Hot Topics

Smoking Cessation Messages that Focus on the Child Resonate with Parents

A new study led by AAP Section on Tobacco Control Policy Chair Brian Jenssen MD MSHP used insights from behavioral economics to evaluate the effectiveness of smoking cessation messages delivered to parents in pediatric settings. Dr Jenssen and colleagues asked parents who smoked cigarettes to evaluate the relative importance of 26 messages designed to encourage them to quit smoking. Messages varied: some focused on the child, while others focused on parent/family outcomes. Some focused on health outcomes, while others focused on the financial benefits of quitting smoking. Parents noted that cessation messages that focused on the impact of quitting on their child were most important. Parents also reported that messages focused on health outcomes were more important than those that focused on financial benefits of quitting. Read more here.
From the AAP Richmond Center

Register Now for Webinar on E-Cigarettes
The AAP Julius B. Richmond Center of Excellence is hosting a series of free webinars on clinical and policy approaches to address youth e-cigarette use and prevention with adolescents, families, and communities. These webinars are open to pediatric health providers, school teachers and administrators, public health professionals, parents, and others who are invested in adolescent health. The first webinar “E-cigarettes 101” will be held on Thursday, September 24 at 7pm CT/8pm ET. Register now or contact Kristen Kaseeska, MPH at kkaseeska@aap.org for more information.

American Academy of Pediatrics Offers New Public Service Announcement on Teen Visits
As they grow into young adults, it’s important for adolescents to become responsible for their own health. In a new PSA, Dr. Nia Heard-Garris offers advice for parents to help their teen develop a relationship with their physician. This includes having time for 1-on-1 conversation. AAP offers the 30-second PSA, “Healthy Teens: Talk with Your Doc” at https://youtu.be/necpWzLLcso

Or share it from our Facebook pages at @AmerAcadPeds and @HealthyChildren.

The PSA is part of a monthly series of PSAs produced and distributed by the AAP. To see the entire series of PSAs, see the list on our YouTube channel at https://www.youtube.com/watch?v=bUal9CbiKts&list=PLKYV5259WcZ3alDzg0kww-4gHhf_sHs0h

Call for Membership - AAP Tobacco Consortium
The AAP Julius B. Richmond Center of Excellence is pleased to announce a Call for Membership for the AAP Tobacco Consortium. AAP members and non-members interested in scientific research in child and adolescent tobacco prevention and control are invited to apply for membership. The AAP Tobacco Consortium explores cutting-edge research and synthesis of literature on tobacco control and prevention for children and families. It uses a participatory agenda-setting process and serves as a forum for scientific exchange and work-in-progress presentations between established and newer investigators committed to child and adolescent health and tobacco control research.

The Consortium is seeking members for the January 2021-December 2022 term. Interested candidates should access application information and required forms at: https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Richmond-Center/Pages/Tobacco-Consortium.aspx
Forms must be submitted by e-mail to richmondcenter@aap.org by September 11, 2020.

AAP Section on Tobacco Control Opportunity for Trainees:
Soliciting Stories from the Field – Due August 28th
Are you a medical student, resident or pediatric fellowship trainee who is working to address tobacco use and tobacco exposure with patients, families or your community? We would love to hear about your experiences in addressing tobacco. We are soliciting stories of successes, challenges, and experiences with tobacco control—your experiences are shaping the future of tobacco control in pediatrics and we want to hear from you! Selected stories will be published in the AAP Section on Tobacco Control Fall Newsletter. Please use this form to send stories from the field to NoTobacco@aap.org by Friday, August 28, 2020. Winners will be notified in late September.

2020 Virtual National Conference & Exhibition – October 2-5
The 2020 AAP National Conference & Exhibition that was scheduled to take place in San Diego on October 2-6 will be replaced with a virtual conference. This first-ever virtual National Conference will be an innovative program designed to reach a wider audience than ever before. Read the full announcement. Registration is expected to open in early August, and more details on our new virtual meeting will be coming soon. Meanwhile, please "save the date" and plan to join us for a one-of-a-kind AAP Experience. Updates will continue to be shared on the National Conference website, https://aapexperience.org.
In the News

Local Laws that Ban E-Cigarette Ads May Reduce Rates of Adolescent Vaping
A new study published in *Pediatrics* has found that Canadian provinces that allow retail displays of e-cigarettes had nearly three times the adolescent vaping rate, compared to provinces that did not allow similar ads. Researchers found that youth exposure to these ads was more prevalent in provinces with fewer restrictions, that respondents who reported noticing marketing were more likely to vape, and that provinces with low restrictions on marketing had more teen vaping. This study supports the effectiveness of more comprehensive laws on e-cigarette advertisements to halt adolescent vaping. Read the full study [here](#).

FDA Calls for Removal of Puff Bars and Other Disposable E-Cigarettes from the Market
On July 20, 2020, the Food and Drug Administration (FDA) issued a [press release](#) announcing they had issued warning letters to ten companies, including Cool Clouds Distribution Inc. (doing business as Puff Bar), to remove their flavored disposable e-cigarettes and youth-appealing e-liquid products from the market because they do not have the required premarket authorization, and are illegally being marketed to youth. Puff Bars recent advertisements include promoting their product as a break from "parental texts and WFH stress".

Rep. Raja Krishnamoorthi, chairman of the House Subcommittee on Economic and Consumer Policy, [wrote](#) a letter to the FDA back in June asking the agency to ban the sale of Puff Bar e-cigarette products, which are currently permitted under FDA regulations because they are fully disposable, and thus subject to a loophole in the 2020 ban on flavored e-cigarette products.

The Campaign for Tobacco-Free Kids has called the FDA action a “welcome, necessary and overdue step,” while also noting the ban does not cover all disposable e-cigarettes.

Resources and Events

Vaping Lingo Dictionary: A Guide to Popular Terms and Devices
From words like “ghost” and “ripski” to devices resembling USB flash drives, the youth vaping epidemic has introduced a number of terms, phrases and discreet devices that can make it difficult for adults to keep up. A new [Vaping Lingo Dictionary](#) from Truth Initiative presents latest list of popular words, phrases, products and general language used to refer to vaping/e-cigarette use. Visit the [Truth Initiative website](#) for more information.

NACCHO Webinar: Tobacco in Rural America; Reports from the Field
August 6, 2020
2:00pm-3:00pm ET
National Association of County and City Health Officials (NACCHO) is presenting a webinar on aiming to educate and increase knowledge on community and local health department successes and challenges of current rural tobacco prevention and control efforts throughout the United States, including examples of rural tobacco education and cessation methods and recommendations for advancing tobacco initiatives in the future. [Registration is required](#).

Nicotine Dependence Conference & National Summit on Smokeless Tobacco Prevention 2020
Livestreaming October 19-21, 2020
Mayo Clinic – Rochester, MN
Registration is open for the Nicotine Dependence Conference & National Summit on Smokeless Tobacco Prevention 2020, presented by The Health Education Council and Mayo Clinic. The Summit will give participants the ability to identify up-to-date research on prevalence and relative risks of tobacco, e-cigarettes, smokeless tobacco, and other non-combustible tobacco products; discuss clinical strategies for treating tobacco use disorder within the context of rapidly evolving nicotine delivery products; and describe effective models for community and public health interventions to provide accurate education and address the evolving tobacco epidemic. Register and find more information [here](#).