give the FDA control over ingredients in tobacco products and restrict ads. President Obama is expected to sign the bill. The bill has strong implications for the future of tobacco control. More to come at MDQuit.org.

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