



Center for Tobacco Control
Research and Education

Lessons Learned from Tobacco Control for Youth and Young Adults

Pamela Ling, MD MPH

Addressing the Impact of Tobacco and Alcohol Use
on Cancer-Related Health Outcomes: A Workshop

March 17, 2025

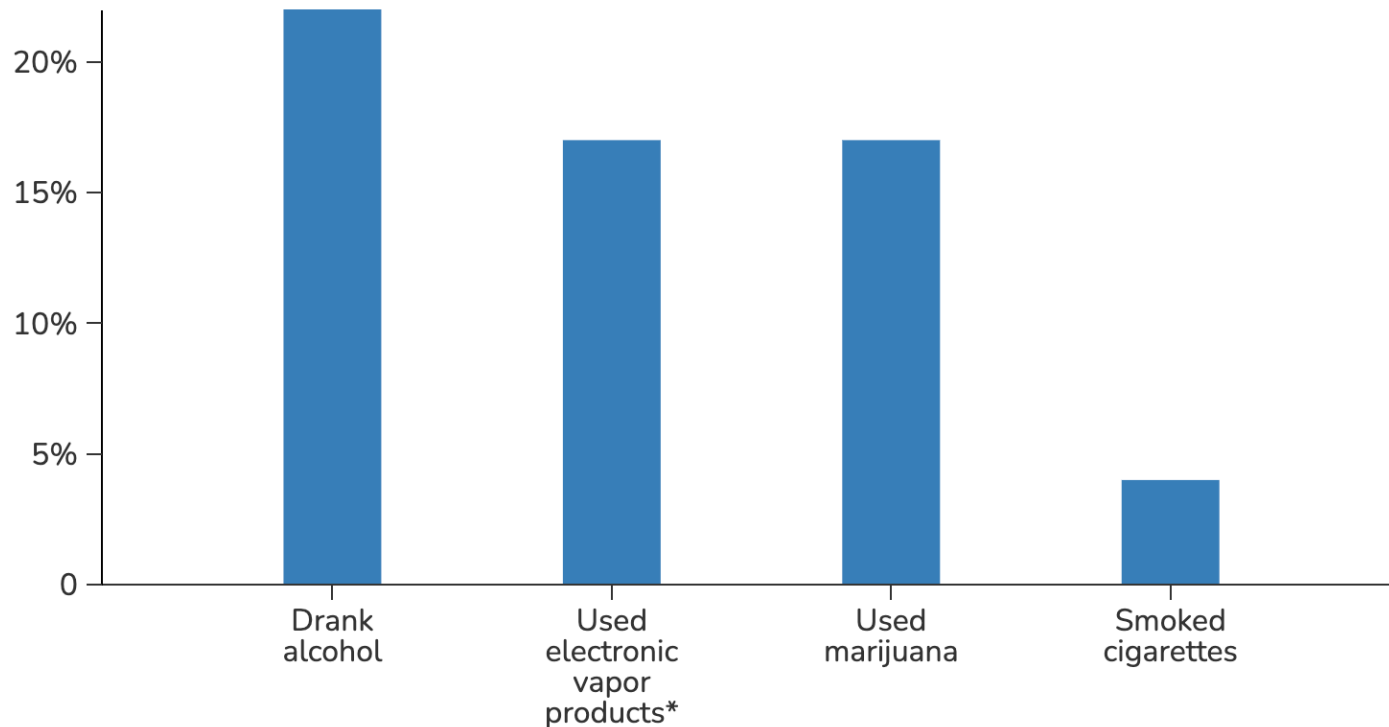
Thanks to

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- The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health

Drug use among high school students during the past 30 days



Common factors in alcohol and tobacco initiation

- Individual - knowledge, expectancies, personality, mental health, acculturation
- Interpersonal - peer influences, social norms, family, parental
- Community – retail availability, advertising, media influences, community norms
- Structural – policy, regulations, social determinants of health, poverty, discrimination

Tobacco and Alcohol Prevention Programs

- School based interventions
 - 134 Tobacco intervention trials and 50 RCTs
 - programs with >1 year follow up effective
 - 6 of 11 Alcohol and 14 of 39 Substance use programs effective
- More Individual interventions with Digital Technology – 2023 review
 - 6 of 43 for prevention and only 1 addressed both tobacco/alcohol
- Alcohol multi level (school, family, community) interventions
 - 12 promising, some report effects on tobacco use



Thomas RE, Effectiveness of school-based smoking prevention curricula. BMJ Open. 2015 Mar 10;5(3):e006976.

Foxcroft DR Cochrane Database Syst Rev. 2011 May 11;(5):CD009113

Hennessy EA, Prev Sci. 2015 Apr;16(3):463-74.

Spoth R. Preventive interventions addressing underage drinking. Pediatrics. 2008 Apr;121 Suppl 4(Suppl 4):S311-36.

College Students

- 2019 meta-analysis of 88 college substance prevention programs
 - 70 on alcohol, 9 on tobacco
 - Alcohol programs effective, tobacco mixed effects
- College Alcohol Intervention Matrix - 28 individual 39 environmental level strategies



Industry sponsored programs

Designed to build goodwill or pre-empt policy

Industry Smoking program messages

- Smoking is an adult choice
- Peer pressure not advertising causes smoking
- Industry acts responsibly –
 - “We Card”
- No need for ad bans or taxes

Industry Alcohol program messages

- Alcohol use is an adult activity
- Moderation in alcohol use
- Prevent drunk driving rather than alcohol use
- No need for legislation

Tobacco Industry Bar Promotions



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.

CAMEL

Discover Rare Pleasures

A man and a woman are seated in a dimly lit lounge. The woman, on the left, is reclining in a white armchair, wearing a black dress and holding a lit cigarette. The man, on the right, is seated in a white armchair, wearing a dark suit and holding a martini glass. On the table in front of them are two more martini glasses, a pack of Camel cigarettes, and an ashtray with a cigarette. The background is a dark, textured wall.

**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.





**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.**

MARCH 20 / SIGNAL KITCHEN

9PM • FREE • 18+

71 Main St Burlington, VT 05401

COMMUNE

Commune is a movement of artists, designers, musicians and people that take a stand against tobacco corporations, their practices and their presence in the scene.

ROUGH FRANCIS
DJ THELONIOUS X

TRUNK SHOW BY:
THE WILD LIFE SHOP

ART BY:
DOUG CLARK

PHOTOS TAKEN BY:
ALEX RICE-SWISS

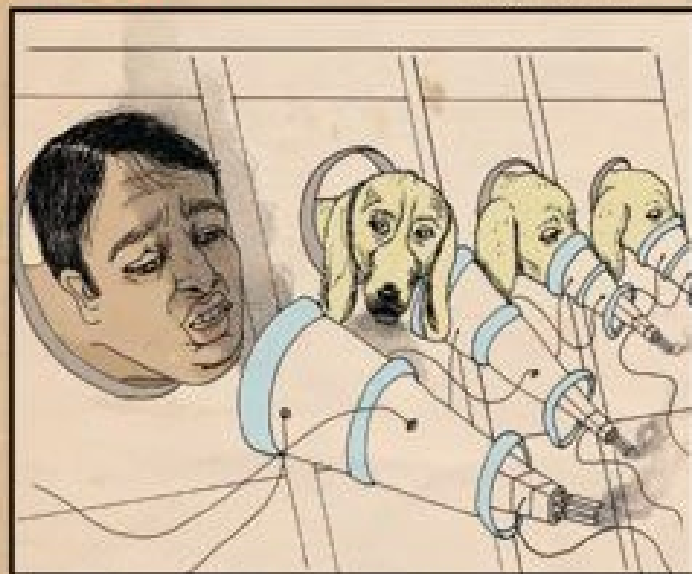
COMMUNE WEDNESDAY WARNING
AN ENTIRE TREE IS BURNED TO CURE THE TOBACCO
NECESSARY FOR JUST 15 PACKS OF CIGARETTES.
THROUGH THIS PROCESS, THE TOBACCO INDUSTRY
CAUSES 500,000 ACRES OF DEFORESTATION PER YEAR.



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.

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.

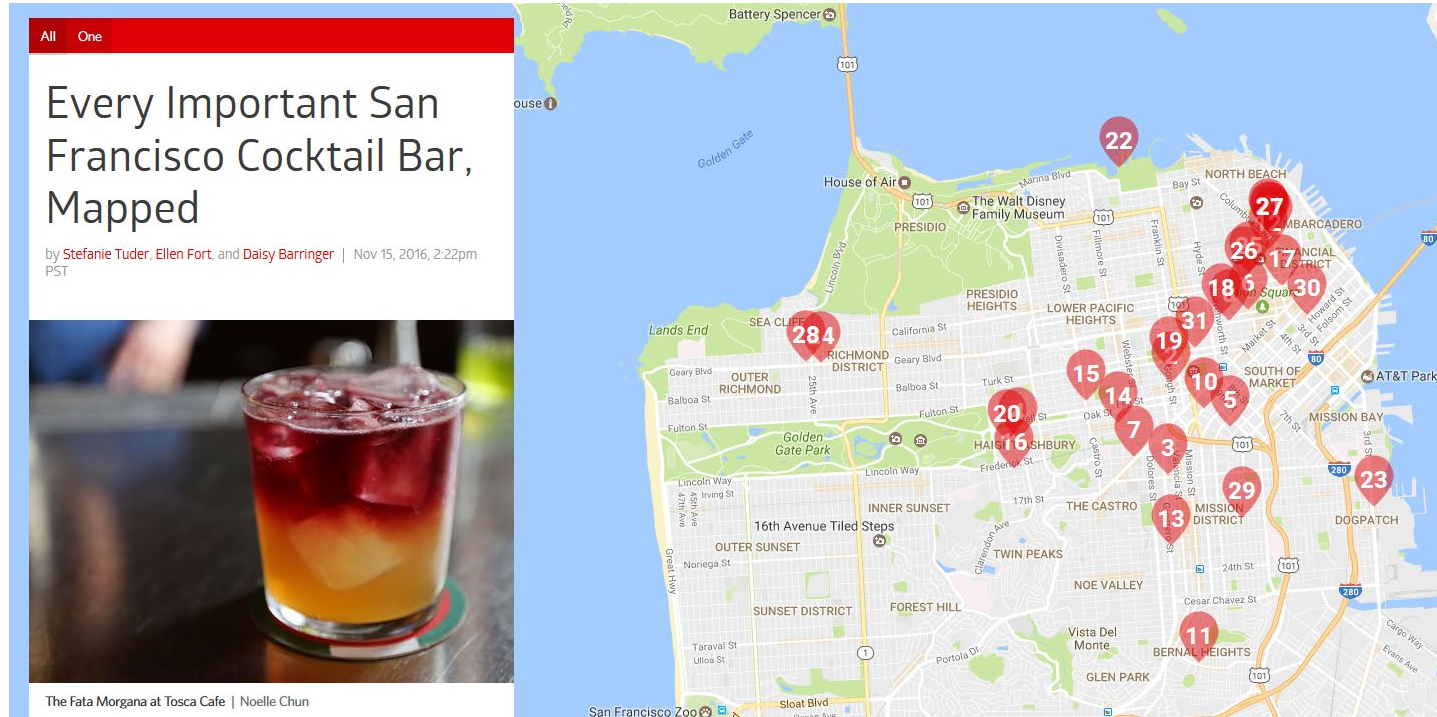
I WANT TO KILL YOU



Commune Dvice

TOBACCO COMPANIES KILL

Time Location Sampling



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

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

Original article

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

Sara Kalkhoran, M.D., M.A.S.^{a,1}, Nadra E. Lisha, Ph.D.^a, Torsten B. Neilands, Ph.D.^b,
Jeffrey W. Jordan, M.A.^c, and Pamela M. Ling, M.D., M.P.H.^{a,d,*}

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

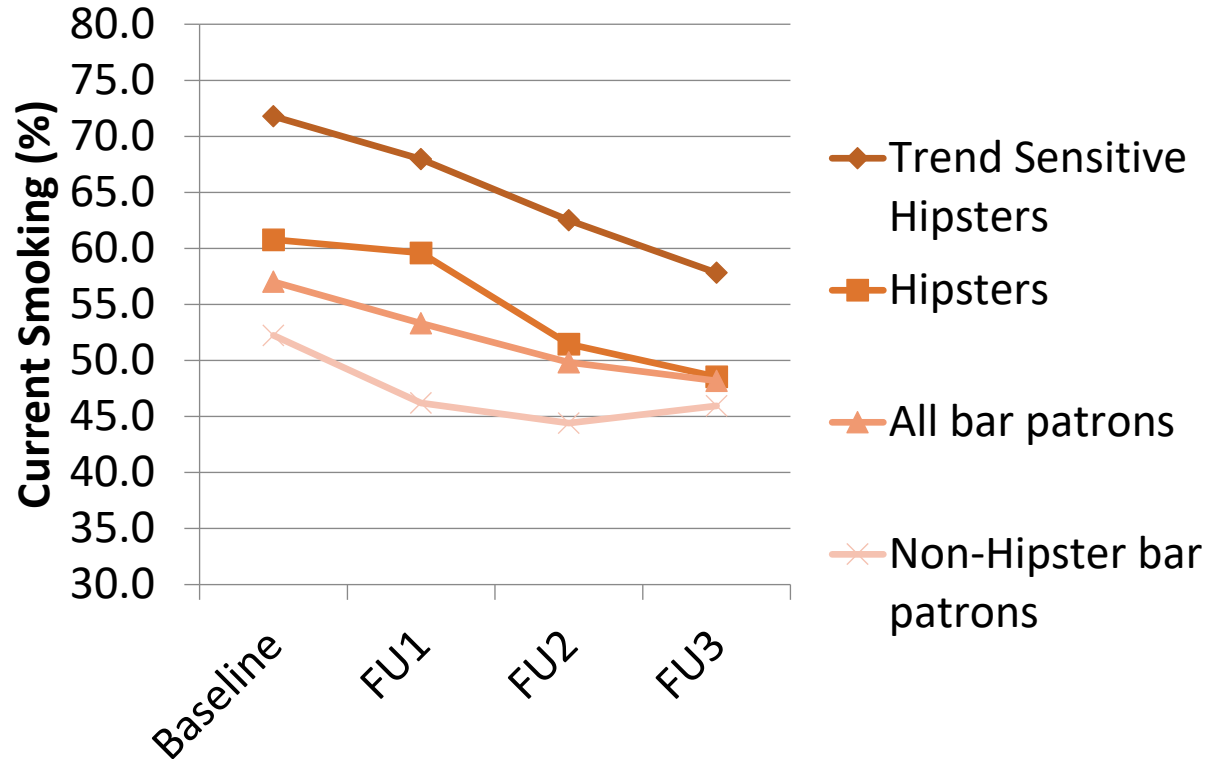
OXFORD

Original investigation

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

Amanda Fallin PhD, RN¹, Torsten B. Neilands PhD², Jeffrey W. Jordan MA³,
Pamela M. Ling MD, MPH^{1,4}

Smoking Prevalence in Hipster Bars in San Diego



Significant decrease in binge drinking from 78.6% to 68.1%



SAMPLE MESSAGING

SMOKEFREE KISSES
ARE
Electric



GUM, MINTS AND BRUSHING CAN'T MASK THE
NASTY TASTE OF CIGARETTES. IT'S BECAUSE SMOKE
PARTICLES STAY IN YOUR LUNGS AND GET
REDEPOSITED IN YOUR MOUTH ALL DAY LONG.
WHEN YOU HAVE FRESH BREATH, SPARKS FLY.

PARTY SMOKEFREE
AND SEXY WITH
HAVOC

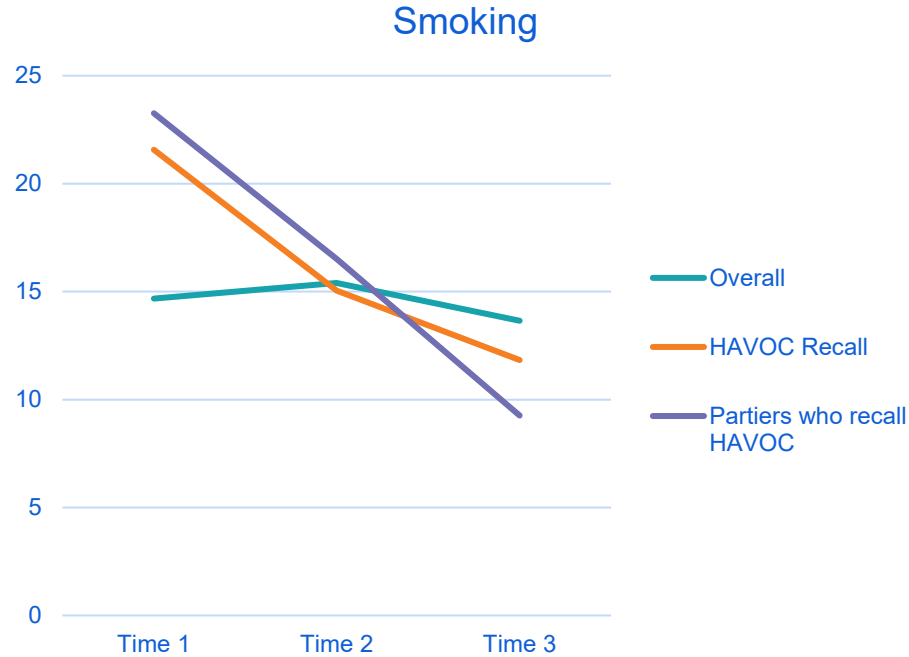
THE
**HARD
TRUTH**

SMOKING INCREASES RISK OF IMPOTENCE
BY 50%. SMOKING RESTRICTS PROPER
BLOOD FLOW AND CAN LEAD TO IMPOTENCE.
STAY NAUGHTY THIS HOLIDAY SEASON BY
PARTYING SMOKEFREE.



PARTY SMOKEFREE
AND SEXY WITH **HAVOC**

Partiers in Oklahoma



Binge Drinking reduced
from 76.8 – 67.7

Summary

- School and family tobacco and alcohol interventions mixed effects
- Some multi-level interventions for alcohol affect tobacco
- Digital interventions are emerging
- Most interventions in colleges focus on alcohol only
- Industry interventions are ineffective and undermine policy
- Tobacco counter marketing interventions in bars affect alcohol use
- More research on cross over effects is needed