



# INNOVATIONS



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## Innovator James Repace's Secondhand Smoke Study Lights Up Media, Drives Public Debate

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Fall 2004 saw synergy between top-notch science and a far-reaching communications effort that is sure to have a positive impact on public health for years to come.

A landmark secondhand smoke study by innovator James Repace set the stage. Mr. Repace, The Robert Wood Johnson Foundation, the *Innovators Combating Substance Abuse Awards* program, and communications firm M Booth & Associates worked together to disseminate the study's startling results: that smoky bars have worse air quality than truck-choked highways and city streets, and that ventilation does not help.



The effort resulted in international media coverage, reaching more than half a billion people through 530+ stories worldwide. Bolstered by the study, major newspapers issued editorials calling for clean indoor air policies. Local tobacco control advocates used the study to leverage their media efforts. The study was cited in newly introduced legislation across the U.S. And this campaign is now a finalist for PRWeek's "Nonprofit Campaign of the Year" award – one of the communications field's most prestigious.

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## From the Editor's Desk



Michell Dorsey-Jackson

Our Winter Newsletter is teeming with important information about Jim Repace's study on the effects of secondhand smoke that was published in the September 2004 issue of the *Journal of Occupational & Environmental Medicine*. Mr. Repace is a 2002 Innovators Award recipient.

Other highlights of this issue include our *Second Annual Innovators Awards Program Lectureship* that featured Dr. Michael Fiore on "Treating Tobacco Addiction," and our "Art and Addiction" Juried Art Exhibition and Contest that was held in conjunction with the Dr. Lonnie E. Mitchell National HBCU Substance Abuse Conference.

Our *Innovators' Spotlight* calls attention to Dr. Larry Gentilello's work on alcohol interventions for trauma patients. Also featured in this issue is Dr. Ellen Hahn, recipient of the Dr. John Slade Memorial Advocacy Award for Tobacco Control.

As always, we encourage your thoughts, ideas and suggestions.

## Director and Deputy Director's Forum

When our first issue of *Innovations* went to press last autumn, Innovator James Repace informed us that research undertaken as part of his Innovators Award was in-press. The editors of the *Journal of Occupational and Environmental Medicine* recognized his paper "Respirable Particles and Carcinogens in the Air of Delaware Hospitality Venues Before and After a Smoking Ban," as a landmark study on secondhand smoke and fast-tracked it for publication. The Innovators Program maximized its impact by working with M Booth & Associates, one of the finest communications firms in the US. We accomplished this because our sponsor, The Robert Wood Johnson Foundation, recognizes the crucial importance of communicating groundbreaking health research to the world at-large to improve health and health care.

M Booth's communications program on Mr. Repace's research achieved exceptional results. As we discuss in our cover story, the program generated more than 530 stories in all top 50 markets in the US. Most importantly, the quality of the coverage was superb as it consistently highlighted the research's key findings: that smoky bars are far worse than polluted highways; ventilation doesn't alleviate the problem; and carcinogens virtually disappear after a smoking ban.

M Booth highlighted the Foundation's leadership role in the public health field, and collaborated with the Innovators Program to showcase the creative work of its Innovators in reducing and controlling addiction. For developing this outstanding media program, M Booth has already received the Bulldog Award and has been nominated for the prestigious PRWeek Award, the most highly sought accolade in the public relations industry. We applaud James Repace on his landmark secondhand smoke study, and congratulate M Booth on the recognition they have received from their peers.

(To read Mr. Repace's original article and to learn more about his research, please visit our website at [www.innovatorsawards.org](http://www.innovatorsawards.org))



Jack E. Henningfield, PhD  
Director



Patricia B. Santora, PhD  
Deputy Director



## **“Art and Addiction” — Juried Art Exhibition and Contest**



Innovators' Program Director, Jack E. Henningfield, PhD with Ms. Victoria Morales at the “Art and Addiction” Juried Art Exhibition.

The science of drug addiction has grown tremendously, making significant advances in our understanding of how strong substances such as alcohol, nicotine, opioids and cocaine alter brain chemistry and can lead to dependency. The art of addiction, however, is oftentimes not readily perceived as being important and is usually found rimming the outer edges of addiction science.

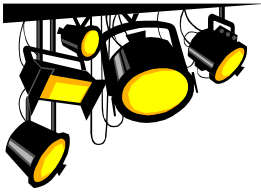
Art makes explicit the human side of addiction. Artists who portray addiction on canvas or with words help us to understand addiction by drawing insightful realities that genetics or physiology cannot teach. The value of this art is its capacity to help us see both the destructive power of addiction and the new life born in recovery. This insight can also stimulate compassion and understanding of addiction as a disease and lead to the conviction that the full force of addiction science be applied to make effective treatment and prevention programs available for those struggling with addiction.

Last year the Innovators Program organized its first show on “Art and Addiction,” a juried art exhibition and contest that was held in conjunction with the Dr. Lonnie E. Mitchell National Historically Black Colleges and Universities (HBCU) Substance Abuse Conference in Baltimore. HBCU students and others were invited to submit original works of art on the exhibit’s theme, *Drug Addiction and Recovery*. During the conference we displayed art that highlighted the addictive process, the tragedy of addiction, and the path to recovery. Six artists, whose work best demonstrated the human side of addiction, were awarded consultancies to continue working with the Innovators Program on this important issue.

Stimulated by the success of last year’s exhibit, the Innovators Program is sponsoring its Second “Art and Addiction” juried art exhibition and contest. Our co-sponsors include the renowned American Visionary Art Museum in Baltimore and members of the administration of Maryland’s Governor Robert L. Ehrlich, Jr. The exhibit will be held once again during this year’s Dr. Lonnie Mitchell’s Substance Abuse Conference on April 19-22, 2005 in Baltimore. Participants are invited to submit works of art that highlight *Drug Addiction and Recovery*. Further information about the exhibit can be found on the Innovators’ website ([www.innovatorsawards.org](http://www.innovatorsawards.org)).

### **Upcoming Meetings**

- March 20-23, 2005— Society for Research on Nicotine & Tobacco in Prague
- April 19-22, 2005— “Art and Addiction” Juried Art Exhibition and Contest in Baltimore
- May 4-6, 2005—National Conference on Tobacco or Health in Chicago
- May 21-26, 2005— American Psychiatric Association Meeting in Atlanta
- June 18-23, 2005—College on Problems of Drug Dependence Meeting in Orlando
- June 25-29, 2005— Research Society on Alcoholism Meeting in Santa Barbara
- August 18-21, 2005— American Psychological Association Meeting in Washington, DC



## Innovators' Spotlight: Larry M. Gentilello, MD, FACS

Dr. Gentilello is Chairman of the Division of Burns, Trauma and Critical Care at the University of Texas Southwestern Medical Center in Dallas, Texas. He is also the Chairman of the Trauma Prevention Committee of the American Association for the Surgery of Trauma.



Larry M. Gentilello, MD, FACS

Dr. Gentilello received the Innovators Award in 2002, and is using it to generate awareness of public policies that provide a disincentive to blood alcohol testing of trauma center patients and prevents effective counseling interventions with substance abusers. Many trauma centers in the U.S. do not screen injured patients for alcohol problems because of state laws passed in 1947 – still in effect in 36 states and the District of Columbia – that allows insurance companies to deny payment for injuries that occur in patients who are under the influence of alcohol. Six states have recently repealed the law.

In a recently released study, Dr. Gentilello completed a cost-benefit analysis which showed that offering brief emergency room counseling to injured patients under the influence of alcohol could save U.S. hospitals almost \$2 billion a year. According to Dr. Gentilello, "Alcohol is by far the leading risk factor for injuries...Patients are most likely to consider changing a harmful behavior when that behavior has caused a crisis or a severe problem in their life."

Dr. Gentilello's study,\* now available in the online edition of *Annals of Surgery*, has demonstrated that the reduction in repeat injuries after a brief counseling intervention saves hospitals approximately \$330/patient by reducing the possibility that patients will return for treatment of additional injuries over the next three years. Earlier research published by Dr. Gentilello showed that these counseling sessions reduced ER visits and hospital admissions by half.

\*"Alcohol Interventions for Trauma Patients Treated in Emergency Departments and Hospitals: A Cost Benefit Analysis," will be published in the April 2005 issue of the *Annals of Surgery*.

## Innovators' Website: Driving Innovation in Addiction Control

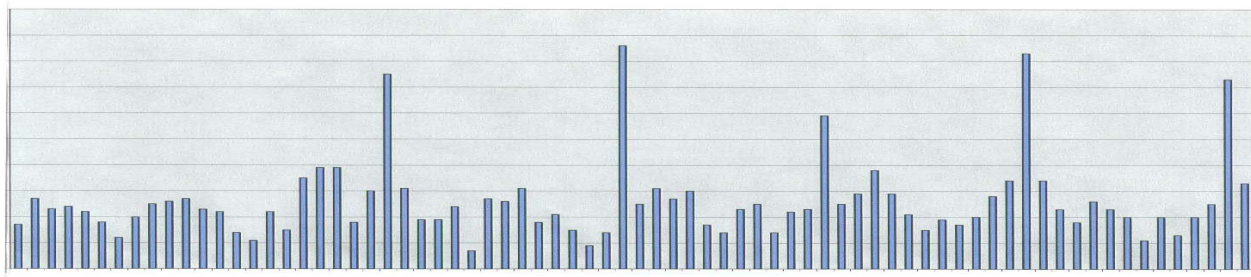
The Innovators' website has received a hearty response since its initial launch last October. The website has averaged approximately 3400 "visits" a day, an encouraging start for a site dedicated to driving innovation in addiction control. We want to stimulate discussion on this topic as we continue to build the website's many components, provide updates on our Innovators' work, and recognize additional innovation. Our multifaceted website includes articles on the science of addiction, and emphasizes the practical implications of pioneering work in the field. It also features essay and art contests to engage addiction professionals and the public to reflect on solutions to reduce and control addiction.

Our "home" page currently features a "Call to Artists" to participate in the Innovators' second annual *Art and Addiction* juried art exhibition and contest. With its theme of drug addiction and recovery, artists are invited to submit original artwork on the addictive process, the tragedy of addiction or the path to recovery. *Art and Addiction* will be held in conjunction with a national HBCU substance abuse conference this April. For additional details about entry forms and submission guidelines, please visit our website at [www.innovatorsawards.org](http://www.innovatorsawards.org).



Denise A. Smith

Innovators' Website: Daily "Visit" Data



## **Innovators Award Lecture -- A National Plan to Treat Tobacco Addiction**



Drs. Michael C. Fiore, Scott J. Leischow, Jack E. Henningfield and J. Raymond DePaulo, Jr.

The Second Annual Innovators Award Lecture was held at the Johns Hopkins University School of Medicine on November 10, 2004 and featured Michael C. Fiore, MD, MPH who spoke on “Treating Tobacco Addiction: Effective Strategies for the 21<sup>st</sup> Century.” The lecture series showcases the work and ideas of our nation’s innovators in controlling and preventing addiction and helps to disseminate innovative approaches to substance abuse. The program was moderated by Jack E. Henningfield, PhD, Director of Innovators Combating Substance Abuse Awards Program and Adjunct Professor of Behavioral Biology in the Psychiatry Department at Johns Hopkins. Dr. Henningfield commented that “Dr. Fiore’s work has made a significant impact on preventable tobacco-related diseases and helps to foster ongoing innovation on critical issues that impact public health and policy.”

One of the pioneers in tobacco research and policy, Dr. Fiore is a 2003 recipient of the Innovators Award, as well as Professor of Medicine and Director of the Center for Tobacco Research and Intervention at the University of Wisconsin Medical School. As chairman of the federal Subcommittee on Cessation of the Interagency Committee on Smoking and Health, Dr. Fiore led a group of experts in crafting the National Action Plan for Tobacco Cessation, which was published in the *American Journal of Public Health* in February 2004 ([www.aph.org](http://www.aph.org)). In his Innovators Lecture, Dr. Fiore discussed the recommendations of the plan, which has already established a federally funded National Tobacco Quitline, and calls for:

- *an ongoing media campaign to help Americans quit smoking*
- *# evidence-based counseling and medications for tobacco cessation*
- *research on the effectiveness of treatment programs, and*
- *strategies for physicians to intervene and treat those with tobacco addiction*

Following Dr. Fiore’s presentation, Scott J. Leischow, PhD made brief remarks on the federal role in promoting treatment for tobacco addiction. Dr. Leischow is Senior Advisor for Tobacco Policy to recently confirmed Health and Human Services Secretary Michael Leavitt. Drs. Fiore, Leischow, Henningfield and J. Raymond DePaulo, Jr., MD, Henry Phipps Professor of Psychiatry and Director of the Department of Psychiatry and Behavioral Sciences at Johns Hopkins, concluded the program by participating in a panel discussion about the challenges to reduce the harm caused by tobacco use.

## Ellen Hahn Receives the John D. Slade, MD Memorial Advocacy Award

*Ellen Hahn, DNS, RN, was the second recipient of the John D. Slade, MD Memorial Advocacy Award, which was conferred by the Alcohol, Tobacco and Other Drug Section of the American Public Health Association at their annual meeting last November. This prestigious award is given annually on behalf of the late Dr. Slade, one of the foremost pioneers in tobacco research and control. As part of The Robert Wood Johnson Foundation's grant and award programs, Dr. Slade served as the Director of two addiction programs from 2000-02, namely, Developing Leadership in Reducing Substance Abuse and Innovators Combating Substance Abuse. Dr. Hahn was a Fellow in the Developing Leadership program.*

Dr. Hahn, Director of the Tobacco Policy Research Program and Associate Professor, University of Kentucky Colleges of Nursing and Public Health, used her fellowship to challenge the pro-tobacco climate in Kentucky. During her three-year fellowship (2000-02) she worked to enhance her tobacco policy research skills, create a tobacco-policy research program at the University of Kentucky, and develop a network of researchers and advocates interested in tobacco control policy in tobacco states.



Ellen Hahn, DNS, RN

The impact of Dr. Hahn's work has already been significant. Her efforts helped pass the Smoke-Free Lexington ordinance, which prohibits smoking in restaurants, bars and other public buildings in the city of Lexington and the county of Fayette, Kentucky. She has conducted research in several areas related to tobacco control policy, including a new study comparing air quality in Lexington hospitality venues, before and after the recent smoke-free law. Dr. Hahn has also organized research meetings in the nation's tobacco states to develop a cohesive network of researchers who focus on tobacco control policy in a region where the industry wields tremendous economic and political influence.



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