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Smoking Cessation  
Leadership Center



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University of California  
San Francisco

# **One-Hour Power Break Webinar: Bambi Meets Godzilla: Addressing young adult tobacco use**

Pamela M. Ling, MD, MPH

11/29/17

# Moderator

## **Catherine Saucedo**

Deputy Director  
Smoking Cessation Leadership Center  
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**Pamela M. Ling, MD, MPH, Christine Cheng, Brian Clark,, Jennifer Matekuare, Roxana Said, MPH, Catherine Saucedo, and Steven A. Schroeder, MD**

# Thank you to our funders



Robert Wood Johnson Foundation



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- All participants will be in **listen only mode**.
- Please **make sure your speakers are on** and adjust the volume accordingly.
- If you do not have speakers, please request the dial-in via the chat box.
- **This webinar is being recorded** and will be available on SCLC's website, along with the slides.
- **Use the chat box to send questions** at any time for the presenters.

# CME/CEU Statement

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# Presenter

**Pamela M. Ling, MD, MPH**

Professor of Medicine  
University of California at San  
Francisco



University of California  
San Francisco



University of California  
San Francisco

UCSF School  
of Medicine

Center for Tobacco  
Control Research and  
Education

# Bambi meets Godzilla: Addressing young adult tobacco use

Pamela M Ling, MD MPH

Division of General Internal Medicine  
Department of Medicine

Smoking Cessation Leadership Center Webinar  
November 29, 2017



# Thanks to ...

- Stan Glantz
- Tor Neilands
- Nadra Lisha
- Danielle Ramo
- Nicolas Sheon
- Bonnie Halpern-Felsher
- Janice Tsoh
- Sarah Rosen
- Juliette Hong
- Nan Jiang
- Youn OK Lee
- Rachel Grana
- Emily McDonald
- Lucy Popova
- Sara Kalkhoran
- Amanda Fallin
- Louisa Holmes
- Johannes Thrul
- Jeff Jordan
- Jenny Kondrasky
- Adriana Bearse
- Genevieve Hernandez
- Samantha Loveira
- Andrew Ermlick
- Tyler Janssen



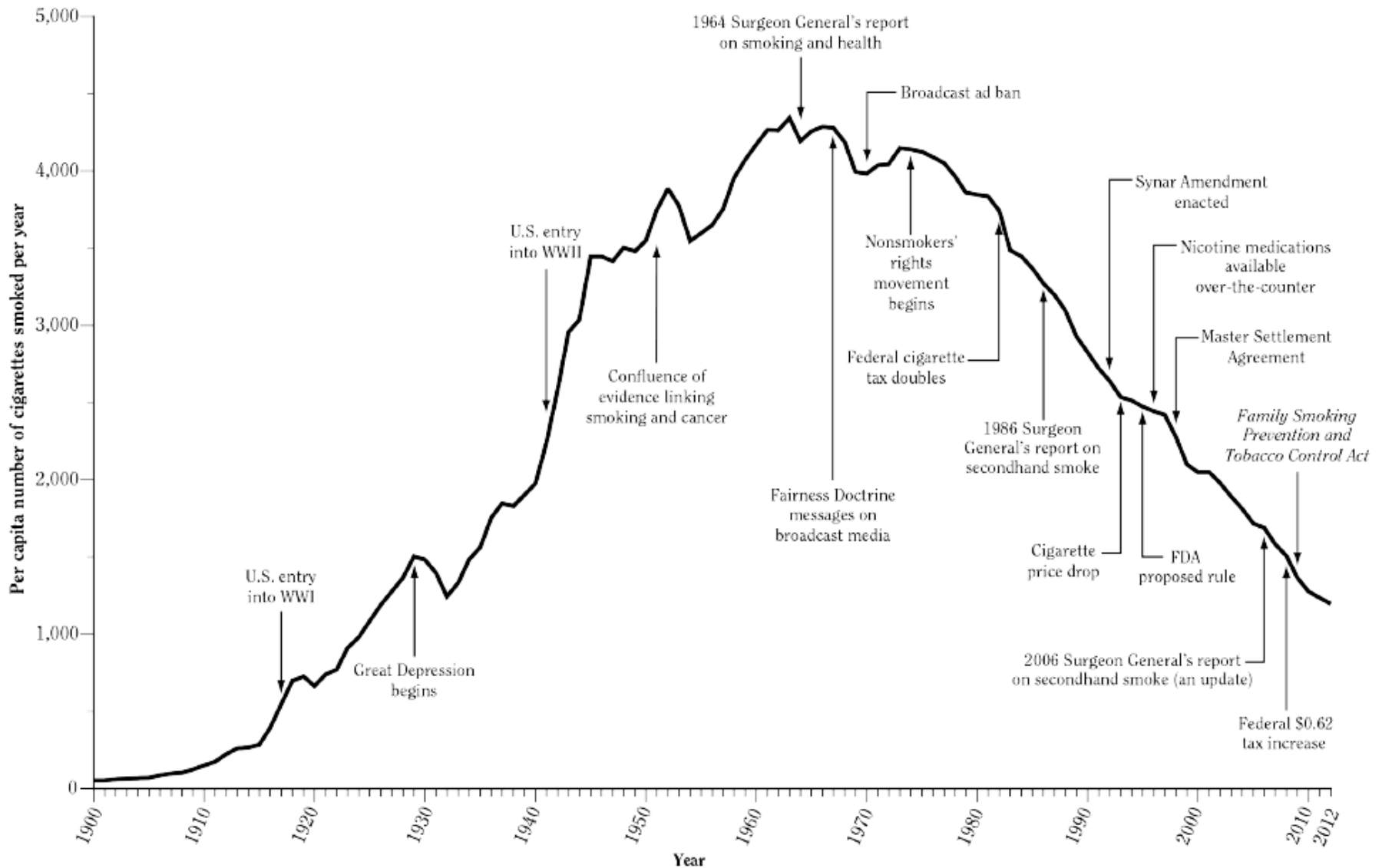


**It's Alive!** **GODZILLA** **KING OF THE MONSTERS!**  
**RAYMOND BARR**  
Directed by TERRY MORSE & I. HONDA A TEANS WORLD RELEASE





# Cigarette Consumption USA 1900-2012



BUSINESS

## Against All Odds, the U.S. Tobacco Industry Is Rolling in Money

Profits are booming, despite government regulation, huge legal settlements and fewer smokers

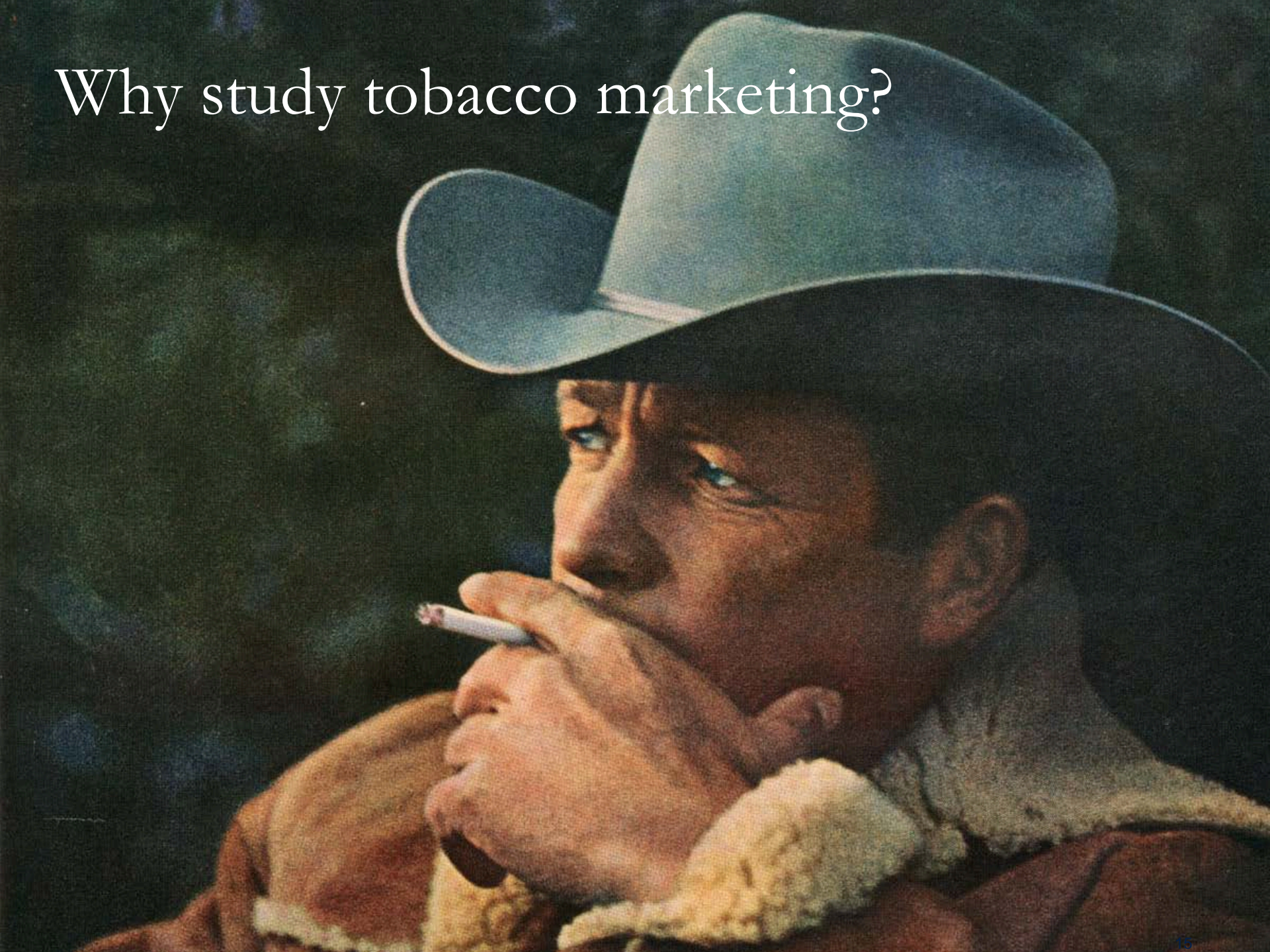
### *Tobacco Revenues in the U.S.*



**\$117 billion - 2016**

**\$78 billion - 2001**

Why study tobacco marketing?



# industrydocuments.library.ucsf.edu/tobacco

University of California, San Francisco

ALL INDUSTRIES

TOBACCO

DRUG

Take a tour

My Library ▾

 TRUTH TOBACCO INDUSTRY DOCUMENTS

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An archive of 14 million documents created by tobacco companies about their advertising, manufacturing, marketing, scientific research and political activities, hosted by the UCSF Library and Center for Knowledge Management.

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GUIDED SEARCH

CLEAR

SEARCH

Hide Restricted Documents

Hide Folders

Hide Possible Duplicates

What can I search for?

Tips for better results

Search Options ▾

Document Date Ranges *(no dates selected)* >

Tobacco Collections *(all tobacco collections selected)* >

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 truth initiative  
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First with the finest cigarettes...through Lorillard research

Bob Davis:

August 30, 1978  
Please draft a reply for me by 9/11 -

TO: Mr. Curtis Judge

FROM: T. L. Achey - Field 3

SUBJECT: Product Information

Thanks -

BJH  
9/6



Mr. Judge, if you will look at my Sales figures (attached), you will note that NEWPORT KING SIZE is the #1 selling Lorillard brand, and NEWPORT BOX the #6 selling Lorillard brand in Field 3 for the past 6 months.

The success of NEWPORT has been fantastic during the past few years. Our profile taken locally shows this brand being purchased by black people (all ages), young adults (usually college age), but the base of our business is the high school student.

60's and 70's. It is the "In" brand to smoke if you want to be one of the group.

Our problem is the younger consumer that does not desire a menthol cigarette. If that person desires a non-menthol, but wants to be part of the "In group", he goes to Marlboro.

✓ Could we be furnishing a back-lash to Marlboro from our NEWPORT brands?

✓ Is Marlboro as strong with the early beginning consumers as the NEWPORT brands?

Could we end the success story for Marlboro by furnishing the young adult consumers with a total category of "In" brands?

I think the time is right to develop a NEWPORT NATURAL (non-menthol) cigarette to attract the young adult consumer desiring a non-menthol product. We have a solid base with NEWPORT and I foresee much success with the name of NEWPORT on new packaging.

03537131



**DEMOGRAPHICS**

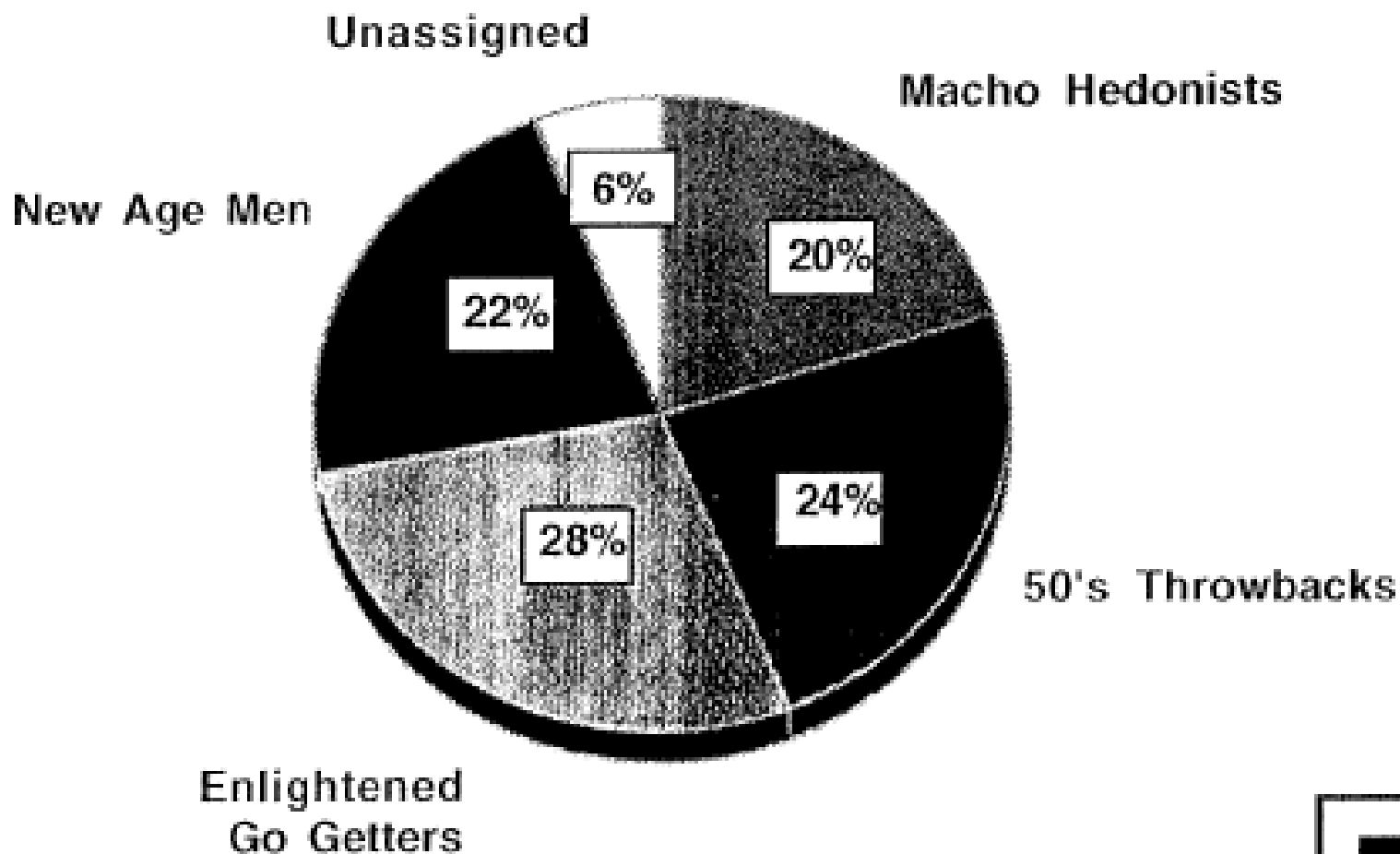
**VS**

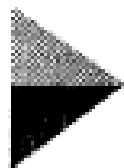


**PSYCHOGRAPHICS**

<http://www.mediavisioninteractive.com>

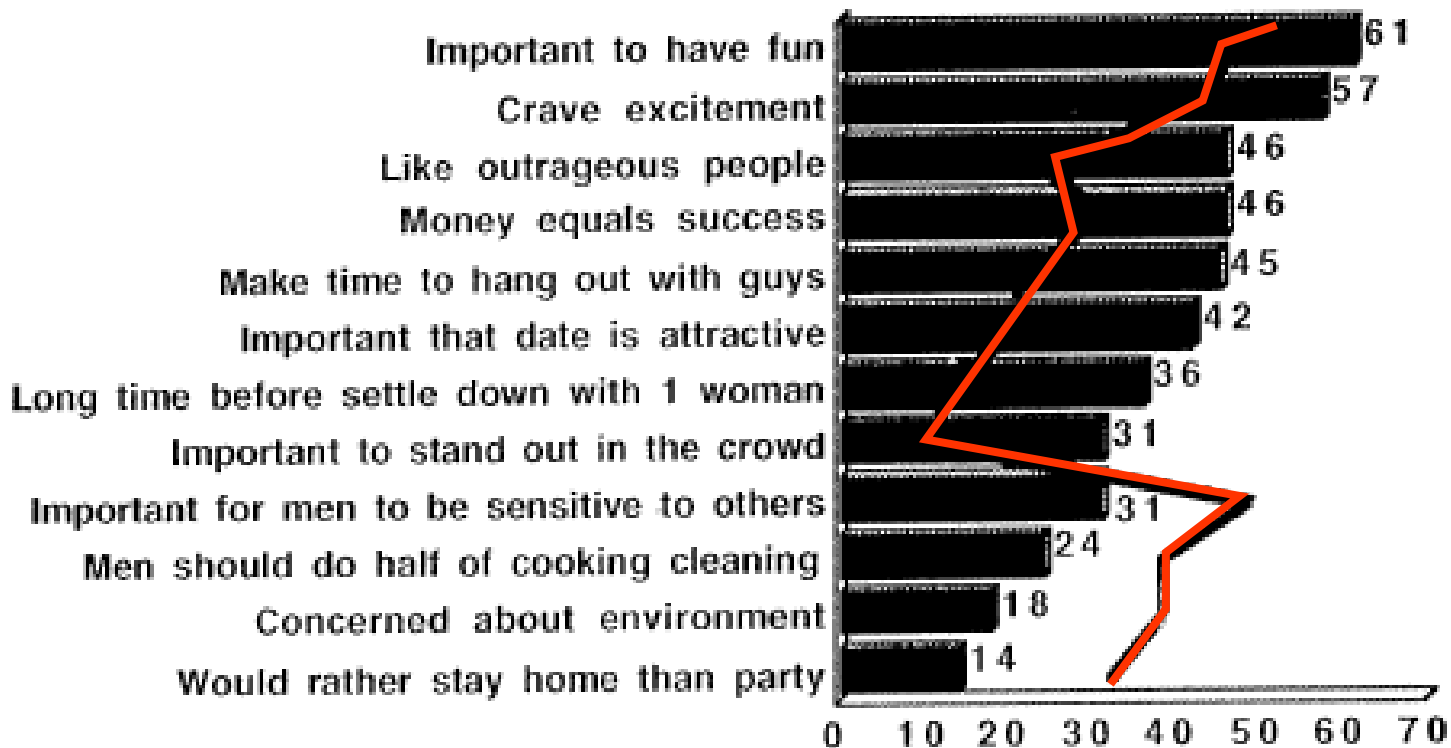
# Male Segments





# Macho Hedonists - 20%

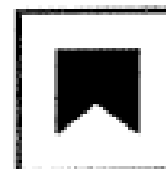
## Attitudes/Goals



Macho Hedonists



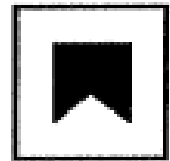
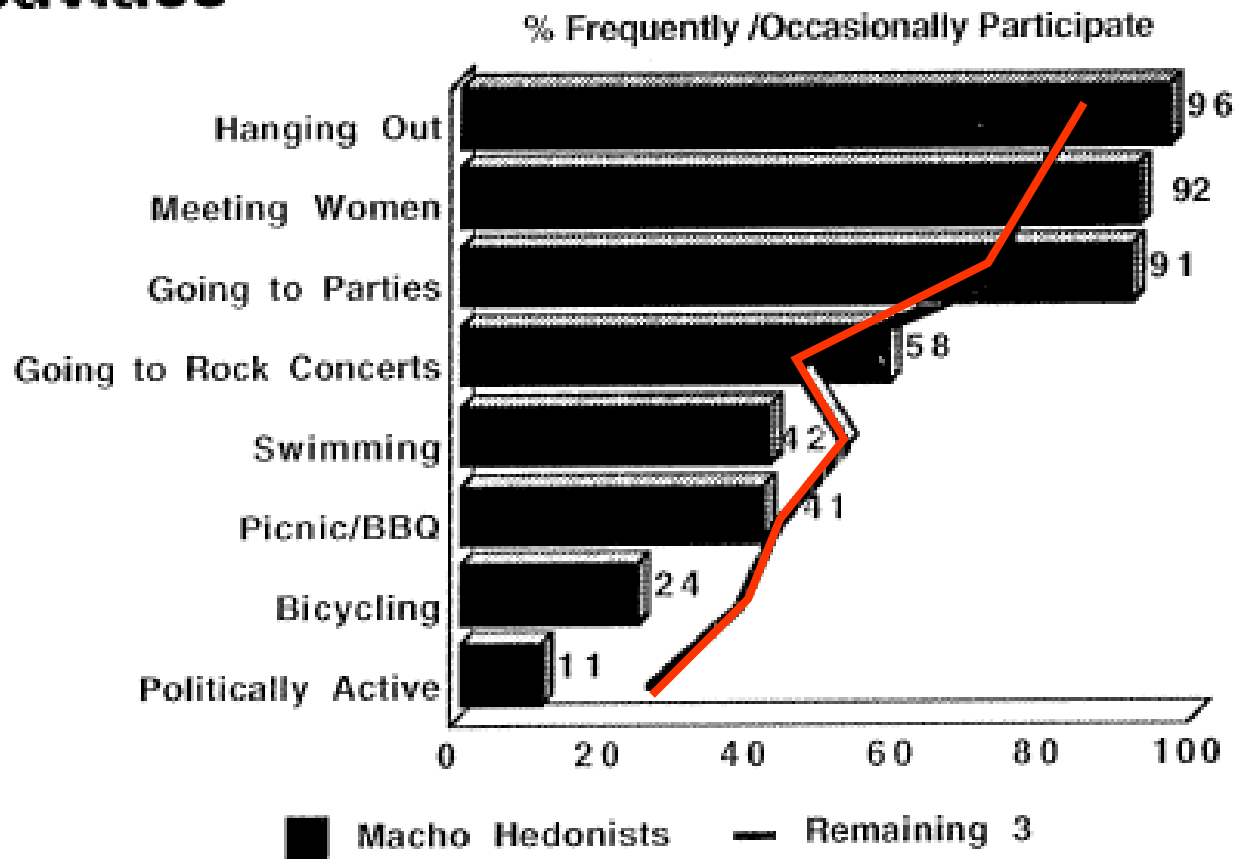
Remaining 3

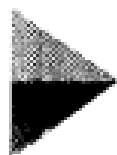




# Macho Hedonists - 20%

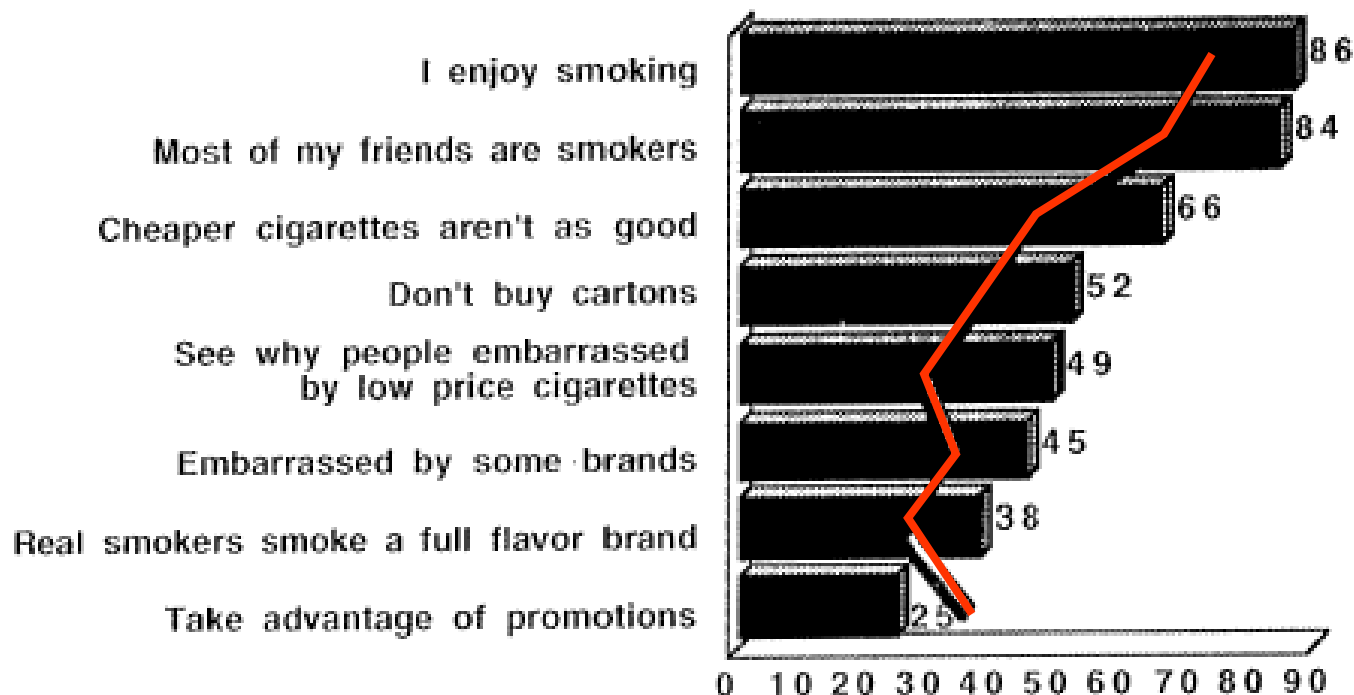
## Activities



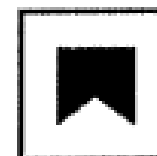


# Macho Hedonists - 20%

## Smoking attitudes



■ Macho Hedonists    — Remaining 3



**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette.

For more information about PM USA, its products or quitting smoking, visit [www.philipmorrisusa.com](http://www.philipmorrisusa.com).

© Philip Morris USA 2000 97940-02



MARLBORO

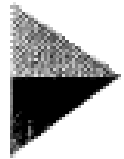
LIGHTS

[www.trinketsandtrash.org](http://www.trinketsandtrash.org)



[http://tobaccodocuments.org/pollay\\_ads/Came20.04.html](http://tobaccodocuments.org/pollay_ads/Came20.04.html)





# 50's Throwbacks - 24%

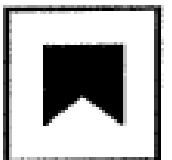
**People Socialize With**

- Average/everyday people

- Parents

- Not Sexy, Flirtatious

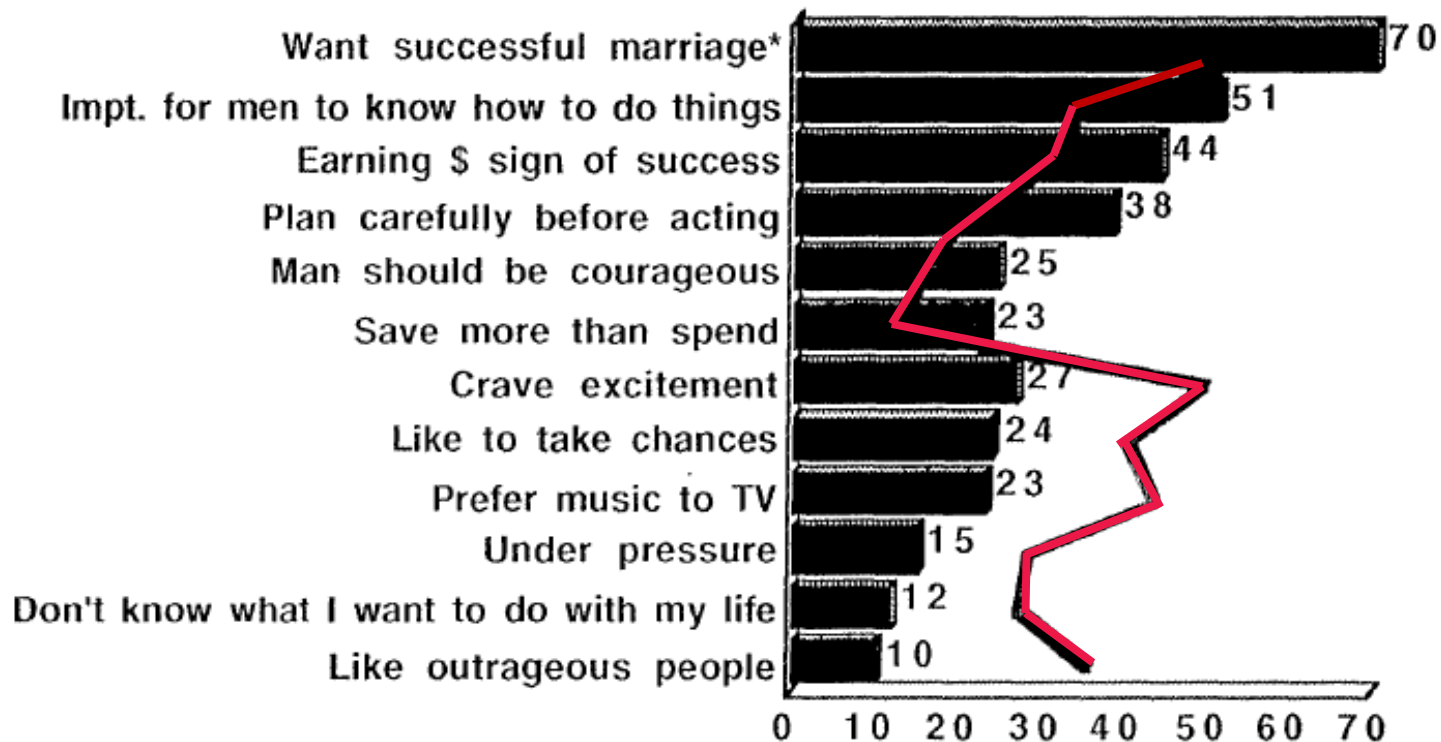
- Not Troublemakers, Rebellious





# 50's Throwbacks - 24%

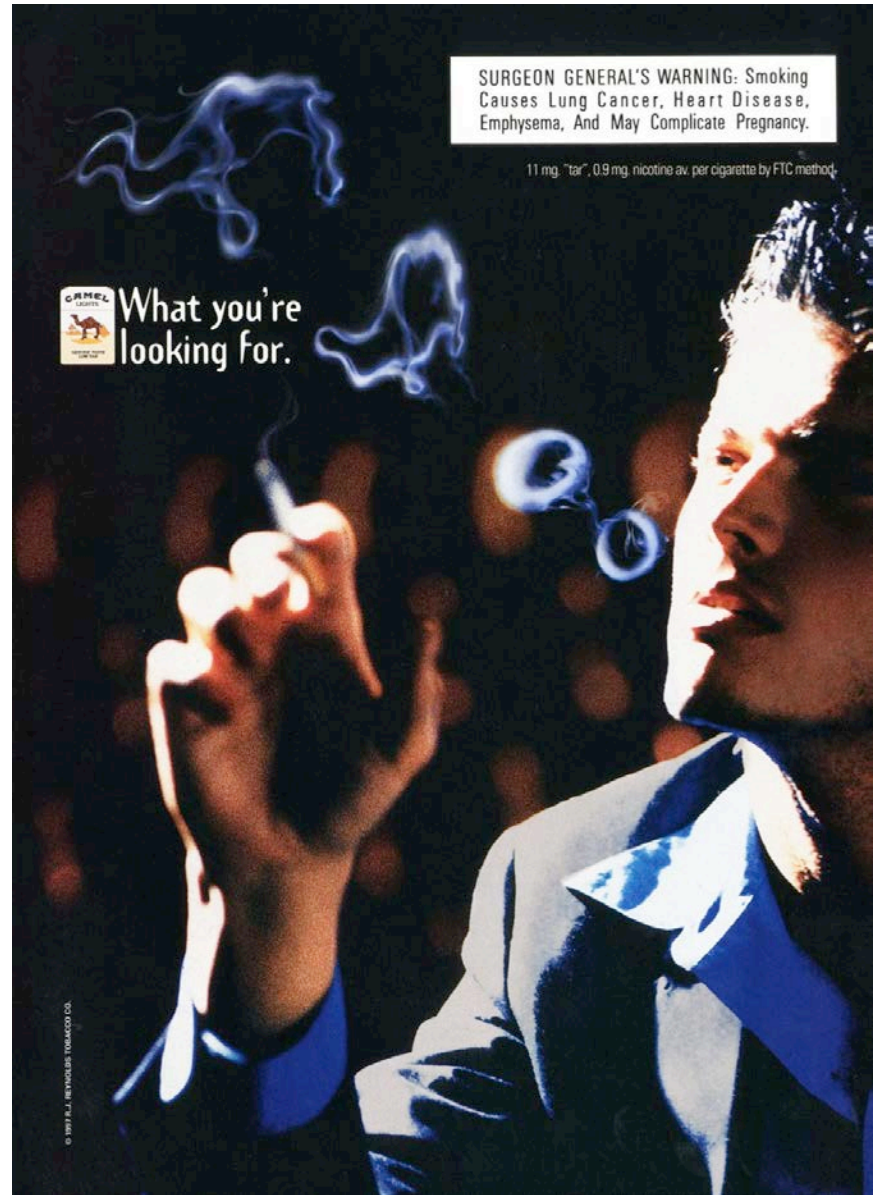
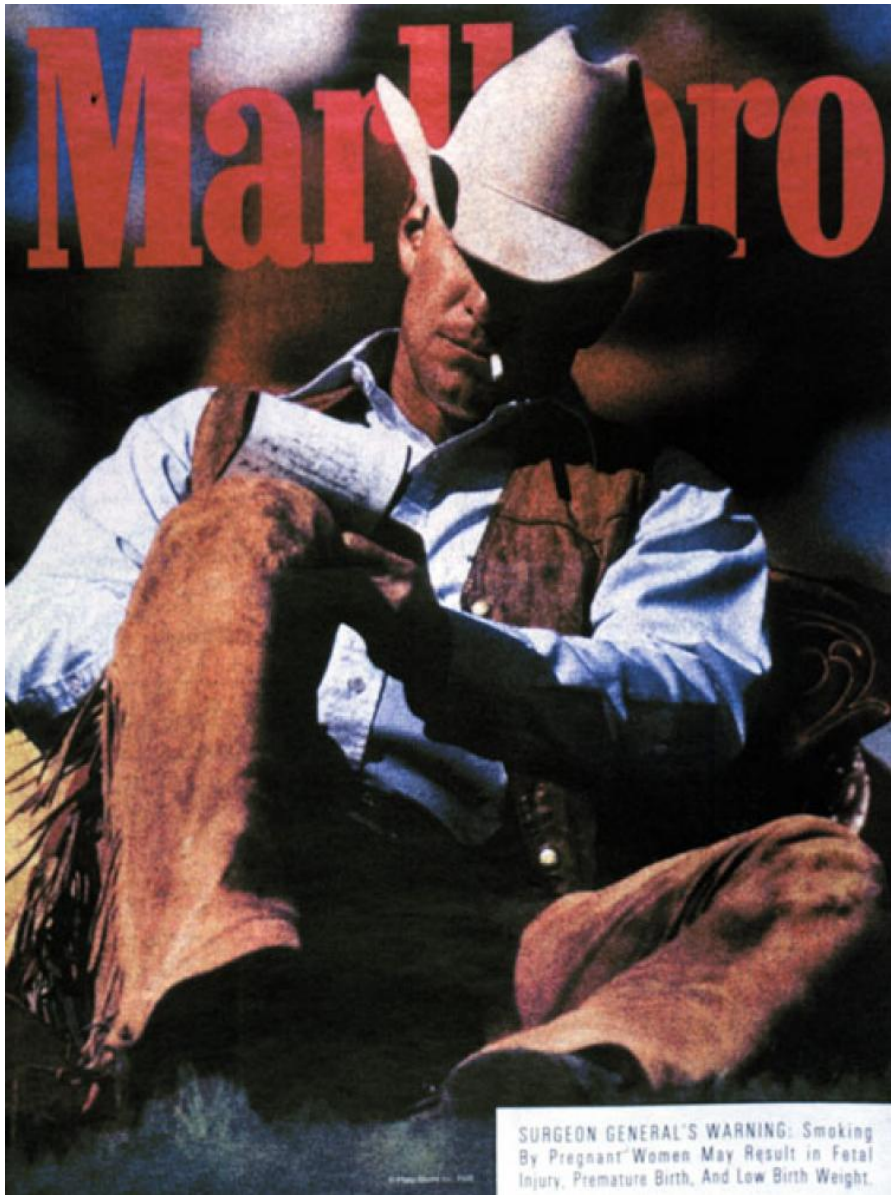
## Attitudes/Goals



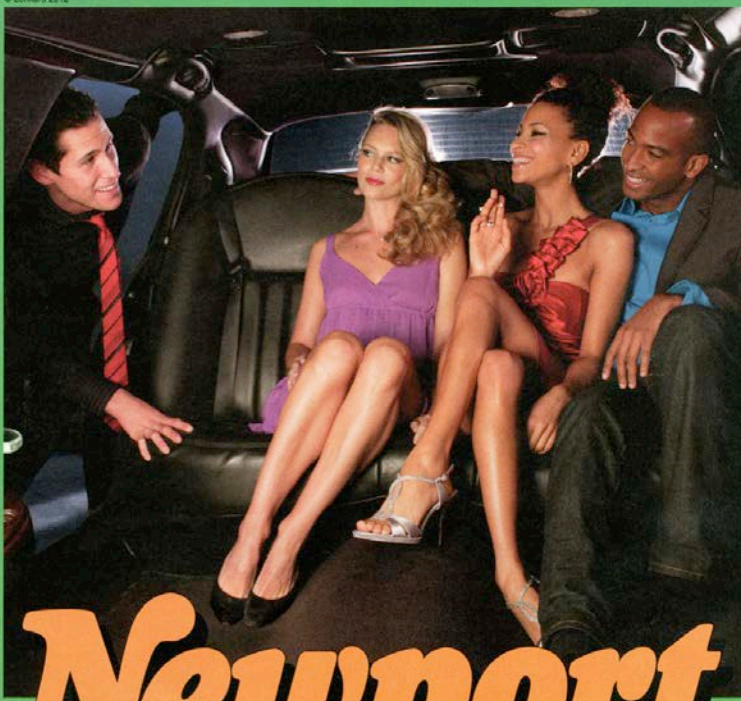
■ 50's Throwbacks — Remaining 3

\*From "Concerns" section of questionnaire





© Lorillard 2012



# Newport pleasure!



Visit us at [Newport-pleasure.com](http://Newport-pleasure.com)

Restricted to Adult Smokers 21 or Older.

Newport, Pleasure, Newport Pleasure, Menthol Gold, Menthol Blue, aspirator design, package design and other trade dress elements  
TM Lorillard Licensing Company LLC Reg. U.S. Pat. & Tm. Off.

These cigarettes do not present a reduced risk of harm compared to other cigarettes.

**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**

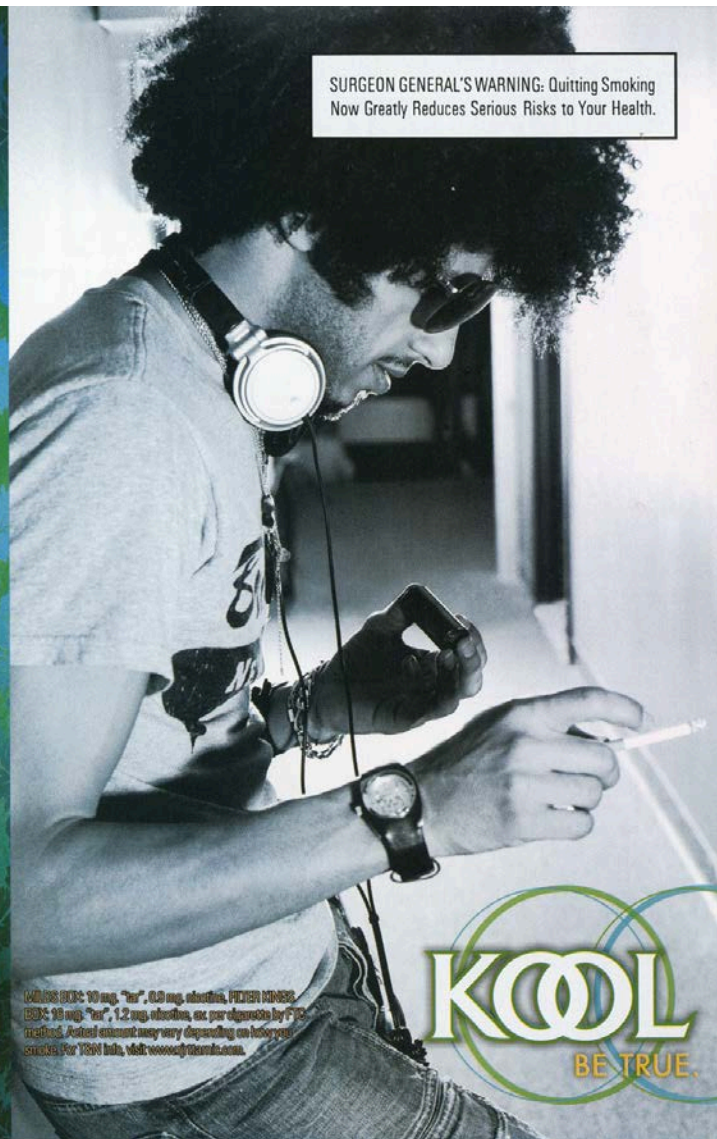
©2009 R.J. REYNOLDS TOBACCO CO.

BE ORIGINAL.



**SMOOTH (K&R):** 10 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method. **REGULAR (K&R):** 12 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method. Actual amount may vary depending on how you smoke. For TSM info, visit [www.rjrt.com](http://www.rjrt.com).

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**



# KOOL

BE TRUE.



2-FOR-1  
COCKTAILS  
EVERY  
THURSDAY

am  
soft drinks

 Photography  
facebook.com/matty4unet

# Tobacco Industry Bar Promotions



[www.camelsmokes.com](http://www.camelsmokes.com)

- Have been a focus for over 20 years
- Increased dramatically in the 1990s
- Continue to reach young adults effectively



[ 7 of 7 ] - photo by: Eric Schultz

3.3.07  
SAN DIEGO  
BELO









## PRIMARY OBJECTIVE

**The primary objective of the Camel Club Program is to encourage trial usage of and eventual brand loyalty to Camel by both regular and social trend-setting smokers, utilizing the "trending" power of management, staff, and hipsters in the 50 most progressive, popular nightspots in the most culturally progressive American metropolitan areas: Chicago, Los Angeles, New York, Dallas, and, in mid-1995, San Francisco, Atlanta, South Florida, and Seattle.**

**The long term goal of the Camel Club Program is for the Camel brand to enjoy increased awareness and usage by the mainstream smoking market. This awareness and usage will be increased due to the mainstream perception of the Camel brand as a hip, trendy brand. This trickle-down marketplace phenomenon ensures that what begins as an alternative trend ultimately becomes a mainstream one.**

Meet BVS 2 smokers. Very different people, hailing from different parts of the country, but all sharing a penchant for wide ranging talents and interests - real renaissance people. They live in or near major cities, are stylish, very active and love the nightlife the big city has to offer. They're all plugged in to the now - whether it's the latest fashions, the hottest restaurants or most popular new clubs. But don't think they just go with what's popular, these people are trend setters themselves - they're the ones who got iPods and TiVos back when none of us understood why we needed them.

When it comes to their smokes, they're into brands that are prestigious, premium and sophisticated. As trendsetters, when it comes to smoking, don't expect them to be at all apologetic about it. They thoroughly enjoy their cigarettes and choose brands that project their style. They're into the unique - whether it's a pack with a cool design or a new and exotic taste. And, as thought leaders, they often serve as brand ambassadors, oftentimes recommending new smokes to their friends.

“...They're all plugged in to the now...these people are trend setters themselves...they're the ones who got iPods and TiVos back when none of us understood why we needed them...”

“...as thought leaders, they often serve as brand ambassadors, oftentimes recommending new smokes to their friends.”

RJR 2006, tid: gyc87h00

# CAMEL

Discover Rare Pleasures



**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

RARE 2002, RARE MENTHOL 2002: 11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method. For more product information, visit [www.rjt.com](http://www.rjt.com).



*Dollar After Dark*

**1 PACK**

*For*

**1 BUCK**

*Of any style of Marlboro Cigarettes*

**REDEEMABLE TONIGHT ONLY**

**FOR  
TONIGHT**

Limit one voucher per smoker 21 years of age or older. Not to be transferred, sold, or reproduced. Voucher not redeemable in retail stores. Offer good while supplies last.



Messages

760-50

Edit

Bar Connect: Great seeing you @ TresGringosCabo on Fri! Register online: <http://bit.ly/1iWnuiu> Msg & Data rates may apply. Text STOP to cancel, HELP for help



Text Message

Send

Q

W

E

R

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P

A

S

D

F

G

H

J

K

L



Z

X

C

V

B

N

M



123



space

return





# Marlboro



▼ FLAVOR FINDER

## THANKS FOR CHECKING IN

Now look for a Marlboro Bar Team member with a **GREEN** keychain light.

Show them this screen and you'll receive a **FREE GIFT**.

**NOTE:** You have 15 minutes until this session expires. After which you must log back in to see this screen.

NO PURCHASE NECESSARY. Limited to one item per night per eligible smoker 21+, on the Marlboro mailing list, while supplies last. Subject to verification of eligibility.



HERE'S A

---

10-SPOT

---

ON US



Bambi vs *Godzilla*

# Bambozilla

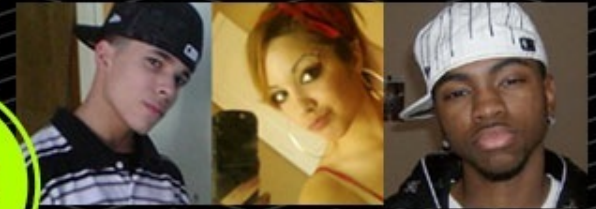
His mother died. He's angry.



# COMMON **YOUNG ADULT** PEER CROWDS



**PARTIER**



**URBAN**



**LGBT**



**HIPSTER**



**COUNTRY**

**HOMEBOODY**



**YOUNG  
PROFESSIONAL**

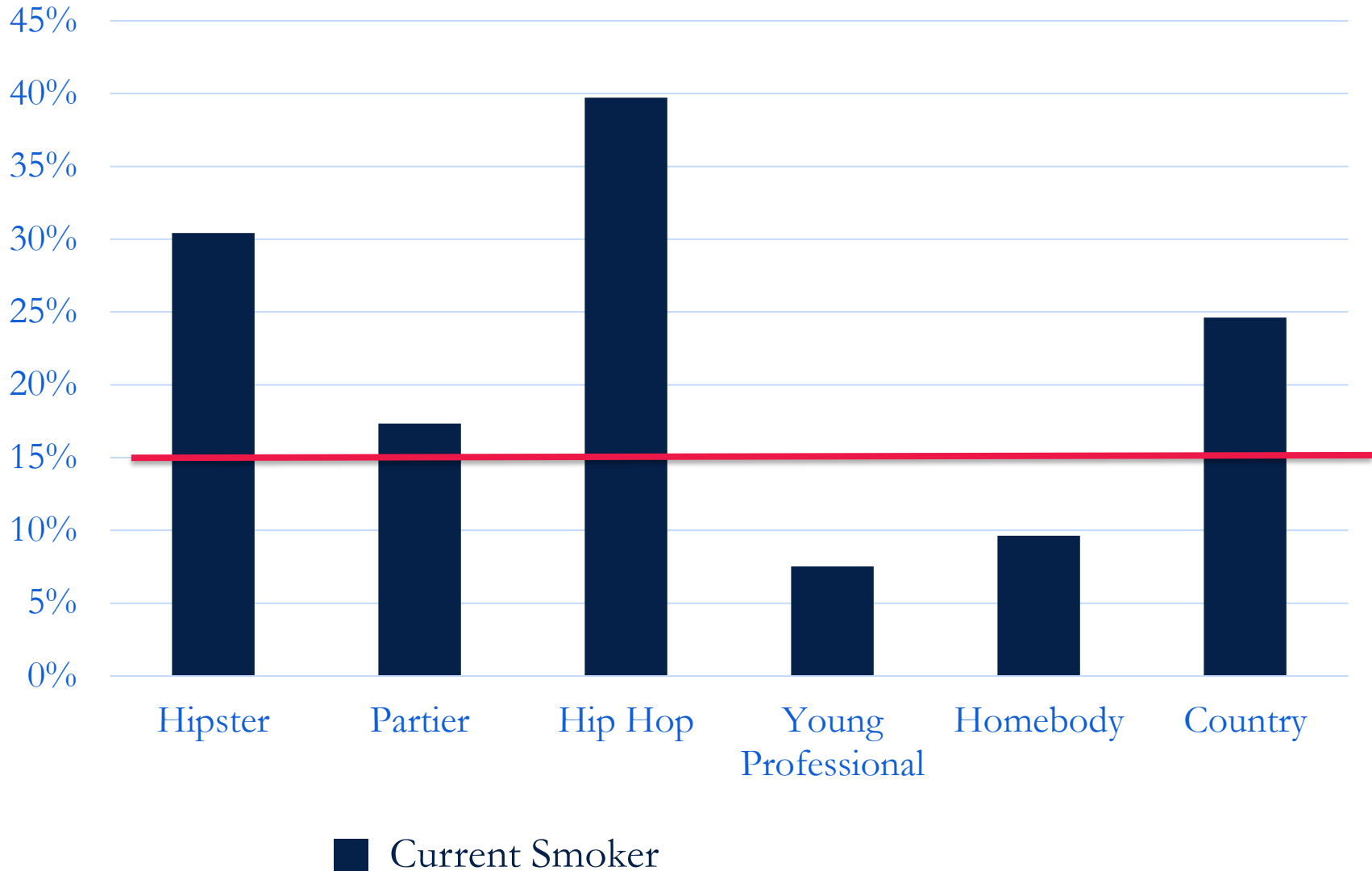


# Peer Crowd Segmentation

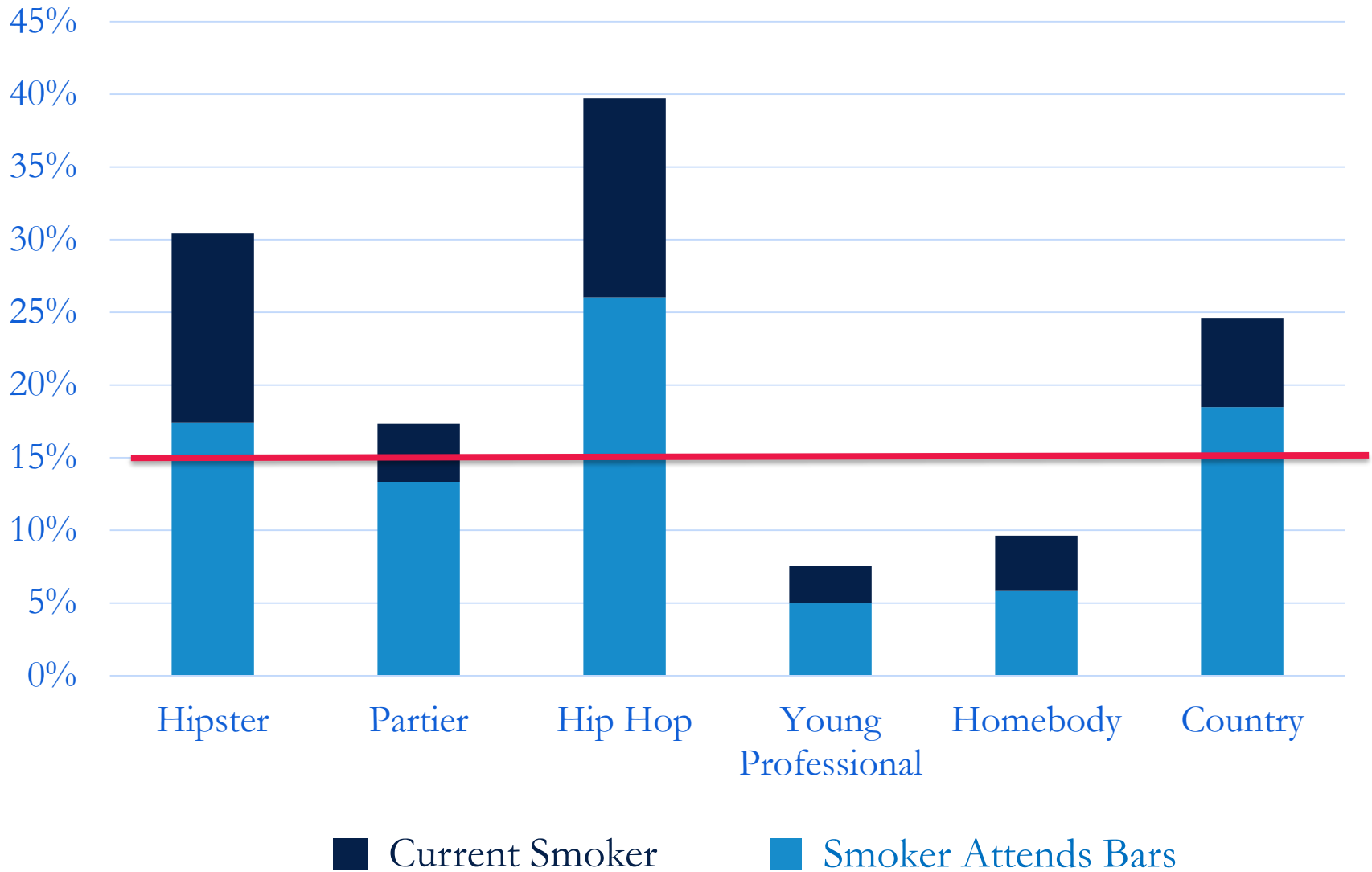
- 5 minute intercept surveys
- Fast and easy
- Select pictures to identify friends
- Affiliation with different peer crowds is scored



# Smoking Among Bay Area Young Adults 2014

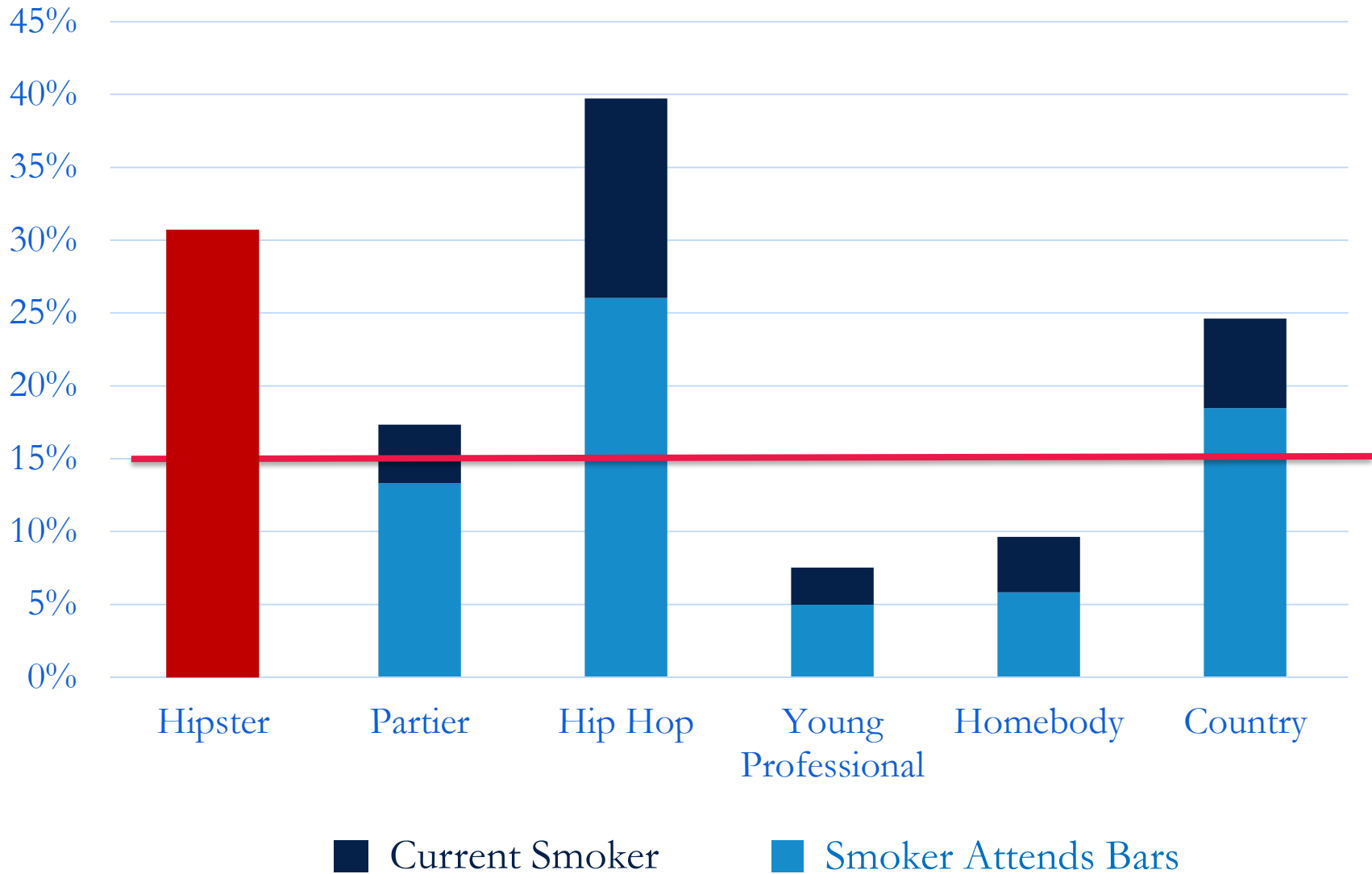


# Smoking Among Bay Area Young Adults 2014





# Smoking Among Bay Area Young Adults 2014



TOKEN GLASSES A LA  
BUDDY HOLLY, RIVERS  
CUOMO OR MALCOM X

MESSY HAIR AND GENERAL  
UNKEPT APPEARANCE

HOODIE: PROBABLY  
AMERICAN APPAREL

PLAID UP THE YING YANG

EMPTY STOMACH/FULL  
STOMACH OF BAD FOOD  
FROM BURWASH

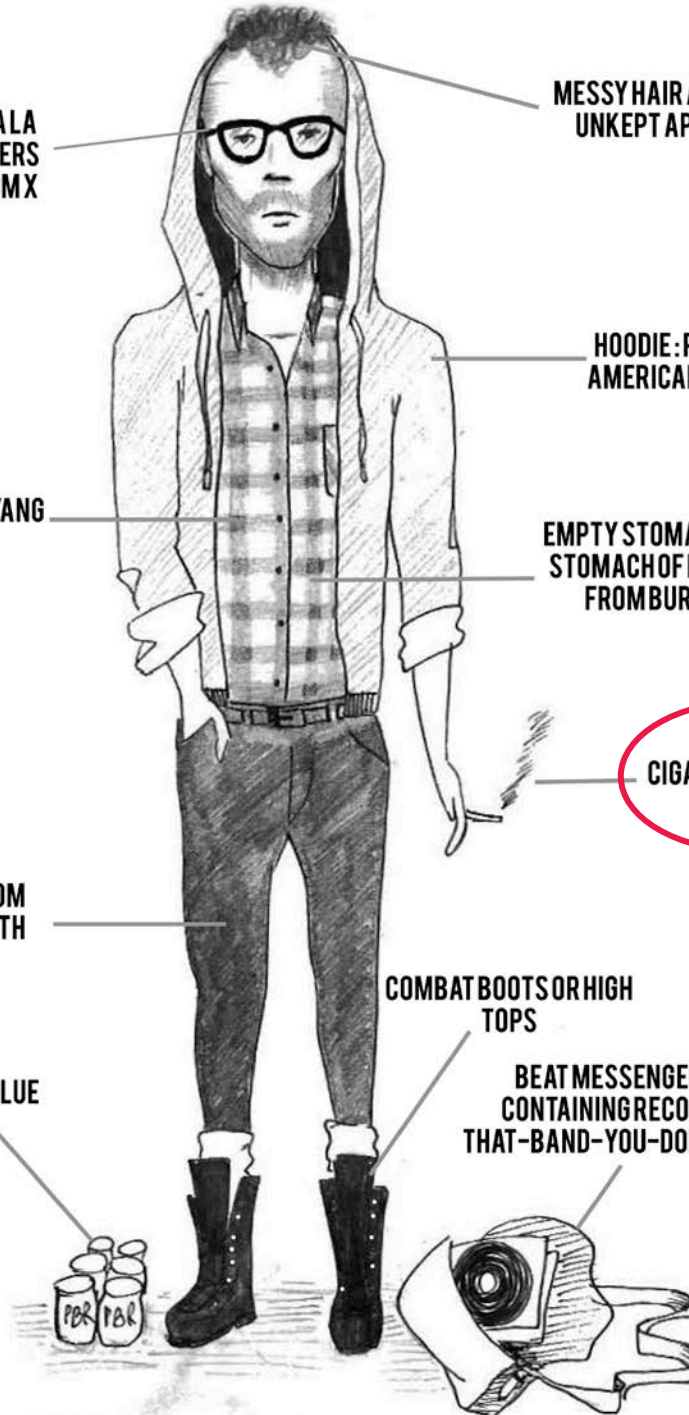
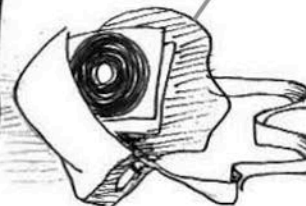
CIGARETTE, OBVI

SKINNY JEANS  
(OR IF IT'S A CHICK, MOM  
JEANS, COMPLETE WITH  
PLEATS)

COMBAT BOOTS OR HIGH  
TOPS

6-PACK OF PABST BLUE  
RIBBON

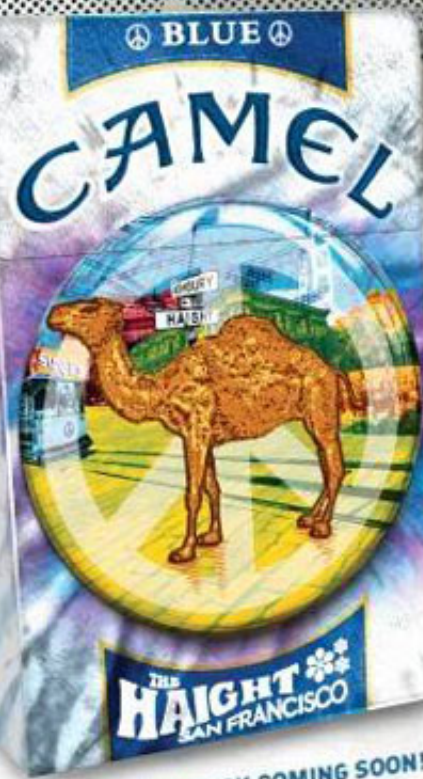
BEAT MESSENGER BAG  
CONTAINING RECORDS OF  
THAT BAND YOU DON'T KNOW



# Who are Hipsters?

## Qualitative Research

- Perceived as “the smokers”
- Focus on local art and music scene
- Authenticity - Skeptical about ‘wannabees’
- Experiential
- Anti-corporate sentiment
- Pro-environment, animals



LOOK FOR THIS PACK COMING SOON!

# THE HAIGHT SAN FRANCISCO

The Summer of Love, protests to be civil and a rainbow of counterculture. Whether you started here or put flowers in your hair, grabbed a drum and hitched a ride on a painted minibus, Camel lights up this little piece of San Francisco that pulses with the spirit to evolve, revolve or revolt and follows the force to break free.





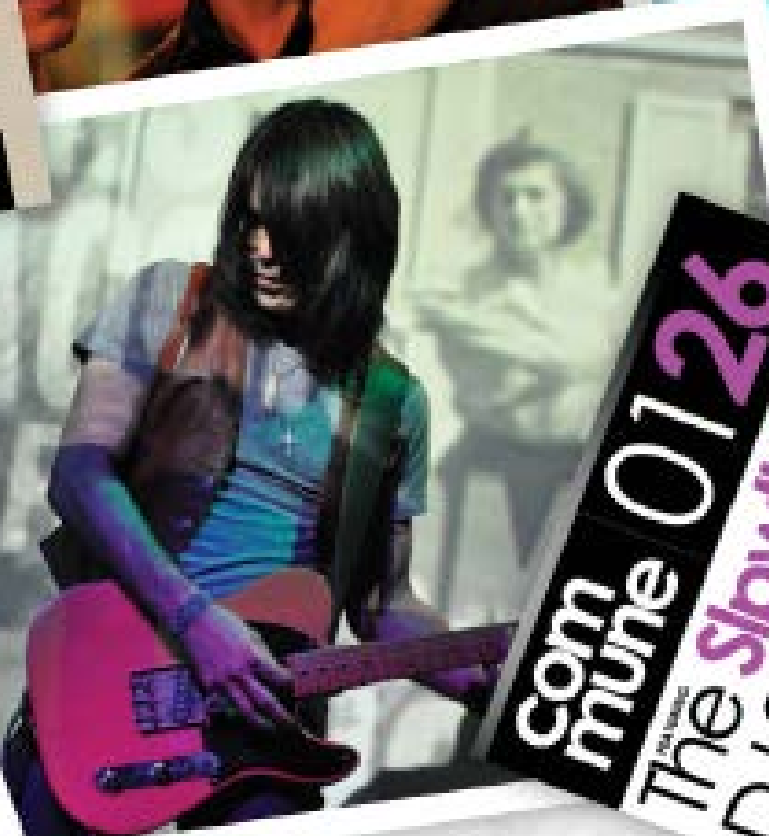
com  
mune

0223

FEATURING  
Jamuel Saxon  
DJ P-Star

FREE 19PM WHISTLESTOP

COMUNE



com  
mune 0126

The Slowviks  
DJ Snakehips





**COMMUNE IS A MOVEMENT OF ARTISTS, DESIGNERS, MUSICIANS, AND PEOPLE THAT TAKE A STAND AGAINST TOBACCO CORPORATIONS AND THEIR PRESENCE IN THE ART AND MUSIC SCENE.**

**COMMUNE WEDNESDAY WARNING**  
AN ENTIRE TREE IS BURNED TO CURE THE TOBACCO  
NECESSARY FOR JUST 15 PACKS OF CIGARETTES.  
THROUGH THIS PROCESS, THE TOBACCO INDUSTRY  
CAUSES 500,000 ACRES OF DEFORESTATION PER YEAR.

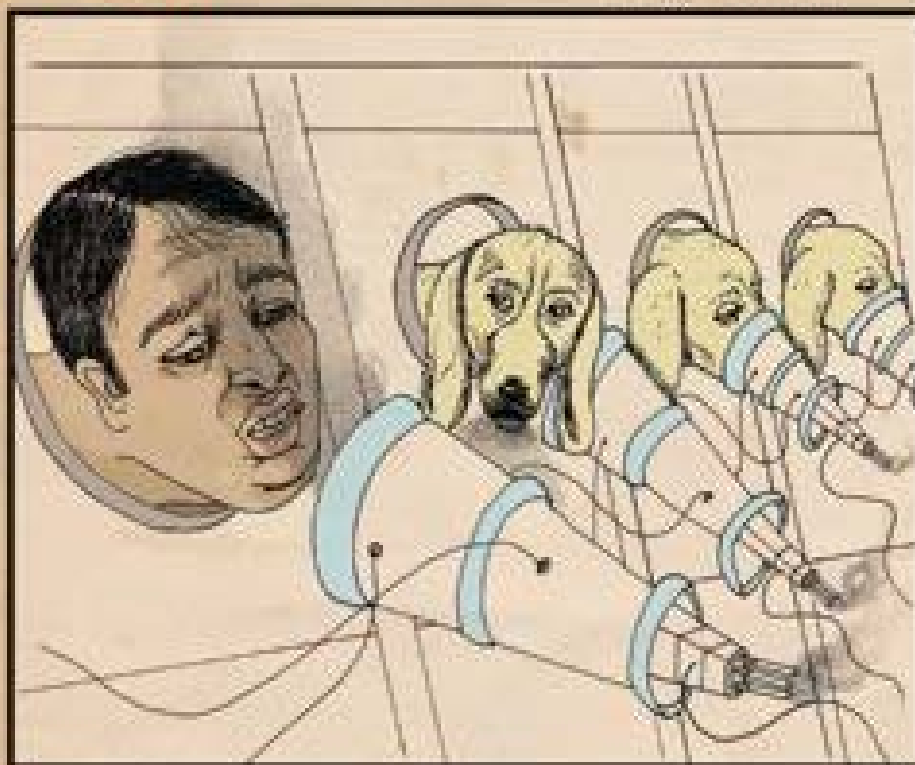


# COMMUNE

Limited Edition

COMMUNE POSTER DESIGN BY

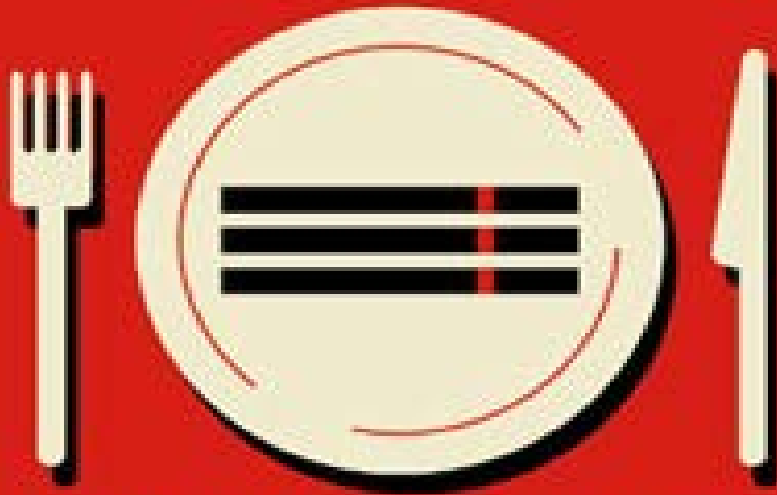
Lucy Duarte



The Tobacco Industry has conducted experiments on animals for decades. In some experiments, beagles were strapped down and fitted with face masks, which forced them to inhale smoke from lit cigarettes. This research led to discoveries on how to make cigarettes more addictive to humans.



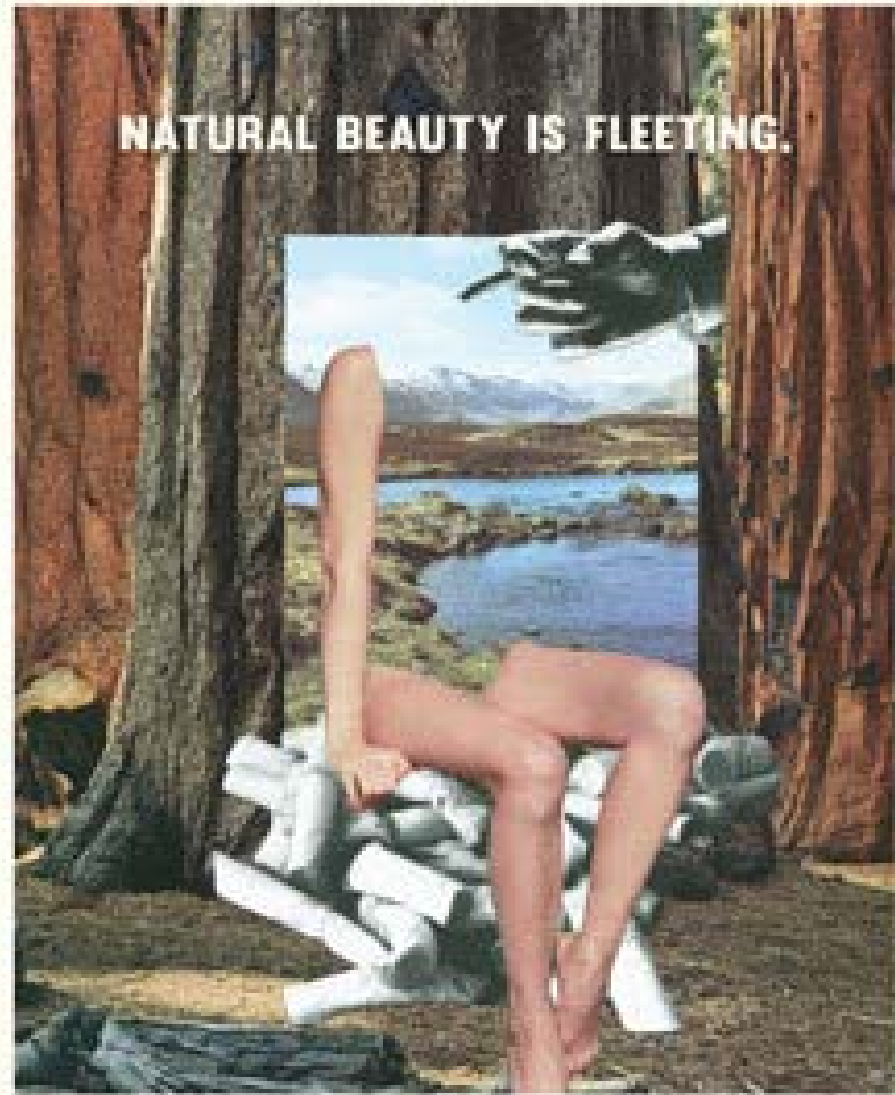
FEED NEED NOT GREED



READY TO QUIT? CALL 1-800-NO BUTTS (662-8887)

**FACT:** MORE THAN 60% OF TOBACCO-GROWING LAND IS LOCATED IN LOW-INCOME COUNTRIES WHERE TOBACCO IS CULTIVATED AS A CASH CROP FOR EXPORT. UP TO 26 MILLION PEOPLE COULD BE FED IF ALL TOBACCO CROPS WERE REPLACED WITH FOOD CROPS.

© 2008 U.S. ENVIRONMENTAL PROTECTION AGENCY. VISIT US TODAY AT [WWW.NO-CIGARETTES.COM](http://WWW.NO-CIGARETTES.COM)



NATURAL BEAUTY IS FLEETING.

Sustainability is in your hands.



QUITTING NOW GREATLY REDUCES SERIOUS RISKS TO YOUR HEALTH. THERE ARE 7 MILLION PEOPLE IN THE WORLD WHO SMOKE. THAT MEANS THAT EVERY PERSON IN THE WORLD SHOULD BE ABLE TO PICK UP AND DISPOSE OF A CIGARETTE BUTT IN THE RIGHT KIND OF RECIPIENT BIN.

U.S. ENVIRONMENTAL PROTECTION AGENCY  
OFFICE OF PUBLIC AFFAIRS • 7100



FOR INFORMATION ON  
READY TO QUIT CALL 1-800-NO BUTTS (662-8887)

# NATURAL AMERICAN DEATH



READY TO QUIT? CALL 1-800-NO-BUTTS

**COMMUNE WEDNESDAY WARNING:** Nicotine occurs naturally in tobacco plants as either an acid or a base. The acidic form is more stable, and therefore more concentrated. The basic form, known as "free-base" nicotine, is volatile, especially when smoked. Just as smoking "crack" causes vaporized cocaine to reach the brain within seconds, freebase nicotine also has an almost instantaneous effect on the central nervous system, making addiction more likely. The brand with the most free-base nicotine? The "Natural American Spirit" cigarette. American Spirit cigarettes contain 36 percent free-base nicotine, compared with 9.6 percent in a Marlboro, 2.7 percent in a Camel, and 6.2 percent in a Winston.

I WANT TO KILL YOU



# Commune Dvice

TOBACCO COMPANIES KILL

# SMOKING CAUSES IMPOTENCE

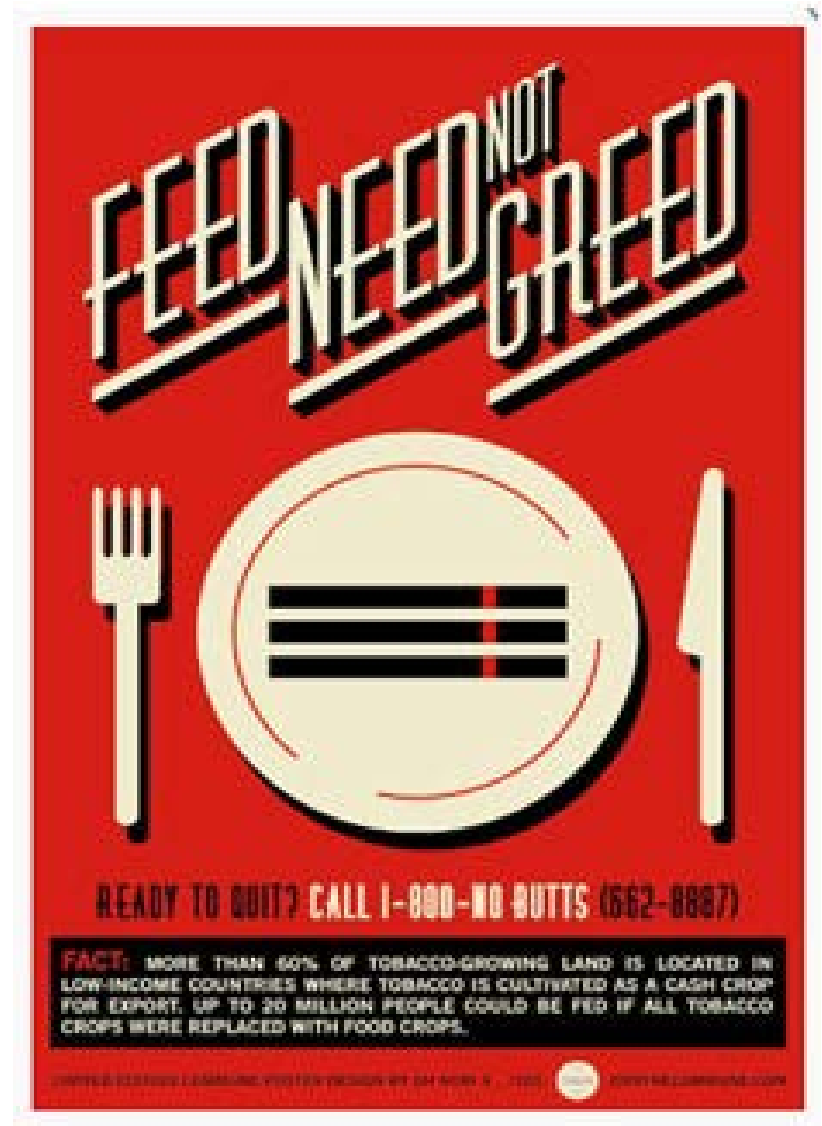


# WHY?

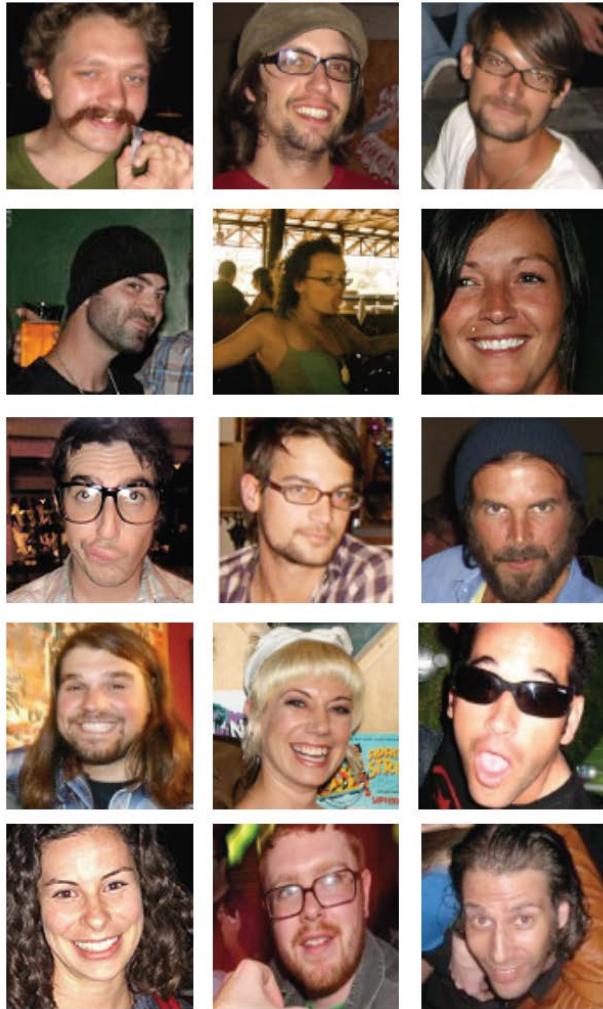
BECAUSE SMOKING CAUSES  
PENILE ARTERIAL LESIONS, MAKING SMOKERS  
MORE LIKELY TO BECOME IMPOTENT

# Campaign Reach

- 115+ bar and club events
- 30K Event attendees
- 300+ Local influencers (bands, DJs, artists, designers)
- Over 5K contact cards
- Over 20K Facebook likes
- 1K+ Instagram followers
- 450 Twitter followers



# Smoking Cessation in the Bar - Pilot



- Well known bartenders, artists, musicians
- Other social leaders
- Age up to 30
- Seven weekly meetings in bar
- Breath CO monitoring
- Small financial incentives
- Pictures, names and progress posted on website

# Time Location Sampling

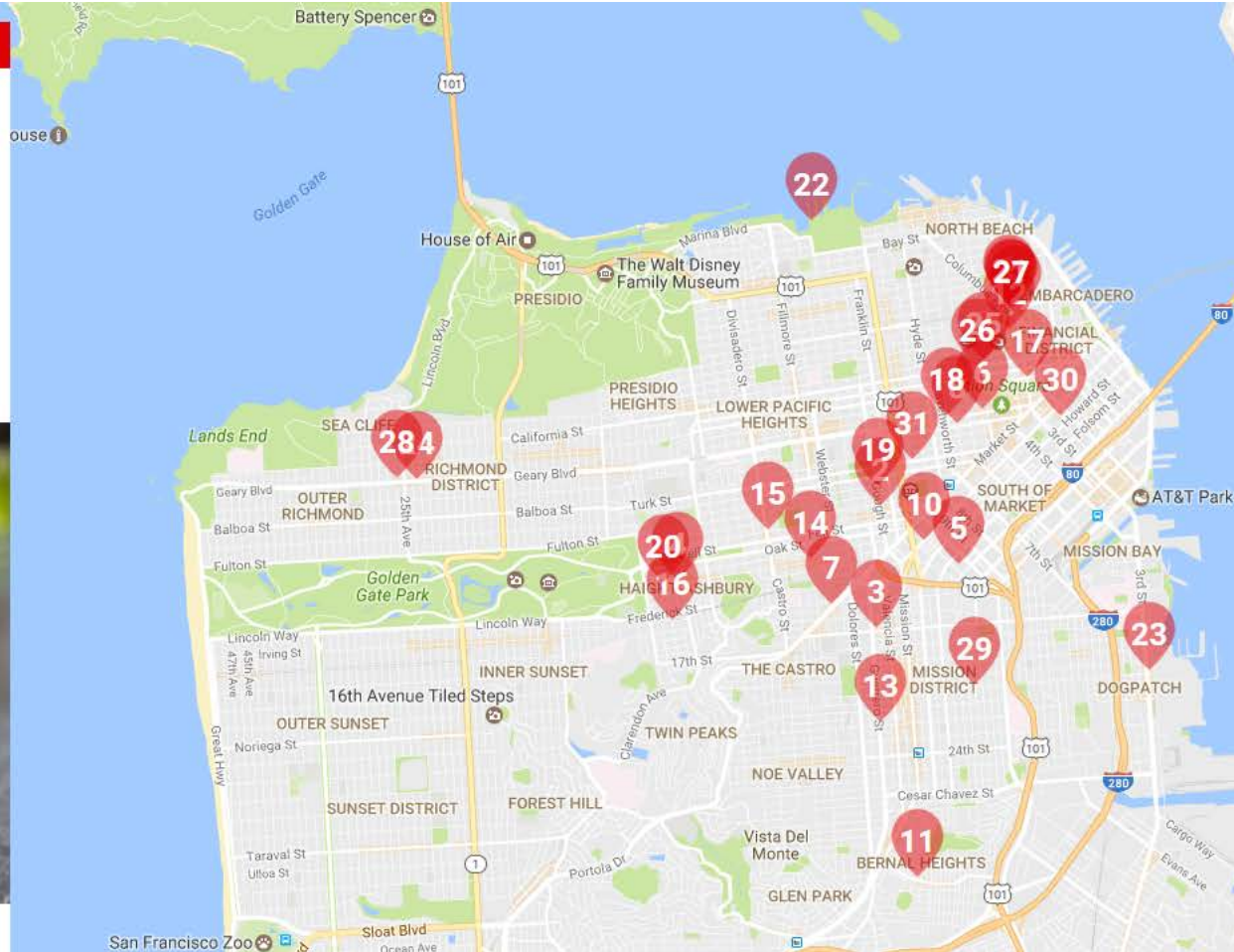
All One

## Every Important San Francisco Cocktail Bar, Mapped

by Stefanie Tuder, Ellen Fort, and Daisy Barringer | Nov 15, 2016, 2:22pm PST



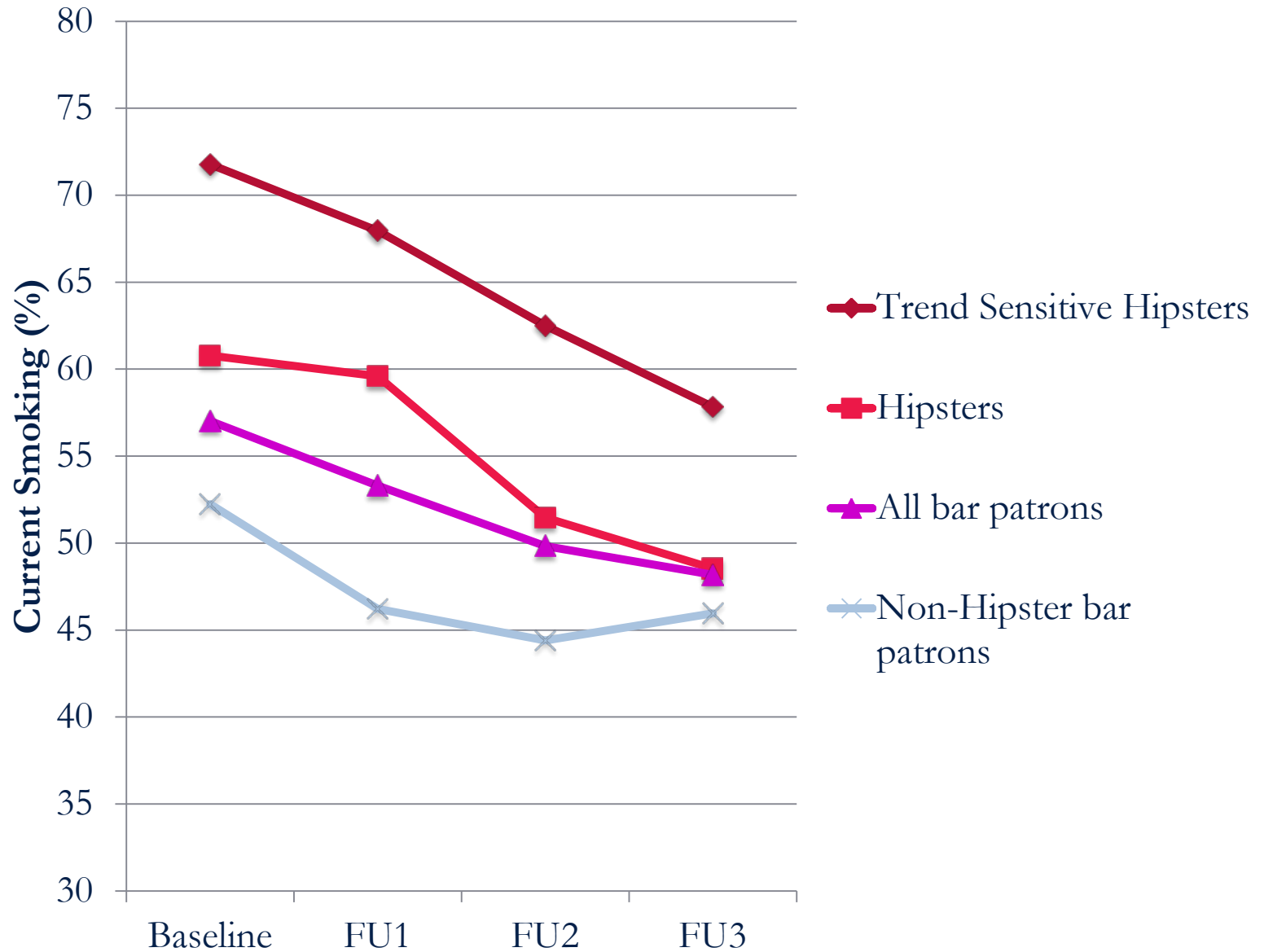
The Fata Morgana at Tosca Cafe | Noelle Chun



# Study Design

- Time location sampling from Hipster bars
  - Determined by key informant interviews, Yelp, audits
- Randomly selected venues and times
- 10 minute intercept surveys
- Age 18-26 years old
- Resident of target city
- 1200 surveys at baseline, yearly follow up

## Smoking Prevalence in Hipster Bars in San Diego





# Social Branding to Decrease Smoking Among Young Adults in Bars

American Journal of  
**PUBLIC  
HEALTH**

| Pamela M. Ling, MD, MPH, Youn Ok Lee, PhD, Juliette Hong, MS, Torsten B. Neilands, PhD, Jeffrey W. Jordan, MA, and Stanton A. Glantz, PhD

AMERICAN JOURNAL OF  
**Preventive  
Medicine**

## Wreaking “Havoc” on Smoking Social Branding to Reach Young Adult “Partiers” in Oklahoma

Amanda Fallin, PhD, RN, Torsten B. Neilands, PhD, Jeffrey W. Jordan, MA, Juliette S. Hong, MS,  
Pamela M. Ling, MD, MPH



ELSEVIER

JOURNAL OF  
**ADOLESCENT  
HEALTH**

[www.jahonline.org](http://www.jahonline.org)

Original article

### Evaluation of Bar and Nightclub Intervention to Decrease Young Adult Smoking in New Mexico

Sara Kalkhoran, M.D., M.A.S.<sup>a,1</sup>, Nadra E. Lisha, Ph.D.<sup>a</sup>, Torsten B. Neilands, Ph.D.<sup>b</sup>,  
Jeffrey W. Jordan, M.A.<sup>c</sup>, and Pamela M. Ling, M.D., M.P.H.<sup>a,d,\*</sup>

*Nicotine & Tobacco Research*, 2015, 983–989  
doi:10.1093/ntr/ntu265  
Original investigation

OXFORD

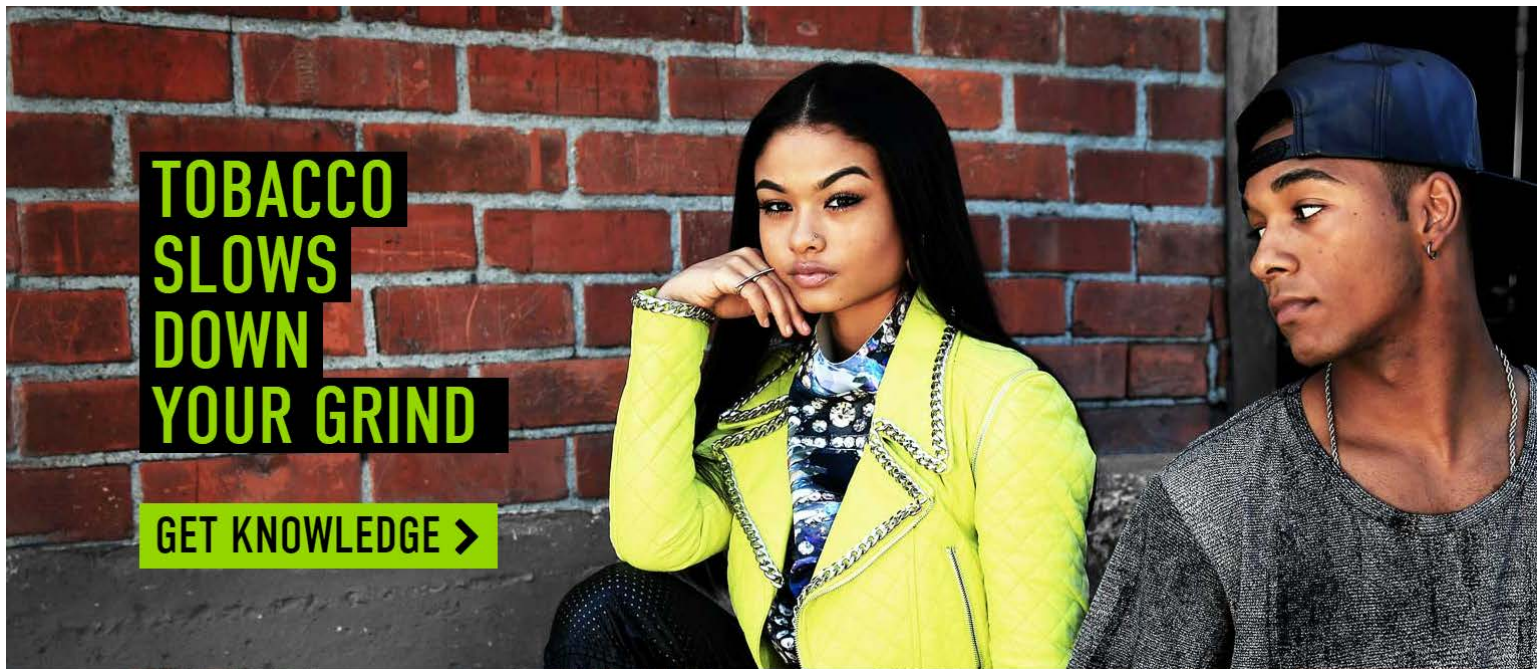
Original investigation

### Social Branding to Decrease Lesbian, Gay, Bisexual, and Transgender Young Adult Smoking

Amanda Fallin PhD, RN<sup>1</sup>, Torsten B. Neilands PhD<sup>2</sup>, Jeffrey W. Jordan MA<sup>3</sup>,  
Pamela M. Ling MD, MPH<sup>1,4</sup>

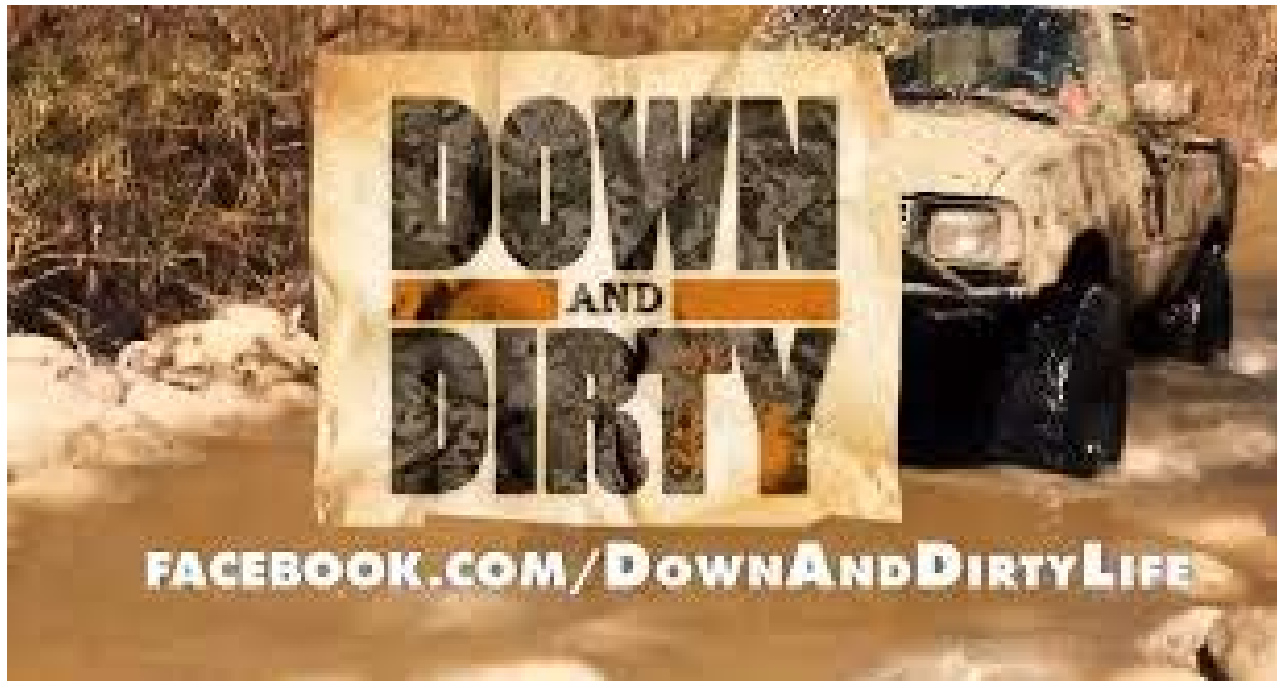
# Study Design



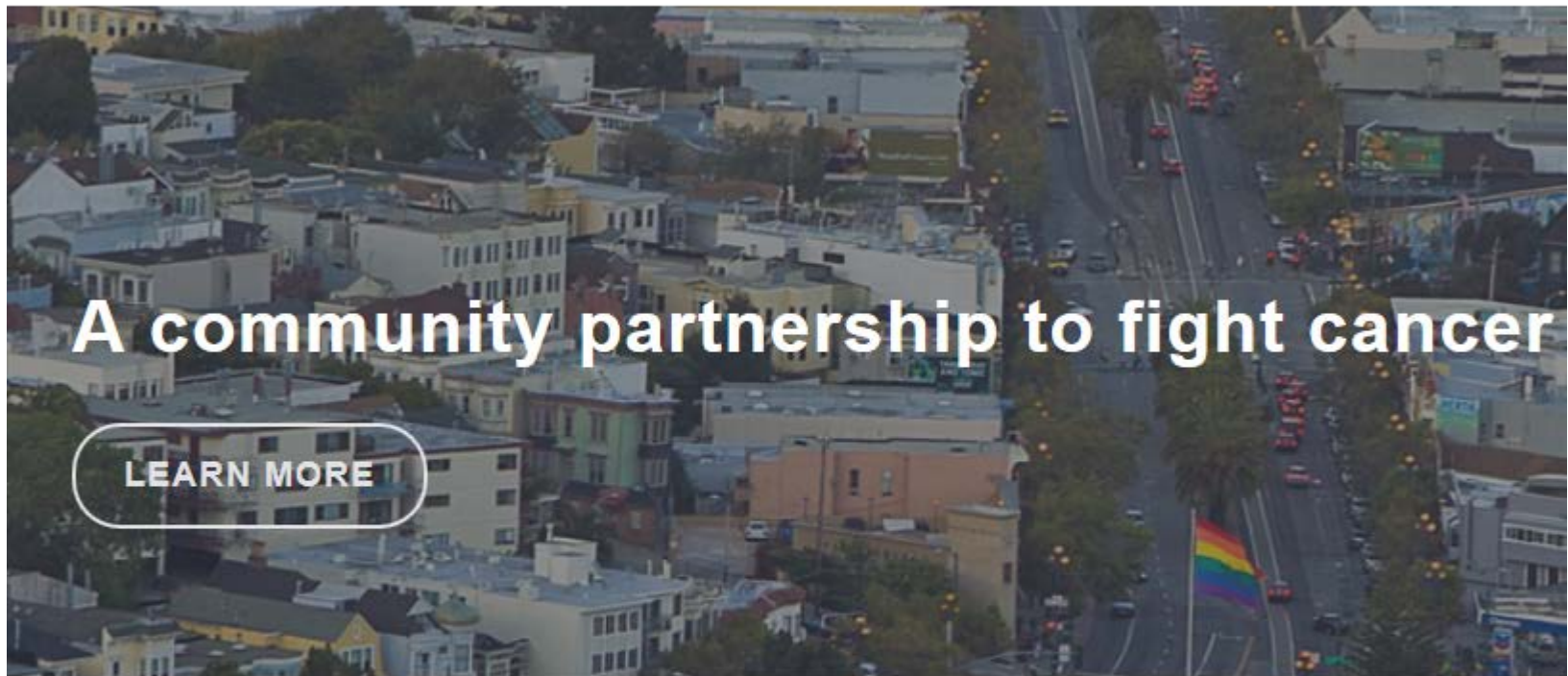


**TOBACCO  
SLOWS  
DOWN  
YOUR GRIND**

**GET KNOWLEDGE >**



**FACEBOOK.COM/DOWNANDDIRTYLIFE**



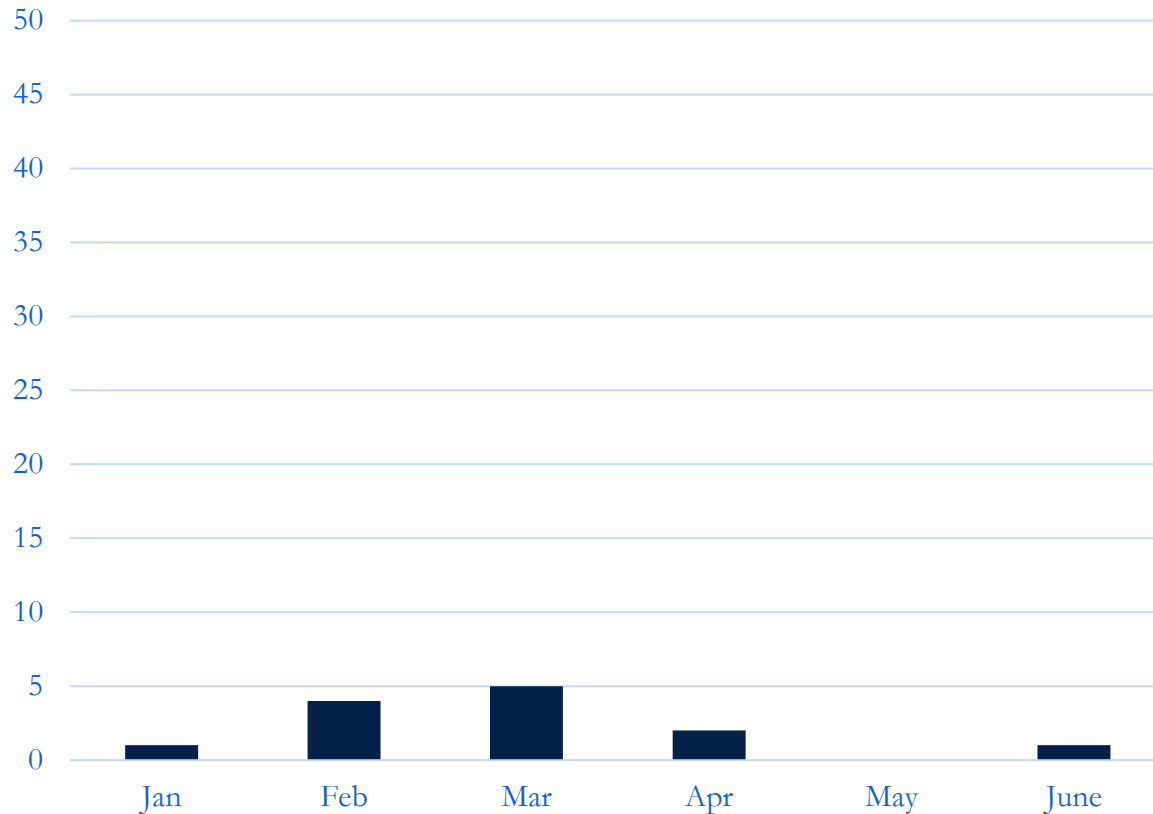
The San Francisco Cancer Initiative (SF CAN) is a collaborative effort to reduce cancer in San Francisco by engaging health care systems, government, community leaders, and residents.

# Smoking Cessation for Young Adults is Important

- 99% of smokers start by age 26
- Quitting smoking before age 30 avoids most morbidity/mortality
  - Young adults are equally likely to try to quit
  - Most quit attempts are unplanned and unassisted



# Calls to Quitline by Young Adults



San Francisco County, 2016

f Tobacco Status Project

Pamela Home Find Friends

**T** **S**  
**P**

*Update your Tobacco Status*

Tobacco Status Project  
@TobaccoStatusProject

Home  
About

Like Follow Share More

Send Message

Danielle Ramo

COMMUNE

S MOKEFREE  
SOCIAL



Old Image



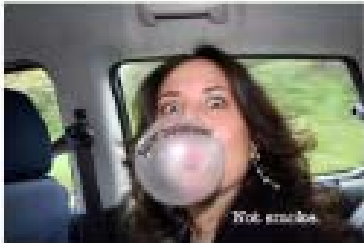
We understand that stopping smoking is not easy. On a scale of 1-10, how confident are you that you COULD quit smoking if you tried?  
#motivation

New Designed Image



How confident are YOU that you could quit smoking?

## Old Image



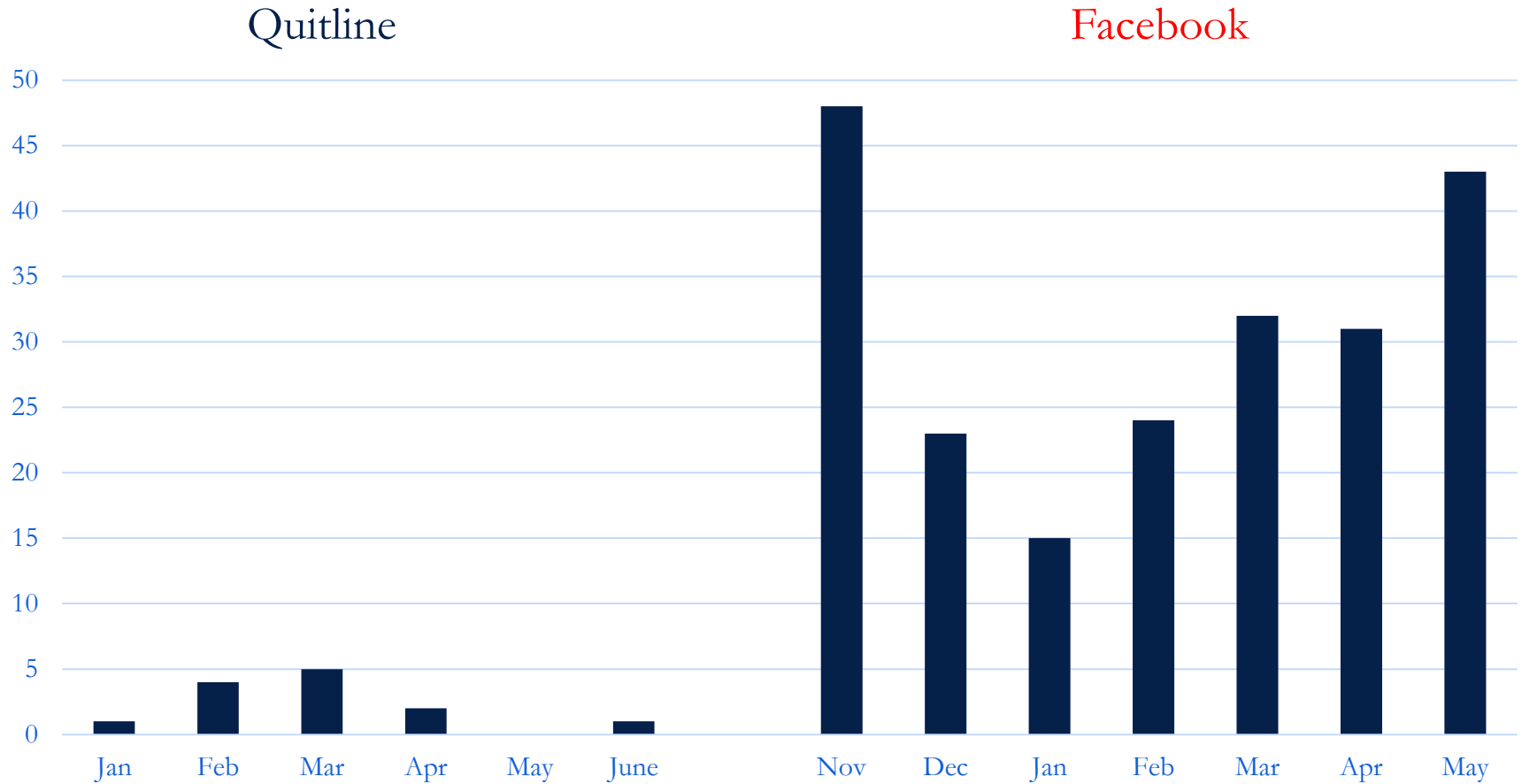
Great smoking-substitutions can help you break the smoking associations you've developed. Tell us which one of these replacements to smoking you like best and tell us how it breaks your mental cycle around smoking. #feelinghealthy

- Rather than smoke in the car, drink your coffee in the car
- Go to a place where you are not allowed to smoke
- Have a healthy snack or chew gum

## New Designed Image



# Young Adult Smoking Cessation Access 2016-2017



San Francisco county, 2016-2017



# New Challenges

Photo: Sebastian Dooris

## RRPs: Our Product Platforms

### Heated Tobacco Products



Platform 1

Platform 2

### Nicotine Containing Products

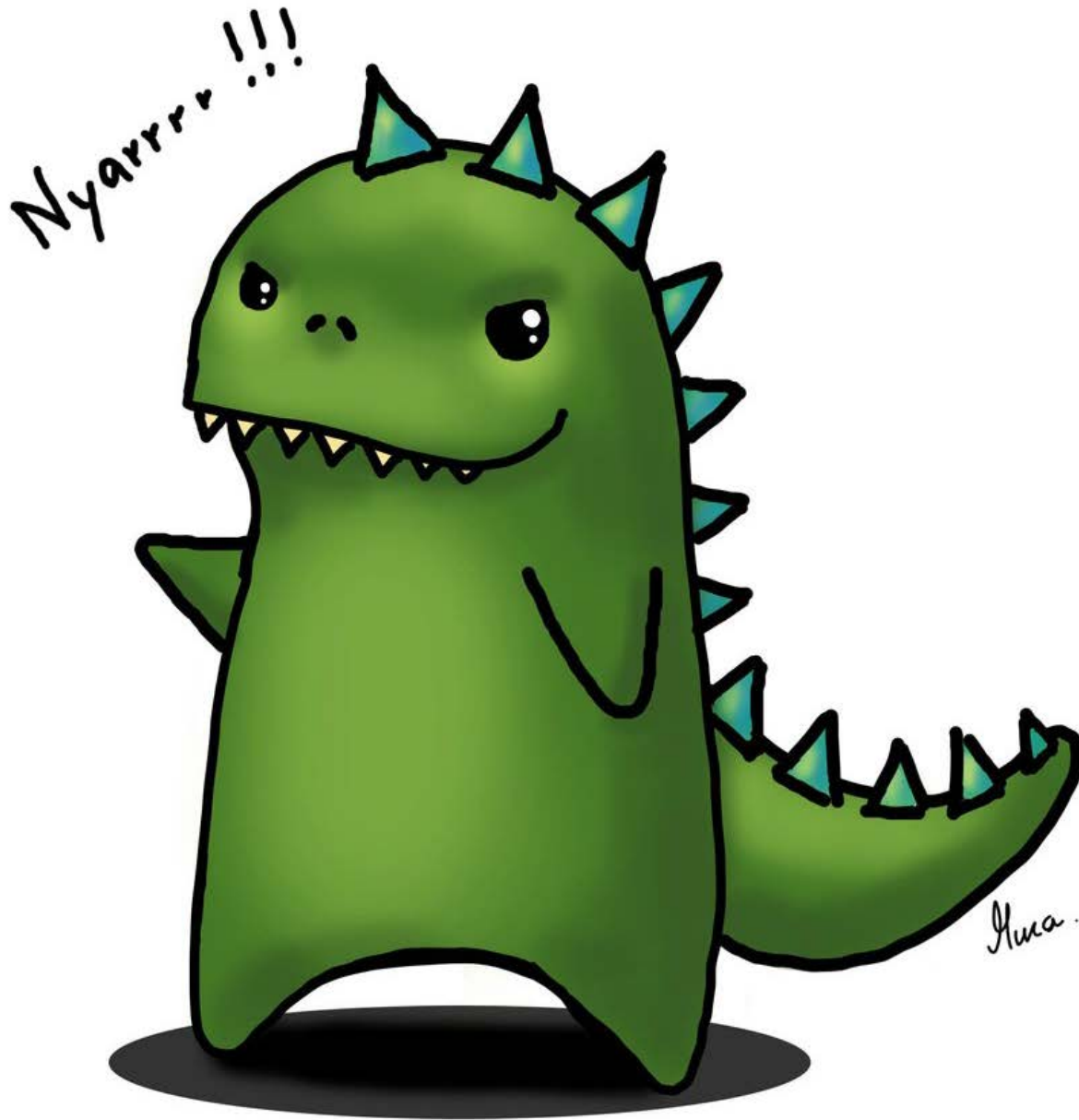


Platform 3

Platform 4

Note: Reduced-Risk Products ("RRPs") is the term we use to refer to products that have the potential to reduce individual risk and population harm. The RRP's depicted are subject to ongoing development and therefore the descriptions are illustrative and do not necessarily represent the latest stages of product development.







[vaping360.com/best-vape-pen/](http://vaping360.com/best-vape-pen/)

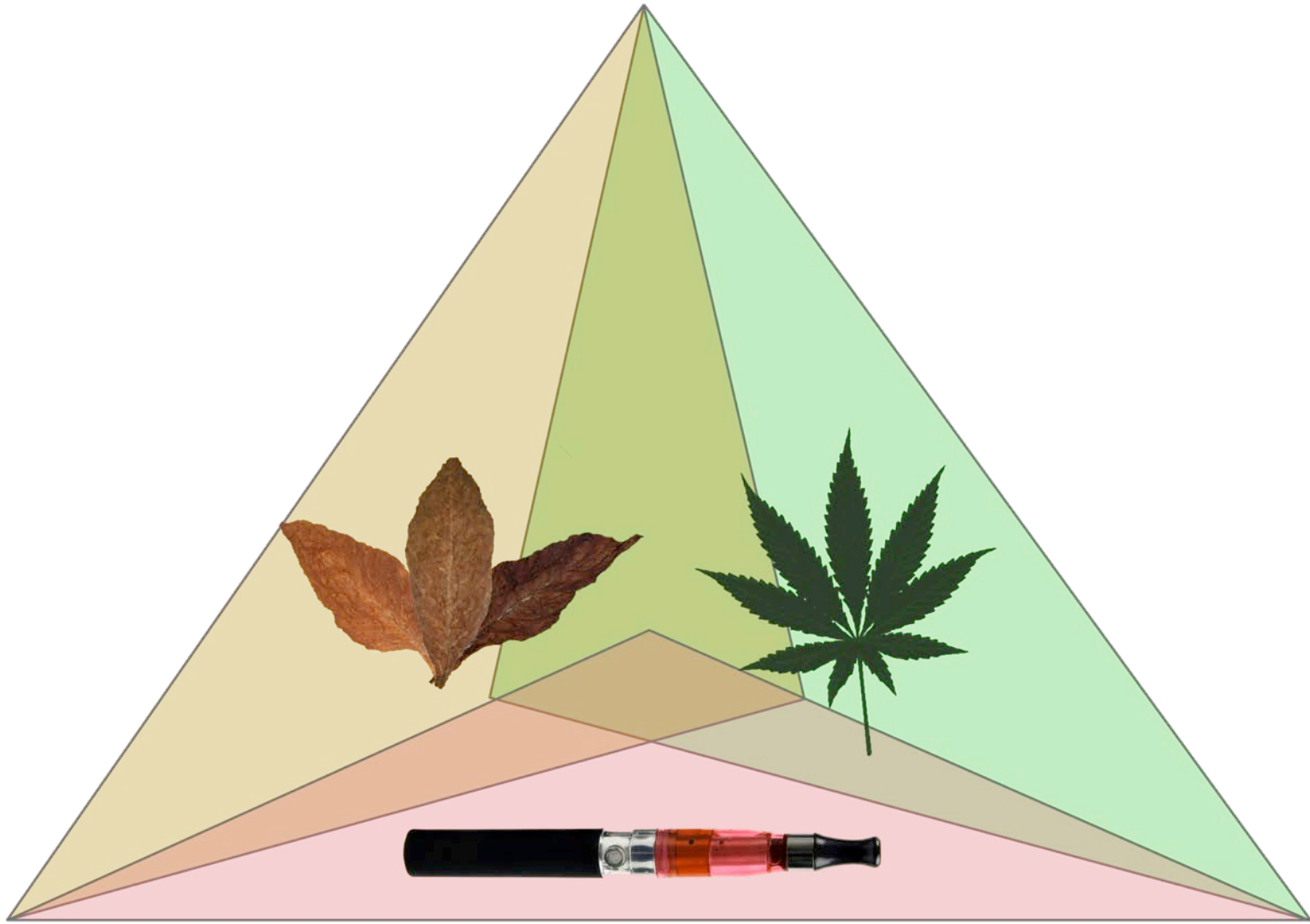


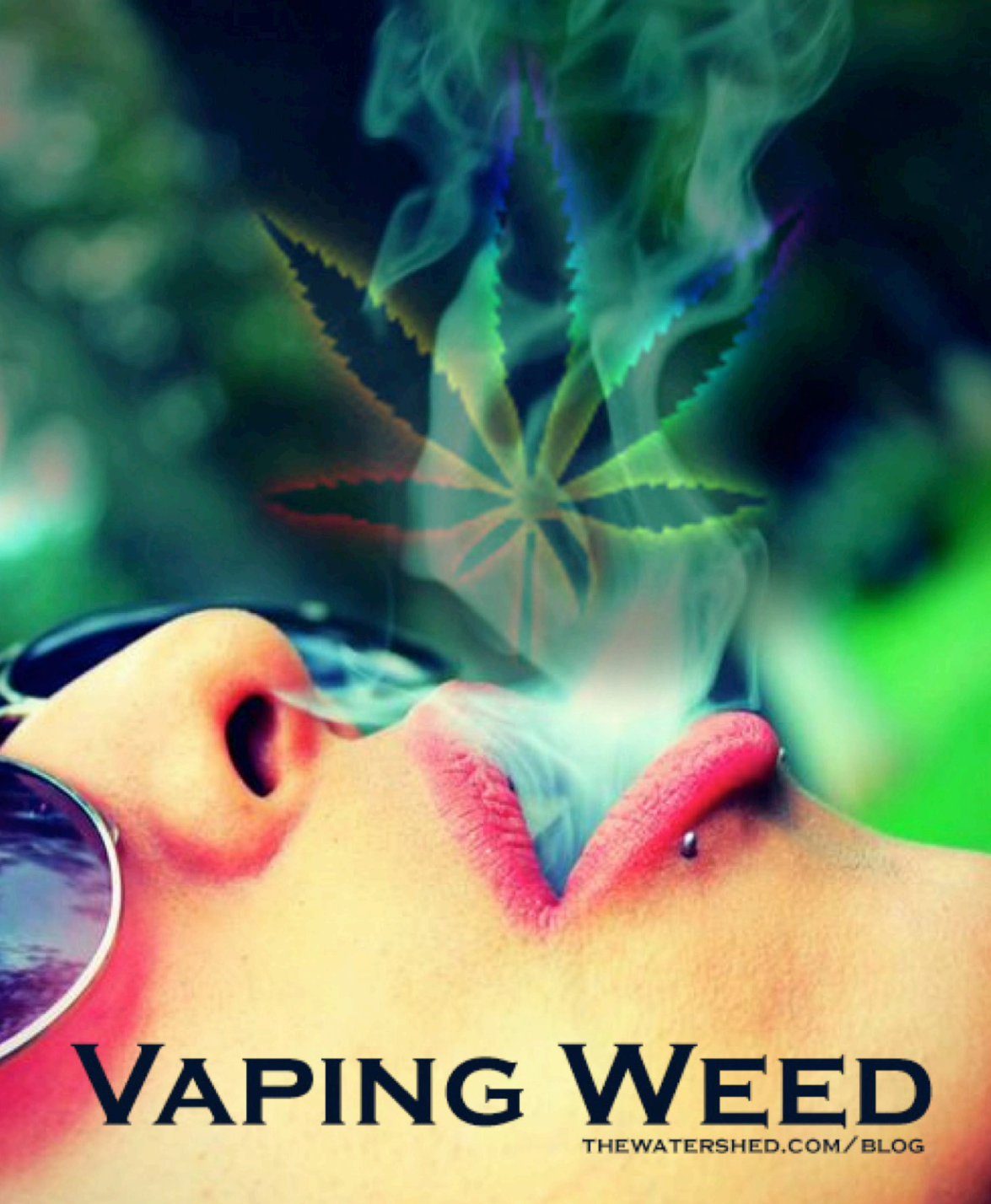






Photo: Gaby Butcher





# VAPING WEED

THEWATERSHED.COM/BLOG



# Perceived harms and benefits of tobacco, marijuana, and electronic vaporizers among young adults in Colorado: implications for health education and research

**Lucy Popova<sup>1</sup>, Emily Anne McDonald<sup>2</sup>, Sohrab Sidhu<sup>3</sup>, Rachel Barry<sup>4</sup>, Tracey A. Richers Maruyama<sup>5</sup>, Nicolas M. Sheon<sup>6</sup> & Pamela M. Ling<sup>7</sup>**

School of Public Health, Georgia State University, Atlanta, GA, USA,<sup>1</sup> Department of Anthropology, City University of New York, John Jay College of Criminal Justice, New York, NY, USA,<sup>2</sup> Internal Medicine and Preventive Medicine Residency, Kaiser Permanente San Francisco and University of California, San Francisco, CA, USA,<sup>3</sup> School of Social and Political Science, University of Edinburgh, Edinburgh, UK,<sup>4</sup> Tobacco Prevention and Education Program, Health Promotion Division, Denver Public Health, Denver Health and Hospital Authority, Denver, CO, USA,<sup>5</sup> Department of Medicine, Center for AIDS Prevention Studies, University of California San Francisco, San Francisco, CA, USA<sup>6</sup> and Division of General Internal Medicine, Department of Medicine, Center for Tobacco Control Research and Education, University of California, San Francisco, CA, USA<sup>7</sup>

# San Francisco, Big Tobacco set for a showdown over flavored products

- San Francisco's board of supervisors voted Tuesday to uphold its flavored tobacco ban despite a petition against the initiative. The measure will now be added to the June 5, 2018, ballot.
- R.J. Reynolds, a subsidiary of British American Tobacco, has spent nearly \$700,000 to fund an opposition campaign.
- Reynolds owns Newport, the most popular menthol cigarette.

[Angelica LaVito](#)

Published 5:02 PM ET Wed, 6 Sept 2017 | Updated 7:06 PM ET Wed, 6 Sept 2017



# Key lessons learned

- Tobacco use in young adults is important
  - High risk population often missed by current efforts
  - Bars are an efficient way to reach them
- Creative, scalable interventions are feasible
- Significant decreases in smoking and binge drinking
- Psychographic segmentation adopted by States and the FDA
- We can make smoking cessation cooler!
- New challenges: vaporizers, marijuana, flavors and menthol





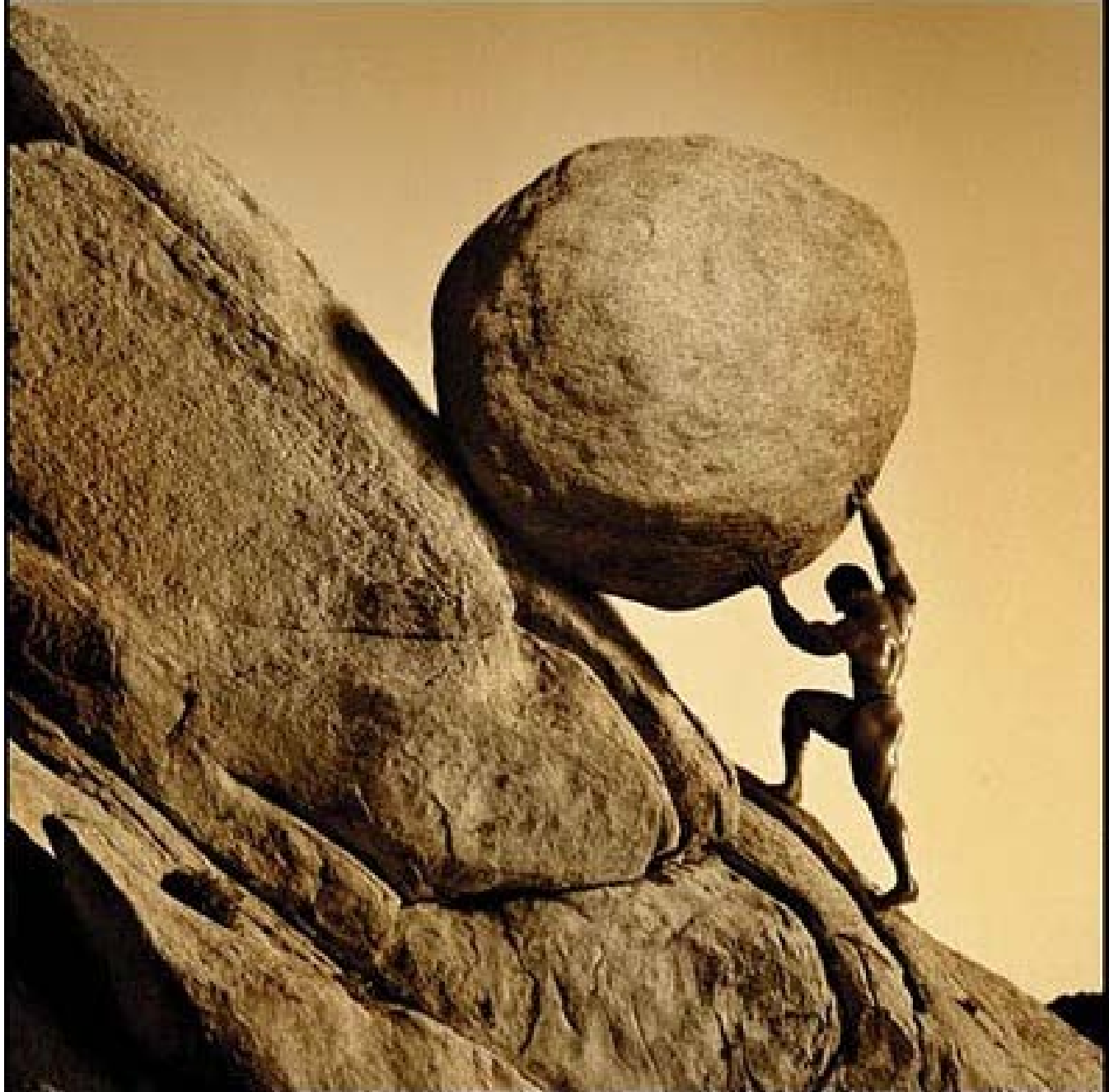


Photo: Gerard Van der Leun via Flickr



UP TO 5.7LBS OF  
WOOD IS BURNED TO  
CURE THE TOBACCO  
NECESSARY TO MAKE  
JUST ONE PACK OF  
CIGARETTES.

THROUGH THIS PROCESS,  
THE TOBACCO INDUSTRY  
CAUSES 494,000 ACRES OF  
DEFORESTATION EVERY YEAR.

THIS DOESN'T EVEN INCLUDE  
THE PAPER OR PACKAGING.



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Artist: Ubin Li

NO WONDER TOBACCO EXECUTIVES  
HIDE BEHIND SEXY MODELS

*Truth*

WARNING: Their brand is  
lies. Our brand is **truth**

# Q&A

- Submit questions via the **chat box**



# Post Webinar Information

- You will receive the webinar recording, presentation slides, information on certificates of attendance, and other resources, in our follow-up email. All of this information will be posted to our website.
- CME/CEUs of up to 1.0 credit is available to all attendees of this live session. Instructions will be emailed after the webinar.

# CME/CEU Statement

## **Accreditation:**

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

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**Physician Assistants:** The National Commission on Certification of Physician Assistants (NCCPA) states that the *AMA PRA Category 1 Credits™* are acceptable for continuing medical education requirements for recertification.

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# American Association for Respiratory Care (AARC)



- Free Continuing Respiratory Care Education credit (CRCEs) are available to Respiratory Therapists who attend this live webinar
- Instructions on how to claim credit will be included in our post-webinar email

# Stayed Tuned

SCLC's 2018 webinar season will open in January!

Visit SCLC's website at:

<https://smokingcessationleadership.ucsf.edu/webinars/cme>

for webinar recordings available for CME credit, including the three most recent webinars:

- **“Comprehensive Tobacco Cessation in Public Housing Community Health Centers: Beyond Policy Adoption and Implementation”**
- **“Rather wreck my gums than my lungs: Smokeless tobacco and California rural adolescent males”**
- **“The Power of Partnerships: Behavioral health and public health working together to combat smoking in Kentucky”**



# Contact us for technical assistance

- Visit us online at [smokingcessationleadership.ucsf.edu](http://smokingcessationleadership.ucsf.edu)
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- Please complete the post-webinar survey

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