

Welcome

Welcome to The Wave. Recipients of this publication include: all ITC investigators, support staff, and those who have internal data agreements. If you wish to add someone to the mailing list or make a submission, please send an email to itc@uwaterloo.ca.

The Wave will refer to material on the ITC website: www.itcproject.org, as well as the ITC internal website. To become a registered user, please send an email to itc@uwaterloo.ca to request an invitation.

The Wave is intended to keep ITC collaborators across 28 countries up-to-date on current activities and achievements—particularly in the area of paper proposals and presentations. However, the ITC Project is **ALL** of you, so you have to tell us about what you are doing. You can offer anything that might be of interest including, but not limited to: announcements, publications, grants (submitted and awarded), presentations, ITC in the news, paper proposals, and any recent policy changes in your country. Please send any submissions to itc@uwaterloo.ca.

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ANNOUNCEMENTS

Uruguay Defeats Philip Morris International in Lawsuit Over Tobacco Control Policies

On July 8, 2016, the International Center for Settlement of Investment Disputes (ICSID) ruled in favour of Uruguay, over tobacco giant Philip Morris International (PMI), setting a tobacco control precedent that stands to affect tobacco company commercial interests in markets around the world. This verdict comes years after Philip Morris

International filed an international complaint before the ICSID over Uruguay's move to increase the size of warning labels on tobacco packaging and to restrict each brand to just one variant in 2010. ITC researchers and findings were critical to the government of Uruguay's victory over PMI, including evidence from the ITC Uruguay Survey demonstrating that the proposed increase in the size of the warnings from 50% of the pack to 80% of the pack led to significant increases in effectiveness, directly refuting PMI's claim. Read more about the legal battle, and the full ICSID verdict at: <http://www.theunion.org/news-centre/news/For-an-globally-significant-legal-victory-for-public-health-philip-morris-international-v-uruguay>. For an in-depth analysis of the ICSID's decision visit: http://www.mccabecentre.org/downloads/Knowledge_Hub/McCabe_Centre_paper_on_Uruguay_award.pdf.



John Oliver cited ITC Uruguay Project data in a segment on HBO's 'Last Week Tonight' in February 2015.



Government of Hungary Bans Menthol Cigarettes, Introduces Plain Packaging

Effective August 20, 2016, the Hungarian government introduced a ban on menthol cigarettes as well as plain packaging requirements for tobacco products requiring 65% picture warnings on the front and back of the package at the manufacturer level. Brands already on the market are allowed to continue using their current packaging until the end of 2016, and may remain on the market until May 20, 2017. Under the European Union's Tobacco Products Directive, as of May 20, 2017, all cigarette and roll-your-own tobacco packages sold at retailers are required to adopt the packaging. By May 20, 2019, plain packaging is effective at all levels.

Health Canada Consultation on Plain Packaging Regulations

On May 31, 2016, Health Canada announced an open consultation on "plain and standardized packaging" for tobacco products, and published documents for consultation in both [English](#) and [French](#) which outlined the measures being considered to regulate the appearance, shape, and size of tobacco packages and of tobacco products. The consultation period ended August 31, 2016. Health Canada is expected to consider all submissions as they develop a regulatory proposal under the authority of the *Canadian Tobacco Act*.

ANNOUNCEMENTS CONTINUED



Dato' Seri Dr. Hilmi bin Haji Yahaya, Deputy Health Minister, launched the MQuit-USM Tobacco Quitline on August 29, 2016 at USM, Penang, Malaysia.

wish to quit following the implementation of national tobacco control policies such as increasing tax and price of cigarettes, pictorial health warnings on cigarette packages, anti-smoking educational Tak Nak (Say No) media campaigns, and smoke-free workplaces and public places. USM media coverage (in Malay—with English subtitles available) of the Quitline launch can be viewed here: <https://youtu.be/HxrhVqlgtv0>.

New Zealand TAKE Project

Smoking continues to have a huge and disproportionate impact on Māori (the indigenous peoples of New Zealand). While Māori have actively responded to this issue, more evidence is required to inform action. The University of Otago and Whakauae Research Services (an iwi/tribal based research centre) have been funded by the Health Research Council of NZ to conduct *Ie Ara Auahi Kore* (TAKE), the second indigenous ITC Project. Similar to the Australian “Talking About the Smokes” (TATS) Project, TAKE will be implemented in partnership with Māori health organizations. TAKE aims to evaluate the impact of tobacco control policies on Maori smokers and their families, and the potential for policies to achieve a Smokefree Aotearoa New Zealand by 2025. We aim to ensure the relationship between us and our partners is mutually beneficial. This will be achieved through seeking their input into key research questions, having local researchers conduct interviews, and workshopping study results with partner groups. The project includes surveys of local policies and interventions, focus group interviews with families of smokers, and a follow-up study of a cohort of Māori smokers (n=700) recruited via the partner Māori health organizations. Thanks to our study partners: Dr. David Thomas and the TATS team, Dr. Richard Edwards (PI ITC NZL), Dr. Geoffrey T. Fong, and Dr. Anne C.K. Quah for their support. For information please don't hesitate to contact any of the project PIs: Dr. Andrew Waa (andrew.waa@otago.ac.nz), Dr. Heather Gifford (Heather@whakauae.co.nz), or Bridget Robson (bridget.robson@otago.ac.nz).

MQuit-USM Tobacco Quitline Launched in Malaysia

The MQuit-USM Tobacco Quitline is a collaborative effort between USM, Malaysian Ministry of Health (MOH) and Johnson & Johnson Sdn Bhd, and offers comprehensive smoking cessation services over the telephone. It provides continuous assistance and advice to quitters throughout the quitting process. A smoker who registers with the MQuit-USM Tobacco Quitline will receive systematic guidance and advice based on scheduled appointments. In general, quitlines providing telephone counseling for smoking cessation, derived from behavioral research and theory, have been shown to be effective, and have been adopted and institutionalized in many countries around the world, namely: USA, Australia, China, Hong Kong, Korea, New Zealand, Taiwan, and Thailand. The MQuit-USM Tobacco Quitline is expected to be a crucial tool for smokers who

2016

ITC Achievements to Date

18 articles

17 posters

18 presentations

0 supplements

1 report

GRANTS New Project Funding



CIHR Foundation Scheme: Evaluating and Understanding the Impact of Tobacco Control Policies of the WHO Framework Convention on Tobacco Control in a Rapidly Changing Global Tobacco Market

Dr. Geoffrey Fong was recently awarded a CIHR Foundation Scheme Grant providing the ITC Project with \$11.3 million to fund fieldwork in various ITC countries over the next 7 years. Foundation Grants are designed to contribute to a sustainable foundation of health research leaders by providing long-term support of innovative, high-impact programs of research. With this funding, we aim to a) evaluate WHO Framework Convention on Tobacco Control policy impact in countries with (1) high/increasing burden of tobacco use, (2) leading edge policies, and (3) political will to implement/strengthen policies; and b) evaluate the impact of e-cigarettes and alternative nicotine products on smoking and examine the policy/regulation interplay between e-cigarettes and cigarettes across countries with differing or changing e-cigarette policies.

IN THE MEDIA



ITC Project's Dr. Geoffrey Fong appeared on Regulator Watch to discuss ITC's new focus on e-cigarettes.

the U.K., and Australia. He was quoted in a newspaper article published by the Waterloo Chronicle (<http://www.waterloochronicle.ca/news-story/6812455-looking-for-smoke-signals/>), featured on the health segment of CTV News Kitchener (<http://kitchener.ctvnews.ca/video?clipId=909232>), and featured prominently in a video produced by Brent Stafford of Regulator Watch. The video, which is just over 10 minutes long and garnered 55,000 views, describes the history of the tobacco industry's attempts to cloud the body of research on the impact of smoking, and the reasons why there are so many questions surrounding recent research on e-cigarettes and other VNP's. The full Regulator Watch interview with Dr. Fong is available on the ITC Project website at: <http://www.itcproject.org/node/152>. More details about the NIH grant and all of the inter-related studies and services related to this grant are also available on the ITC Project website at: <http://www.itcproject.org/node/152>.

Reasoned Research: Multimillion Dollar E-Cigarette Study Explained

ITC Project's Chief Principal Investigator, Dr. Geoffrey T. Fong, was interviewed by various media outlets following the announcement of \$8.8 million coming to the University of Waterloo from the US National Institutes of Health to fund research into the impact of government policy on vaporized nicotine products, such as e-cigarettes, in Canada, the U.S.,

NEWEST ADDITION



Sophie Mureen Agar

Welcome to the World, Sophie!

Congratulations to Thomas Agar, ITC Research Associate – Country Project Management, and his wife Lauren on the birth of their first child! Tom and Lauren welcomed daughter Sophie Mureen Agar to the world on August 1st, 2016. Congratulations to the new parents, and welcome to the extended ITC family, Sophie!

PUBLISHED PAPERS

For the full list of ITC publications and presentations please visit the ITC website at: http://www.itcproject.org/files/Research_Products_Sept1,2016-V16.pdf.

- Hummel, K., Brown, J., Willemsen, M.C., West, R., Kotz, D. (2016). External validation of the Motivation to Stop Scale (MTSS): findings from the International Tobacco Control (ITC) Netherlands Survey. *European Journal of Public Health*, [Published online, doi: <http://dx.doi.org/10.1093/eurpub/ckw105>].
- Cooper, J., Borland, R., McKee, S.A., Yong, H.H., Dugué, P.A. (2016). Depression motivates quit attempts but predicts relapse: differential findings for gender from the International Tobacco Control Study. *Addiction*, 111(8), 1438-47.
- Cooper, J., Borland, R., Yong, H.H., Fotuhi, O. (2016). The impact of quitting smoking on depressive symptoms: findings from the International Tobacco Control Four-Country Survey. *Addiction*, 111(8), 1448-56.
- Driezen, P., Abdullah, A.S., Nargis, N., Ghulam Hussain, A.K.M., Fong, G.T., Thompson, M.E., Quah, A.C.K., Xu, S. (2016). Awareness of tobacco-related health harms among vulnerable populations in Bangladesh: Findings from the International Tobacco Control (ITC) Bangladesh Survey. *International Journal of Environmental Research and Public Health*, 13(9), 848.
- Ray, C.S., Pednekar, M.S., Gupta, P.C., Bansal-Travers, M., Quah, A.C.K., Fong, G.T. (2016). Social impact on adult use of tobacco: Findings from the International Tobacco Control Project India, Wave 1 Study. *WHO South-East Asia Journal of Public Health*, 5(2), 123-132.
- Levy, D.T., Borland, R., Villanti, A.C., Niaura, R., Yuan, Z., Zhang, Y., Meza, R., Holford, T.R., Fong, G.T., Cummings, K.M., Abrams, D. B. (2016). The application of a decision-theoretic model to estimate the public health impact of vaporized nicotine product initiation in the United States. *Nicotine & Tobacco Research*, [Published online, doi:10.1093/ntr/ntw158].

PAPER PROPOSALS

Approved

- Laux, F., co-authors TBD. A direct test of the time consistency of cigarette consumption with measurement of the variation in this across social demographics. Datasets: 4C W3-7. (Approved 12-Aug-2016).
- LaPlante, T. An empirical investigation of a cue-theory of consumption with health warning labels. Datasets: 4C W1-9. (Approved 22-Aug-2016).

PRESENTATIONS

For the full list of ITC publications and presentations please visit the ITC website at: http://www.itcproject.org/files/Research_Products-Sept1.2016-V16.pdf.

Global Health Policy Forum, July 7th, 2016, Brussels, Belgium.

- Vardavas, C. (2016, July). *European regulatory science on tobacco-policy implementation to reduce lung disease*. Oral presentation.

NIH/NCI Tobacco Risk Perception Measurement Workshop, August 22-23rd, 2016, Maryland, USA.

- Fong, G.T. (2016, August). *Tobacco control and risk perception management: Challenges in the field*. Invited oral presentation.

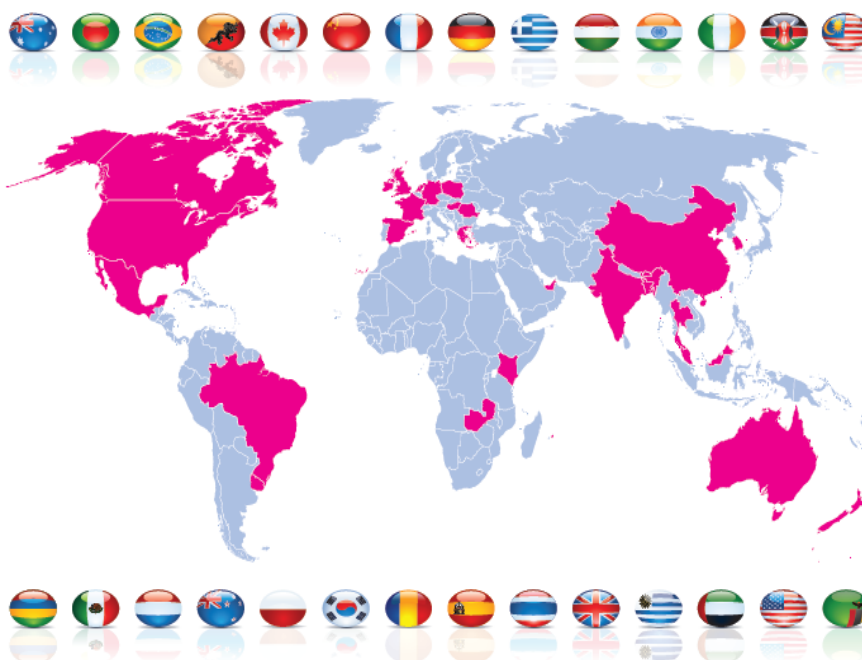
About to Lapse, Dormant, and Open Papers

Authors are expected to adhere to the nine month deadline for paper submission. If your paper is about to lapse and you are not ready to submit please contact your Project Manager to request an extension or email the ITC Project at itc@uwaterloo.ca. Once a paper is circulated to authors, you are given a three month extension to submit, so be sure to update your Project Manager on the progress of your paper. Papers will be considered dormant if they are put on hold due to other priorities/leaves and will not be able to make the 9 month deadline assigned when they were approved. Papers will be considered open if their lead authors are unable to continue the writing process. Please review the In-Progress Paper Tracking Report, Dormant Papers Report, and Open Papers Report on the ITC internal website, go to **File Station > Paper and Presentation Lists > Dissemination Tracking Documents > 2016** and let us know if you wish to take on a paper that is currently open by contacting the appropriate Project Manager.

REMINDERS

- Please send any submissions for the Sept/Oct 2016 issue to itc@uwaterloo.ca
- Please let your country project manager know of any new policy updates in your country, we'd love to highlight new policies!
- Please let your project manager know of any upcoming presentations or papers in progress.

The International Tobacco Control Policy Evaluation Project



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