



Tobacco 101

Terms Glossary

This glossary contains working definitions of key tobacco-related terminology with particular emphasis on their significance to tobacco prevention and control.

While this resource is comprehensive in scope, it should not be considered exhaustive.

Designed for the 2003 CDC Tobacco Control Leadership Forum Tobacco Control 101 Course

© 2003 Tobacco Technical Assistance Consortium. All Rights Reserved.

UPDATED 2006

For reproduction permissions information, please contact:

Tobacco Technical Assistance Consortium
Rollins School of Public Health, Emory University
1518 Clifton Road, GCR 808
Atlanta, GA 30322
(404) 712-8474

Developed by: Bianco Hopkins & Associates, Inc.
University of Massachusetts Donahue Institute
Daniel W. Krueger, MTS
Elyse Meyers, MS

Design: Daniel W. Krueger, MTS

Tobacco 101

Terms Glossary

This Glossary contains working definitions of key tobacco-related terminology with particular emphasis on their significance to tobacco prevention and control. While this resource is comprehensive in scope, it should not be considered exhaustive.

Access is the ability of persons needing health services to obtain appropriate care in a timely manner. Access also refers to the ability of persons to obtain and consume tobacco products, services, or programs.

Accountability is the responsibility of program managers and staff to provide evidence to stakeholders and funding agencies that a program is effective and in conformance with its coverage, service, legal, and fiscal requirements.

Accountable programs deliver the outcomes that they have been contracted to do. Accountable tobacco control programs are firmly based in science and evaluation; employ proven strategies; justify what was done, when, how, and why; and remain credible.

Acculturation stress refers to the challenges that immigrants experience while adjusting to the mainstream society in their new home. Immigrants often experience a loss of self-confidence and increased social isolation due to language and cultural barriers. Researchers have found a significant link between acculturation stress and negative mental health status.

Accuracy is the extent to which an evaluation is truthful or valid in what it says about a program, project, or material.

Acetylcholine is a neurotransmitter released into the bloodstream by nicotine that stimulates the “fight or flight” response in the brain.

Actions – see *Tobacco control policies* and *Tobacco control programs*

Addiction is the uncontrollable craving, seeking, and use of a substance such as a drug or alcohol.

Additive free is a characteristic of tobacco products that do not contain artificial ingredients to keep them fresh, color to make them appear more attractive, or flavors to enhance their taste.

Administration and Management of Tobacco Control Programs is one of the 9 *Best Practices* endorsed by the Centers for Disease Control and Prevention and a key component of a *Comprehensive Tobacco Control Program*. One example of an administrative strategy that advances tobacco control is the licensing of tobacco product sellers, which should be tied or linked to the primary tobacco legislation.

Adrenaline is a substance that causes an increased heart rate, higher blood pressure, and faster breathing. Adrenaline also releases sugars into the blood, giving the body more energy.

Adverse effects include any unanticipated problem involving risk that results in harm to an individuals or others. May include morbidity or mortality.

Advertising, or advertising campaign, is a marketing effort designed for a particular product, service, or issue that lasts for a specified period of time. Campaigns target a relatively large number of people and are intended to generate specific outcomes or effects. A single campaign generally is based around a common theme and target audience, and often includes ads in several media types.

Tobacco 101

Terms Glossary

Advocacy is the pursuit of influencing outcomes—including public policy and resource allocation decisions within political, economic, and social systems and institutions—that directly affect people's lives. Advocacy also refers to actions directed at policymakers and decisionmakers to promote policies, regulations, and programs to bring about change.

Agents of change include tools, resources or people that significantly alter the way that society or specific populations operate.

Alternative Nicotine Delivery Devices are nicotine-containing products marketed to smokers as a healthier substitute to the conventional cigarette. They allegedly deliver fewer of the harmful constituents of tobacco smoke associated with cancer and other tobacco-related illness, however there is no substantiation for claims that they pose any less risk than more familiar tobacco and nicotine products.

Antitrust legislation is designed to protect trade and commerce from unlawful restraints and monopolies or unfair business practices.

ASSIST (American Stop Smoking Intervention Study) was a community-based intervention directed by state and local volunteer coalitions to plan and implement tobacco control activities. Through ASSIST, media and policy advocacy interventions were directed at the community using the health care system, schools, worksites, and other community channels. ASSIST represented a collaborative effort between the National Cancer Institute (NCI) and the American Cancer Society (ACS), along with state and local health departments and other voluntary organizations to develop comprehensive tobacco control programs in 17 states. The ASSIST intervention model was based on proven smoking prevention and control methods developed within the NCI's intervention trials and other smoking and behavioral research.

Attitudes refer to people's biases, inclinations, or tendencies that influence their response to situations, activities, people, or program goals.

Ban, or smoking ban, refers to the prohibition of the use, performance, or distribution of tobacco products. A ban is a tighter regulation than a restriction, which only limits the use of tobacco products.

Barrier is an obstacle or impedance. Common barriers to tobacco control include aggressive marketing, promotion, and lobbying from the tobacco industry.

Baseline information is data gathered on the target population before a tobacco control program begins.

Best Practices refer to methodologies, policies, and procedures that provide guidance based on past experiences. For instance, a consulting organization may implement best practices for billing and collections to ensure the maintenance of a steady cash flow.

Betel nuts are chewed slowly over several hours and are commonly combined with tobacco. The nicotine in the tobacco has a synergistic effect with the arecoline (active stimulant in the Betel nut). The chewing of Betel Nuts causes mild stimulation and a feeling of well-being. Betel Nuts popular use throughout Asia, India and the Pacific makes it one of the most popular stimulants in the world.

Best Practices For Comprehensive Tobacco Control Programs refers to a guide developed by the Centers for Disease Control and Prevention, based on its analyses of comprehensive tobacco programs, to prevent

Tobacco 101 Terms Glossary

and control tobacco use in order to help states plan and budget for comprehensive programs. *Best Practices* provides a justification for nine components of comprehensive tobacco control programs, budget estimates for successful implementation of each program component, and references to scientific literature.

Bidis are cheap, unfiltered, candy flavored cigarettes imported from India that are very popular with the 18 to 21-year-old smokers. Compared to regular cigarettes, bidis have less tobacco and more nicotine and tar, making them more dangerous.

Big Tobacco is jargon for the tobacco industry and implies a threat of gigantic proportion.

Blunts are regular cigars that have marijuana added to the tobacco. While they generally contain more marijuana than a joint, they look like a regular cigar.

Branding is a method commonly employed in the advertising and marketing industries to permanently affix a company name or specific product in the minds of the public.

Cancer is a term for diseases in which abnormal cells divide without control. Cancer cells can invade nearby tissues and can spread through the bloodstream and lymphatic system to other parts of the body.

Cancer registry is an official record containing personal and medical information about persons with cancer. The purpose is to provide documentation that may, over time, increase professionals' understanding of the causes of and treatments for cancer.

Capacity refers to the resources that are necessary to conduct a comprehensive tobacco prevention and control program. Important resources include competent staff, appropriate data-collection systems, and sufficient funding.

Capacity building is the development of an organization's core skills and capabilities—such as leadership, management, finance and fundraising, programs and evaluation—in order to build the organization's effectiveness and sustainability. This includes identifying and addressing issues, as well as gaining the insights, knowledge and experience needed to solve problems and implement change. Capacity building is facilitated through the provision of technical support activities, including coaching, training, specific technical assistance and resource networking.

Catechols are chemicals used in developing photographs, dyes, plastic production and pharmaceuticals. They are also contained in cigarettes. Skin contact with catechols causes eczematous dermatitis in humans. In humans, absorption through the skin results in an illness resembling that induced by phenol, except convulsions are more pronounced. Large doses of catechol can cause depression of the central nervous system (CNS) and a prolonged rise of blood pressure.

Carcinogen is any substance that causes cancer.

Cardiovascular disease is any disorder that affects the heart's and/or blood vessels' ability to function normally, including high blood pressure, coronary heart disease, stroke, and congestive heart failure. The most common cause of heart disease is narrowing or blockage of the coronary arteries, which supply blood to the heart. Cardiovascular disease is the leading cause of death in the United States.

Tobacco 101

Terms Glossary

Case study is an intensive, detailed description and analysis of a single project or program in the context of its environment.

Cessation is the act of stopping or quitting smoking. Counseling, pharmacologic therapies, and second-line therapies are common methods used to help individuals stop smoking.

Cessation Programs are one of the 9 *Best Practices* endorsed by the Centers for Disease Control and Prevention and a key component of a *Comprehensive Tobacco Control Program*. Strategies to help people quit smoking can yield significant health and economic benefits, including tobacco use screening systems, clinical training, and insurance coverage for proven treatment.

Cheroot is approximately 15 cm in length and consists of a white dried betel nut leaf wrapper filled with coarse ground tobacco and a filter made from Ahm way, a blended herb that gives a sweet taste to the smoke. Cheroots are cigar-shaped with both ends cut square.

Chronic refers to a disease or condition that persists or progresses over a long period of time.

Chronic Disease Programs to Reduce Tobacco Use is one of the 9 *Best Practices* endorsed by the Centers for Disease Control and Prevention and a key component of a *Comprehensive Tobacco Control Program*. Chronic disease programs focus attention directly on tobacco-related diseases both to prevent them and to detect them early. Examples of such chronic disease programs include cardiovascular disease prevention and cancer registries.

Cigar is a cylindrical roll of cured tobacco for smoking, consisting of cut tobacco wrapped in a tobacco leaf. Cigars vary in size and shape, but large cigars typically contain between 5 and 17 grams of a single type of tobacco (as opposed to the tobacco blends found in most cigarettes).

Cigarette is a small roll of finely cut tobacco wrapped in a thin paper for smoking, usually with a filtered tip.

Cigarillo is a small, thin cigar.

Clean air regulations, also referred to as clean indoor air (CIA), including smoking bans, are among the most effective methods for reducing secondhand smoke, as they contribute to a changing social norm with regard to smoking and may influence prevalence directly.

Clean indoor air (CIA) – see Clean Air Regulations

Clinical interventions represent an avenue for cessation efforts and include the pharmacologic treatment of nicotine addiction. For best results, clinical interventions should be combined with behavioral support.

Clove cigarettes contain flavored tobacco and pose the same health risks as regular cigarettes.

Collaboration means working jointly with others, especially in an intellectual endeavor.

Coalition is made up of a group of individuals representing diverse groups or organizations within a defined community who agree to work together to achieve a common goal.

Tobacco 101

Terms Glossary

COMMIT (Community Intervention Trial for Smoking Cessation) was a randomized trial designed to determine whether an organized community-level approach to smoking cessation could help smokers, especially heavy smokers, quit and remain smoke-free. The trial, which involved a broad range of smoking cessation strategies, was funded by the National Cancer Institute (NCI) of the National Institutes of Health and was carried out from 1988 to 1992 in 11 research institutions. In this randomized controlled study, activities were implemented through four channels: (1) public education (including the media and community-wide events), (2) health care workers, (3) worksites and other organizations, and (4) smoking cessation resources. Baseline (1988) and final (1993) telephone surveys were used to determine the prevalence of smoking behavior. Results showed no differences in smoking prevalence among heavy smokers in treatment and control communities. However, a significant decrease in smoking prevalence was seen among light to moderate smokers in treatment communities. The treatment effect was greatest for those with low educational attainment. Process evaluations identified many successes in organizing various projects and in developing specific intervention methods.

Community is a unified body of individuals, usually sharing common interests and living in a particular area. Individuals within a community may also be linked by history or common social, economic, and political interests.

Community Programs to Reduce Tobacco Use is one of the 9 *Best Practices* endorsed by the Centers for Disease Control and Prevention and a key component of a *Comprehensive Tobacco Control Program*. Community programs leverage local resources—families, schools, community groups, local businesses, media, social service, health agencies, and government—to create a social environment that is supportive of nonsmoking or cessation.

Comprehensive Tobacco Prevention Program is defined in the CDC's *Best Practices for Comprehensive Tobacco Control Programs* document. A comprehensive program contains nine basic elements that cover broad areas of tobacco control including: Community Programs to Reduce Tobacco Use; Chronic Disease Programs to Reduce the Burden of Tobacco-Related Diseases; School Programs; Enforcement; Statewide Programs; Counter-Marketing; Cessation Programs; Surveillance and Evaluation; and, Administration and Management. There is clear consensus among the tobacco control professionals and advocates that comprehensive programs are more likely than non-comprehensive programs to be successful.

Consumer health information is designed to help individuals understand their health and make health related decisions for themselves and their families.

Consumer Price Index (CPI) is a measure of living costs based on changes in retail prices. CPI is generally based on a survey of a sample of the population in question.

Contraband cigarettes do not meet the legal requirements for sale in U.S. or are not intended for sale in the U.S.

Cost effectiveness is a measure of the tangible benefits produced by money spent. A program that is highly cost effective has proven to yield a favorable “bang for the buck.”

Counter-advertising refers to any efforts or campaigns aimed at countering the advertising by the tobacco industry and other pro-tobacco influences. Counter-advertising—including television, radio, print, billboard, theater, and other out-of-home advertising—seeks to replace these pro-tobacco messages and influences with persuasive, pro-health, anti-tobacco messages.

Tobacco 101

Terms Glossary

Counter-marketing is one of the 9 *Best Practices* endorsed by the Centers for Disease Control and Prevention and a key component of a *Comprehensive Tobacco Control Program*. It refers to marketing and communications efforts aimed at countering the marketing efforts (including but not limited to advertising) of the tobacco industry and other pro-tobacco influences. Counter-marketing can include such efforts as media advocacy, media relations, in-school curriculum programs, and sponsorships and promotions, as well as paid counter-advertising.

Culture refers to the customary beliefs, social forms, and material traits, of a racial, religious, or social group.

Cultural competence refers to the design, implementation, and evaluation process that accounts for special issues of select population groups (ethnic, racial and linguistic), as well as differing educational levels and physical abilities. Broader definitions of competence take into consideration sensitivity to age, gender, sexual identity and socioeconomic status, among other things.

Data are documented information or evidence of any kind.

Data analysis is the process of systematically applying statistical and logical techniques to describe, summarize, and compare data.

Data collection refers to the gathering of information—via questionnaires, interviews, intake forms, or other instruments—for evaluation.

Database is a collection of information—usually computerized—that has been systematically organized for easy access and analysis.

Deterrence is a strategy used to discourage individuals from smoking. School-based education on the consequences of smoking is a common deterrence strategy applied to youth. Tobacco taxes and smoking restrictions also function as deterrents to smoking.

Direct cost represents the dollar value of goods and services consumed as a result of smoking and smoking-related illness and for which a payment is made. Examples include health care costs of hospitalizations, physician services, and medications to treat illnesses associated with tobacco use.

Disparities are differences in the health status, burden of illness, and death in certain population groups, such as racial and ethnic minorities, when compared to the U.S. population as a whole. Health disparities may result from poverty, lack of access to quality health services, environmental hazards in homes and neighborhoods, the need for effective prevention programs tailored to specific community needs, and sociopolitical factors. A broader definition of disparity take into consideration sensitivity to age, gender, sexual identity, and socioeconomic status, among other things.

Dissemination is the process of communicating either the procedures or the lessons learned from an evaluation in a timely, unbiased, and consistent manner.

Diversity refers to the broad range of human qualities that make individuals and groups different from one another. Primary dimensions of diversity are age, ethnicity, gender, physical abilities/qualities, race and sexual orientation. Secondary dimensions of diversity, which are alterable, include traits such as educational background, geographic location, income, marital status, military experience, parental status, religious beliefs, and work experiences. The concept of diversity must be seen in all aspects of a tobacco control program

Tobacco 101

Terms Glossary

including, but not limited to: populations served, program planning, staffing/infrastructure, *and* community funding/resources. This requires the involvement and inclusiveness of all populations, with representation at every level of decision-making, about tobacco-related health issues.

Dopamine is a naturally-occurring chemical in the brain that results in good, positive feelings.

Effectiveness means producing or capable of producing a desired result.

Emphysema is a form of Chronic Obstructive Pulmonary Disease (COPD) that involves damage to the air sacs (alveoli) in the lungs. The walls of the air sacs breakdown making them unable to exchange oxygen and carbon dioxide between the lungs and the blood. Additionally, the bronchioles lose elasticity and collapse during exhalation, trapping air in the lungs. The trapped air keeps fresh air and oxygen from entering the lungs.

Empowerment refers to the official authority or legal power bestowed upon one by another.

Endorphines are natural painkillers made by the body. Nicotine triggers the release of endorphins.

Enforcement of Tobacco Control Policies is one of the 9 *Best Practices* endorsed by the Centers for Disease Control and Prevention and a key component of a *Comprehensive Tobacco Control Program*. Enforcement of tobacco control policies is necessary to deter violators and to send a message to the public that community leaders believe that these policies are important.

Environmental Tobacco Smoke (ETS) – is a complex mixture formed from the escaping smoke of a burning tobacco product and smoke exhaled by the smoker. The characteristics of ETS change as it ages and combines with other constituents in the surrounding air. Ventilation, air cleaning, or spatial separation of smokers from nonsmokers cannot control secondhand smoke. Cigarettes, cigars, pipes, all contribute to ETS. *Also see Secondhand Smoke*

Epidemiology is the study of the distribution and determinants of health, injury, disease and death in human populations and the application of this study to the control of health problems. Epidemiological studies investigate the incidence, causes, spread, prevention, and control of disease in a population.

Esophagus is the muscular tube through which food passes from the throat to the stomach.

Ethnicity refers to an ethnic or racial group having a common origin, language, custom, or history.

Etiology is the science of the causes or origins of disease.

Evaluation, or program evaluation, is the systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future program development.

Evidence-based refers to the conscientious, explicit and judicious use of current best evidence from systematic research in making decisions about the public health strategies and programs used to prevent tobacco use.

Excise tax, also referred to as sin tax, refers to a tax on the manufacture, sale, or consumption of products containing tobacco.

Tobacco 101

Terms Glossary

Experimental design refers to methods of evaluation that involve randomly assigned people in the target population to one of two or more groups in order to eliminate the effects of history and maturation. The program's effects are measured by comparing the change in one group or set of groups with the change in another group or set of groups.

Feasibility is the extent to which resources allow a program or evaluation to be conducted.

Focus group is a collection of people selected for their relevance to an evaluation who are engaged by a trained facilitator in a series of discussions designed for sharing insights, ideas, and observations on a topic of concern.

Formative research seeks to assess the nature of a problem, the needs of a target audience, and the implementation process to inform and improve program design. Formative research—reviews of existing programs, surveys, interviews, and focus group discussions—is conducted both prior to and during program development to adapt the program to audience needs.

Front groups are allies to the tobacco industry or third party groups created by the tobacco industry that stay “out in front” fighting against smokefree policies and for smokers’ rights. They allow the tobacco industry to remain behind the scenes, protecting their public image.

Gateway drugs are drugs that when used may lead to the use and abuse of other more serious drugs, such as cocaine or heroin. Gateway drugs are easily accessible, inexpensive, and in the case of tobacco, legal to possess by adults.

Glutamate is a substance in the brain, that helps create memories; its release is triggered by nicotine. A prevailing theory is that the addiction process is strengthened by the presence of memory-making Glutamate during a time when the body feels good.

Goal expresses the overall mission or purpose of a program and helps guide its development. In tobacco prevention and control, the overarching purpose is to reduce tobacco related morbidity and mortality. Specific tobacco control programs have more specific goals, as well.

Grassroots refers to the very foundation or source. It is also defined as the basic level of society or of an organization, especially as viewed from higher or more centralized positions of power.

Grassroots Lobbying refers to attempt by individuals at the core of an issue (e.g., tobacco control advocates) to influence the approval, modification or rejection of legislation through contacts with, or causing others to make contact with, members of the legislature or legislative committees.

Gratis cigarettes, or gratis tobacco products, are given away for free (“gratis”) during some type of tobacco promotion or advertising event.

Green Tobacco Sickness occurs when tobacco workers hand-harvest, cut, or load tobacco plants, usually in the early morning or after a rainfall when plants are covered with moisture. GTS occurs through skin exposure to dissolved nicotine from tobacco leaves.

Tobacco 101

Terms Glossary

Health communications refers to the art and technique of informing, influencing, and motivating individual, institutional, and public audiences about important health issues. The scope of health communication includes disease prevention, health promotion, health care policy, and the business of health care as well as enhancement of the quality of life and health of individuals within the community.

Health education refers to any planned combination of learning experiences designed to predispose, enable, and reinforce voluntary behavior conducive to health in individuals, groups, or communities.

Health literacy refers to the degree to which individuals have the capacity to obtain process, and understand basic health information and services needed to make appropriate health decisions.

Health promotion refers to any planned combination of educational, political, regulatory, and organizational supports for actions and conditions of living conducive to the health of individuals, groups, or communities.

Healthy People 2010 is the prevention agenda for the Nation. It is a statement of national health objectives designed to identify the most significant preventable threats to health and to establish national goals to reduce these threats. This document contains important information about tobacco use and objectives covering a range of tobacco control and use issues from reducing tobacco use among adults and youth to eliminating laws that preempt stronger tobacco laws in all states, to increasing the average Federal and State tax on tobacco products.

Honoraria refers to payments to qualified experts for the provision of public speeches and workshops.

Impact refers to the force of impression of one thing on another or a significant effect. For instance, impact may refer either to the drug effect of a substance, particularly nicotine, or the effects of a program or strategy.

IMPACT (Initiatives to Mobilize for the Prevention and Control of Tobacco Use) was a program the Centers for Disease Control and Prevention (CDC) funded in the District of Columbia, 32 states that did not receive funding from the ASSIST project, and key national organizations serving populations targeted by the tobacco industry and historically underrepresented in the tobacco control movement. A portion of IMPACT funds were directed to support community mobilization at the state and local levels, with particular focus on priority populations. The program also provided extensive training to representatives of state coalitions on issues such as media advocacy, policy advocacy, and coalition building.

Incidence is the number of new cases of a disease in a defined population, within a specified period of time.

Inclusiveness means covering or intended to cover all items, costs, or services.

Indicator is a specific, observable, and measurable characteristic or change that shows the progress a program is making toward achieving a specified outcome.

Indirect cost represents losses for which no dollars exchange hands, including the value of time lost from activities due to illness and disability and the value of lives lost prematurely from smoking-related illnesses.

Indirect marketing is a method the tobacco industry uses to promote their products. Examples include sponsorship of sporting events as well as the industry's sizeable contributions to special projects and initiatives that are important to target communities.

Tobacco 101

Terms Glossary

Individual approaches—the counterpart to population-based approaches of a social change model—can also be part if they are designed to change policies that would guarantee funding and establish programs, policies, procedures, and practices. They are also useful in helping a community ready itself for social change.

Infrastructure refers to all the components necessary to conduct a program or an evaluation, including but not limited to experienced staff and adequate funding.

Initiation refers to the first occurrence of cigarette use.

Initiatives influence policies that determine the availability of services and treatment to promote tobacco control.

Insulin a substance that blocks the release of sugar into the bloodstream. The presence of nicotine prevents insulin from doing its job, leaving nothing to prevent a rush of sugar to the blood.

Interventions are defined as planned and measurable activities designed to reduce tobacco use.

Kiddie packs contain fewer than the full 20 cigarettes found in a regular pack of cigarettes.

Kreteks – see *Clove Cigarettes*

Larynx, also called the voice box, is the area of the throat containing the vocal cords and used for breathing, swallowing, and talking.

Legislation is the exercise of the power and function of making rules (as laws) that have the force of authority by virtue of their promulgation by an official organ of a state or other organization.

Legislator is an individual who makes laws especially for a political unit.

Legislature is a body of persons having the authority to make laws for a political unit.

Leokoplakia is a condition in which potentially precancerous lesions develop on the tongue or inside of the cheeks as a response to chronic irritation such as smoking or chewing tobacco products. Also known as **smoker's keratosis**.

Lifetime cigarette use refers to smoking at least one cigarette every day for 30 days.

“**Light,**” “**Ultralight,**” and “**Low Tar**” **Cigarettes** were introduced by the tobacco companies as “safe cigarettes” and marketed as an “alternative” to quitting, though studies show that smokers who switch from regular brands to “light” or “ultralight” cigarettes are actually less likely to quit altogether than people who smoke regular brands.

Lobbying is an attempt to influence the approval, modification or rejection of legislation through contacts with, or causing others to make contact with, members of the legislature or legislative committees.

Logic model is a systematic and visual way to present perceived relationships among resources.

Tobacco 101

Terms Glossary

Long-term outcomes refer to the distant or future effects of a program and are typically focused on sustainability.

Loosies are the common term for single or individually packaged cigarettes. Loosies pose a serious threat because children who are considering experimenting with tobacco may be less intimidated by buying a single cigarette as a first step.

Mainstream smoke - is what smokers pull through the mouthpiece when they inhale or puff. Everyone is exposed to mainstream smoke when smokers exhale.

Marketing is the process or technique of promoting, selling, and distributing a product or service.

Master Settlement Agreement (MSA) is the legal agreement between 46 states, Puerto Rico, the U.S. Virgin Islands, American Samoa, the Northern Mariana Islands, Guam, and the District of Columbia and the major tobacco companies in the U.S. Signed in November 1998, the MSA collectively settled the states' and territories' individual lawsuits against the tobacco industry for \$206 billion to be paid to the states and territories over 25 years. Among the most significant milestones in tobacco control history, the settlement did not specify how the money should be spent; instead, each state or territory decides how to spend its settlement dollars.

Media advocacy is the strategic use of mass media—film, TV, radio, newspapers, magazines, billboards, posters, or the Internet—as a resource for advancing a social or public policy initiative.

Median is the middle value in a range of numbers.

Medicaid is a joint federal-state program of health for insurance the poor, blind and disabled.

Medically underserved population refers to individuals or groups who lack access to health services or information relative to the national average. The underserved population may include residents of rural, remote, or inner-city areas; members of certain racial and ethnic groups; socioeconomically disadvantaged persons; or people with disabilities. Broader definitions of medically underserved populations take into consideration factors such as age and gender.

Menthol is an ingredient added directly to tobacco in a solution of alcohol, introduced into the cigarette filter or applied to the paper side of the cigarette pack foil. The use of mentholated products was initially promoted to offer an alternative to the harsh-tasting, hot and many-times unpleasant experiences with some non-mentholated products. Mentholated products, such as the cigarette brands Kool and Newport, are often marketed to African Americans.

Minority is a part of a population differing from the majority in some characteristics and often subjected to differential treatment. By and large, priority populations for tobacco control interventions are made up of minorities.

Morbidity cost refers to the value of days lost from productive activities by sick smokers.

Mortality cost refers to the value of lives lost by those who die prematurely from smoking-related illness.

Municipality is a city or town with its own incorporated government for local affairs.

Tobacco 101

Terms Glossary

Needs assessment is a process for collecting information to understand a community's concerns, characterizing its needs and resources, and eventually working together to respond to the issues identified.

Network is an interconnected or interrelated chain, group, or system of computers, terminals, and databases connected by communications lines. Networks also refer to groups of individuals connected via interpersonal relationships.

Nicotine is a poisonous and powerful central nervous system stimulant found in tobacco leaves that is physically and psychologically addictive.

Nitrosamines are one of the most important groups of carcinogens in tobacco and tobacco smoke. These carcinogens are formed from nicotine and related compounds by a nitrosation reaction that occurs during the curing and processing of tobacco. They are called tobacco-specific nitrosamines because they are found only in tobacco products. Nitrosamines are important causative factors for cancers of the lung, pancreas, esophagus, and oral cavity in people who use tobacco products.

Objective is a statement describing the results to be achieved and the manner in which these results will be achieved. A well written and clearly defined objective is SMART: Smart, Measureable, Achievable and Ambitious, Relevant, and Time-bound. SMART objectives set program priorities, aid in monitoring progress toward achieving goals, and set targets for accountability.

Ordinance is a municipal regulation or a law set forth by a governmental authority. Ordinance also refers to a prescribed usage, practice, or ceremony.

Outcome evaluation, sometimes called impact evaluation, refers to the systematic collection of information to assess the impact of a program, present conclusions about the merit or worth of a program, and make recommendations about future program direction or improvement. Outcome evaluations focus on results or consequences, whereas impact evaluation refers mainly to a force or event itself.

Outcomes are the results of program operations or activities or the effects triggered by the program.

Outreach refers to the extending of services or assistance beyond current or usual limits, as in an outreach program.

Pancreas is a glandular organ located in the abdomen. It makes pancreatic juices, which contain enzymes that aid in digestion, and it produces several hormones, including insulin. The pancreas is surrounded by the stomach, intestines, and other organs.

Parity is the quality or state of being equal or equivalent.

Partnerships are relationships between organizations that exist in the interest of mutual gain. Partners can share venues, expertise, goals, and technology, among others.

Passive Smoking is the exposure to and breathing other people's smoke. It is called passive, involuntary or second-hand smoking.

Tobacco 101

Terms Glossary

Patient communication refers to information for individuals with health conditions intended to help them maximize recovery, maintain therapeutic regimens, and understand alternative approaches. Patient communication includes educational resources, provider-patient communication, and peer-to-peer communication.

Perique is a strong, rich black tobacco grown only in a small area of Louisiana and used mainly in blending.

Pharmacology is the body of science dealing with drugs, their nature, properties, and effects.

Pharmacotherapy is the treatment of disease, especially mental illness, with drugs.

Plug is a cake of pressed tobacco or a piece of chewing tobacco.

Policy is a system of laws, regulatory measures, courses of action, and funding priorities concerning (in this case) tobacco-related issues put into effect by a governmental entity or its representatives.

Policy advocacy is the effort to influence public policy through various forms of persuasive communication such as statements or prevailing practices imposed by those in authority to guide or control institutional, community, and individual behavior.

Policy change is the effect of advocacy efforts on public policy.

Population is a body of persons or individuals having a quality or characteristic in common. Population also refers to a group of individual persons, objects, or items from which samples are taken for statistical measurement.

Population-based approach focuses on groups of individuals. Population-based interventions, which emphasize multi-component programs that address social norms and the needs of individuals, have formed the core of the tobacco control efforts currently underway in several states.

Post-test is a series of measurements taken after services or activities have ended. Results are compared with the results of a pre-test to show evidence of the effects or changes resulting from the services or activities being evaluated.

Preemption is a tactic of the tobacco industry used to restrict or circumvent the ability of local jurisdictions to enforce or enact local legislation. For example, by supporting the passage of weak state laws, the tobacco industry makes it impossible for local lawmakers to enact stricter regulations that favor, for instance, clear indoor air.

Pre-test is a series of measurements taken before services or activities begin to obtain baseline data. Results are compared with the results of a post-test to show evidence of the effects of the services or activities being evaluated.

Prevalence is the number of cases of a given disease in a given population at a certain point in time. Related to tobacco use, it is the proportion of people in the U.S. found to be using tobacco at a certain point in time.

Prevention is the act of preventing or hindering, in this case, smoking initiation.

Tobacco 101

Terms Glossary

Priority populations for tobacco control are those groups who, in the opinion of the developers, require special attention in terms of surveillance, prevention strategies, and advocacy. These populations include African American, Asian American and Pacific Islander, the elderly, Native American, Hispanic, lesbian, Bisexual, Gay Transgender, low income, women and youth.

Process evaluation is the systematic collection of information to document and assess how a program was implemented and operates. For an interactive health communication program, process evaluation may include testing how the program applications function.

Product labeling refers to the information printed on or packaged with cigarette packs. In the United States, very little information about additives and toxicity is included in the labeling.

Product regulation seeks to increase the amount and detail of information about cigarette contents and risks disclosed on package labels.

Program evaluation is the systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future program development.

Promotion is the act of furthering the growth or development of something.

Propriety is a standard measure of appropriateness. A program that has a high level of propriety is most likely to be adopted and to succeed.

Public health refers to the art and science dealing with the protection and improvement of community health by organized community effort and including preventive medicine and sanitary and social science.

Public health agency refers to an administrative and power wielding division (often of government) that is responsible for protecting and improving community health. Preventive medicine and sanitation are among their chief concerns.

Public policy is a high-level plan embracing the general goals and acceptable procedures of a community. Usually implemented by a government body, public policy is designed to influence the social environment.

Quitline is a dedicated telephone service staffed by health care professionals with special training in smoking cessation techniques. Quitlines are intended to help individuals working to quit smoking by offering them support, encouragement, and answers to get them through tough spots.

Reach refers to the number of people or households that will be exposed to a specific advertising message over a period of time, typically four weeks.

Regulatory change – see *Regulatory interventions*

Regulatory efforts are activities or measures taken by people, businesses, or organizations that are required by policies or regulations. An example would be maintaining a smoke free workplace in compliance with a local smoke free ordinance.

Tobacco 101

Terms Glossary

Regulatory interventions, or regulatory change, can minimize the onset of smoking and alter the social acceptability of tobacco use. Objectives of regulatory interventions include increasing smoking bans to reduce people's exposure to environmental tobacco smoke, strengthening warning labels on tobacco products, and increasing regulations on the advertising, promotion, and sale of tobacco products in the US.

Replacement Smokers are what the tobacco industry calls non-users (mostly youth and disadvantaged populations) who are targeted by marketing to replace deceased smokers. Note that the industry does not seek to replace or draw back people who have quit.

Research is the investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws; the collecting of information about a particular subject.

Resources are assets available and anticipated for operations. They include people, equipment, facilities and other things used to plan, implement, and evaluate public programs.

Restriction aims to limit the use of tobacco products, such as restriction of minors' access to tobacco products. Restrictions are less severe than bans, which prohibit the use, performance, or distribution of tobacco products.

Risk communication is the practice of engaging communities in discussions and counseling about environmental and other health risks and approaches to deal with them.

Risk factor is anything that increases a person's chance of developing a disease, including a substance, agent, genetic alteration, trait, habit, or condition.

Sample is a subset of people in a particular population.

Sampling frame is a complete list of all people or households in the target population.

School Programs to Reduce Tobacco Use is one of the 9 *Best Practices* endorsed by the Centers for Disease Control and Prevention and a key component of a *Comprehensive Tobacco Control Program*. School-based programs can have significant impact on smoking behavior among young people and are proven most effective when part of a comprehensive, community-based effort.

Secondhand smoke consists of sidestream smoke and the smoke exhaled by smokers. Secondhand smoke cannot be controlled by ventilation, air cleaning, or spatial separation of smokers from nonsmokers.

Short-term outcomes refer to the immediate effects of a program and often focus on the knowledge, attitudes, and skills gained by a target audience.

Sidestream Smoke is the smoke emitted from the burning end of cigarettes, cigars, and pipes, not the smoke which is drawn through the mouth end during puffing.

Sin tax – see *Excise Tax*

Smokeless tobacco products include snuff, chewing tobacco, smokeless pouches, or other forms of loose leaf tobacco that is not burned.

Tobacco 101

Terms Glossary

Smoking is the drawing of smoke, fire, and toxic substances into the lungs from any type of lighted pipe, cigar, cigarette, or any other smoking equipment for the purpose of giving the body a dose of a drug, usually nicotine.

Snuff, a popular form of smokeless tobacco, is prepared from powdered tobacco and inhaled by sniffing, chewing, or rubbing on the gums. Snuff comes in moist, dry, and sachet (pouch) forms.

Social change, also referred to as social influence resistance model, is a shift in the norms of a community over time. Social change is regarded as one of the most effective approaches to tobacco control as it emphasizes the social environment as a critical factor in tobacco use and recognizes the importance of influences outside of the individual, such as peer pressure and other social norms.

Social influence resistance model – *See Social Change*

Social marketing refers to the planning and implementation of programs designed to bring about social change using concepts from commercial marketing.

Social norms, or societal norms, refer to patterns or traits taken to be typical in the behavior of a social group. Successful tobacco control programs work within existing social norms to effect change and promote health.

Social relevance refers to the appeal and acceptability of a given program or goal for a specific audience. The higher the social relevance, the greater the likelihood for adoption and ultimate success.

Socioeconomic status (SES) is an indication of an individual's or a group's "social" and "economic" standing relative to others. SES is determined largely by an individual's or a household's fixed income. Typically, publicly funded services and aid are available to people of lower socioeconomic status.

Special populations – *See Priority Populations*

Spit (or chew) tobacco is a form of smokeless tobacco that is sold in loose leaf, twist and plug forms that are commonly referred to as dip, snuff, and plugs, respectively. These forms of tobacco contain nicotine and poisons just as regular cigarettes do and therefore are addictive and cause negative health effects.

Stakeholder refers to people or organizations who are invested in a program and have a stake in what is achieved through the program.

Standard is a principle commonly agreed to by experts in the conduct and use of an evaluation for the measure of the value or quality of an evaluation. Common standards in tobacco control program design and evaluation include accuracy, feasibility, propriety, and utility.

Statewide Programs to Reduce Tobacco Use is one of the 9 *Best Practices* endorsed by the Centers for Disease Control and Prevention and a key component of a *Comprehensive Tobacco Control Program*. Statewide projects have been successful overall and especially so in the areas of promoting media advocacy, implementing smokefree policies, reducing minors' access to tobacco, and providing technical assistance on evaluating programs.

Statistical significance refers to the probability of rejecting the null hypothesis in a statistical test when it is true.

Stealth marketing - *See Indirect Marketing*

Tobacco 101

Terms Glossary

Stogie is a long, thin cigar.

Strategic means of, relating to, or marked by strategy, as in a strategic retreat. This also refers to great importance within an integrated whole or to a planned effect.

Strategic planning refers to the act or process of establishing goals, policies, and procedures for a social or economic unit to afford the maximum support to adopted policies.

Strategy is a careful plan or method. Historically, strategy has referred to the science and art of employing the political, economic, psychological, and military forces of a nation or group of nations to afford the maximum support to adopted policies in peace or war. In modern business, strategy is the art of devising or employing plans toward a goal.

Subpopulation is an identifiable fraction or subdivision of a population. Identifying subpopulations, such as single mothers, is an effective approach to strategic planning.

Substance abuse refers to excessive use of a drug (as alcohol, narcotics, or cocaine) without medical justification.

Surgeon General's Report (SGR), started in 1964 and produced annually every since, serves as a critical resource to the tobacco control effort as it outlines in great detail the problems associated with tobacco use and offers solutions for reducing and preventing tobacco use. SGR offers a composite review of various tobacco control methods and provides a vision for the future of tobacco control.

Surveillance refers to the ongoing, systematic collection, analysis, and interpretation of data essential to the planning, implementation, and evaluation of public health practice, closely integrated with the timely dissemination of these data to those responsible for prevention and control.

Surveillance and Evaluation of Tobacco Control Programs is one of the 9 *Best Practices* endorsed by the Centers for Disease Control and Prevention and a key component of a *Comprehensive Tobacco Control Program*. It monitors program accountability for state policymakers and others responsible for fiscal oversight helps tobacco control professionals make judgments about programs, improve program effectiveness, and/or inform decisions about future program development.

Survey is a quantitative (nonexperimental) method of collecting information on a target population at one point in time. Common surveys methods include interviews (in person or by telephone) and questionnaires.

Sustainability requires building capacity through training staff, creating leadership and maintaining staff, and building relationships with partners.

Sustainable tobacco control programs have all the elements in place that are needed to get their programs funded and working effectively.

Systems change refers to the act of making a difference in a systemic manner, such as with health care systems, legislation, policy, and regulations.

Tobacco 101

Terms Glossary

Tactic is a device or activity for accomplishing an end. For instance, educational tactics aim to increase an intended audience's understanding of a given topic.

Tailored marketing refers to the practice of creating messages and materials to reach one specific person based on characteristics unique to that person, related to the outcome of interest, and derived from an assessment of that individual.

Target population refers to a specific intended audience for a given initiative, program, or message. For instance, the target population for a neonatal health education campaign could be pregnant women.

Targeted marketing refers to the practice of creating messages and materials intended to reach a specific segment of a population, usually based on one or more demographic or other characteristics shared by its members.

Technical assistance (TA) can be defined as services provided by professional staff and consultants intended to give guidance to tobacco prevention and control programs at the state and local governmental levels as well as community organizations to strengthen or enhance program effectiveness. The goal of TA is to build skills, expertise, and capacity in tobacco prevention and control.

Tobacco, or tobacco products, are any substances or items containing the tobacco leaf, including cigarettes, cigars, pipe tobacco, snuff, fine cut or other chewing tobacco, cheroots, stogies, perique, granulated, plug cut, crimp cut, ready-rubbed, snuff flowers, cavendish, twist tobaccos, dipping tobaccos, refuse scraps, clippings, cuttings, sweepings, and other kinds or forms of tobacco leaf prepared in such manner as to be suitable for chewing, sniffing, or smoking.

Tobacco control is defined as multiple programs, policies, and cessation services designed to reduce the factors that influence tobacco use.

Tobacco control advocacy includes the efforts of many diverse groups within communities that advocate for, or advance the cause of, tobacco control. Tobacco control advocates with the greatest amount of influence are the media, health care sector, worksites, and schools. Coalitions, government agencies, and volunteers are also valuable advocates.

Tobacco control policies refer to a system of laws, regulatory measures, courses of action, and funding priorities concerning tobacco-related issues. These policies are designed to reduce disease, disability, and death related to tobacco use and are often put into effect by a governmental entity or its representatives. They can include **actions** like advocacy, lobbying, and organizing political support, as well as public and private **initiatives** to reduce the influences that promote use or that establish programs and services.

Tobacco control programs are educational activities designed to increase knowledge and skill to prevent tobacco use. Program **actions** can range from individual and group education to mass media activities. Program **initiatives** can include activities to organize and mobilize leadership to support programs.

Tobacco harm reduction aims to reduce the level of tobacco use among people who are so addicted that they cannot quit. Successful harm reduction results in overall improved health for the population compared to the original amount of tobacco use. This is different from smoking cessation (quitting), because there is continued exposure to the harmful substances in tobacco and a continued risk of acquiring the diseases related to tobacco use but potentially less than that of the previous level of tobacco use.

Tobacco 101

Terms Glossary

Tobacco industry refers to the conglomerate of companies that manufacture, promote, and sell tobacco products.

Tobacco litigation refers to legal actions taken against the tobacco industry. Since 1954, more than 1,000 cases have been filed. These have included cases involving smokers, non-smokers, and third parties seeking reimbursement, among others.

Tobacco related devices refer to any tobacco product as well as pipes, rolling papers, or other devices intentionally designed or intended to be used in a manner which enables the chewing, sniffing, or smoking of tobacco or tobacco products.

Tobacco use is the regular practice or habit of ingesting or consuming tobacco-containing products.

Toxic is having to do with poison or something harmful to the body. Toxic substances usually cause unwanted side effects.

Toxicant is a toxic agent, such as a chemical or a pesticide.

Toxicity is the degree to which something is affected by a poison or toxin.

Trend refers to a tendency over time.

Utility is the extent to which an evaluation produces and disseminates reports that inform relevant audiences and have beneficial impact on their work.

Vending machine is any mechanical, electric or electronic, or other type of device which dispenses tobacco, tobacco products, or tobacco related devices upon the insertion of money, tokens, or other form of payment directly into the machine by the person seeking to purchase the tobacco, tobacco product, or tobacco related device.

Voluntary efforts are measures taken by people, businesses, or organizations without their being forced or required. An example would be a restaurant choosing to maintain a smoke free environment when no smoke free ordinance exists.

Voluntary Regulations are a tactic of the tobacco companies to self-regulate without legal obligation or the ability for enforcement.

Vulnerable population – See *Priority Populations*

Withdrawal consists of uncomfortable physiological or mental effects resulting when a tobacco user stops using products containing nicotine, the addicting drug found in tobacco, for a period of time. Tobacco users may experience irritability, restlessness, lack of concentration, fatigue, hunger, nervousness, and other symptoms when they go without nicotine.

Youth access refers to the ability of people less than the legal purchasing age to obtain tobacco products. While many components of a comprehensive tobacco control program attempt to reduce youth demand for tobacco products, effective youth access policies focus on reducing the supply of tobacco to children.

Tobacco 101 Terms Glossary



Tobacco Control 101 Terms Glossary

Designed for the Tobacco Control 101 Course

